

Do the right thing for our customers



Welcome

to your **Customer Annual Report...**



Sean Yewdale

Chair of MCCC

As Chair of Magenta's Customer and Communities Committee and a Board Member, I'm pleased to introduce this year's Customer Annual Report. This report shows the progress Magenta Living has made over the past year, from investing in homes and keeping customers safe, to supporting people financially, improving services and creating stronger communities.

Most importantly, it shows how customer involvement is helping shape decisions, challenge thinking and make sure services reflect what matters most to customers. Whether through the Customer and Communities Committee, Magenta Voice, surveys, policy reviews or testing our new website and portal, customers are helping Magenta Living do the right thing – and your voice will continue to be vital as we improve services for the future.

I hope you enjoy reading more about what Magenta has achieved over the past year and

I'm looking forward to seeing how we continue to deliver better services and improve the overall customer experience.

“We don't just talk about listening to our customers – we really do it.”

Customer feedback has helped shape this Customer Annual Report. Customers told us they wanted clear information, written in plain English, useful performance updates and more examples of “You Said, We Did”. We have listened and used this insight to make this year's report easier to read and focused on the things customers told us matter most to them.

Your Customer Annual Report

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Hello!

from **Andy Lomas,**
Chief Executive



Andy Lomas
Chief Executive

I'm pleased to introduce my first Customer Annual Report as Chief Executive of Magenta Living. This report is an opportunity to share the progress we've made over the past year and to be open about the areas where we know we need to keep improving. We've continued to strengthen our services, from repairs and complaints to launching a new website and customer portal, and we've provided practical support to customers facing financial pressures.

We're also focused on the homes our customers live in now and the homes we need for the future. This year, we've built new homes and continued to invest in our existing homes, making them safer, warmer and more energy efficient. With a Chief Investment and Property Officer now in place, we have clear leadership to oversee this important work and make sure our investment is focused on what matters most to customers.

I'm delighted to have been appointed Chief Customer Officer, with a focus on keeping customers at the heart of our decisions and delivering on our commitments to customers and communities.

This annual report shares how we've performed over the past year, what we've achieved, and where we need to improve. Being open about both helps us learn, improve and remain accountable.

We've achieved a C1 regulatory grading, demonstrating that we're meeting the standards expected of us. While we're proud of this, we're committed to listening to your feedback and using it to improve our services.

We've also recruited a Chief Customer Officer, underlining how important customers are to every decision we make. I know the cost of living continues to be challenging for many households, which is why our focus remains on listening carefully, acting on feedback and providing services that are accessible, supportive and shaped around what customers tell us matters most.

Thank you to everyone who has shared their views this year – your voice is helping us do the right thing and build better services for the future.

“Magenta is focused on doing the right thing for you, your home and your community.”

As Magenta Living continues to invest in homes and communities, I look forward to working with customers, colleagues and partners to keep improving the services we provide.



Steve Nichol
Chief Customer Officer

Our **year** at a **glance**

80.1%

are **satisfied** with
the **overall service**
provided
by us



12,772

homes
owned



£29M

invested in our
existing homes



100%

of our homes meet
the **decent homes**
standard



123

new homes
built



569

people
employed



£2.9M

claimed in additional
benefits & grants
for over

950
customers



£51.2M

created in
social value



Customer Voice:

Magenta's Customer and Communities Committee (MCCC) helps make sure customers have a strong voice at Magenta.

The Committee is made up of customers, independent community members and Board members, with customers in the majority, so the views and experiences of people who live in our homes help shape decisions at the highest level. MCCC reviews strategies and policies that affect customers, supports community investment and provides valuable challenge and insight so we can keep improving our services.

This year, MCCC members have been involved in a wide range of important projects. They helped represent customers during the recruitment of our new Chief Executive Officer and Chief Customer Officer, making sure customer priorities were part of the process. They also supported the customer-led selection of Sureserve as our new gas and heating servicing partner, helping us choose a contractor focused on safety, quality and good customer service and took part in the interview panel to choose a new website developer.

By sharing their lived experience, asking questions and giving honest feedback, MCCC members help us do the right thing for customers and communities. Their involvement means customer voices are not just listened to – they help shape what we do next.

Award win for **Outstanding Resident Engagement**

We were delighted to be recognised nationally, by winning the Outstanding Resident Engagement Award at the AICO Community Awards.

The award recognises the outstanding work of MCCC and celebrates the strength, diversity and commitment of its members, who play a vital role in making sure customer voices are heard at a strategic level. Judges were particularly impressed by how customers are involved in decision making at Magenta Living, to help shape better services for customers.

“I'm proud to be part of Magenta's Customers and Communities Committee, which makes sure customer voices are heard and understood. This recognition shows Magenta Living genuinely values what customers bring and takes listening seriously.”

Chair of MCCC and Board Member
Sean Yewdale



Customer Voice:

Your voice helps us 'Do the Right thing'

Magenta Voice is our online customer engagement platform, giving customers more ways to share feedback, ideas and suggestions. Your views help us understand what matters most to you, see what's working well and identify where we need to do things differently, so we can make better decisions about our services, homes, communities and the information we share with you.

