



ESG Summary Report

2021/2022



Travis Perkins
Managed Services

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This report looks at Magenta Living's environmental, social and governance (ESG) highlights from 1 April 2021 to 31 March 2022. We aim to be open, honest and transparent with our investors and this report demonstrates how we are taking our responsibilities as a social landlord seriously, by ensuring we are meeting the criteria set by the Sustainability Reporting Standard for Social Housing (SRSSH). We have responded to each issue in the order published by SRSSH.

The ESG Report has 12 core themes and 48 criteria which align with standards in the United Nations' Sustainable Development Goals, the Global Reporting Initiative, the Sustainability Accounting Standards Board, the International Capital Markets Association and Loan Markets Association.

If you have any questions or queries about the content of this report, please contact the Communications Team on communications@magentaliving.org.uk

Ann Monk ,
Executive Director of Finance



The 12 core themes are:

- Affordability and Security
- Building Safety and Security
- Resident Voice
- Resident Support
- Placemaking
- Climate Change
- Ecology
- Resource Management
- Structure and Governance
- Board and Trustees
- Staff Wellbeing
- Supply Chain



Ann Monk, Executive Director of Finance at our Vibrant Colleague Awards 2022

Social



Affordability and Security

C1. For properties that are subject to the rent regulation regime, report against one or more Affordability Metric:

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

Magenta Living operates across several Local Authority areas, but the majority of our homes are within Wirral. We have therefore compared our average weekly rent against the average weekly rental across all homes for Wirral. (As we do not have an up-to-date market rent estimate for all of our homes, we have used data supplied by the Office for National Statistics - Private Rental Market Summary).

The average weekly private market rent for Wirral is £141.92 which compares to the Magenta Living average weekly rent of £91.78. This broad analysis shows our general needs rents are on average around 35% less than the prevailing market rent level for the area.

C2. Share, and number, of existing homes (homes completed before the last financial year) allocated to:

General needs (social rent)	9,407
Intermediate rent	0
Affordable rent	1,518
Supported Housing	24
Housing for older people	1,638
Low-cost home ownership	46
Care homes	0
Private Rented Sector	113*

We lease 113 properties to Bamboo Estates LLP, who then let these through the private rented sector.

The stock numbers figure in our Financial Reports differ due to a variation in the definition used.

C3. Share, and number, of new homes (homes that were completed in the last financial year) allocated to:

General needs (social rent)	20
Intermediate rent	0
Affordable rent	31
Supported Housing	0
Housing for older people	0
Low-cost home ownership	5
Care homes	0
Private Rented Sector	0

C4. How is the housing provider trying to reduce the effect of fuel poverty on its residents?

Magenta Living is currently undertaking climate works to assist directly with fuel poverty. We have also widely shared fuel poverty awareness resources with all colleagues including direct training with our Climate Champions through our local award-winning fuel poverty partner, Energy Project Plus (EPP).

Energy Project Plus (EPP)
our award-winning fuel
poverty partner



The Central Liverpool Credit Union team sharing information on setting up savings accounts, affordable loans and free life insurance in Clover Drive, Bidston

We have a specialised referral service set up with EPP to ensure that fuel poverty is tackled with home energy usage analysis, energy saving device provision, supplier switch assistance and applications for further financial assistance, the Warm Home Discount. We also utilise a 'Community Insight' tool to be able to obtain Office of National Statistics (ONS) local and national fuel poverty trend data. This is to target neighbourhood fuel poverty trends in both initiatives and BEIS/Government funding applications in line with the ambitions set out in the Energy White Paper. This has also been used to target and distribute vouchers around Energy Redress and Winter Fuel Allowances amongst other official government initiatives.

Finally, we have an affordable warmth strategy that takes account of four key areas:

- Bills
- Income maximisation
- Home energy efficiency
- Resident behaviour

All of these have accountable teams, actions and measurables inclusive of local, national and international science-based targets to ensure maximal accountability and transparency.

C5. What % of rental homes have a three-year fixed tenancy agreement (or longer)?

17 tenancies are fixed rate, representing 0.1% of all our let stock.

0.1%

of our stock are fixed rate tenancies



Paul Anson, Executive Director of Business Growth and Resilience meeting customers in their new home at Wilkinson Way, Woodchurch



New development at Wilkinson Way, Woodchurch



A neighbourhood in Prenton, Birkenhead

Building Safety and Quality

C6. What % of homes with a gas appliance have an in-date, accredited gas safety check?

As of 31st March 2021, we had 100% of homes with an in-date accredited gas safety check.

100%

homes with in-date accredited gas safety check



C7. What % of buildings have an in-date compliant Fire Risk Assessment?

