

Do the right thing for your future



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Foreword from **Ann-Louise Gilmore** Chair of Assets and Development Committee

As Chair of Magenta Living's Assets and Development Committee, I am pleased to introduce our ESG Report for 2025/26.

This report shows the progress we are making to provide safe, sustainable homes, support customers and communities, and make responsible long-term investment decisions. It also reflects our commitment to being open about what we have achieved, where we need to improve and how we are responding to future challenges.

Following our strategic plan review in March 2026, we have introduced a new carbon reduction strategic goal: to reduce our carbon emissions by 18,000 tonnes CO₂e. This strengthens our focus on sustainability and supports our journey towards becoming a net zero organisation by 2050. It builds on the progress already made through our retrofit programmes, improved energy performance, and the approval of our Sustainability and Decarbonisation Strategy and Action Plan.

We have secured significant government funding through the Social Housing Decarbonisation Fund and the Warm Homes: Social Housing Fund. This is a real achievement for the team, whose work in attracting external investment is helping us improve energy efficiency, reduce carbon emissions and support customers affected by fuel poverty.

These developments demonstrate how environmental, social and governance considerations are increasingly embedded in Magenta Living's strategic decision-making and investment planning.

For the Assets and Development Committee, ESG is central to how we provide assurance, manage risk and support good decision-making. Our focus remains on improving the quality, safety and sustainability of our homes, while ensuring investment delivers real benefits for customers and communities.

While there is no single industry-wide ranking of housing providers' ESG performance, we continue to use recognised external benchmarks to assess our progress. Most existing homes are now EPC C or above, all new homes reported in this period are EPC B or above, and our retained SHIFT Silver status provides independent evidence of our environmental performance.

I would like to thank our customers, colleagues, partners and Board members for their continued insight, challenge and support. There is more to do, but this report shows that Magenta Living has clear priorities, strong foundations and a continued commitment to doing the right thing.



Welcome

to Magenta Living's ESG Report for 2025/26



Wayne Cole

Chief Property and
Investment Officer

This report sets out the progress we are making to deliver safe, sustainable homes, good services and stronger communities across Wirral and beyond. It reflects our commitment to being open about what we have achieved, where we still need to improve, and how we are investing for the long term.

As Chief Property and Investment Officer, I know that our homes are central to the wellbeing, safety and security of our customers. The decisions we make about our properties today will shape the quality of life for customers now and for future generations. That is why we are focused on improving the condition, safety and energy performance of our homes, while making sure our investment choices are responsible, evidence-led and aligned to the needs of the communities we serve.

ESG is not a separate activity for us. It is part of how we run our organisation, manage risk, make decisions and deliver value. It also directly reflects one of our core values: Doing the Right Thing. For us, that means being honest about our performance, taking responsibility for the impact we have, and making choices that are fair, sustainable and focused on the long-term interests of our customers, colleagues, partners and the places we work in.

Over the past year, we have continued to make progress against our priorities, while listening carefully to customer feedback and the expectations of our stakeholders. This work is closely aligned to our Road to 2030 strategic plan, which sets out our direction for the years ahead and keeps us focused on delivering better homes, stronger communities and a more resilient organisation. We know the operating environment remains challenging, with increasing pressure on housing, investment, affordability and sustainability. But clear priorities, strong partnerships and honest reporting help us stay focused on what matters most.

This report is an opportunity to share that progress in a clear and transparent way. It shows how we are working to create homes full of love and communities full of life, while building a resilient organisation that is ready for the future.

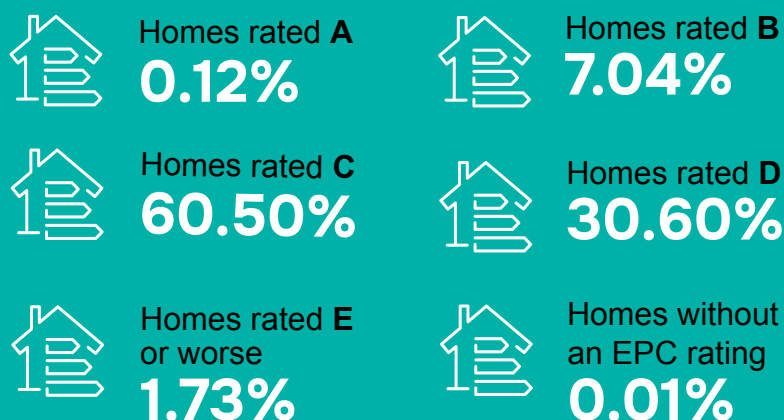
Thank you to our customers, colleagues, partners and stakeholders for continuing to work with us, challenge us and support us on this journey.