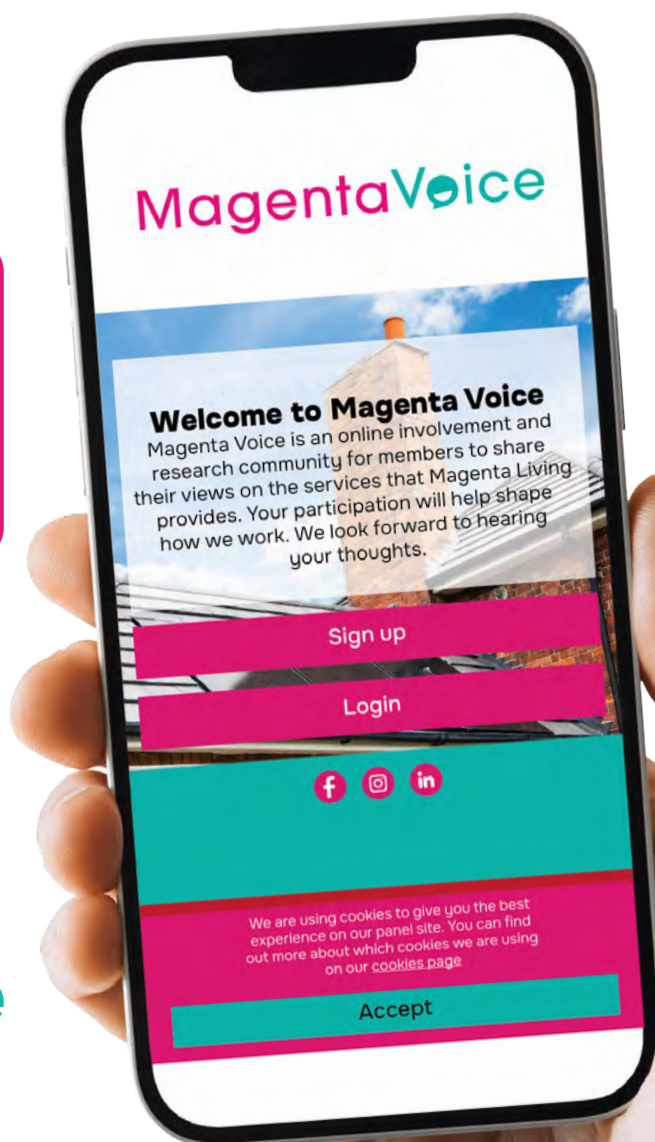
Customers continue to take part in surveys, polls and forum discussions, sharing their views on topics including repairs, neighbourhood services, anti-social behaviour, customer communications and digital channels. Your feedback is helping us shape services around real customer experiences, not assumptions.

For every activity you take part in gives you a chance to win a £20 Love2Shop voucher each month.

Customer voice is not just about asking questions – it's about closing the loop and showing what changes because of what customers tell us. We'll keep sharing what we've heard, what we have done and what future changes we're working on.

Thank you to every customer who has joined the Magenta Voice community so far.

MagentaVoice



Since launching MagentaVoice we have:



over

500

members



over

40

surveys
completed



over

4,000

survey responses



7 polls with around

800

responses



5 forums with over

170

total posts



Want to get involved?

Your voice helps us learn, improve and do the right thing for customers. To join the Magenta Voice community visit magenta.voice.org.uk or **Scan the QR Code.**





**Doing the right thing
for our customers
means listening
and acting...**

Engaging and involving our customers in shaping our services and how we provide them is so important to us. Through customer feedback we've introduced changes to meet customer's needs and improve their overall experience. Here are some examples of how customers have empowered and influenced change for the better.

You Said	We Did	What This Means for Customers
You told us it was important that Magenta continues to invest in homes, communities and support for customers, while remaining financially strong and delivering value for money.	We reviewed our Strategic Goals with customers to understand what matters most and where Magenta should focus its efforts over the coming years.	Customer feedback directly influenced our future plans. We've increased our commitment to delivering new homes from 1,000 to 1,300 by 2030, increased our social impact ambition from £40 million to £60 million, and strengthened our focus on delivering value for money so we can invest more in homes, services and communities..
You told us that contacting Magenta could sometimes be frustrating. Customers wanted quicker responses, less time repeating information and confidence that enquiries would be handled consistently from the first contact.	We involved customers in the design of our new customer contact system and invested in a new telephony platform that works with our housing systems and links all calls to customer records so we can understand the individual needs of customers in more detail.	Waiting times have reduced, fewer callers abandon their calls and customers can access support more easily. Customers now spend less time waiting and our colleagues have better tools to resolve enquiries efficiently without customers having to repeat themselves.
You told us that simple tasks should be quick and easy to complete, without needing to contact us by phone.	We worked with customers to improve and shape our new website and customer portal through surveys, workshops and in-person testing sessions.	The launch of our new website and customer portal means customers now have more choice in how they access services. Common service requests are available online 24 hours a day, seven days a week. Improved accessibility features also make it easier for customers to find and understand the services they need.

You Said	We Did	What This Means for Customers
You told us that when things go wrong, you want us to take ownership, keep you informed and put things right quickly.	We strengthened our complaints process, improved oversight and accountability across services, and increased our focus on learning from complaints to prevent issues happening again.	Customers receive quicker and more consistent complaint responses, and we are using complaint feedback to improve services and prevent similar issues happening in the future. As a result, 99% of customer complaints were fully responded to in less than 10 days.
You told us that customers should be able to move into a home that is clean, safe and ready to live in, with a clear understanding of the standard they can expect.	We reviewed our Lettable Standard with customers, visited empty homes together and used feedback to redesign the standard. We strengthened expectations around cleanliness, decoration and support available to new customers.	Customers now have a clearer commitment about the standard they can expect when moving into a Magenta home, helping ensure homes are prepared more consistently before a new tenancy begins.
You told us that you wanted more opportunities to share your views and help shape the services we provide.	We launched Magenta Voice, creating more ways for customers to take part in surveys, discussions, service reviews and decision-making.	More customers are now influencing how services are designed and improved. Since the launch of Magenta Voice, we have received almost 5,000 customer contributions to service change through surveys, polls and discussion forums. This helps us shape policies, service standards, communications and future priorities across the organisation.
You told us that when something needs repairing, clear communication is just as important as fixing the problem itself. You wanted to know what was happening, when work would take place and who to contact if things changed.	We reviewed our repairs service, strengthened how follow-on work is managed and increased our focus on keeping customers informed with update messages throughout the repairs journey.	Customers now receive clearer updates and better information about the progress of their repairs, reducing uncertainty and the need to chase for updates. Customers can expect colleagues never to leave their home without confirming that a job is complete or explaining when they will return to complete outstanding work. Customer satisfaction with repairs remained strong at 91% during 2025/26.
You told us that you wanted clearer information about our performance and more evidence that customer feedback leads to real change.	We worked with customers to review and redesign our Customer Annual Report, making it easier to read and focusing on the information customers told us matters most.	Customers now receive clearer information about our performance, priorities and service improvements, together with more examples showing how customer feedback has influenced decisions and improvements across Magenta.