We risk assess our assets to determine whether an annual, biennial or triennial fire safety risk assessment is most appropriate. On 31st March 2022, we had 585 communal areas registered as requiring a Fire Risk Assessment. 44 of these are on an annual cycle, 59 on a twice-yearly cycle and 482 on a triennial inspection cycle. Inspections are undertaken by appropriately qualified independent fire risk surveyors. Follow on actions are then delivered by appropriate contractors or Magenta Living's in-house Building Services Team. On 31st March 2022, 100% of our communal areas have an in-date accredited Fire Risk Assessment.

100%

of our communal areas have an in-date accredited Fire Risk Assessment



C8. What % of homes meet the Decent Homes Standard?

Magenta Living is 100% compliant with the Decent Homes Standard and we have a robust Stock Condition Survey (SCS) programme

that will see at least 80% of our properties surveyed every five years. We record the age and condition of all components and undertake Housing Health and Safety Rating System (HHSRS) surveys as part of the SCS program. Our IT system, AssetPro, shows that all our homes meet decent homes requirements, and an annual report is produced and saved on 31st March each year to evidence compliance with this standard. We monitor all components due in year that could potentially become non-decent and ensure that they are contained within the investment plan for replacement.



New build at Mallowdale Close, Eastham

C9. What arrangements are in place to enable the residents to hold management to account for provision of services?

Our Vision is *Vibrant... homes, lives, neighbourhoods* and our desire is to be recognised as a dynamic and energetic organisation focussing activity on our customers covering:

- **Homes:** providing affordable, well maintained sustainable and popular homes
- **Lives:** taking a customer centred approach to service delivery
- **Neighbourhoods:** continuing to be a key player in our communities, working with partners, to create areas in which customers like to live

Our Values and VIBE (corporate objectives) also focus on customer excellence. At Board level, the skills assessment for recruiting to Board includes a focus on community experience and at least one Board Director is recruited on this basis.

Three Board Directors participate in a formal sub-committee of the Board, Magenta Communities Committee (MCC). MCC comprises of a customer (tenant) majority with places also for independent members with a community focus. This structure ensures the customer voice is integral to the way we are governed and operate.

'The customer voice is integral to the way that Magenta Living is governed and operates'



MCC is responsible for agreeing and overseeing the strategic implementation of our customer strategy, developed based on an:

- Understanding of our customers: customer personas identified to help design services based on needs and expectations
- Understanding our customer journey: through analysis and engagement, we understand where our improvement efforts will have most impact

MCC also make decisions on large scale community grants designed to create effective partnerships with community organisations, which extend and enhance the range of services and the support offered to customers.

During 2021/22 MCC discussed the organisational approach to:

- Health & Safety
- Social value statement (approval)
- Asset management strategy
- Empty homes, allocations, furniture
- Rent setting and affordability
- Engagement through Magenta Connect
- Customer strategy (approval)
- Housing management/ASB
- Damp/mould

A full range of formal surveys and less formal engagement opportunities for customers are also offered to enable customers to influence services and make sure their voice is heard. This is becoming increasingly important from a regulatory perspective as many of the issues within the Social Housing White Paper become enabled by legislation.

C10. How does the housing provider measure Resident Satisfaction and how has Resident Satisfaction changed over the last three years?

We conduct a range of customer satisfaction surveys to better understand customer perceptions of service quality generally, and recent customer experience of specific service

delivery at a transactional level. We undertake the housing association sector standardised “STAR” customer satisfaction survey at a minimum of every two years.

our current peer group (based on our peers who have declared and validated STAR results on HouseMark).

We have submitted and had the 2021/22 benchmarking data validated. Although some areas are below that of last year, our 2021/22 results are all in the top quartile compared to

Question	2019/20	2019/20 Quartile	2020/2021	2020/2021 Quartile	2021/22	2021/2022 Quartile
With quality of home	88.90%	2	90.10%	2	88.50%	1
Building safe & secure	No data or benchmarking for previous years				94.40%	1
With neighbourhood	89.10%	1	91.20%	1	90.00%	1
With rent	96.20%	1	95.90%	1	96.30%	1
With service charge (where applicable)	82.10%	2	86.50%	1	89.60%	1
ML gives opportunity to make views known	No data or benchmarking for previous years				87.80%	1
Listening to customer views	86.70%	1	88.60%	1	82.60%	1
ML easy to deal with	No data or benchmarking for previous years				92.30%	1
With repairs	83.30%	2	84.50%	1	85.10%	1
With Magenta	92.80%	1	93.80%	1	93.40%	1

In addition to the STAR survey, we conduct a number of transactional surveys covering the following topics:

- Satisfaction with Contact Centre service delivery
- Satisfaction with all aspects of repairs service (responsive, cyclical and planned maintenance)
- Complaints handling and outcome
- Anti-social behaviour case management and outcome
- Older persons and extra care services

Performance is monitored by service managers and any expressions of dissatisfaction are followed up to understand the causes for this.

