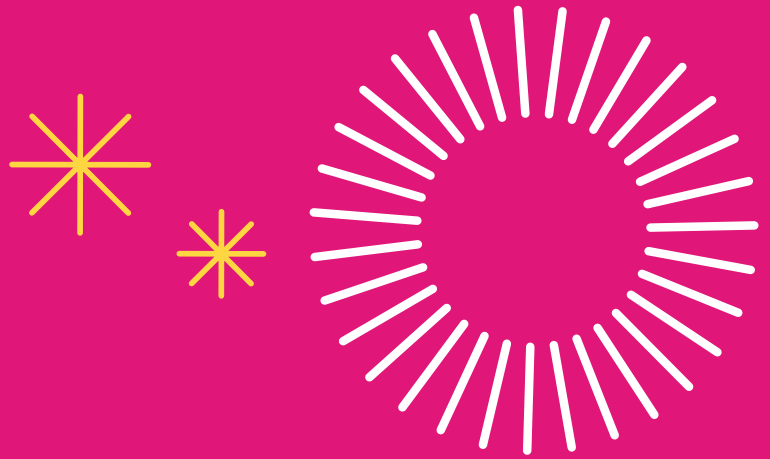
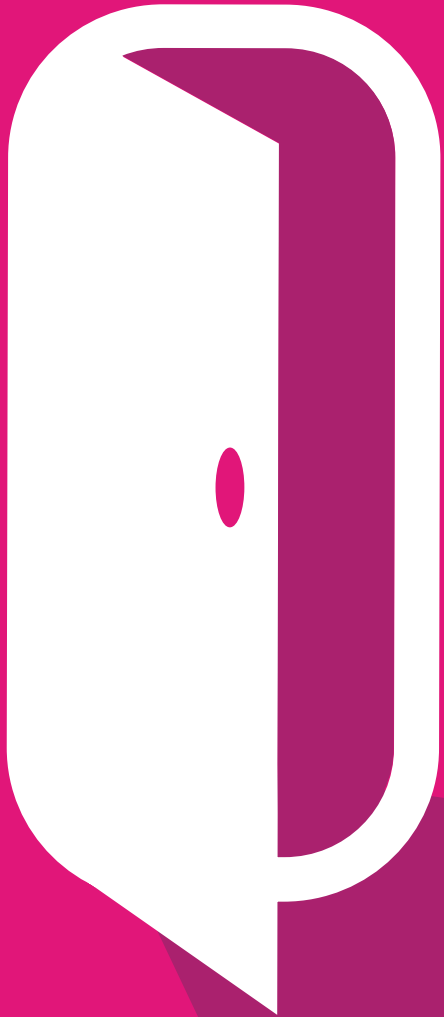


magenta

Spring 2025

magazine



MAGENTA
LIVING

20

YEARS
of opening doors

Page 4

Financial support
and advice

Page 5

Magenta in Bloom is
back for 2025

Page 10

20 Years of Opening Doors
'Magenta 20 Community Fund'

Welcome

to our

Spring edition

MCCC is primarily composed of Magenta customers and collaborates with the Board and Executive Leadership Team. We ensure customer voices are heard and services are shaped by their feedback.

I want to begin by thanking Magenta CEO Debi, who will be leaving us soon for a new opportunity for a housing provider based in Australia!

Empowering customers to work alongside the Executive Team to find solutions to improve services, ensuring that the customer needs are met with greater efficiency is largely due to the cultural shift Debi has driven within the organisation. Everyone feels included, empowered, and able to contribute and do the right thing.

On behalf of MCCC, we wish Debi well in her new role and hope she continues to champion the customer voice in Australia!

It's been a busy few months again for MCCC as we continue to work with various Magenta teams, ensuring the organisation considers customers' views. Over the past few months we have been involved in:

- Learning how technology is being used to prevent damp and mould in Magenta homes
- A review of contractors working on behalf of Magenta and making sure contractors deliver excellent customer service
- Complaints and how they are handled
- Reviewing and testing technology to make things like reporting repairs easier for customers through our improved customer portal, MyMagenta
- Focusing on communications with The People Network, which included providing feedback on the range of Magenta communication channels and ideas on how to improve - you can read more about this on page 6
- Reviewing customer-facing policies including: Garage Allocation, Hate Harassment, Unreasonable Customer Behaviour, Domestic Abuse and Electric Powered Vehicles.