Environmental

Climate Change



C1 - a) Distribution of EPC ratings of existing homes
(those completed before the last financial year).



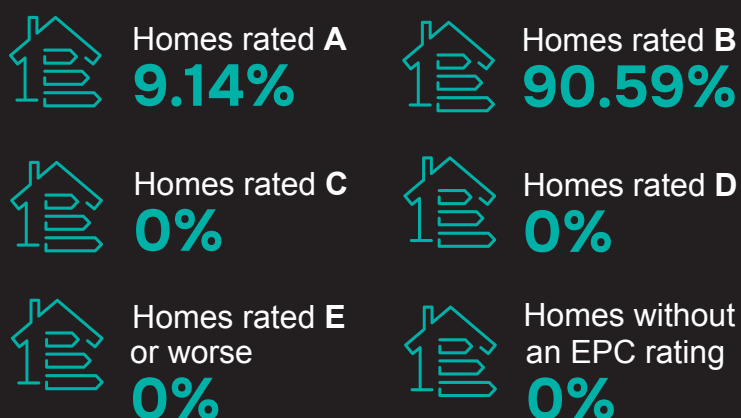
C1 - b) Average SAP rating of existing homes
(those completed before the last financial year).

Average Rating: 71

C1 - c) Energy use intensity of existing homes
(those completed before the last financial year).

N/A

C2 - a) Distribution of EPC ratings of new homes
(those completed in the last financial year).



C2 - b) Average SAP rating of new homes (those completed before the last financial year).

Average Rating:
86

C2 - c) Energy use intensity of new homes (those completed before the last financial year).

N/A

C3 - a) Does the housing provider have a Net Zero target and strategy? If so, what is it and when does the housing provider intend to be Net Zero by?

Yes, Magenta Living is committed to becoming a net zero organisation by 2050, which is in line with government-set targets.

We will achieve this by making sure that the energy used in homes does not contribute to greenhouse gas emissions, accomplished by eliminating the use of fossil fuels for space and water heating, as well as for cooking.

Additionally, we will be building towards a fully electric vehicle fleet, to support our strategy.

C3 - b) Is the housing provider's net zero commitment in line with the Science Based Target (SBT) initiative?

Yes

C3 - c) Does the housing provider have a costed net zero transition plan?

Yes

**We're
committed
to becoming
net-zero by
2050**

C4 - a) What progress has the housing provider achieved in the last 12 months towards its Net Zero targets and strategy?

What retrofit activities has the housing provider undertaken in the last 12 months in relation to its housing stock?

Over the last 12 months, we have continued to make significant progress towards our Net Zero ambitions through both strategic planning and the delivery of retrofit improvements across our housing stock. As part of our SHDF Wave 2.1 programme, External Wall Insulation (EWI) was installed to 61 properties, improving the energy efficiency and thermal performance of residents' homes. To support future delivery, comprehensive retrofit assessments were completed on a further 180 properties, creating a pipeline of homes ready for energy efficiency measures to be installed during the 2026/27 financial year.

In addition, our Sustainability and Decarbonisation Strategy and Action Plan was approved by the Asset Development Committee in April 2025, providing a clear roadmap towards achieving our Net Zero targets. Since approval, a suite of supporting strategies has been developed to underpin delivery of the organisation's sustainability and decarbonisation objectives. We have also successfully secured Warm Homes: Social Housing Fund (WH:SHF) Wave 3 funding to support the next phase of retrofit activity and have submitted further funding applications to maximise investment in decarbonising our homes. To enable delivery at scale, contracts have been secured for the retrofit of more than 500 homes during 2026/27, ensuring continued momentum in improving the energy performance of our housing stock and reducing carbon emissions.

C4 - b) Number of homes that have been retrofitted in the last financial year.

61 

C4 - c) Homes that have been retrofitted in the last financial year as a percentage of the total homes the housing providers are aiming to retrofit.

0.5%



C5 - a) Green House Gas emissions

Scope 1, Scope 2 and Scope 3 Green House Gas emissions

Scope 1, Scope 2 and Scope 3 Green House Gas emissions per home

If unable to report emissions data, please state when the housing provider is expected to be able to do so.