Survey results are reviewed by management to identify lessons to be learned and to inform improvements to services.



Magenta Communities Committee

C11. In the last 12 months, how many complaints have been upheld by the Ombudsman? How have these complaints (or others) resulted in change of practice within the housing provider?

Throughout 2021/22, we received seven determinations from the Housing Ombudsman. In five cases, the Ombudsman supported our decision and found no service failures or instances of maladministration therefore the Ombudsman returned a determination of ‘not upheld’.

The other two determinations found in the favour of the customer and identified service failures as detailed below:

CASE 1

Two instances of service failure were identified in this complaint. One related to delays in addressing boiler repairs and was shared with the appropriate Contract Manager for learning purposes. The second was in relation to the handling of the complaint but was deemed to be an isolated administrative error which, occurred during the initial COVID-19 lockdown as the appeal letter was not received by the customer and the complaint was not appropriately escalated.

CASE 2

Whilst this case found no specific failings with the handling of the complaint, it did highlight service failures when the customer initially reported instances of ASB which preceded the complaint. This failure order has prompted a full review of the ASB policy which has been updated and approved.



A neighbourhood in Birkenhead

Resident Support

C12. What support services does the housing provider offer to its residents. How successful are these services to improving outcomes?

Magenta Living offers a wide range of projects, partnerships and initiatives which support residents across our neighbourhoods. The support offered is overseen by Magenta Communities Committee (MCC), a sub-committee of our Board with a tenant majority.

We assess the impact of these projects by calculating their social value and publish an annual Social Value Statement once approved by MCC. We recognise that outcomes do not always have an actual monetary value, so we use the HACT (Housing Associations Charitable Trust) 'wellbeing valuation methodology' which is specifically designed for social housing. This provides a consistent measure of impact used to assess annual success and growth.

Our priorities reflect and align to the company objectives which include:

Employment, skills and enterprise

- Apprenticeships and direct employment
- Procurement
- Inspiring Dreams, an intensive motivational course
- Arts Emergency partnership, supporting opportunities in creative industries
- Wirral Met College partnership

Community support

- A range of food initiatives locally, such as foodbanks and community supermarkets
- The Hive, Wirral's Youth Zone facility
- Affordable home contents insurance



Prenton Dell In Bloom 2021



Inspiring Dreams session 2021



HYPE Urban Bikes - passionate about improving lives through cycling

Community facilities

- Community centres and houses
- A mobile trailer for local engagement
- Community gardens and projects

Health and wellbeing

- Open Door Charity partnership, young people's mental health support
- ABL Health, smoking cessation partnership
- HYPE partnership, engaging young people through cycling
- Happy Times partnership, activities for people with disabilities

Neighbourhood environment

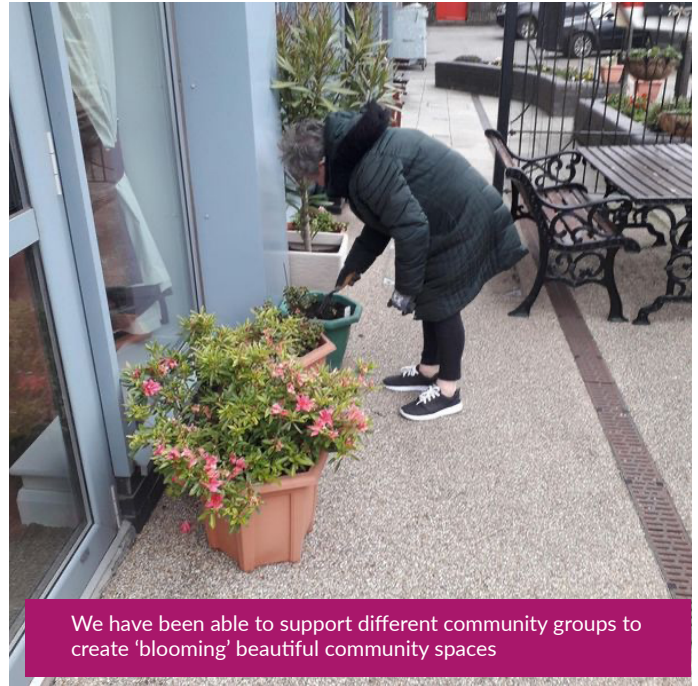
- Graffiti
- Fly tipping
- Anti-Social Behaviour
- Environmental and garden projects

During 2021/22 we created over £16m of social value. This was the second successive 'exceptional' year, as the Covid-19 pandemic continued to impact our communities and the work we do to create social value.