As you can see, MCCC have covered a lot of topics which are important to Magenta customers. I can assure you, we will continue to work in partnership with the organisation, representing you to make improvements.

All the best

Wendy

Wendy, Chair of MCCC



Wendy, Chair of MCCC

MCCC
- Magenta
Customer &
Communities
Committee

Hello from Debi...

Spring is finally here and hopefully we'll start to see some nicer weather. Spring always reminds me of new beginnings, and I wanted to take this opportunity to share some personal news with you.

After a lot of careful consideration, I'll be leaving Magenta to take up a new position as Chief Executive of a community housing provider in Sydney, Australia! This was an unexpected opportunity to move to Australia, which is a place that's very close to my heart and I feel it's a journey I must pursue.

I'll be taking up my new role later this Summer, but in the meantime, I'm still very much committed to Magenta. We have already begun the process of finding a new Chief Executive for Magenta and details of who this will be, will be shared with you as soon as they become available.

In the meantime, to provide continuity during the recruitment period, Andy Lomas our Chief Operating Officer, will be stepping in as Interim CEO. As Magenta celebrates '20 years of opening doors', I'm confident that Magenta will continue to grow from strength to strength, ensuring you, our customers, are empowered to shape the services that matter most to you.

However, it doesn't stop there! There's still lots more to deliver and I know that the team here are working hard to continually improve the services and how things are done here at Magenta. As a valued customer, it's important that you provide your feedback on the services that matter most to you. Telling us ensures your voice is heard and your feedback is included. One of the ways you can do this is through our new online customer feedback and involvement platform. You can find out more on page 9.

We are also fully aware that things can be challenging at times, and we are here to help and support you in any way we can. I have truly been inspired by the strong relationship Magenta has with you, it's customers and I hope that this continues.

Best wishes

Debi Marriott-Lavery, Magenta Living CEO



Debi, CEO

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FINANCIAL SUPPORT AND ADVICE WE'RE HERE TO HELP YOU!

If you're worried about money or paying your household bills, please reach out to us and we'll work together to find solutions that can make things a bit easier for you.

Magenta has a team of advisors who are here to help you, by providing specialist support and advice on how you can better manage your money.

DO YOU NEED HELP PAYING YOUR RENT?

If you are experiencing financial difficulties and are struggling to pay your rent, please get in touch with your Income Officer - they can provide you with advice and support.

We understand that facing the rising cost of living can be tough, and we're here to support you. If you're facing financial challenges, don't hesitate to reach out.

Here are some ways we can help:



Benefits Advice: Our team can guide you through the benefits you're entitled to and help you with the application process.



Budgeting Support: Get personalised advice on managing your finances and making the most of your money.



Rent Worries: If you're struggling with rent payments, we can work with you to find a solution and provide the support you need.



Energy Support: We provide support for fuel and energy costs to ensure people can continue to heat and fuel their homes.



Debt Advice: Our team will signpost you to get expert advice and help to manage your debt.



You're not alone

Magenta Living is here to support you every step of the way. Reach out to us today and let us help you navigate these challenges together.

Visit our website to find out more or to get in touch with our team:
www.magentaliving.org.uk/welfare-and-benefits

magenta in bloom



Do you have a *blooming* lovely garden?

Why not enter our *magenta in bloom* competition? Enter by visiting www.magentaliving.org.uk or scan the QR code below.

All you need to do is take a photo of your garden and follow the instructions on screen about how to send your photo to us.

Closing date for entries:
Friday, 15th August 2025

If you don't have a smartphone or can't get online, please call **0808 100 9596** and ask for the **Community Regeneration Team** they will arrange for someone to come and help you.

Categories:

- Overall garden
- Communal garden
- Front garden
- Community garden
- Back garden
- Wildlife garden
- Hanging baskets

Prizes:

Winners
7 x £150 B&Q
Vouchers

Runners up
14 x B&Q
vouchers

Winning gardens announced at our awards event in September

Please scan the **QR code** to enter.