Scope 1: tonnes CO2 equivalent

1613.67

Scope 2: tonnes CO2 equivalent

1454.75

Scope 3: tonnes CO2 equivalent [total]

26019.54

Scope 1, 2, & 3: total tonnes CO2 equivalent

29084.97

Scope 1: tonnes CO2 equivalent / home

0.13

Scope 2: tonnes CO2 equivalent / home

0.12

Scope 3: tonnes CO2 equivalent / home [Total]

2.06

Scope 1, 2, & 3: total tonnes CO2 equivalent / home

2.30

Expected Reporting Date (if appropriate)

30/07/2026

C5 - b) Does the housing provider qualify for SECR reporting?

Yes

C5 - c) SECR Intensity Ratio for Total emissions (Scope 1 & 2).

Information not available

C6 - a) Has the housing provider mapped and assessed the increased flood risks to its homes caused by climate change in the last 2 years? How is the housing provider mitigating these risks?

Yes

Magenta Living has undertaken flood risk assessments across its housing stock and development programme, using available flood mapping data and local authority information to identify properties potentially vulnerable to increased flooding as a result of climate change. Flood risk is considered as part of asset management, development planning and business continuity processes.

To mitigate these risks, flood resilience and adaptation measures are considered during planned investment and refurbishment works where appropriate. New developments are assessed through the planning process to ensure flood risk is minimised through sustainable drainage, site design and compliance with local planning requirements. Climate-related risks, including flooding, are reviewed through the organisation's risk management framework and Sustainability and Decarbonisation Action Plan.

C6 - b) Has the housing provider mapped and assessed any other additional climate risks, such as wildfire or storms, to its homes in the last 2 years?

No

C7 - a) Has the housing provider mapped and assessed the increased water stress risks to its homes caused by climate change in the last 2 years?

No

C7 - b) How is the housing provider mitigating these risks?

Whilst a formal water stress risk assessment has not yet been completed, Magenta Living recognises the increasing importance of water resilience as part of climate adaptation planning. Water safety and management arrangements are already embedded through our Water Hygiene Policy and Management Plan, supported by regular monitoring and reporting to senior leadership and Board committees.

We will continue to review emerging climate risks and opportunities, including water efficiency measures within new developments and retrofit programmes, alongside opportunities to reduce water consumption across our operations and housing stock.

C7 - c) Has the housing provider assessed its climate-related transition risks?

Yes

C7 - d) How is the housing provider mitigating these risks?

Magenta Living has assessed climate-related transition risks, including changes to regulation, operational requirements for colleagues and customers, funding requirements, energy performance standards and net zero obligations. These risks are managed through our Sustainability and Decarbonisation Strategy, Action Plan and supporting delivery strategies.

C8 - a) Has the housing provider mapped and assessed the increased overheating risks to its homes caused by climate change in the last 2 years?

No

C8 - b) How is the housing provider mitigating these risks?

Magenta Living has not yet completed a formal portfolio-wide overheating assessment. However, the organisation recognises overheating as a growing climate risk and considers thermal comfort within retrofit and development projects, and is looking to obtain data relating to the direct impact for overheating on its stock using both national climate and social data.

Energy efficiency improvements delivered through our retrofit programme, including insulation measures, are assessed alongside ventilation requirements to improve comfort and minimise unintended overheating risks. Future climate adaptation planning will include consideration of overheating and other emerging climate-related risks to ensure homes remain safe, comfortable and resilient.

C8 - c) Has the housing provider assessed its climate-related transition risks?

Yes

C8 - d) How is the housing provider mitigating these risks?

Magenta Living has assessed climate-related transition risks, including changes to regulation, operational requirements for colleagues and customers, funding requirements, energy performance standards and net zero obligations. These risks are managed through our Sustainability and Decarbonisation Strategy, Action Plan and supporting delivery strategies.



“ Commitments to protecting and enhancing natural environments across our communities. ”

Nature

C9 - a) Does the housing provider have a strategy to enhance green space and promote biodiversity on or near homes? If yes, please describe, with reference to targets in this area.

Yes. Magenta Living's Sustainability and Decarbonisation Strategy includes commitments to protecting and enhancing natural environments across our communities. We seek opportunities to improve biodiversity and green infrastructure through estate improvements, development projects and grounds maintenance activities.

Where appropriate, schemes incorporate native planting, habitat creation and measures to support pollinators and local wildlife. Biodiversity Net Gain requirements are considered as part of new development activity, ensuring compliance with legislative requirements and supporting the delivery of more sustainable communities. Future strategy development will further strengthen our approach to biodiversity enhancement and nature recovery.

C9 - b) Average Biodiversity Net Gain (BNG) per development, of developments that have gained planning permission in the past year.

Information not available

C10 - Does the housing provider have a strategy to identify, manage and reduce pollutants that could cause material harm? If so, how does the housing provider target and measure performance?