Social Value
£16,658,878.00*

*smoking cessation figure estimated based upon 2021 figure, as 2022 figure was not available at time of publication.



We have been able to support different community groups to create 'blooming' beautiful community spaces



Alongside Anwyl Partnerships we have each donated £750 to Bebington Scout Group to purchase a potentially lifesaving defibrillator



Sandbrook Community Supermarket



Meadowside School sensory garden

Placemaking

C13. Provide examples or case studies of where the housing provider has been engaged in placemaking or placeshaping activities.

As part of our Vision, we have made a conscious decision to be a key player in our communities, working with partners to create areas in which customers like to live. Wirral continues to be our heartland and we are recognised as a key stakeholder in the Wirral Council's regeneration plans, working closely with them on their aspirational Birkenhead Regeneration Framework 2040. As this begins to develop and take shape, we offer insight on development opportunities, more sustainable carbon neutral heat networks and community regeneration support.

As part of this wider regeneration initiative within Wirral's Local Plan, we have a formal partnership with Wirral Council through an agreed Memorandum of Understanding. We have jointly commissioned the master planning company Halsall Lloyd Partnership to consider how best to regenerate this neighbourhood over the next 10-15 years.

Seacombe is in the bottom 0.5% nationally in terms of indices of multiple deprivation with life expectancy 10 years less than more affluent local areas just a few miles away. As the largest provider of rented accommodation in the area, Magenta Living has committed the resources of a senior manager to the steering group as well as significant funding to help develop options for real change.

This example of local 'placemaking' looks at regeneration holistically. We are committed to improving our existing stock, making homes easier to heat and we plan to build new local homes. However, we are also influencing discussions about a new mass transport system, new school and leisure reprovision as well as an improved retail and public realm offer in the

area. Our approach includes engaging with the children and families of the local primary and secondary school and commissioning research, in association with the Healthy Cities, Bax & Company, into the health benefits of the regeneration proposals.



Seacombe tour February 2022



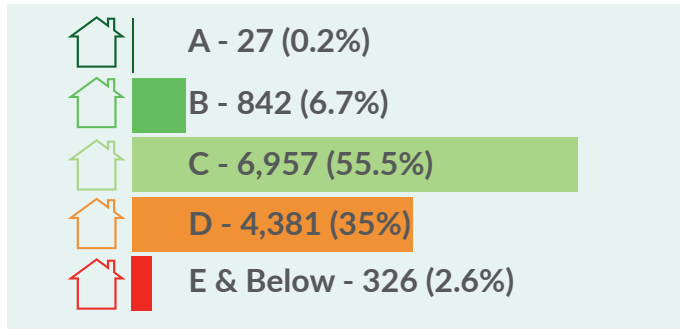
Magenta Living team out in Seacombe, discussing future regeneration plans

Environmental



Climate Change

C14. Distribution of EPC ratings of existing homes (those completed before the last financial year)

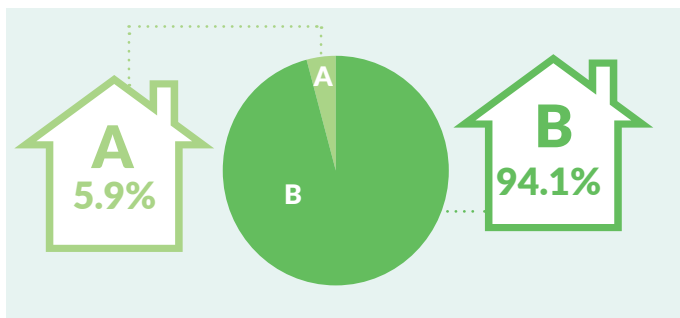


Summary:

A to C 2030 Compliant-7,826 (62.44%)
Average SAP 69.76

*Property figures relate to all homes owned by Magenta Living, but do not include any low-cost home ownership properties (eg, shared ownership properties)

C15. Distribution of EPC ratings of new homes (those completed in the last financial year)

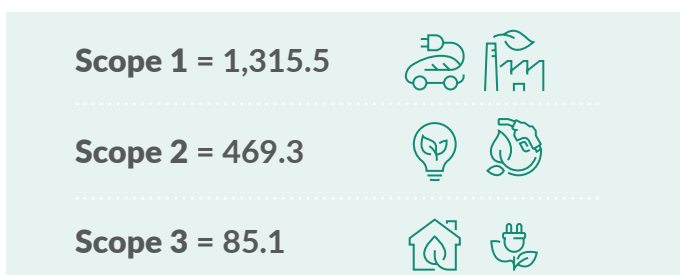


EPC A - 3 (5.9%)

EPC B - 48 (94.1%)

*Property figures relate to all homes owned by Magenta Living, but do not include any low-cost home ownership properties (eg, shared ownership properties)

C16. Scope 1, Scope 2 and Scope 3 greenhouse gas emissions



The scope figures in this document are prepared using Trident Methodology excluding scope emissions from our homes.