Say 'Hello' to our new website and customer portal

This year we launched our new website and customer portal, making it easier for customers to access our services online.

Customers were involved from the start of this project through Magenta Voice, surveys, workshops and testing sessions. This included some of our supported housing customers, who attended dedicated sessions and shared their views on the design, structure, wording, accessibility and how easy the website and portal were to use. Their feedback helped us understand how the new digital services would work for customers with different needs and experiences, and helped us make the website clearer, simpler and more customer friendly.



We've improved the way information is organised, rewritten content in plain English, made the website easier to use on mobile phones and created a more joined-up experience between the website and customer portal.



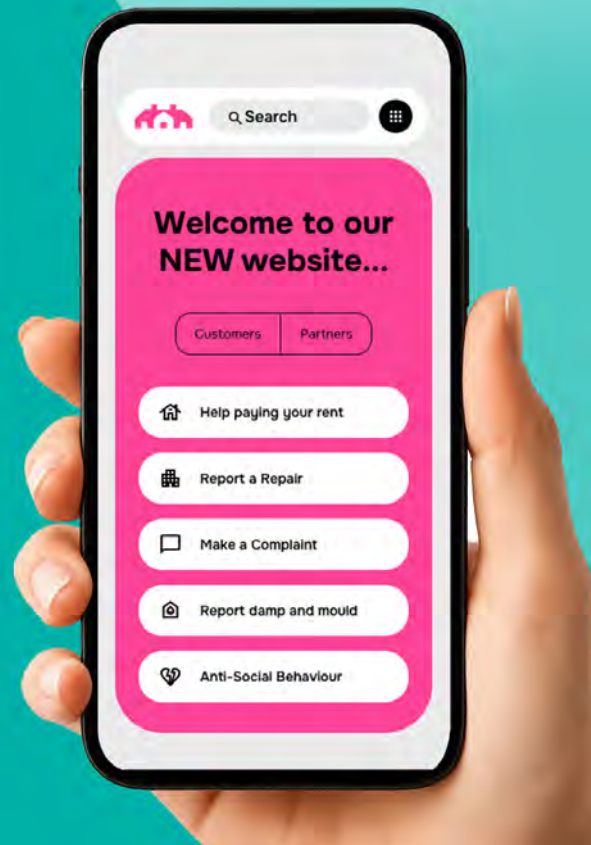
More than
1,800
customers
have already
signed up



Our new customer portal gives you more choice and control, 24/7. You can report non-emergency repairs, manage appointments, check your rent balance, make payments and update your details without waiting in a call queue.

We've acted

A new website built on your feedback

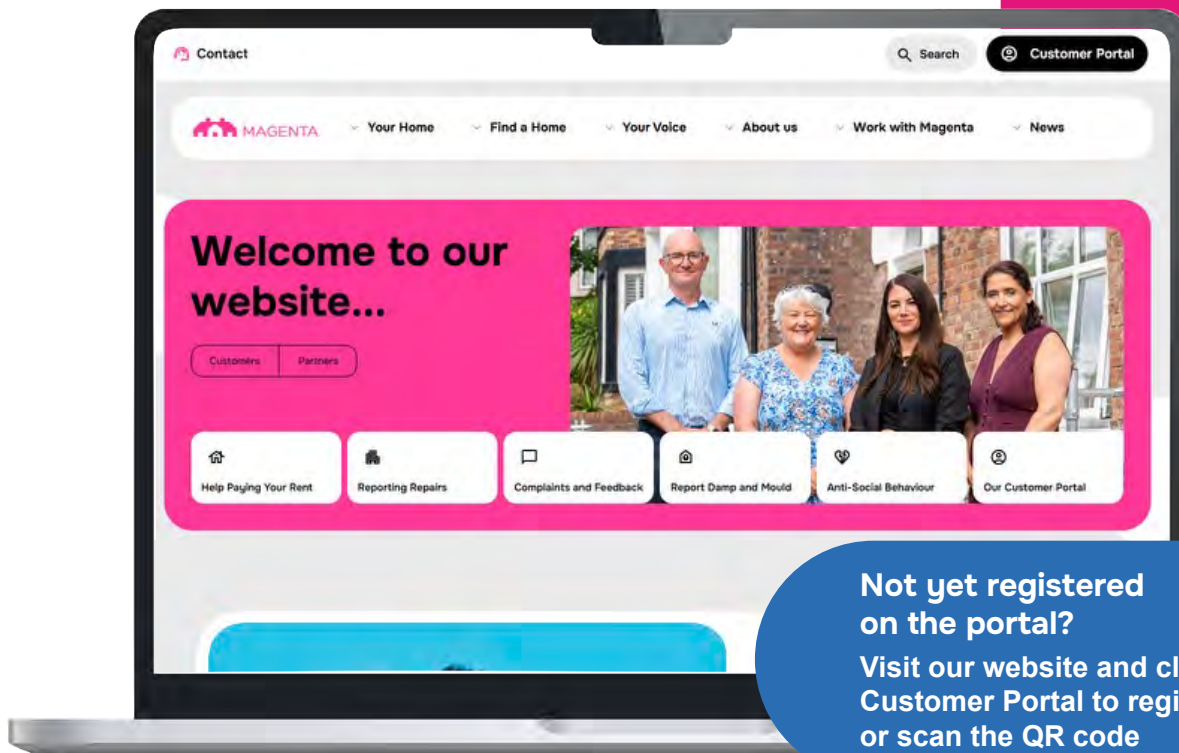


If digital isn't right for you, don't worry – you can still contact us by phone, email or in person, and we'll keep using your feedback to improve.