GET INVOLVED

THE PEOPLE NETWORK



Involving our customers in decision making and providing feedback about the services we provide is so important to us.

As well as Magenta Customer and Communities Committee (MCCC), The People Network provides opportunities for customers to come together and share ideas, provide feedback and help to improve how we do things here at Magenta.

Our latest People Network session, held in March, focussed on communication and was led by members of MCCC along with Magenta colleagues. MCCC members provided an update about what MCCC does and how it represents the customer voice at a strategic level with Magenta's Board and Executive Team.

The aim of the session was to identify:

- How Magenta currently communicates with its customers
- What currently works and what could be improved
- How can we improve customers engaging and accessing future services

Lots of areas were discussed around communication and the following is a summary of the key areas raised and how we will use the feedback to improve the customer experience.

When receiving calls from Magenta, the number displays as a private number - this may mean customers are less likely to answer. Can this be changed?

We are investigating this further as an outcome to hopefully put into place very soon. Saving our number – 0808 100 9596 as a contact in your phone will make sure you know it's us calling you.

New policies or policy updates are not always communicated to customers which means they may not be aware of any changes or direct impact to them. How can this be improved?

We are investigating about the best way to share latest policies to customers both on our website and other ways. We'll update once we have a suitable solution.

Customers receive lots of communication, through different ways. How can you ensure clear communication for all customers to understand?

We have developed a new tone of voice guide and provided training for colleagues across Magenta to ensure our communication is clear, starting with our letters.

The customer magazine is a great way to communicate information and latest news. How can customers contribute content to the magazine and support with distribution?

We value customer input, especially for magazine content. We aim to set up a communication group to oversee magazine content and production.

Paper letters are easily lost, and customers may need to refer to older letters. Can Magenta send letters digitally either as a main preference (paperless option) or alongside paper versions?

We are investing in new systems that will hopefully make this a lot easier for customers to request or access previous information from us with a view to customers being able to self-serve.

Customers would like to know who their Neighbourhood Housing Officer is and how to contact them.

We are holding a series of neighbourhood drop-in sessions where you can meet your Neighbourhood Housing Officer. To find out more about these, scan the QR code or visit our website – www.magentaliving.org.uk or look out on our social media for dates and locations.

To find out where and when our drop-in sessions are, scan the QR code...



CUSTOMERS PROVIDE FEEDBACK ON CONTRACTOR SERVICES

As part of our framework of customer involvement, we provide opportunities for feedback and scrutiny on the services we provide to our customers. This helps to ensure our services are fit for purpose and we're 'doing the right thing' for you.

An example of this is a recent scrutiny activity around the quality of performance by contractors employed by Magenta, which members of MCCC had raised following a review of complaints. MCCC members requested that contractor performance be subject to an in-depth scrutiny review.

Customers took part in five interactive sessions involving seven customers as part of the scrutiny panel. This enabled them to really get to grips with how contracts are managed and assessed the performance of contractors.

Informative, good to be involved, would like to do more

Very informative, feel MCCC are really listened to and our feedback taken on board, fantastic report, great involvement from everyone.

Recommendations from our customer scrutiny panel included:

- Customers involvement in Magenta's procurement processes
- Customers invited to site inspections of grounds maintenance works

Other recommendations to be considered/implemented include:

- Ways to improve contractor performance
- What services Magenta can deliver directly rather than through contractors
- Improving the induction process for contractors emphasising customer care

We'll continue to work with MCCC to progress the recommendations following the scrutiny review.

Enjoyed the scrutiny sessions, very insightful for customers and hearing from contractors and managers was a bonus, made me feel valued and important and that my voice counts!

It's been great to see the things we've talked about being implemented and to gain an insight into how Magenta works for and cares about their tenants.

What do we mean by scrutiny?

Where Magenta customers investigate a process or part of the business to offer feedback and improve the way we work.

Personally, I have enjoyed hearing about the new procurement framework and IT developments such as the contract monitoring software that will allow Magenta to hold contract staff to high standards.

Meet Gav!