C17. What energy efficiency actions has the housing provider undertaken in the last 12 months?

We are in year two of our Climate Change Strategic Framework to deliver nearly 50 actions over a 30-year period, in three incremental stages.

Existing Homes/Retrofit

We are increasing the survey coverage (due to finish shortly) to 90% of our stock. To assist in this, we have obtained thermal imaging capabilities to increase our stock accuracy and as part of our climate resident engagement. We have obtained modelling software in the form of IRT DREam, to make more intelligent decisions and show better value for money in modelling our stock improvement works. 2021/22 saw the retrofitting of over 170 homes inclusive of loft insulation and LED lighting to increase properties to at least 2030 standard (SAP69 EPC C). On the back of this, we were successful in bidding for Social Housing Decarbonisation Funding obtaining £1.6m. This will be used to retrofit 160 homes in high fuel poverty areas with External Wall Insulation, bringing properties up to the 2030 standard. Alongside this, we have established an Affordable Warmth Strategy which will tackle bills, income, retrofit and behaviour to ensure sustainable homes, neighbourhoods and lives.

Offices/Operations

We have looked at energy reduction via a decarbonisation plan for internal offices/operations. This has looked at onsite energy generation, tariff choices, green IT infrastructure, green procurement and even sustainable supply of goods for the organisation. Outside of the

office, we have also undertaken a five-year procurement of electric vans inclusive of EV charging infrastructure for the organisation to reduce carbon. We have also started to undertake carbon literacy training amongst our colleagues inclusive of 100% of our Board and the Executive Leadership Team being trained to ensure green thinking/carbon awareness is a positive internal cultural movement. We plan to have internal trainers and obtain carbon literate organisational status shortly.

New Developments

We have built over 50 homes this year all at least an EPC B rating (SAP 83). We have also taken our first step into Modern Methods of Construction in building three properties with our MMC partners, Starship which are 2050 ready, inclusive of zero carbon heating/power sources and at least a mid EPC A (SAP94).

Ecology

We have exceeded our figure for trees this year by taking care of 2,954 trees across the stock. We have done this to increase our air quality, ecology and biodiversity alongside our partners within the Woodland Trust and Local Authorities.

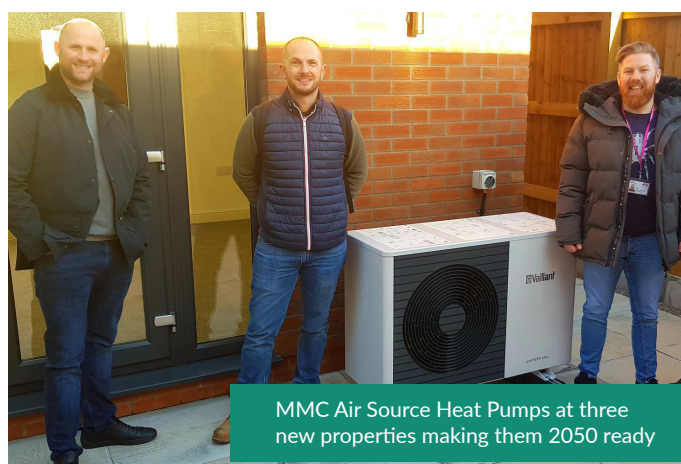
C18. How is the housing provider mitigating the following climate risks:

- Increased flood risk
- Increased risk of homes overheating

We currently obtain flood and overheating area risk information from both the Environmental Agency and sector sustainability accreditation body, SUSSHousing/SHIFT. We have been identified as being at low risk. We have just obtained GIS (Geographic Information System) software (MAPInfo) to be able to do this directly and provide a further layer of situational risk assessment within all decision making at any given time as opposed to annually. Alongside this, we will look at flood risk/overheating action plans for our stock utilising up to date information as we go.

C19. Does the housing provider give residents information about correct ventilation, heating, recycling etc. Please describe how this is done.

Our website contains extensive details of our approach to repairs and maintenance. Within this publication is information and advice on condensation and ventilation. Our tenant newsletter contained advice on how our customers can help mitigate condensation, damp and mould, this is also aligned to our new Damp & Mould policy and procedure. The newsletter also has articles in relation to our Climate Change Framework and how tenants can improve recycling rates.



