

Welcome to Magenta Living's 2021/22 Annual Report

We're delighted to introduce Magenta Living's Annual Report for the year, and I hope this report finds you safe and well. Firstly, I would like to introduce myself. I'm Wendy Gooley, Chair of Magenta Communities Committee (MCC) and a customer of Magenta Living. MCC is a Committee of Magenta Living's Board with a majority being customers, the result, who are committed to ensuring the customer voice is heard and acted upon, and that the organisation continues to work positively within our neighbourhoods.



I can assure you that after working with both Magenta Living's Board and the Executive Leadership Team, they strongly believe that working closely in partnership with customers enables the organisation to deliver better services, have the most impact within neighbourhoods and achieve Magenta's vision of **'Vibrant...homes, lives, neighbourhoods'**.

Looking back over the previous year, it is hard to say we were again operating in unprecedented circumstances of COVID-19, to which I believe the organisation has responded extremely well. This Annual Report captures the **Magenta is a financially stable, well-run organisation but, reflecting reality in general, it faces several challenges ahead.** This will continue to provide better services to our customers and allow us to make the organisation more efficient and reduce costs in unnecessary areas to enable a focus to be applied to supporting customers when they need it most.

Magenta continues to work to the values of being **adaptable, ambitious and ambitious** and earlier in the year our additional finances were crucial to support plans to maintain and improve our existing properties in line with proposals to tackle climate change as well as develop new, quality homes where they are needed.

This report also outlines Magenta's work within neighbourhoods. As a customer myself, I can clearly understand the pressure within local communities and appreciate the positive impact a good landlord can have within neighbourhoods. Through a series of partnerships, Magenta Living provides opportunities to **develop skills and gain employment, promote health and wellbeing and supports the most vulnerable customers who need support in many ways, whilst helping make our neighbourhoods great places to live.**

I recently took part in the consultation about the Annual Report as part of a MAGENTA CONNECT project which asked for feedback on the content and format. I, along with other customers, gave an insight into what we want to hear more about from Magenta, and I'm really pleased that the Communications Team have taken this feedback on board when producing this year's report.

I hope you enjoy reading it and if you would like to find out more about getting involved with Magenta Living email: communityengagement@magentaliving.org.uk

Best wishes,
Wendy Gooley
Wendy Gooley, Chair of Magenta Communities Committee

We have responded to customer feedback so you should notice that this year's Annual Report is shorter and contains only positive key facts and figures with less text. We hope you will find it a more enjoyable read. If you like more detail, we have also produced reports on:

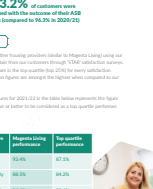
- Magenta Communities Social Value Statement
- Environment, Social and Governance (ESG) Report
- Financial Reports and Statements

These documents are available at: www.magentaliving.org.uk/about-us

If you have questions about any of the information in this document, or would like to provide feedback about this report, we would love to hear from you. Please contact the Communications Team on: communications@magentaliving.org.uk



Like previous years, this Annual Report looks at each of our four key strategic objectives, our VSE. However, this year, we have formatted the report so that our 'I' objective is covered first, to demonstrate the importance we place on our customer experience.



Excellent customer experience 'Service Transformation'

MAGENTA CONNECT

In October 2021 we were pleased to launch **MAGENTA CONNECT**. **MAGENTA CONNECT** allows you to share your views, have your voice heard and influence how services are delivered in your neighbourhood.

Success so far has seen:



Two of our most engaging campaigns were:

1 Cats and dogs

This campaign asked every owner of a pet to complete a survey about their pet, their pet's behaviour and garden.

2 ASB

This campaign asked customers to make our Anti-Social Behaviour (ASB) policy.

If you would like to be involved in future campaigns, please email communityengagement@magentaliving.org.uk or call 0800 100 9596

communitygeneration team@magentaliving.org.uk

Customer Experience



We always want to improve our customer experience and we use complaints to identify potential learning opportunities. However, we are providing the best possible service to our customers. In 2021/22 we identified **553** opportunities to improve. We have implemented **21** of these opportunities:

- 2 of the changes were required immediately.** These included implementing regular ongoing communications with customers whose repairs had been passed down to be contacted out to late 2021, as we were experiencing a severe and extensive shortage of labour and materials. We also needed to improve the feedback process between the Customer Experience Team and our Contact Centre to reduce breakdowns in communication.
- 8 process improvements.** An example of this is that damp readings are now being taken by surveys when inspecting empty properties. This helps us identify and address any latent issues without delay before anyone has moved into the property.
- 3 system improvements.** 3 system improvements have been made to the system for sending SMS messages to customers about repairs to make it clearer which engineer and trade we are referring to.
- 8 pieces of coaching or training for colleagues.** These are quite varied and generally involve making sure our teams are delivering consistent messages and services to our customers. An example of this is the creation of guidance and delivery of training within our neighbourhood Management Teams to help with the production of tenancy references.