At Magenta, involving and listening to our customers enhances the way we deliver. To find out how we do this, meet Gav, our new Head of Customer Voice.



Gav, Head of Customer Voice

Welcome to Magenta Living. You're here as Head of Customer Voice, tell us a bit about what that is?

As the Head of Customer Voice at Magenta, my role is to ensure that our customers' feedback and experiences are at the heart of everything we do. This involves actively listening to our customers, understanding their needs and concerns, and using this information to drive improvements in our services and products. My goal is to make sure we have a culture where every decision is influenced by our customers. This is what we refer to as our 'Customer Voice'.

Explain why the customer voice is so important?

The customer voice is crucial because it provides direct insights into how our services are perceived and where we can make improvements. By prioritising customer feedback, we can improve customer satisfaction and build stronger relationships with our customers. It also helps us to make sure a wide range of customers from different backgrounds get to share their views with us so we can improve our services.

What do the next six months look like?

It's certainly going to be a busy few months! My first priority is to launch our new customer feedback and engagement platform, **Magenta Voice** which you can read more about on the next page. Then I will be working with our customers to develop a customer involvement framework to get even more customers involved in shaping and improving our services.

Why Magenta?

I chose Magenta because of its vision and values. Magenta really does empower customers to have a voice at all levels across the organisation. Putting customers first and improving the overall customer experience runs through what everyone does at Magenta. I'm really excited to contribute to an organisation that values customer input and is dedicated to making a positive impact across our Wirral communities.

“ My goal is to make sure we have a culture where every decision is influenced by our customers. ”

A bit about you...

Having worked in similar roles previously, I'm passionate about delivering effective customer engagement and ensuring the customer voice is central to decision making at all levels across the organisation. My approach is always to put the customer first, and I'm really looking forward to working with you and getting to know you more. Outside of work, I enjoy travelling and spending time with my family.



MagentaVoice

A new way to provide customer feedback

Welcome to Magenta Voice

As a valued Magenta Living customer, we're excited to introduce you to **Magenta Voice**, our new customer involvement and research platform, designed to enhance your experience and engagement with us here at Magenta.

Magenta Voice is an online platform that allows you to share your feedback, participate in research studies, and collaborate with our team to help shape the future of our services which matter most to you.

Why Magenta Voice?

Magenta Voice offers a range of features to enhance your experience as a Magenta customer and make it easy for you to engage with us through the following ways:

- **Feedback:**
Provide your feedback and opinions on our services anonymously. Your feedback helps us understand your needs and improves your overall experience with us.
- **Research participation:**
Join exclusive research studies and contribute to our understanding of customer preferences and needs. Your participation is invaluable in driving change and innovation.
- **Collaborative projects:**
Work with our team on projects that matter to you. See your ideas come to life and make a real impact on the development of our services.

How to join Magenta Voice

It's easy to sign up to Magenta Voice! You may receive a separate email with a link to sign up. Just click the link, follow the instructions, and you'll be all set up!

You can also sign-up direct on the website **magentavoice.org.uk** and start sharing your feedback, participating in research, and collaborating on projects. We look forward to your involvement and valuable contribution.

By taking part each month, you'll automatically be entered to win **monthly prizes including one of 5 x £20 Love2Shop e-vouchers**. You must be a current Magenta customer to enter.

What will happen to Magenta Connect?

If you're already signed up and using Magenta Connect, you'll need to move across to **Magenta Voice**. We'll be sending you a separate email with a link to sign up to Magenta Voice. It's a quick and easy process, and you'll still be able to continue sharing your feedback and participate in our surveys.

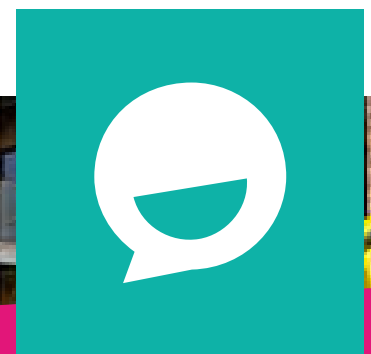
Join us on Magenta Voice

We're really looking forward to you joining **Magenta Voice** and being part of our journey towards excellence. By working together, we can create excellent services that truly meet your needs and improve your overall customer experience.