MMC Air Source Heat Pumps at three new properties making them 2050 ready



Low carbon homes in New Ferry



A community compost project at one of our high rise blocks, Brackendale

C20. How is the housing provider creating green space and promoting biodiversity on or near homes?

We have currently increased our green space from 2,746 trees to 2,954 and have an active three-year planned tree maintenance programme which includes replacing poor performing trees via survey (three yearly) to increase by 5%. We are working with the Woodland Trust and Local Authority to base our efforts in line with wider community greenspace plans and have taken advantage of the LA Urban Tree Challenge Fund to hit our targets. Through our Climate Portal and social media channels, we also inform residents of our greenspace efforts, in which our Environmental Services Team are actively taking a lead on numerous growing initiatives. We also incorporate science-based targets from our SHIFT accreditation and National Design Guide to incorporate a target of 19% of all new development space to incorporate green space.

C21. Does the housing provider have a strategy to actively manage and reduce all pollutants? If so, how does the housing provider target and measure performance?

We are working with our waste partners at Butlers, Facilities Management and Building Services to gain an understanding of both areas of pollution (air, water, soil, light, noise, mercury, O-Zone, Carbon, Nitrogen, Sulphur and Particulate Matter) and key frameworks (i.e. DEFRA Air Quality Strategy, Government Clean Air Strategy, UN Environmental Programme) to create an accountable strategy. We are currently creating commitments and enhanced measurable KPI's for this strategy.



Based on feedback through MAGENTA CONNECT, we arranged a community clean up event for residents of the Woodward Road Estate and removed around 12 tonnes of waste!



Tenants at one of our high rise blocks, Sunningdale working hard on a new patch of garden

C22. Does the housing provider have a strategy to use or increase the use of responsibly sourced materials for all building works? If so, how does the housing provider target and measure performance?

We have a senior leader approved draft strategy for our Building Services working with our partner Travis Perkins. All suppliers and products available from Travis Perkins have undergone Environmental and Social Responsibility assessment to ensure responsible sourcing. This assessment includes legislative compliance, product resource minimisation, recycled packaging and local community consideration. Timber also has enhanced material checks including the need for it to be certified from both the Programme for the Endorsement of Forest Certification (PEFC) and the Forest Stewardship Council (FSC before use). We are working with our Facilities Management and Development teams in order to look at a holistic strategy across the organisation.

C23. Does the housing provider have a strategy for waste management incorporating building materials? If so, how does the housing provider target and measure performance?

We are working with our current waste contractor, Butlers, to create this. Similarly, all elements of waste collection are now procured to have transparent elements around waste disposal as standard. Whilst we currently measure performance and set targets via our externally verified ISO14001 return for both offices and operations, we are developing a written strategy in order to show strategic commitment to our current operational standards. This strategy will have clear accountable targets and performance monitoring.

C24. Does the housing provider have a strategy for good water management? If so, how does the housing provider target and measure performance?

We currently have an internal water strategy provided by our water contractor, Clearwater. This is also inclusive of measurement usage and regulatory compliance within internal use.

Externally within our homes, we would like to plan a strategy around this also to ensure holistic coverage of water use and resource management.



Woodward Road clean up event

Governance



C25. Is the housing provider registered with a regulator of social housing?

Yes, registration number L4435.

C26. What is the most recent viability and governance regulatory grading?

Our current regulatory grading is G1/V1.

C27. Which Code of Governance does the housing provider follow, if any?

We follow the National Housing Federation 2020 Code of Governance.

C28. Is the housing provider not-for-profit? If not, who is the largest shareholder, what is their % of economic ownership and what % of voting rights do they control?

We are a not-for-profit organisation.

C29. Explain how the housing provider's board manages organisational risks.

The Board's approach to managing risk is set out in our Risk Management and Business Assurance Framework. This framework is owned by the Board and is reviewed annually to ensure it accurately reflects the Board's risk management and assurance approach, and that it continues to reflect best practice. The framework establishes:

- Our risk management objectives and outcomes
- The Board's risk appetite statement (reviewed by Board annually)
- Risk maturity and desired risk culture roles and responsibilities. Roles and responsibilities (including the roles of Board and our Group Audit and Risk Committee, the operation of management business assurance, internal audit and external audit)
- Risk Registers (we maintain and regularly

review a suite of strategic and operational risk registers)

- Risk exposure and risk assessment (including scenario planning, stress testing and mitigation planning for risks to our financial viability)
- Risk definition, prioritisation and escalation

The Board retains overall responsibility for our risk management approach. Responsibility for gaining ongoing assurance as to the effective management of risk and the effective operation of systems of internal controls is in part delegated to our Group Audit and Risk Committee (GARC). Amongst other things, GARC has responsibility for recommending the approval of our internal and external auditors, approving our strategic internal audit plan and the annual internal audit programmes, also gaining assurance as to the effective implementation of management actions to address risks identified by our internal audit programme.