Yes. Magenta Living has adopted a Pollution Prevention and Control Strategy that sets out our commitment to identifying, managing and reducing pollutants that could cause harm to residents, colleagues, contractors and the environment. The strategy includes robust management of hazardous materials such as asbestos, lead, refrigerants, oils and chemicals, alongside the identification of pollution risks associated with construction, maintenance and refurbishment activities.

Performance is measured through reductions in pollution incidents and reportable environmental events, improved compliance and audit outcomes, and increased use of low-impact materials and products. The strategy is overseen by the Chief Compliance and Sustainability Officer and monitored through the Sustainability and Decarbonisation Action Plan.

Resource Management

C11 - Does the housing provider have a strategy to use or increase the use of responsibly sourced materials for all building and repairs works? If so, how does the housing provider target and measure performance?

Yes. Through our Sustainability and Decarbonisation Strategy and procurement processes, Magenta Living is committed to increasing the use of responsibly sourced and environmentally sustainable materials across development, refurbishment and maintenance activities. Environmental considerations are incorporated into procurement specifications and contractor requirements wherever practicable.

We work with suppliers and contractors to encourage the use of certified, durable and low-carbon materials, whilst ensuring compliance with relevant quality and safety standards. Performance is monitored through contract management arrangements, procurement reviews and supplier engagement activities.

C12 - Does the housing provider have a strategy for waste management incorporating building materials? If so, how does the housing provider target and measure performance?

Yes. Magenta Living has implemented a Waste Management Strategy focused on reducing waste arising from operational activities, development projects and planned investment works. The strategy adopts circular economy principles, treating waste as a resource and prioritising waste prevention, reuse and recycling.

We aim to minimise waste generation through efficient planning, modern methods of construction and responsible procurement. Materials such as fixtures, fittings and building components are reused where practical and safe to do so, while construction and demolition waste is segregated to maximise recycling rates and divert waste from landfill.

Success is measured through reductions in waste generated per project, increased levels of reuse and recycling, and decreasing volumes of waste sent to landfill. Contractors are required to support these objectives through contractual waste management requirements and Site Waste Management Plans where appropriate.

We have certified contractual arrangements in place for our in house (DLO) operations for responsible disposal and recycling of waste including appropriate segregation and a commitment towards working to zero to landfill.

C13 - Does the housing provider have a strategy for water management? If so, how does the housing provider target and measure performance?

Yes. Magenta Living has implemented a Waste Management Strategy focused on reducing waste arising from operational activities, development projects and planned investment works. The strategy adopts circular economy principles, treating waste as a resource and prioritising waste prevention, reuse and recycling.

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We have certified contractual arrangements in place for our in house (DLO) operations for responsible disposal and recycling of waste including appropriate segregation and a commitment towards working to zero to landfill.

C14 - a) How is sustainability considered when procuring goods and services? What measures are in place to monitor the sustainability of the supply chain when procuring goods and services?

Sustainability forms an integral part of Magenta Living's procurement and contract management approach. Environmental, social and governance considerations are incorporated into procurement activities to ensure that suppliers and contractors support the delivery of our Sustainability and Decarbonisation objectives. This has been further strengthened by the mandatory questions we must ask the supply chain as part of compliance to The Procurement Act 2023, embedded into law in 2025.

When procuring goods, services and works, we consider factors such as environmental impact, responsible sourcing, waste reduction, resource efficiency, carbon reduction commitments and compliance with relevant environmental legislation. Suppliers are expected to demonstrate sustainable working practices and support our ambitions to reduce emissions, minimise waste and prevent pollution.

C14 - b) How does the housing provider monitor supply chain risks, and what initiatives has the housing provider taken to drive higher sustainability performance across its supply chain?

Supply chain performance is monitored through procurement processes, contract management arrangements, supplier reviews and performance reporting. Sustainability expectations are embedded within contracts, including requirements relating to waste reduction, pollution prevention, responsible sourcing and environmental compliance. We continue to engage with suppliers to encourage continuous improvement and drive higher sustainability performance throughout the supply chain.

Social



Affordability and Security

C15 - For properties that are subject to the rent regulation regime, report against one or more

% of PRS rent (e.g. 80%)

N/A

Affordability Metric:

% of LHA rent (e.g. 90%)

- 1) Rent compared to average private rental sector (PRS) rent across the relevant Local Authority.
- 2) Rent compared to the relevant Local Housing Allowance (LHA).