We currently have **47** open learning points in progress.

Magenta Living is always looking to use customer feedback to improve and refine services. Looking ahead, we will have to ensure compliance with the revised version of the Housing Ombudsman Complaint Handling Code by 1st October. This will be demonstrated through a self-assessment which is being reviewed and published internally. Magenta Living recently completed a self-assessment to ensure that we are compliant with the latest version of the Housing Ombudsman's Complaint Handling Code. A full copy of this is available to view at www.magentaliving.org.uk/our-performance

We will look to become more data driven, using customer feedback from multiple sources including both internal and external surveys to gain a greater understanding of what improvements our customers would like to see. Therefore, we will be actively involving customers to participate in surveys and focus groups, hopefully increasing the range and reach of the customer voice.

Anti-social behaviour (ASB)

This year we dealt with 305 new ASB cases and closed 305. Reports of ASB often include multiple incident types including:

29%	noise related
30%	harassment
6%	drugs related
2%	alcohol related
21%	relaxation
17%	sexualisation
15%	criminal behaviour
12%	physical violence
11%	hate related incidents
6%	domestic abuse
4%	pets related



93.2% of customers were satisfied with the outcome of their ASB cases (compared to 96.2% in 2020/21)

Benchmarking performance

We compare ourselves against other housing providers (similar to Magenta Living) using our satisfaction figures, which we obtain from our customers through 'STAR' satisfaction surveys. We are pleased to state that we are in the top quartile (top 25%) for every satisfaction question, meaning our satisfaction figures are among the highest when compared to our peer group.

The 'top quartile' satisfaction figures for 2021/22 in the table below represents the figure Magenta Living needed to achieve or better to be considered as a top quartile performer.

Customer satisfaction measure	Magenta Living performance	Top quartile performance
Satisfied with the service we provide	93.4%	87.5%
Satisfied with the overall quality of your home	89.5%	84.2%
Satisfied your home is safe and secure	94.4%	90.4%
Satisfied the social housing provider is easy to deal with	92.2%	92.2%
Satisfied with repairs and maintenance overall	85.1%	77.1%
Satisfied with the neighbourhood as a place to live	89.9%	84.7%
Satisfied that most provide value for money	96.2%	89.4%
Satisfied that service charges provide value for money	89.4%	77.5%
Satisfied that your views are being listened to and acted upon	82.4%	74.5%
Satisfied with the opportunities to make your views known	87.4%	87.8%

The Social Housing White Paper which has its roots in the awful Grenfell fire disaster, calls for landlords to collect and publish a wide range of tenant satisfaction measures. The White Paper seeks to ensure housing associations prioritise customer safety and engagement. As future legislation is passed, the Regulator will increasingly be taking a far more hands-on approach to what it terms 'Consumer engagement', and Magenta Living is determined to put the customer first by:

- Ensuring safety** - by complying with the Building and Fire Safety Act, & effectively engaging with those living in high risk buildings.
- Reporting our performance in easy-to-understand ways** - through a range of Tenant Satisfaction Measures.
- Proactively listening to our customers** - through our various channels.
- Making sure the customer voice is heard** - and that our decisions through Magenta Communities Committee, MAGENTA CONNECT and the many other stakeholder mechanisms we offer.
- Getting the tenant right in terms of service delivery** - with a great repair service and helping make our neighbourhoods vibrant and healthy places in which to live.
- Offering home ownership** - by providing shared ownership options.
- Respecting customers with respect** - with the regular updating of the current Customer Standards.

Business-like, 'Value for Money'

Our income received was very similar to previous years. Rent is the largest source of our income and this year our customers enabled us to achieve 100% of our rent collection, which is a fantastic achievement.

This year we secured a £3.2billion (enhancing) funding package from NatWest to build new affordable homes and help tackle climate change. This was part of our financing costs, which increased from 5p last year to 10p this year.

"The bank's backing is assisting us as we move towards our target of becoming a carbon zero organisation by 2050 with the creation of truly sustainable properties. This will allow us to continue growing and seizing new opportunities, as well as creating new jobs and encouraging investment into the areas we serve."

Income

NFS Furniture scheme

Magenta Living works in partnership with NFS to provide leased furniture and household packages for our customers. Any products are returned at a weekly charge which is added to our customer's usual rent and can be paid for by Housing Benefit or Universal Credit.

During the year, 240 customers benefited from a NFS furniture package.