In order to further enhance our risk maturity, in 2020, we resourced the formation of a new internal business assurance function which provides, amongst other things, continuous improvement in business assurance testing and risk mitigation, and operational risk management.

We follow the National Housing Federation 2020 Code of Governance



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

Following an in-depth assessment in 2018 we were re-graded from G1 to G2 with a requirement to improve some aspects of our governance arrangements to support continued compliance. In April 2019, we received a Regulatory Notice that due to a failure to meet the Regulator’s Home Standard we would retain the G2 grading. Following an in-depth assessment in 2022 we were regraded to G1/V1. We have not been subject to any adverse regulatory findings in the last 12 months resulting in enforcement or other equivalent action.



We work across 22 neighbourhoods including Hoylake

Board and Trustees

C31. What are the demographics of the board? And how does this compare to the demographics of the housing providers residents? Add commentary if useful.

% of Board who are women -

As of serving Board on 31.3.22 = **33.3%** (3 of 9)
Of all Board Directors 1.4.21 - 31.3.22 = **21.4%** (3 of 14)

2020/21 figure (for comparison) = 25%

% Board BAME

As of serving Board on 31.3.22 = **11.1%** (1 of 9)
Of all Board Directors 1.4.21 - 31.3.22 = **7.1%** (1 of 14)

2020/21 figure (for comparison) = 8%

% Board with disability

As of serving Board on 31.3.22 = **11.1%** (1 of 9)
Of all Board Directors 1.4.21 - 31.3.22 = **7.1%** (1 of 14)

2020/21 figure (for comparison) = 0%

Average age of Board

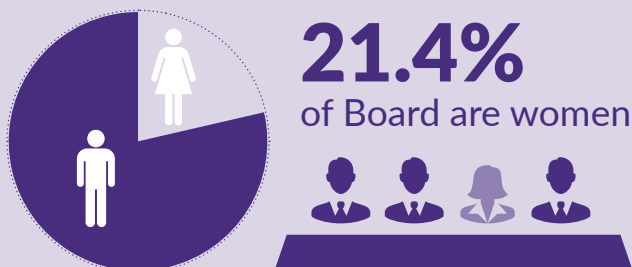
As of serving Board on 31.3.22 = **55 years**
Of all Board Directors 1.4.21 - 31.3.22 = **58.9 years**

2020/21 figure (for comparison) = 57 years

Average tenure

As of serving Board on 31.3.22 = **2 years 11 months**
Of all Board Directors 1.4.21 - 31.3.22 = **4 years**

2020/21 figures (for comparison) = 3 years, 2 months



Our Board of Directors -



Ged Lucas - Chair



Anne-Louise Gilmore



Myles Edwards - Senior Independent Director



Paul McGrady



Liam Kelly



Julie Booker



Gordan Ronald



Matthew Brown



Mike Turner



Sharon Grover



Susan Goodman



Andrew McCullagh - Co-optee to Group Audit and Risk Committee

Based on the current information we hold for our customers, approximately 65% of our customers are women, compared to 33% of our Board. The average customer age is 54.6 years, compared to 55 years on the Board. Approximately 1.9% of our customers are BAME, compared to 11.1% of our Board. Approximately 14% of our customers have a disability, compared to 11.1% of our Board. Our customers are not obliged to provide us with this information and therefore this data is correct based on the information we hold.

C32. What % of the board and management team have turned over in the last two years? Add commentary if useful.

Our Board turnover is 47%. Over the past two years, eight Board Directors have retired from their position. Our Management Team turnover is 17%, over the last two years, one member of the management has retired from their position.

C33. Is there a maximum tenure for a board member? If so, what is it?

Maximum tenure will normally be up to six consecutive years (typically comprising two terms of office), but where a member has served six years, and the board agrees that it is in the organisation's best interests, their tenure may be extended up to a maximum of nine years on the basis of one-year increments.

C34. What % of the board are non-executive directors?

100% of the Board are non-executive directors.

C35. Number of board members on the Audit Committee with recent and relevant financial experience?

There are two Board Directors on the Audit and Risk Committee with recent and relevant experience as at 31 March 2022.

C36. Are there any current executives on the Remuneration Committee?

There are no executives on the Governance and Remuneration Committee.

C37. Has a succession plan been provided to the board in the last 12 months?

The succession reporting is delegated to the Governance and Remuneration Committee and a report was presented in February 2021 on Executive succession. A revised report has not been presented in the last twelve months due to ongoing recruitment of a new Chief Executive and the addressing of roles and responsibilities following the imminent retirement of one Executive Director. The Governance and Remuneration Committee considered NED succession at its meeting in September 2021.