To look around our website visit www.magentaliving.org.uk

To register

on our customer portal, visit our website and click the 'Customer Portal' button. You'll need your Tenancy Reference and active email address.



Not yet registered on the portal?

Visit our website and click Customer Portal to register or scan the QR code



Magenta 20 Community Fund: Creating Lasting Community Impact

As part of our 20th Anniversary celebrations, we launched our 'Magenta 20 Community Fund' awarding over £170,000 to a range of inspiring local projects that make a positive difference in our communities.



OASIS by The Crossing Point

Creating a safe space for women affected by domestic abuse.

Funded through the Magenta 20 Community Fund, OASIS was created by The Crossing Point to provide a safe and supportive space for women who have experienced domestic abuse. Held every Friday from 10am to 12noon at the St James Centre in Birkenhead, the project helps women build confidence, develop friendships and focus on their wellbeing through weekly peer support sessions.

The impact of the project is reflected in the words of those who attend – "Walking through these doors changed my life."

Dianne Jones, Charity Manager at The Crossing Point, said:

“The funding has enabled us to create the welcoming, safe space we always envisioned for women affected by domestic abuse. The most rewarding part is seeing friendships develop and watching confidence grow over time. For many, OASIS has become more than a support group. It's a place where they feel safe, understood and hopeful about the future.”

The fund was a key part of our commitment to giving back to the communities we serve, with the awarding panel involving a sub-committee of MCCC members and colleagues.

We're proud to see the impact this funding has had with 13 projects receiving funding. From improving wellbeing and reducing isolation to creating opportunities and building stronger communities, the organisations we supported have used the funding to make a lasting difference. Here, we spotlight four projects and the impact they've had over the past year.

Wirral Youth Alliance

The Wirral Youth Alliance was established through the Cradle to Career project with support from Magenta Living's Magenta 20 Community Fund.

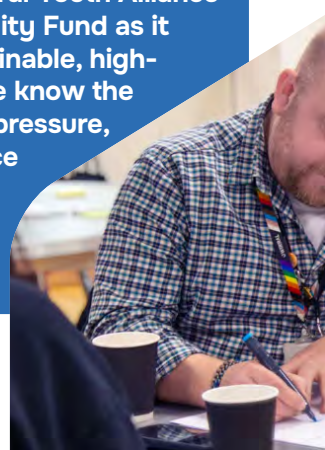
Bringing together youth organisations, charities, community groups and public sector partners, the Alliance is helping to create a stronger, more sustainable youth offer, shaped by the needs of young people across Wirral.

By encouraging organisations to collaborate, share knowledge and work towards common goals, the Alliance is helping to build a more joined-up approach to youth provision and strengthen opportunities for young people.

Support from the Magenta 20 Community Fund has provided the capacity and resources needed for organisations to work together and turn this shared vision into action.

Jamie Martin, Social Impact Lead at Magenta Living and Co-Chair of the Cradle to Career Steering Group in North Birkenhead said:

“We're proud to support the Wirral Youth Alliance through the Magenta 20 Community Fund as it begins to put its plans for a sustainable, high-quality youth offer into action. We know the youth sector is under significant pressure, so creating the capacity and space for youth organisations to work together and plan for the future is extremely important to us at Magenta Living.”





Cooking on a Budget by Tomorrow's Women

Thanks to support from the Magenta 20 Community Fund, Tomorrow's Women based in Birkenhead has expanded its 'Cooking on a Budget' programme, helping more women develop practical cooking skills, prepare affordable meals and build new friendships.

Funding has enabled the charity to purchase additional equipment and ingredients, allowing more women to take part in regular sessions and gain skills they can use at home.

The programme is also helping women build confidence, form friendships and support one another.

Yasmin, Empowerment Advisor and Cooking on a Budget Lead at Tomorrow's Women said:

“I've seen so many positive changes in the women taking part in the course. They form friendships and bonds with each other. Some people have more skills than others or they've never done something before, but they're there supporting each other. They go away feeling really proud of what they've made and wanting to show other people saying, 'look what I've done'.”

Helen, Cooking on a Budget participant said:

“I've taken quite a few of these dishes away with me and I've cooked lots of them at home and I've shared with friends as well. Definitely recommend this course to lots of people.”



Empowering Families in Seacombe by The Positivitree

Supporting families to grow, connect and thrive.

Funded through the Magenta 20 Community Fund, Empowering Families in Seacombe provides support for families raising children with additional health or care needs. Through peer support, practical guidance and opportunities to connect with others, the project is helping families feel more confident, informed and less isolated.

One parent came to the service feeling overwhelmed by challenges linked to their child's education and wellbeing. With support, they gained the confidence to speak up for their child's needs and access the right help. This helped their child move successfully to a new school, where they are now settled and thriving.

By combining practical support with lived experience and encouragement, Empowering Families in Seacombe is helping families build resilience and confidence for the future.

“Thank you for the support – I wouldn't have known where to begin without it.”

The projects featured here are just a snapshot of the impact made possible through the Magenta 20 Community Fund.

Alongside these examples, many other organisations and community groups have benefited from funding, helping to improve lives, create opportunities and strengthen communities.

While each project is unique, they all demonstrate the power of community-led initiatives to create meaningful and lasting change.

Our Tenant Satisfaction Measures

Tenant Satisfaction Measures, or TSMs, are one of the ways we understand how well we are doing and where we need to improve. They look at key areas that matter to customers, including repairs, safety, complaints, neighbourhoods and how satisfied customers are with our services.