92%



C16 - Number of existing homes (owned and/or managed) completed before the last financial year allocated to:

General Needs (social rent) units	9161
Intermediate Rent units	60
Affordable Rent units	1779
Supported Housing units	43
Housing for Older People units	1614
Low-cost Home Ownership units	115
Care Home units	0
Private Rented Sector units	0
Private Market Sale units	0
Other units	0

C17 - Number of new homes (owned and/or managed) completed before the last financial year allocated to:

General Needs (social rent) units	4
Intermediate Rent units	31
Affordable Rent units	70
Supported Housing units	15
Housing for Older People units	0
Low-cost Home Ownership units	1
Care Home units	0
Private Rented Sector units	0
Private Market Sale units	0
Other units	0



**100%
EPC-C
or above
by 2030**

C18 - How is the housing provider trying to reduce the effect of high energy costs on its residents?

We are taking multiple steps to reduce the impact of high energy costs for our customers. We are using government and energy company funding, such as SHDF/WH:SHF, to implement energy efficiency measures within its existing properties. This includes retrofit and planned works, such as installing energy-efficient technologies, improving insulation systems, installing low carbon heating systems and utilising smart energy management systems. These measures aim to reduce energy use within customer's homes, thereby lowering their energy bills.

Additionally, these measures also support our strategic goal of achieving EPC C+ in 100% of our existing homes by 2030.

We have committed that our new build homes will have an EPC B+ rating, to further reduce the impact of high energy costs for our customers.

Additionally, we are providing customers with energy-saving tips, vouchers, and advice through social media channels, face-to-face interactions, and community roadshows to help them lower their energy consumption and reduce costs. Our overall aim is to create more sustainable and affordable living environments for all our customers.



Building Safety and Quality

C19 - Describe the condition of the housing provider’s portfolio, with reference to:

% of homes (with gas safety checks)	99.9%
% of homes (with fire risk assessments)	100%
% of homes (with electrical safety checks)	100%
% of homes (with asbestos checks)	100%
% of homes (with legionella assessments)	100%
% of homes (with lift safety checks)	92.3%

100% 
of homes with **fire risk**
assessments

100% 
of homes with
legionella assessments

100% 
of homes with **electrical**
safety checks



C20 - What % of homes meet the national housing quality standard?

100%



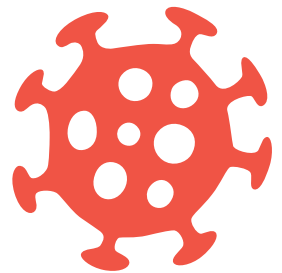
C21 - a) How do you manage and mitigate the risk of damp and mould for your residents?

Colleagues can report damp and mould when identified in customers' homes. Reported cases undergo a surveyor visit which will assess the root cause. Preventative work is carried out including removing hazards and extractor fans installed. Customers are contacted with an aftercare phone call at the appropriate time during the process. Surveyors and technicians are trained by DMUK and technicians undergo workshops which consist of case studies and learning.

We have a comprehensive customer communications plan in place to ensure we're communicating about DMC to our customers. This includes, our website, no access and appointment cards offering guidance to customers. The use of social media, and our customer magazine includes preventative advice and call to actions in terms of reporting DMC to us. Training issued on speedy testing for technicians and surveyors. In some cases electronic DMC monitoring equipment is installed to better understand the dynamics of a home.

C21 - b) How many cases of damp and mould were reported in the period that required action?

2,226



C21 - c) What % of the housing provider's portfolio do these home account for?

17.45%



Resident Voice

C22 - a) What are the results of the housing provider's most recent tenant satisfaction survey?

80.1%

C22 - b) How has the housing provider acted on these results?

Our 2025/26 Tenant Satisfaction Measures show that 80.1% of customers are satisfied with the overall service provided by Magenta Living. We have used the results, alongside complaints, transactional surveys, Magenta Voice feedback and operational performance data, to identify where customers want to see further improvement, particularly around repairs, complaints, communication, anti-social behaviour and feeling listened to.

The findings are reviewed through our governance framework, including senior leaders, the Magenta Customer and Communities Committee and Board, so customer experience continues to inform decision-making. In response, we have focused on improving repairs, strengthening complaint handling,

keeping customers better informed and making it easier for customers to access services through our new website and customer portal.

The TSM findings have also helped shape our investment and engagement priorities, including planned works, energy efficiency, safety, neighbourhood improvements and customer involvement through Magenta Voice. We will continue to use the 2025/26 results to monitor progress, target improvements and show how customer feedback is helping us improve homes, services and communities.

Over 1,000 customers participated in the survey



C23 - What arrangements are in place to enable residents to hold management to account for the provision of services?