Scan the QR code to sign-up to MagentaVoice



SCAN ME





MAGENTA LIVING

20

YEARS
of opening doors

Community Fund



This fund is supported by our Magenta Customer and Communities Committee

In 2005, Wirral Partnership Homes took over ownership of 13,179 homes from Wirral Council, making us the largest social landlord on Wirral.

For those who remember, tenants were provided with a specially made film and asked if they wanted to remain with the council or have the housing stock transferred to a new social landlord called **Wirral Partnership Homes**. The majority **voted to transfer**, and **Wirral Partnership Homes** was created and as they say, the rest is history!

We then rebranded from **Wirral Partnership Homes** to **Magenta Living** in 2013.

In celebration of our 20th Anniversary, we're excited to launch our 'Magenta 20 Community' Fund.

If you have an idea for bringing your community together and need some funding to get it off the ground, the **Magenta 20 Community Fund** could be for you.

For the past 20 years, **Magenta Living** has been awarding funding to help our customers. Now in our twentieth year, we're aiming to **fund 20 new projects** and have made **£166,000** available to benefit our customers and communities. This project aims to celebrate **20 years of opening doors** by awarding grants to community groups and initiatives that benefit **Magenta Living's** customers and communities.



What was happening 20 years ago...



YouTube was founded on 14th February



A pint of milk cost 38p



The UK was placed 22nd in the Eurovision Song Contest



In the box office was Madagascar and Star Wars Episode III

How to Apply

To apply, you will be required to complete an application form and have the option to submit a short video outlining your project.

The project should benefit Magenta customers and deliver against one of the below themes:

- **Employment, Skills and Enterprise:**
Assisting customers gain jobs, apprenticeships, and pathways to employment. Supporting enterprises to grow and create employment opportunities
- **Community Support:**
Alleviating food poverty, furniture poverty, and other impacts of deprivation. Providing support in terms of welfare, income maximisation, and financial inclusion
- **Community Facilities:**
Providing and supporting community facilities to engage local people
- **Health and Wellbeing:**
Assisting and encouraging customers to lead healthier lifestyles
- **Neighbourhoods:**
Contributing to clean, safe, secure neighbourhoods or tackling anti-social behaviour

Closing date for applications is Saturday 31st May 2025.

Or scan the QR code here



We've achieved so much during the past 20 years...

1,327

New Homes Built



11,181

New Kitchens



9,677

New Bathrooms



23,621

New External Doors & Windows



4,013

New Roofs & Guttering



To find out more and how to apply visit www.magentaconnect.org.uk/magenta-20-community-grants



Tony Blair was Prime Minister



Chelsea won the Premier League



Top fashion items were Ugg Boots & skinny jeans



Prince Charles & Camilla Parker Bowles got married



A pint of beer cost £2.41

KEEPING OUR COMMUNITIES SAFE



Magenta Living takes anti-social behaviour (ASB) extremely seriously. We want to make sure everyone feels safe and secure in their home.

We collaborate with Merseyside Police and other partners to create stronger, safer and more resilient communities. In this article we wanted to share with you a recent example of how our Community Safety Team work to keep your community safe.

Case Study - Customer report leads to swift action

Magenta Living received an influx of complaints from local residents about a tenant who was intimidating the local community. Incidents included windows being smashed, residents being assaulted, bottles being thrown at passers-by, weapons being produced in the street and constant verbal abuse being directed towards members of the community.

Our Community Safety Team sprang into action and immediately enlisted the assistance of Merseyside Police to visit the tenant and issue a warning in relation to this behaviour. Additionally, we utilised our out of hours Emergency Response Team who carried out regular patrols across the evening to gather further evidence and disrupt any poor behaviour.

Given the serious nature of the incidents, Magenta Living took the immediate decision to apply for an Anti-Social Behaviour Injunction against the tenant, at Birkenhead County Court. Due to the excellent witness statements and detailed evidence provided by our teams, our application was successful. The court awarded

a two-year Injunction with clear instructions about the tenant's future behaviour. Any breach of the Injunction will be dealt with in the form of arrest as a Power of Arrest was included by the Judge.