This year's results show that many customers are satisfied with the services they receive from Magenta Living, but they also highlight areas where we know we need to do more. We are listening carefully to what customers are telling us, especially around repairs, complaints and how we communicate. We will use this insight to keep improving services, be clearer about what customers can expect and show how customer feedback is helping us do the right thing.



80.1%
overall customer
satisfaction

Keeping properties in good repair

TSM	2024/ 2025	2025/ 2026	Year on Year Change	Housemark Early Findings Median 2025/2026	Benchmark Median Comparison
Proportion of homes that do not meet the Decent Homes Standard.	0.0%	0.0%	→	0.6%	Above
Proportion of non-emergency responsive repairs completed within the landlord's target timescale.	87.3%	90.6%	↑	87.5%	Above
Proportion of emergency responsive repairs completed within the landlord's target timescale.	95.2%	92.9%	↓	97.0%	Below
Proportion of respondents who have received a repair in the last 12 months who report that they are satisfied with the overall repairs service.	79.6%	82.0%	↑	74.9%	Above
Proportion of respondents who report that they are satisfied that their home is well maintained.	75.6%	77.1%	↑	77.0%	Same
The time taken to complete their most recent repair after they reported it.	78.1%	80.3%	↑	69.5%	Above

Maintaining building safety



TSM	2024/ 2025	2025/ 2026	Year on Year Change	Housemark Early Findings Median 2025/2026	Benchmark Median Comparison
Proportion of homes for which all required gas safety checks have been carried out.	100%	99.9%	↓	99.96%	Below
Proportion of homes for which all required fire risk assessments have been carried out.	100%	100%	→	100%	Same
Proportion of homes for which all required asbestos management surveys or re-inspections have been carried out.	100%	100%	→	100%	Same
Proportion of homes for which all required legionella risk assessments have been carried out.	100%	100%	→	100%	Same
Proportion of homes for which all required communal passenger lift safety checks have been carried out.	98.0%	92.3%	↓	100%	Below
Proportion of respondents who report that they are satisfied that their home is safe.	79.3%	78.9%	↓	80.3%	Below

Respectful and helpful engagement



TSM	2024/ 2025	2025/ 2026	Year on Year Change	Housemark Early Findings Median 2025/2026	Benchmark Median Comparison
Proportion of respondents who report that they are satisfied that their landlord listens to tenant views and acts upon them.	66.1%	65.1%	↓	67.0%	Below
Proportion of respondents who report that they are satisfied that their landlord keeps them informed about things that matter to them.	72.5%	71.5%	↓	75.8%	Below
Proportion of respondents who report that they agree their landlord treats them fairly and with respect.	80.2%	80.2%	→	82.4%	Below

Effective handling of complaints



TSM	2024/ 2025	2025/ 2026	Year on Year Change	Housemark Early Findings Median 2025/2026	Benchmark Median Comparison
Proportion of respondents who report making a complaint in the last 12 months who are satisfied with their landlord's approach to complaints handling.	43.2%	39.4%	↓	40.0%	Below
Number of stage 1 complaints received per 1,000 homes.*	76.0	91.7	↑	52.2	Above
Number of stage 2 complaints received per 1,000 homes.*	11.1	19.4	↑	10.0	Above
Proportion of stage 1 complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.	87.7%	99.8%	↑	94.1%	Above
Proportion of stage 2 complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.	87.1%	97.2%	↑	96.0%	Above

*For measures per 1,000 homes, higher figures indicate worsening performance, lower figures indicate improvement from last year.

Responsible neighbourhood management



TSM	2024/ 2025	2025/ 2026	Year on Year Change	Housemark Early Findings Median 2025/2026	Benchmark Median Comparison
Proportion of respondents with communal areas who report that they are satisfied that their landlord keeps communal areas clean and well maintained.	75.6%	73.4%	↓	72.6%	Above
Proportion of respondents who report that they are satisfied that their landlord makes a positive contribution to the neighbourhood.	67.5%	65.7%	↓	70.0%	Below
Proportion of respondents who report that they are satisfied with their landlord's approach to handling anti-social behaviour.	65.7%	59.4%	↓	63.0%	Below
Number of anti-social behaviour cases, opened per 1,000 homes.*	24.2	17.1	↓	44.6	Below
Number of anti-social behaviour cases that involve hate incidents opened per 1,000 homes.*	0.9	0.3	↓	0.8	Below

*For measures per 1,000 homes, higher figures indicate worsening performance, lower figures indicate improvement from last year.



We encourage all customers to report any repairs to us, making sure that we fix any issues before they get worse.

Investing in your home

We know that keeping your home safe and in great condition is important to our customers. We also understand how important it is to you that we carry out repairs to the expected standard.

Here we've included information about how many emergency and non-emergency repairs we've completed during the year on time and against our targets.

Emergency

15,140
emergency repairs completed



92.9%
completed within target timescale
[our target is 99%]

Non-emergency



30,841
repairs completed

90.6%
completed within target timescale
[our target is 93%]

14.1
average number of days to complete a non-emergency repair
[our target is 16 days]



97.1%
of repair appointments made & kept
[our target is 96%]



91.7%
repairs completed on the first visit
[our target is 93%]



91.2%
customer satisfaction with their most recent repair
[our target is 91%]



Stock condition survey – what it is and why it matters

To help us plan for future improvements, we will survey your home every five years so we can decide when work may be needed and make sure we're investing in homes that may need work carried out, such as new kitchens, bathrooms, windows and doors.

The Survey only take about 30 minutes to complete and isn't a formal inspection, so it's not too intrusive. Surveys also include spotting any hazards in the home that may need urgent attention.

We work with our specialist surveying partner, Rand Associates, who will carry out the surveys and visit your home once an appointment has been made.