Residents can hold Magenta to account through the Magenta Customer and Communities Committee (MCCC), a customer-majority committee with a customer Chair. MCCC provides assurance to the Board that customer facing services, policies, performance, social value and community investment are influenced by customer insight.

MCCC oversees scrutiny through a task and finish model, enabling customers with direct experience of specific services to be involved. Our digital platform, Magenta Voice, further strengthens customer involvement and insight. Promoted through digital and print channels, it supports accessibility and forms part of our wider Customer Voice Governance Framework, helping embed resident influence into decision making and accountability.

The Committee was recognised as a beacon of good practice in 2026, winning the AICO Community Award for Excellent Resident Engagement.

We facilitate the active input of customers in many ways, overseeing a range of activities including:

Recruitment:

Recruitment of key senior colleagues who lead the organisation including the appointment of the Chair of MCCC, the Chief Executive Officer and Chief Customer Officer.

Service delivery:

- Attending tours of empty properties to influence the service standards customer can expect at the start of their tenancy.
- Development of a new website and customer portal through Magenta Voice, surveys, workshops and testing sessions, sharing feedback on the design, structure, language and accessibility making the new website clearer, simpler and more user friendly.
- Looking at potential new homes and development sites and giving a customer perspective.
- Commenting on the delivery of Leaseholder services.
- Involvement in the selection and management of key contractors such as Sureserve, our gas maintenance contractor.
- Influencing communications on rents and service charges.
- Reviewing allocations and the Property Pool Plus system of allocating homes.



Grant awards:

As part of our 20th Anniversary celebrations, awarding the 'Magenta 20 Community Fund' grants to community partners that demonstrated the biggest impact in our local neighbourhoods. Over £170,000 was awarded to 13 local community organisations to support the great work they do in supporting Magenta customers.

Community Impact:

Customers are hugely involved in local community projects such as Cradle to Career, Magenta JobsPlus, Magenta in Bloom Garden Competition and many other local events and projects.

Wider Impact:

Magenta customers also seek to influence national housing policies and share knowledge and good practice including:

- Attending the Inside Housing Tenant and Resident Engagement Conference.
- Visiting Pioneer Housing Group in Birmingham to compare approaches to issues such as empty property standards, repairs and dealing with anti-social behaviour.
- Working with the Mersey Forest to look at Magenta's environmental impact.
- Influencing national policy via the Northern Housing Consortium and Housing Ombudsman Tenant Panel.



C24 - Report one or both of the following quantitative metrics:

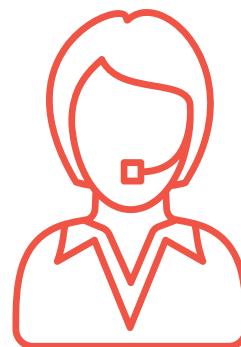
- % of Stage 1 and Stage 2 complaints responded to within target timeframes (varies by nation)
- Average time in working days to respond to Stage 1 and Stage 2 complaints

99.8%

**Stage 1 completed
within timescales**

97.2%

**Stage 2 completed
within timescales**



**Average number of working days to
respond to Stage 1 complaints**

4



Resident Support

C25 - a) In the last 12 months, what additional support have you provided to your tenants?

Please include support across any of the following areas, as well as any other relevant services:

- **Employment & skills**
- **Wellbeing & mental health**
- **Vulnerable tenants**

In the last 12 months, we have supported tenants through our Social Impact Strategy, with a focus on employment and skills, health and wellbeing, and support for vulnerable customers.

Our flagship Magenta JobsPlus programme, one of 10 national DWP-funded pilots, provides neighbourhood-based employment support and has helped local people achieve employment and training goals. During the year we worked with 48 people, supporting them into part-time and full-time work, volunteering, a funded qualification, full-time education and self-employment.

We also support the Cradle to Career project in North Birkenhead, which is improving outcomes for young people, including school attendance, literacy and family stability.

This is strengthened by local partnerships with organisations such as Wirral Met College and Spark Youth, alongside work experience placements and school engagement.

For wellbeing and mental health, we work with crisis support agencies, foodbanks, community supermarkets, mental health projects, trauma-informed organisations, domestic abuse services and other specialist partners.

Our partnership with a local smoking cessation provider, based in one of our high-rise blocks, is one example of bringing support directly into our communities.

Vulnerable customers are supported through tenancy sustainment, financial inclusion and energy advice, benefit support, the National Databank, crisis support and social impact initiatives. This includes support for the Refresh Furniture Recycling Project, which was nominated for a Community Award at the Travis Perkins Awards in 2026.

