



Magenta Living
ANNUAL REPORT
2023/2024





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REFLECTING ON 2023/24

When I joined Magenta Living in 2022, my first priority was to undertake a review of our services, systems and ways of working. This I believed would accomplish several things. It would paint a picture for myself and my colleagues of where we as an organisation stood:

Our culture, our values and our objectives. But, most importantly, it would enable us to hear from customers and communities on how the quality levels of our services impacted them. As a result, I believed it would enable me to find ways in which we could improve our services.

The results of the review allowed me to create a vision for the organisation which is articulated in our Strategic Plan published in 2024 entitled:

‘Be More Magenta. The Road to 2030.’



Debi Marriott-Lavery, Chief Executive Officer

The strategy is ambitious and sets out a clear roadmap to improve the customer experience and build communities while transforming Magenta's culture. It describes our Purpose, our Vision and our Values.

As you will all be aware, for the country as a whole and the housing sector, 2023 saw continued challenges. Cost of living issues, homelessness, and building safety were all in sharp focus. We've been committed to addressing these issues head-on to ensure our customers to feel safe and supported in their homes. This is reflected in the work we have done in our communities, generating over £30m in social value and through our financial inclusion activity, where we have helped 991 customers access over £2.67m in unclaimed benefits and grants over 12 months.

Other national changes in 2023 saw the introduction by the regulatory body of a new evaluation system to measure how well housing associations support their customers. Known as the Consumer standards or 'C' grading, this aims to provide a clear measure of performance in areas such as tenant safety, repairs and overall service. We welcome this approach which raises standards across the whole sector and means customers can expect greater action, improved service and an even stronger focus on their needs.



Looking ahead to 2024/25, Magenta Living will continue its journey of customer led transformation. Much has already been done but there's still more to do. I'm committed to making sure my colleagues have the skills and resources they need to make the customer experience the best it can be. For example, we are introducing new technology that's designed to improve your experience whenever you call or write to us, by enabling colleagues to deal with enquiries quicker and more efficiently. We know that we won't always get it right 100% of the time, but technology will go a long way in helping us to address some of our challenges. You the customer, however, can rely on us to meet our core value of 'Do the right thing' in all our interactions.

We'll continue investing in building new homes while maintaining our existing properties, your homes, to the highest standards. We'll continue improving ways to make homes more energy efficient ensuring we're being kind to the environment. We'll also be bringing online new digital systems geared towards us becoming a more agile, innovative and future ready business, keeping you better informed and updated on what matters most.

I remain privileged to work for Magenta and its customers, and I'm grateful for your support and patience. I look forward to supporting customers in creating homes full of love and communities full of life and opening up a world full of possibilities for us all.

A MESSAGE FROM THE CHAIR OF MAGENTA COMMUNITIES COMMITTEE

It has been an interesting year for Magenta Communities Committee, and I've been proud to lead such a committed group of people. Together we ensure that Magenta is held to account on customers' behalf.

We see our role as working in partnership with the Board, the leaders of the organisation and colleagues at all levels, with a shared aim of improving the customer experience.



Wendy Gooley, Chair Of Magenta
Communities Committee

We have been involved in a wide range of activities over the course of the year, too many to mention individually, so here are the highlights!

- We updated the lettable standard, to streamline our existing policy and ensure our homes are being handover over to new residents at a quality standard
- I addressed the Magenta colleague conference, and spoke on the importance of seeing things from the customer's perspective
- The LENS project which uses creative arts to engage with people and start conversations that improve wellbeing, provide financial support, and get communities talking to each other. The project was a huge success, so much so that we were invited to explain its effectiveness and show off the creative talents of our customers at national events
- Impacting our communities by providing support around difficult subjects such as domestic violence and helping those in crisis
- Winning the Travis Perkins Community Award at their Better Together Awards



It has been a busy year!

Thank you to all those who are involved in making it a success. I'm looking forward to seeing how the new plans unfold to take Magenta's approach to customer service to the next level!

WELCOME TO THE MAGENTA LIVING 2023/24 ANNUAL REPORT

Magenta Living is a not-for-profit Housing Association and is the largest provider of affordable housing in Wirral. Owning and managing just under 13,000 homes which accounts for circa 10% of Wirral's population.



2023 to 2024 was the year we set about revising our 2030 Strategic Plan to incorporate what our customers, colleagues and communities want from us and how we can improve the customer experience.

The plan provides a roadmap to 2030. It outlines our commitment to:

- Transforming our culture
- Improving customer experience
- Building communities

As part of the plan, we are proud to introduce Magenta Living’s new Purpose, Vision, and Values.

OUR PURPOSE:

Empowering people.

OUR VISION:

Opening doors to homes full of love, communities full of life, and a world full of possibilities.

OUR VALUES:

Do the right thing.