**our specialist
surveying partner**

During 2025/26:



£29M

**invested in our
existing homes**



1,744

**stock condition
surveys carried out**



274

**homes had
paint and
repair work
(external)**



180

**new
kitchens
fitted**



30

**new
bathrooms
fitted**



38

**paint and
repair jobs
in communal
areas**



28

**communal
areas in low
rise buildings
refurbished**



15

**of our homes
have had
new windows
fitted**

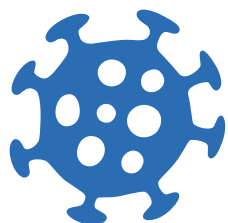
Over the next 30 years, we're planning to invest £545million in our existing homes, so it's important we carry out the surveys, helping to identify what needs updating or replacing. This supports our long-term plans to keep homes safe, warm and well maintained for our customers.

For customers who have allowed us access to their home for a survey to be completed, they will be entered into one of our £100 weekly draws.



**STAMP
OUT
DAMP!**

Keeping
you **safe** in
your home



2,295
damp & mould
cases opened



100%

gas, asbestos, legionella, fire risk
assessments, lift inspections were
carried out



99.9%

5-year electrical inspection and
testing were carried out in homes
and communal areas



We take damp and mould seriously because every customer deserves to live in a safe, healthy home. We encourage colleagues and customers to report any signs of damp, and mould as soon as possible, so we can investigate and take the right action.

Depending on the issue, this may include a home survey, mould treatment, repairs, improved ventilation, extractor fans or other measures to help stop the problem coming back.

You can find out more about managing damp and mould in your home here:

www.magentaliving.org.uk/your-home/home-safety/damp-and-mould

 **Sureserve**

In October 2025, Sureserve became our new gas servicing partner. Sureserve carry out your annual gas safety check and handle any heating, boiler or hot water related repairs. During your annual gas safety check, they may carry out extra checks for damp, mould, water safety and test your smoke and carbon monoxide alarm (where relevant) – helping keep your home safe.

Sureserve are a partner, so will have a different uniform and vans and will always carry ID for you to check on arrival. But if you're unsure, please contact us to double check. You'll always have a pre-arranged appointment so no one should turn up without you knowing.

Building Safety High-Rise Buildings

Our eight high-rise buildings, housing around 600 customers, are carefully managed and maintained by our Building Safety Team. This includes regular visits and engaging with our customers through our drop-in sessions. We're here to support you. If you have any questions or concerns about where you live, please speak to our on-site staff at each high-rise building.

To make sure our buildings and customers are safe, **we have:**

895

Communal area doors inspected (4 times per year)

698

Person Centred Fire Risk Assessments (PCFRA) have been completed

574

Flat entrance doors inspected on an annual basis

314

Personal Emergency Evacuation Plans (PEEPS) have been completed

168

Fire risk assessment actions completed

105

Referrals made to Merseyside Fire & Rescue Service to carry out 'Home Fire Safety Checks'

24

Drop-in sessions completed in the last 12 months by the Building Safety Team

8

Annual fire risk assessments carried out at all our high-rise buildings (communal areas)

8

Vape Disposal Recycling Bins have been installed in all high-rise buildings to reduce the fire risk of vapes being disposed down bin chutes

6

Structural surveys carried out to better understand the structure of our buildings

5

External wall fire risk assessments to Neston Gardens, Mersey Court, Brackendale, Knowsley Court and Vittoria Court

2

Building Safety Updates sent to all high-rise customers twice a year providing essential safety information and updates

2

Lift replacement projects completed at Liscard House and Brackendale

1

New waste pipe system replaced at Brackendale

We're currently in the process of recruiting a contractor for the external wall insulation (EWI) cladding project and new windows. We're aiming to have a confirmed contractor by October 2026 to start to deliver the works in early 2027 to Liscard House, Sunningdale and The Towers.

Part of the External wall fire risk assessments we're programming some replacement windows at Knowsley Court and Vittoria Court over the coming months with more details to follow about this.

We're planning ahead with the following projects:

1

Lift replacement project will take place in October 2026 at Sunningdale

2

New mobility scooter stores are planned to be installed at Knowsley Court and Sunningdale

Keeping our communities safe

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

Our Community Safety Team continues to support customers and communities, working together with our Neighbourhood Housing Officers, Merseyside Police and other partners to create stronger, safer and more resilient communities.

ASB can have a real impact on how people feel about where they live. That's why we take reports of ASB seriously and work with customers to understand what has happened, what support is needed and what action we can take.

Our work is not just about enforcement. We focus on early intervention, practical support and partnership working to help resolve issues before they escalate. This can include speaking with those involved, offering advice and support, making referrals to specialist services, working with Merseyside Police and other agencies, and taking tenancy or legal action where behaviour is serious or persistent.

While many cases are resolved more quickly, some complex cases remain open for longer. We work closely with the Police, local partners and support agencies to address any underlying issues and achieve the best possible outcome for all involved.

We also continue to raise awareness of what ASB is, how customers can report concerns and where to get help. If you're experiencing ASB, please report it to us as soon as possible so we can look into your concerns and explain what happens next.

Visit our ASB pages on our website for information about what ASB is, how to report it and the support available – www.magentaliving.org.uk/your-home/anti-social-behaviour

If there is an immediate risk or a crime is taking place, always call 999.