Since the Injunction was awarded, we have not received any further complaints, and the tenant has abided by the terms of the order.

The swift action taken by our Community Safety Team prioritised the safety of local residents and quickly introduced strict instructions against the individual to prevent further incidents and safeguard members of our community.

To highlight the great work both our Community Safety Team and Neighbourhood Housing Officers do to help reduce ASB in our communities, the following shows how many cases and interventions we have dealt with from April 2024 to March 2025.



Examples of the types of ASB incidents include **criminal behaviour, drug dealing and use, domestic abuse, hate related, garden nuisance, noise related, physical violence, vandalism and property damage, verbal, harassment and threats.**



The types of interventions we use to resolve ASB incidents are Formal Warnings, Acceptable Behaviour Contracts, Good Neighbour Agreements, Mediation, Civil Injunctions and Evictions.

Another great example of how our Community Safety Team goes above and beyond to make sure you and the wider community are safe. The team recently attended court with five separate applications for possession of properties, following significant ASB or crime taking place. This included:

Two 14-day eviction notices issued to two separate tenants who had made the lives of other residents a misery through drug dealing and intimidation and causing fear day and night. A second convicted of Conspiracy to Supply a Class A drug as well as conspiracy to arrange or facilitate travel of another person with a view to exploitation.

28-day eviction notice for a tenant who had caused nuisance, damage and intimidation over a prolonged period. This included daubing racist graffiti on his front door, attempting to set fire to nearby fences and causing extensive damage to communal areas.

Suspended Possession Order for a tenant who was linked to organised crime and had been allowing a prolific offender to hide in his property, who was banned from entering the local estate.

14-day adjournment for a tenant to take legal advice prior to the next court hearing where we will be applying for possession of the property. The tenant is causing misery to his neighbours by carrying out domestic abuse, shouting, banging and regularly playing loud music.

Paul Robinson, Magenta Living's Community Safety and Emergency Response Team Manager said:

"Magenta Living's Community Safety Team works tirelessly to tackle anti-social behaviour, and these recent court successes are a testament to their dedication. Ensuring our customers and communities feel safe is our top priority, and we will continue to take firm action against those who engage in behaviour which affects our customers. Everyone deserves to live in a place where they feel protected and respected, and we won't hesitate to use all available legal measures to make that happen."



We encourage our customers to report any incidents of ASB, you can do this by:



Calling our **Contact Centre** on **0808 100 9596**



Reporting form by visiting our website **www.magenaliving.org.uk/asb**



In an emergency, call the **Police** by dialling **999**

BE AWARE ABOUT DISREPAIRS

We are aware that some of our customers are being approached by Claims Management Companies about making a claim against us for disrepairs. These companies are not what they seem and can put you at serious financial risk.

They encourage customers to make a claim for disrepair by telling you that your home needs a repair and will encourage you to make a claim against us, to try to get you compensation. You may then be asked to sign a legal contract.

We recently won a court case where we provided evidence against a disrepair claim. The judge dismissed the claim, ruling in favor of Magenta Living.

We're here to help and look after you and your home. We want to protect you from these companies and explain the factors and risks you need to consider if you're thinking of making a claim.

It's very important to us that you're happy with the services we provide. If you are unhappy with any part of our repairs service, please get in touch with us by calling **0808 100 9596** or emailing us **contactus@magenaliving.org.uk**

OUR SUSTAINABILITY TEAM IS HERE FOR YOU



Enabling our customers to maintain their independence in their home and remain a valued customer, is very important to us. Our Sustainability Team provides a valuable support service to around 1,000 Magenta customers ensuring they can remain happy and supported.

This support is available to Magenta customers aged 55 and over, or under 55 with a disability who live in a Magenta home or one of our sheltered housing schemes.

Our dedicated team are trained to support some of our most vulnerable customers, most who live alone and many who have no wider family network. The team works incredibly hard to support customers who have disabilities, sensory impairments, mental health or learning difficulties or issues with drug or alcohol.

If you would like to know more about this service or think a family or friend could benefit from it, please get in touch with our Sustainability Team, who will be more than happy to provide you with further details.