Where available, we monitor the reach and impact of this support through outcomes such as customers helped into work or training, financial gains secured, crisis interventions provided, and households supported to sustain their tenancy.

C25 - b) Social Value calculations (including monetisations) of all resident support services and placemaking activities.

£51,213,418





C26 - In the last 12 months, what interventions has the housing provider made to foster stronger communities and places, considering both:

- **Physical changes to shared spaces or public realm**
- **Events, activities and signposting**

Magenta Living works with customers, community partners and local stakeholders to support stronger, more connected communities. Over the last 12 months, this has included investment in local community projects, and activities that help customers access advice, services and opportunities.

To mark our 20th anniversary in 2025, the Magenta 20 Community Fund awarded more than £170,000 to 13 local organisations, supporting projects focused on employment, domestic abuse, food provision, sexual health, wellbeing and wider community support.

On the Woodchurch estate, we have continued to work with customers and partners to support community facilities, youth provision, healthy eating activity, gardening, beekeeping, community walkabouts and estate inspections. Woodchurch, Seacombe and Central Birkenhead have been awarded Government 'Pride in Place' status, and we are aligning our activity with local priorities to help maximise the long-term impact within these communities through our Place Shaping activities.

Through initiatives such as Cradle to Career, Magenta JobsPlus, Magenta in Bloom Garden Competition and local events, we continue to support customers to get involved, build community pride and improve the places where they live.



C27 - a) How is social value creation considered when procuring goods and services?

What measures are in place to monitor the delivery of this Social Value?

Social value is built into our procurement process and considered as part of bid appraisal for every contract. Our Social Impact Lead works with procurement, contract managers and suppliers to align social value commitments with local community priorities and opportunities.

For example, our materials supply contract includes a community legacy fund, created from a small percentage of our spend with that contractor, which supports local projects aligned to our social impact and place-shaping objectives.

Delivery is monitored through contract management meetings and our annual Social Value Statement, calculated using the HACT Social Value Insight Tool and reported through our annual reports. Social value is also embedded in our Road to 2030 Corporate Plan, with a target to create over £60 million by 2030.

C27 - b) What is the relative weighting of Social Value considerations in procurement policies?

We include social value as a minimum with 10% allocated and this is split as follows:

- A social value matrix which has a minimum weighting of 5%
- We then also include a social value weighted quality question which has a minimum weighting of 5%

Our approach is flexible and may change on a project-by-project basis as social value could be weighted higher, or vary by proportionality, scope, value, duration or other similar factors.

C27 - c) How much Social Value has been delivered from the housing provider's supply chain in the last 12 months?

We calculate contractor social value as an important and integral part of our organisational total social value figure, which was £51.2 million in 2025/26. However, we do not report on it separately. We aim to work collaboratively with contractors, suppliers, community partners and customers to maximise the impact within local communities.

Governance



Structure and Governance

C28 - What is the housing provider's most recent regulatory grading/status?

G1/V2/C1

C29 - a) Explain how the housing provider's board manages ESG risks.

The Board's approach to managing risk is set out in our Risk Management and Assurance Framework. This framework is owned by the Board and reviewed annually to ensure it accurately reflects the Board's risk management and assurance approach and that it continues to reflect best practice. Responsibility for gaining ongoing assurance about the effective management of risk and the effective operation of our systems of internal control is in part delegated to the Audit & Risk Committee (ARC). We maintain and regularly review our strategic risk register and suite of operational risk registers.

C29 - b) Are ESG risks incorporated into the housing provider's risk register?

Yes

C29 - c) Is the housing provider required to report against TCFD?

No. We do not meet the requirements for mandatory reporting against TCFD (ie by category of business, and our turnover is lower than £500m).

C30 - Has the housing provider been subject to any adverse regulatory findings in the last 12 months (data protection breaches, bribery, money laundering, HSE breaches etc.) - that resulted in enforcement or other equivalent action?

No

Board and Trustees

C31 - How does the housing provider ensure it gets input from a diverse range of people into the governance processes?

- **Review of complaints and compliments**
- **Conducts surveys** - Including our TSM, transactional and online surveys and feedback through our online customer feedback platform
- **Community Engagement** - Including the range of activities and events carried out by our Property Care and Neighbourhood Teams
- **Formal Meetings** - Including feedback from Magenta Customer & Communities Committee (MCCC), Scrutiny Groups and formal consultation meetings
- **Customer Interactions** - Including thousands of interactions with colleagues every year, mostly with the Contact Centre, Property Care and Neighbourhood Teams

Partnership working with community-based organisations who work with our customers and assist to inform our approach. Examples include Wirral Youth Alliance, Wirral Change, Wirral Foodbank, Open Door Charity, Wirral Infobank and many others. We capture the voice of the customer and link this information with both the customer data that we hold and customer behaviours that we see so that we can generate customer insight. The varying ways in which we receive insight goes some way to ensure we have the opportunity to hear from a diverse range of people.