During the year our Community Safety Team managed:



219

cases opened



226

cases closed



155

days to close
a case on
average



59.4%

customer satisfaction
with our approach to
handling ASB cases

ASB reports received:

- 457** noise
- 290** harassment & intimidation
- 133** drug use
- 80** physical violence
- 68** pets and animal nuisance
- 64** drug dealing

Actions used to resolve ASB cases:

- interviews
- formal warnings
- property surrender
- evictions
- acceptable behavior contracts

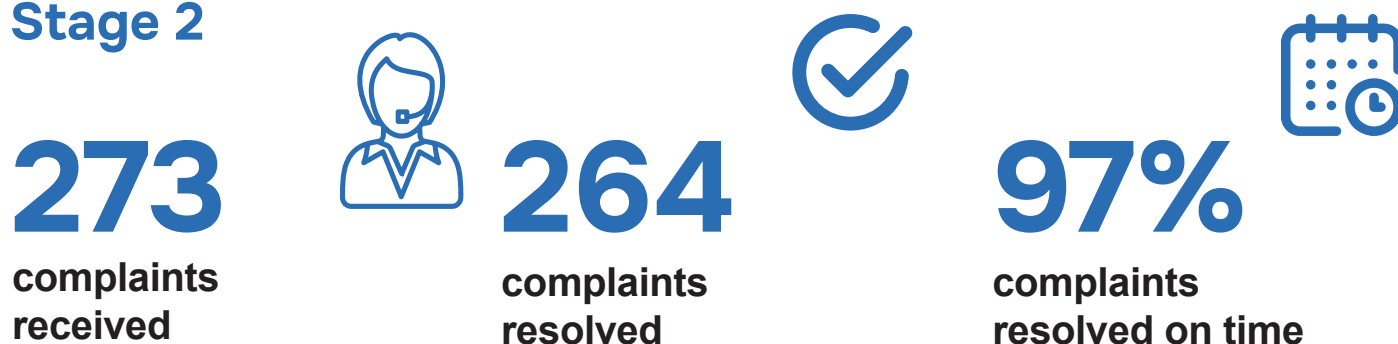
Listening and learning through complaints

Complaints help us understand where our services have not met the standard customers should expect. We want customers to feel confident that complaints are easy to raise, dealt with fairly and used to improve our services.

Stage 1



Stage 2



Our top 5 complaints were...

26%
gas & heating



6%
neighbourhood issues



6%
plumbing



3%
roofing



3%
garden maintenance



11 complaints considered by The Housing Ombudsman

19 findings included some of the following – complaints handling, damp & mould compensation, heating & hot water, ASB, communal areas and property condition

Find out more...

Read the full version of our Annual Complaints Performance & Service Improvement Report 2025/26, by visiting www.magentaliving.org.uk/about-us/how-were-doing/complaints-performance

Building homes & creating communities

Our target is to build 1,300 new homes by 2030

We're committed to creating places where everyone can feel safe and have somewhere to call home. By working together with our partners, we aim to offer excellent quality, affordable homes which meet the diverse needs of the local community.

We have a clear target to build 1,300 new homes by 2030 and have over 300 new homes already in the pipeline. We have a 'Wirral First' strategy which means over 80% of our new homes will be built in Wirral.



123



new homes completed this year including

69 Homes for Affordable Rent:

8 at Brook Street, Birkenhead
33 at Three Sails Point, Widnes
28 at Halton Canal, Widnes

35 Homes for Shared Ownership and Rent to Buy at

Three Sails Point, Widnes

14 Specialist Supported Housing

11 at Kingsland Road, Oxton
2 at Three Sails Point, Widnes
1 at Palm Hill, Oxton

5 Homes for Private Rent at

Hatters Chase, Sandymoor, Runcorn

Shaping places and supporting communities

Woodchurch, Seacombe and Central Birkenhead are home to many of our customers, and each area has its own strengths, priorities and opportunities.

Through our Place Shaping plans, we're working with customers and partners to make visible progress and deliver practical improvements that support stronger communities and help customers feel proud of where they live.

This work builds on existing investment plans, local insight and partnerships, including our wider plans to invest £40 million in existing homes during 2026/27. In Woodchurch, we'll invest around £3 million in nearly 2,000 homes over the next two years, helping keep homes safe, energy efficient and fit for the future, while also exploring improvements to local amenities and consulting on new homes and facilities.

In Seacombe, we're looking at investment and development opportunities, including plans for nearly 100 new homes in the heart of the area. We're also working closely with Wirral Council on development opportunities in Central Birkenhead, supporting our target to deliver 1,300 new homes by 2030.

Together, these plans show how we're investing in more than homes. By focusing on what matters most in Woodchurch, Seacombe and Central Birkenhead, we can work with customers and partners to shape neighbourhoods that are safer, better connected and fit for the future.

How we allocate our homes



455
homes were
successfully let

We advertise most of our homes on Property Pool Plus, the choice-based lettings website used by local authorities across Merseyside. If a home is in another local authority area, such as Cheshire, we will advertise it on that area's lettings website.

We work closely with the relevant local authority, such as Wirral Council who assess the housing need and decide the priority banding for the relevant areas.

We may also advertise some homes on 'Moving Soon' or in the 'Find a Home' section of our website. Each advert will clearly explain who can apply, the rent and any other charges, and key information about the home. When the advert closes, we receive the shortlist of applicants and consider applications in line with our lettings process. This helps keep allocations fair and transparent. If the application is unsuccessful, we will full explain why and what the next steps are.

This year, we helped hundreds of people and families find a place to call home.

- **455 homes** were successfully let through local authority Choice Based Lettings schemes, helping people access affordable housing in areas including Wirral, Cheshire and Halton.
- We welcomed **21 new customers** into our Extra Care schemes, providing homes with additional support to help people live independently.
- **59 brand-new homes** were allocated, increasing the availability of high-quality, affordable housing across our communities.
- We continued to support strong and sustainable communities through **three active Local Lettings Plans**, helping to create safe, balanced communities where customers can thrive and make sure, we're making the best use of particular types of homes.
- We are currently reviewing our **Allocations Policy** to ensure it remains fair, transparent, and meets the changing needs of customers and local communities.

This work reflects our commitment to providing homes, supporting communities, and ensuring our services continue to meet the needs of current and future customers.

Supporting customers to live well at home

We provide services that help customers feel safe, supported and confident at home. This includes home adaptations, our sustainability service, Extra Care schemes, sheltered housing and specialist supported housing.