Empty homes

Magenta Living strives to reduce the number of empty homes, it has by allocating them to new customers as soon as possible. Sometimes the empty homes need work or repairs completing to them before we can allocate them, which can delay the process.

In total, we allocated 940 homes during the year including 911 re-lets of our existing homes and 49 new build homes.

Right to Buy and Right to Acquire

Our Home Ownership Team closed 224 Right to Buy/Right to Acquire enquiries, received 132 Right to Buy/Right to Acquire applications and completed 24 sales. (compared to 40 applications with 10 Right to Buy sales in 2020/21).

Investing in our assets, 'Sustainability'

2020/21 was especially challenging as we started the year with a backlog of outstanding repairs (approximately 1,500 jobs) due to the impact of COVID-19. By the end of the year, this had reduced to 204. We also received 24% more repairs during this year when compared to pre-COVID-19 pandemic levels, resulting in an increased demand for our services, at a difficult recruitment time due to labour shortages.

We saw steady improvement in the number of jobs completed on time and the percentage of jobs delivered the first time our technicians arrived. Performance hit a low point in July 2021 due to operational challenges, but by the end of March, our performance began to return to more normal levels.

Magenta Living is committed to continuing our service recovery back to pre-COVID-19 levels. We have set targets for the repair service in 2022/23 of no less than 90% of urgent and routine repairs completed on time. We will also ensure 99% of all emergency repairs are dealt with within target times. We forecast that repair volumes are likely to revert back to normal levels in the new financial year, allowing any service backlogs. Magenta Communities Committee will monitor, review and comment upon performance trends.

Compliance

Investment

"I'm very thankful for all your kindness in difficult circumstances and I am chuffed with the work. The team couldn't do enough for me!"
James, Boleyn Road

"My brother and I were informed that everyone was very helpful and understanding. I am amazed at the finished result and that a full review before any work was completed in just over 2 weeks. Also, how the technicians cleaned up after themselves which helped to keep the dust down, so it didn't affect my brother too much!"
James, Easthale

Development

We have plans to build 1,000 new homes over the next 5 years

Magenta Climate Change Vision

Magenta Living has made a sustainability commitment with a 30-year, three-stage Climate Change Strategic Framework which will guide us to achieving our target of becoming net zero by 2050.

This year Magenta Living achieved a 19.7% reduction in carbon emissions for its portfolio. Good agreement, something we are extremely proud of, as we are one of the lowest housing associations nationally to achieve this status.

We were also voted a Top 20 UK Sustainable Housing Provider by Housing Digital.

In addition to this, we recently secured a green funding bid of over £1 billion from the Government's Social Housing Decarbonisation Fund, of which Magenta Living's part will be £125 million to deliver sustainable improvements to over 140 homes in two of our 21 Waltham neighbourhoods, Boleyn Road, North and Rock Ferry.

As an organisation, we are committed to learning more and adapting in new ways in which we can improve our sustainability and we hope to be recognised as leading the way in the housing sector.

Vibrant, values driven culture, 'Our People Offer'

At Magenta Living, we understand that a happy and healthy workforce contributes to the quality of service customers receive. One of our main aims is ensuring our colleagues believe that Magenta Living is a great place to work.

We employ over 600 colleagues and have 11 Board Directors

This year Magenta Living was delighted to receive a double gold accreditation from Investors in People (IP) following a recent assessment. IP offer accreditations to organisations who are committed to investing in their people by means of training and development, great leadership and creating a great place to work.

We strengthened our certification to the top of the Gold accreditation status and also achieved a gold accreditation for health and wellbeing. This is a rare achievement and something about which we are extremely proud. Our next goal will be to achieve IP Platinum, which is the highest accolade that can be achieved.

This year we also received 'highly commended' at the Northern Housing Awards for Best Approach to Employee Wellbeing, something we were extremely pleased to receive.

We have 30 colleagues fully trained as Mental Health First Aiders.

It is important to Magenta Living to have a healthy and inclusive workplace and we have developed an Equality, Diversity and Inclusion Strategy which supports the creation of a culture of openness and inclusion. We have included the Equality and Inclusion strategy for our colleagues and below:

	Vivax	Magenta colleagues 2021	Magenta colleagues 2022
Male	48.4%	58%	57.8%
Female	51.6%	42%	42.2%
Disability	2%	2.2%	3.2%
LGBT	2%	2.2%	3.1%
BAME	3.40%	1.10%	3.76%

If you have any questions about any of the figures or information outlined in this document, or would like to provide feedback about this report, we would love to hear from you. Please contact the Communications Team on: communications@magentaliving.org.uk

You can view our other documents including our Social Value Statement, Financial Report and Statements and our Environment, Social and Governance (ESG) Report at www.magentaliving.org.uk/annual-reports