C32 - a) Does the housing provider have policies that incorporate Equality, Diversity and Inclusion (EDI) into the recruitment and selection of board members and senior management?

Yes

C32 - b) How do they do this?

We have a recruitment policy and an EDI Policy which applies to Board and colleagues. We capture our existing metrics and benchmark these against local and national statistics to understand the diversity of our Board. We then consider attainment of full EDI elements in the interview process.



C33 - a) What % of the housing provider's Board have turned over in the last two years?

38%



C33 - b) What % of the housing provider's Senior Management Team have turned over in the last two years?

35%

C34 - Number of board members on the housing provider's Audit Committee with recent and relevant financial experience.

2 

Description of experience

CIPFA / ACCA





C35 - What % of the housing provider's board are non-executive directors?

100%

C36 - For how many years has the housing provider's current external audit partner been responsible for auditing the accounts?

7 years



C38 - How does the housing provider handle conflicts of interest at the board?

We have clear processes for identifying and recording conflicts of interest both generally and for specific report items and governance procedures to ensure conflicts are appropriately addressed e.g. abstaining from voting.

Colleague Wellbeing



C39 - Does the housing provider pay the Real Living Wage?

Yes

C40 - What is the housing provider's median gender pay gap?

-3.2%

Our workforce is predominantly male across all pay quartiles, with the greatest imbalance in the lower middle quartile (65.24% male and 34.75% female). However, the upper middle quartile shows an almost equal gender split (50.71% male and 49.28% female), and women continue to be well represented within the upper pay quartile (41.84%). This distribution contributes to the negative median gender pay gap, suggesting that female employees are proportionately represented in higher-paid positions within the organisation.

C41 - What is the housing provider's CEO: median-worker pay ratio?

1 to 4.92

The relatively low CEO pay ratio demonstrates our commitment to maintaining a balanced pay structure, where differences in pay are proportionate to the responsibilities and accountabilities of each role. Executive remuneration is determined through robust governance arrangements and is designed to attract and retain skilled leadership while ensuring value for money and supporting the effective delivery of our strategic objectives and services.



C42 - How is the housing provider ensuring equality, diversity and inclusion (EDI) is promoted across its staff?

We ensure EDI is promoted across our colleagues using various initiatives including:

- Mandatory training for all of our colleagues
- Reverse mentoring sessions for our CEO
- Attended Liverpool neurodiverse conference
- Neurodiversity sessions for our colleagues
- Additional EDI & unconscious bias training sessions

C43 - What activity has the housing provider undertaken over the last 12 months to support the physical and mental health of its staff? What impact has this had on staff and the wider organisation?

We have delivered a range of activities to support colleague wellbeing, including:

- Mental and physical health awareness sessions
- Mental Health First Aider programme
- Health provider visits offering basic health checks
- Activities to mark World Mental Health Day and Week
- Free counselling sessions for colleagues through the EAP
- Targeted trauma support for colleagues who have experienced difficult situations at work

These initiatives have had a positive impact, with increasing colleague engagement and participation.





C44 - b) What % of employees have received a qualification that is relevant to their professional development within the last year?

12%

C44 - a) What activity has the housing provider undertaken over the last 12 months to support the professional development of its staff? What impact has this had on staff and the wider organisation?

Over the last 12 months, Magenta Living has continued to invest in developing the capability, confidence and future readiness of colleagues through a broad programme of learning aligned to organisational priorities.

This has included:

Delivering Talent & Succession conversations to identify future leaders, strengthen succession planning and support career development.

Rolling out Difficult Conversations training to equip leaders with the skills and confidence to have high-quality performance, wellbeing and development conversations.

Providing AI capability training, with over 150 colleagues enrolled, helping colleagues understand how AI can improve productivity, innovation and customer outcomes.

Delivering Hate Crime awareness, Neurodiversity and Code of Conduct training to strengthen inclusion, psychological safety and colleague confidence.

Supporting colleague wellbeing through Decompression Sessions and coaching interventions, recognising that personal resilience is fundamental to sustainable performance.

Continuing investment in professional qualifications, technical accreditations and sector-specific learning, including CIH qualifications, procurement, health and safety, first aid, compliance, leadership coaching and mandatory professional refreshers across operational teams.



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