This year, we also increased our specialist supported housing offer, with 11 homes at Kingsland Road and 2 homes at Three Sails Point in Widnes, providing high-quality homes for local people who have a variety of care, support and complex needs, allowing them to live safe and independently in the local community.

Adaptations

We continue to support customers with adaptations – which are changes or equipment that make a home safer and easier to live in, such as handrails, ramps or bathroom changes. This year, we received around **1,000 adaptation requests**. The service includes home and telephone assessments, applications for Disabled Facilities Grant works funded by Wirral Council, help to identify the right equipment, and follow-up inspections once work is complete.

Helping customers stay settled in their homes

Our Sustainability Team provides friendly, practical support to more than **700 customers** who need extra help to manage day-to-day life at home and sustain their tenancy. Customers are visited at least once a week, and more often where they have additional health or wellbeing needs.

During these visits, the team helps customers with issues such as repairs, safety check appointments, rent or insurance payments, welfare benefits advice and referrals for adaptations or other specialist support.

By working closely with teams across Magenta Living and external support organisations, the Sustainability Team helps customers get the right help at the right time, preventing issues from escalating and helping people feel more confident and supported in their homes.

Our **Financial Inclusion and Welfare Benefits Advice Teams** help customers improve their financial wellbeing and stay secure in their homes. They offer personalised advice to help customers increase their income, claim benefits they are entitled to, manage household budgets, reduce debt and get support with applications, appeals and complex queries.

This year, the team supported **357 households** with fuel vouchers, helping customers keep their homes warm and powered during financial difficulty. They also awarded grants to **512 customers** facing short-term financial pressure, reducing arrears by an average of **£292 per household**. In total, the team received **950** referrals for help with income and benefits, achieving **£2.9 million** in additional benefits and grants, and supported **122 customers** with Discretionary Housing Payment applications.

If you need any advice or support about or want to know more about the services we provide, please contact us by calling **0808 100 9596** or emailing us on **contactus@magentaliving.org.uk**

Our journey to Net-Zero

We're committed to becoming a net-zero organisation by 2050, supporting the UK's wider target to reduce carbon emissions. As a housing association, we can make a real difference by improving the energy efficiency of our homes. This will help create warmer, more affordable homes for customers and support a greener future for our communities.

Over the past year, we've installed external wall insulation to **61 homes** and completed **180 surveys** to prepare for future energy efficiency improvements. The work already completed to homes as part of the retrofit improvements has boosted the Energy Performance Certificates (EPC) to at least a C rating.

We secured government funding, through the Warm Homes: Social Housing Fund (WH:SHF), as part of the Liverpool City Region Group Consortium. This funding will support the next phase of our retrofit programme, with **240 homes** to receive energy efficiency improvements by the end of March 2028. This will help more customers reduce energy use and costs.

During the 26/27 year, we are also delivering sustainable energy efficiency improvements to **over 400 homes**, through our own **£2.3m** investment.

The homes identified for this project are those with an EPC rating below C, located in some of the highest areas of fuel poverty to make sure we are doing everything we can to support our customers who live in these homes.

67.7%

of homes
(8,546 homes)
are EPC C
or above

32.3%

of homes
(4,082 homes)
remain below
EPC C

EPC means Energy Performance Certificate – shows how energy efficient a house is with grade A meaning very efficient to G being very inefficient.

Case study: Ferns Road Project

At Ferns Road, we're delivering an energy improvement project to help make homes warmer, greener and more affordable to run. The project includes 16 homes, which will receive new roofs, insulation top-ups, solar panels and battery storage. These improvements will help bring homes that were previously below EPC C up to a high C rating, with some expected to reach a low B.

Chris, Sustainability, Quality and Standards Manager at Magenta Living, said the project is one of the first in the North West to provide customers with both solar panels and battery storage.

This means customers can make the most of the energy generated by their home, helping to reduce electricity bills and support our wider commitment to net zero.

"My advice to anyone getting this done is that it's worth having the solar panels put in. You get the energy you'll be using, but for less. You'll be saving money and there's nothing to be anxious about. I was anxious at first, but now I'm happy I've got them fitted."

A Ferns Road customer



Your rent explained

99.9%
rent collected



How each £1 was spent

- £0.41** Planned work and day to day repairs, from installing new kitchens & minor fixes
- £0.45** Management costs: staffing, utilities & office maintenance
- £0.07** Housing services
- £0.05** Financing costs
- £0.02** Other social housing costs

Where our money comes from

- £0.86** Housing rent received
- £0.04** Service charge income
- £0.03** Sale of homes
- £0.03** Other income
- £0.02** Shops & garage rent
- £0.01** Grants received
- £0.01** Other social housing activities

How we're helping customers financially

We know many customers are facing financial pressures, so we're here to offer practical support and advice.

This year, we helped **567 households** move from rent arrears to becoming debt free, and 78% of customers in arrears reduced what they owed, cutting arrears by a total of **£339k**. We also helped over **950 customers claim £2.9 million** in additional benefits and grants, helping more people access the money they are entitled to and sustain their tenancy.



Directors remuneration & management costs

As set out in the Regulator of Social Housing's Transparency, Influence and Accountability Standard, the following calculations are based on the number of social housing homes owned and managed as of **31st March 2026**:

£15 per home – The remuneration payable to the highest paid Director relative to the size of the landlord.

£83 per home – The aggregate [total] amount of remuneration paid to Directors, relative to the size of the landlord.

£2,408 per home – Management costs relative to the size of the landlord.

£5,742 – Headline social housing cost per unit [home] – Value for Money [calculation as reported in Private Registered Providers statutory accounts].

Find out more...

Read our Financial Statements 2025/26 by visiting www.magentaliving.org.uk/about-us/how-were-doing/annual-reports



magentaliving.org.uk

Doing the right thing

Empowering people

Opening doors