You can contact them by;

Phone on 0808 100 9596

or email contactus@magentalive.org.uk



Ways to contact us



Phone us on 0808 100 9596



Visit our website
www.magentalive.org.uk



Email us
contactus@magentalive.org.uk



Message us on
f @

Tell us what you think

If you have any feedback about this magazine or any of the communications that we share with you, please get in touch by emailing contactus@magentalive.org.uk

If you would like to receive this and future magazines direct to your email, please contact us to ensure we have your correct email address.

NEW HOMES IN WIRRAL



Eight new homes emerge on Brook Street, Birkenhead

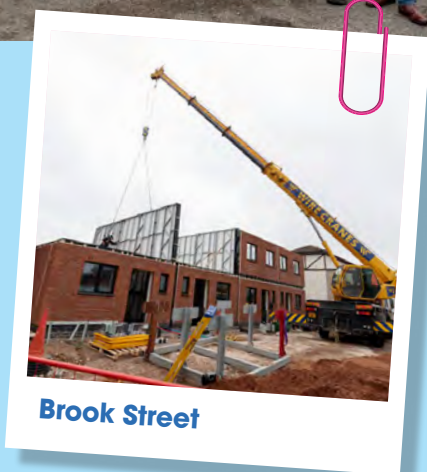
This marks a significant milestone in our joint development with Starship Group, following the foundation work completed in late 2024.

We're excited to see these energy-efficient homes ready for completion during Summer 2025.

Magenta Living and Starship Group have partnered together to bring new life into a site that has been vacant for over thirteen years.

These new homes are situated on the former site of the Brooklands high-rise, a local landmark from its construction in 1962 until its demolition in 2011. Our £2.2 million investment in this project is the third time we've partnered with Starship. By building modular homes, we've been able to speed up construction and minimise disruption to the community, as most of the build is completed off-site in Starship's Wallasey factory.

Designed to be affordable, energy-efficient and zero carbon, these homes boast an Energy Performance Certificate (EPC) A rating, exceeding the government's target for all social homes to achieve an EPC C rating by 2030. This aligns perfectly with our goal to build 1,000 new homes by the same year. Funding for this project is partially provided by Homes England's Affordable Homes Programme.



Brook Street

Providing new homes in Wirral is a key focus for us. Since 2005 we have built 1,327 new homes, and we have a clear target to build a further 1,000 new homes by 2030. We're well on the way to reaching this target with the following exciting developments.

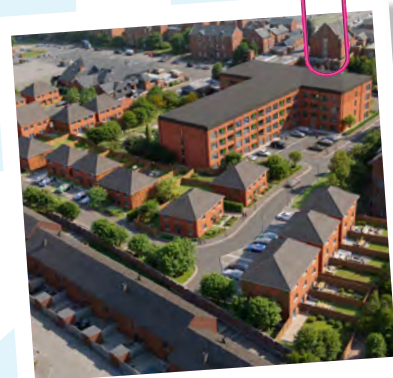
We can't wait to welcome customers into these fantastic new homes!

Maple Grove, Bromborough

Six affordable, energy-efficient new homes which includes one bungalow, providing low energy costs for our customers.

Pasture Road, Moreton

44 new homes including affordable and shared ownership homes. This development will be built along-side a new extra care scheme by Alpha Living and a new Lidl store.



Pasture Road



MyMagenta

Booking a repair just got a whole lot easier!

We've been making improvements to **MyMagenta** our customer portal, meaning that you can now log non-emergency repairs and choose your own repair appointment time!

Using **MyMagenta** is the quickest and easiest way to stay updated with everything do to with your Magenta account.

If you're already signed up and using **MyMagenta**, log in today with your existing details.

Not registered yet?

It's easy to get registered - you'll need an active email address and your tenancy and payment reference numbers.

Check any recent letters that you have received from us if these are included or contact us, and we'll provide them to you.

Visit www.magentaliving.org.uk/mymagenta-info or scan the QR code below to login or register.

anytime, anywhere...



Log a repair



Check your rent balance



Make a rent payment



And more...

Scan the QR code to login or register...



Please recycle this magazine once you have read it.