C38. For how many years has the housing provider's current external audit partner been responsible for auditing the accounts?

Our external audit partner has been responsible for auditing the accounts for three years.

C39. When was the last independently-run, board-effectiveness review?

An in-house effectiveness survey took place in 2020 which led to an independent governance review. The last independently run board effectiveness review was conducted in 2021 by HQN.

C40. Are the roles of the chair of the board and CEO held by two different people?

Yes, the roles of the Chair of the Board and Chief Executive are held by two different people.

C41. How does the housing provider handle conflicts of interest at the board?

Board Directors are required to declare any interests annually, at each meeting and as they arise throughout the year. Should a conflict of interest arise at a Board meeting, the non-conflicted Board Directors would decide on action as appropriate ranging from allowing the conflicted Board Director to remain in the room but take no part in any discussion or decision, through to requiring a Board Director to resign their position.

Staff Wellbeing

C42. Does the housing provider pay the Real Living Wage?

Whilst Magenta Living is committed to the principle, we are no longer an accredited Living Wage employer as there are a number of other external factors that can influence our income and therefore our ability to keep pace with the Living Wage. Our primary objective is to ensure the long-term sustainability of the organisation for both customers and colleagues. We have implemented our own Magenta Living minimum hourly rate which is higher than the Real Living Wage.

C43. What is the gender pay gap?

0.74%



C44. What is the CEO-worker pay ratio?

Our Chief Executive to employee median pay is 5:1.

C45. How does the housing provider support the physical and mental health of their staff?

We are an Investors in People (IiP) Gold accredited in Wellbeing after our recent assessment in October 2021. By using the IiP framework of social, physical and psychological wellbeing, we were able to align it to our strategy and methodology for measuring success. We encourage all employees to get involved and our managers lead on the wellbeing agenda by promoting, engaging and sharing the benefits of various wellbeing interventions.

Tangible benefits come from high engagement and survey satisfaction levels which we measure for all key activities. 5% of our workforce are mental health first aiders (MHFA's), ensuring access is available to everyone. We use feedback from our (MHFA's) to tailor our support package to employees, which can consist of training, webinars, promotional events and medical assessments.

Our Fitness and Wellbeing Centre in our Head Office has reopened after being closed during the pandemic and footfall is now higher than it was prior to the pandemic.

C46. Average number of sick days taken per employee?

Our average number of sick days is 7.6.



Healthy eating packed lunches provided to our Environmental Services Team prepared by students at Wirral Met College during Healthy Eating Week provided to our neighbourhood based workers'



Magenta Living's Fitness & Wellbeing Centre

C47. How is Social Value creation considered when procuring goods and services?

We recognise the responsibility we have to local communities and the potential social impact we may achieve through procured projects. To maximise these opportunities, we:

Ensure that internal policies and procedures do not discriminate against smaller/local potential suppliers including social enterprises, and actively seek to include methods of reducing barriers faced by such organisations when responding to procurement opportunities. Such methods may include:

- Consideration of dividing contracts into 'Lots' where it is deemed to provide best value for money
- Use of e-tendering solutions to minimise tendering costs/time and resource in completing responses
- Simplification of procurement documentation and processes to make the process less burdensome and bureaucratic
- Requesting proof of value indemnities/ self-certified information such as accounts, SSIP accreditation etc. from the successful bidder ONLY prior to contract award
- Consider value for money (VfM) in terms of whole life costs which includes elements such as defects liability, after sales service, durability, running costs, service and maintenance costs, disposal and exit costs, and not simply the initial cost of acquisition

When procuring larger services/works/goods contracts, either directly or via frameworks, at the outset when considering designing the service requirements, Magenta Living colleagues seek to leverage social benefit and incorporate ways within the service delivery to improve the

economic, environmental and social wellbeing of the area and the people who live and work there, in line with our aim of building sustainable communities. For example, consideration should be given to seeking the provision of apprenticeships and/or employment/training/volunteer opportunities within the local community as part of the specification/contract conditions.

C48. How is Environmental impact considered when procuring goods and services?

We recognise the benefits of integrating environmental factors into the procurement processes by minimising the consumption of non-renewable resources, procuring goods and services/works which are the least harmful to the environment and promoting best practice with regards to procurement and sustainability.

To maximise these opportunities, we:

- Establish policies and guidelines that minimise the use of products or methods with a significant adverse environmental impact
- Include environmental considerations in all specifications, where appropriate and proportionate and directly relevant to the contract delivery
- Work with suppliers to improve their environmental performance
- Learn from and share with others our experiences and best practice regarding sustainable procurement



Our colleagues at Butlers, our waste management providers



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