NUMBER OF HOMES

12,805

HOMES MEETING DECENT HOMES STANDARD

100%

CUSTOMER BENEFITS AND GRANTS CLAIMED

£2.67M

NEW BUILD HOMES RATED EPC B

100%

REPAIRS, MAINTENANCE, AND INVESTMENT

Keeping your home safe and secure is one of our main priorities.

9,602

emergency repairs

99.3%

completed within target timescale

21,224

routine repairs completed

93.2%

within target timescale

96.7%

completed on the first visit

89.9%

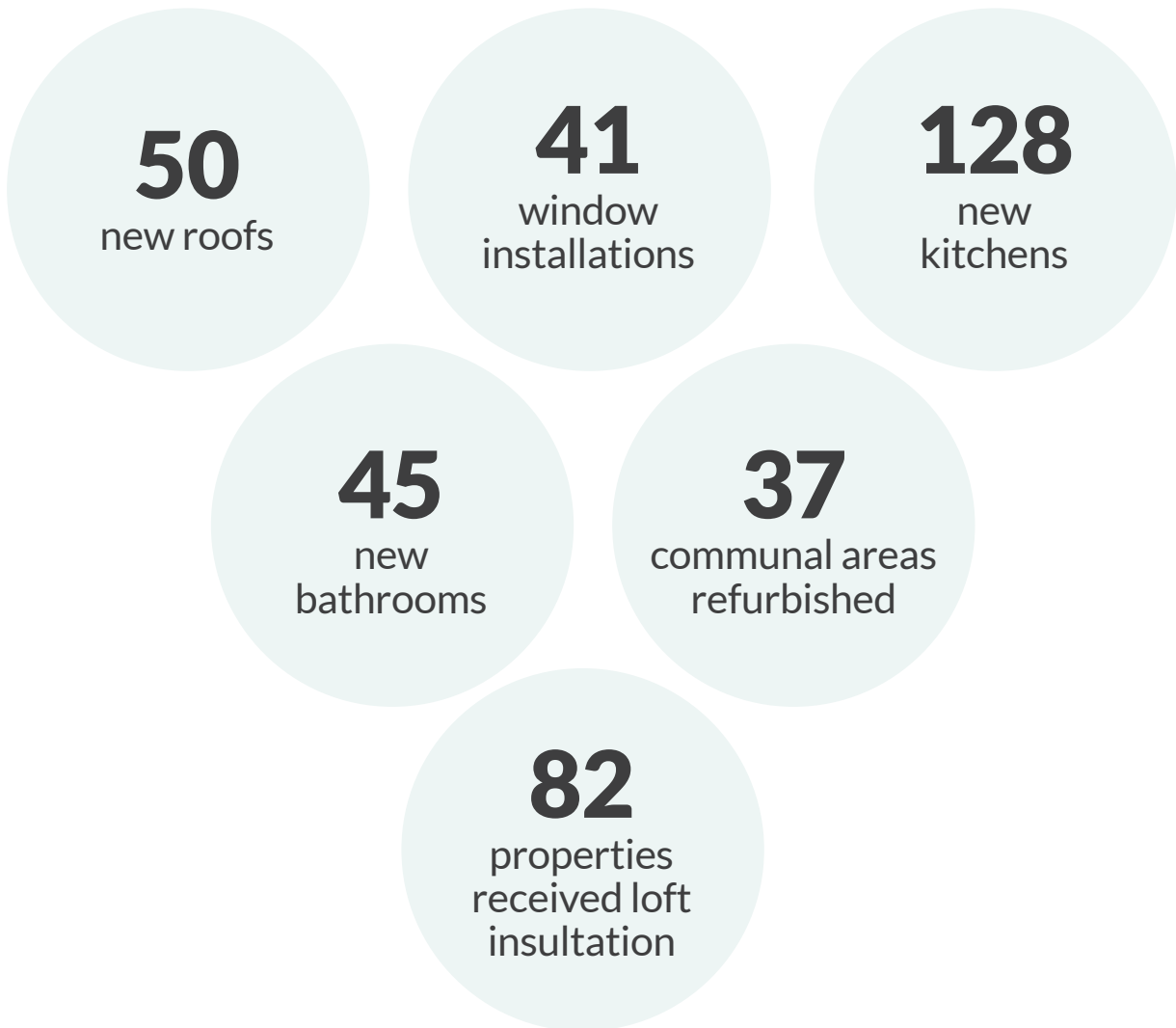
Customer satisfaction with their most recent repair

Investing in your homes.

We invested *£8.3m during 2023/24 to keep our customers' homes warm, energy efficient and safe places to live.

*Figure includes energy efficiency (SHDF) and compliance work including fire safety.

Investment works included:



NEW HOMES

We have a target over the next 5 years to build at least 1,000 new homes.

We are committed to building more new homes across the Wirral. These will be delivered through careful planning, innovative design, and understanding of the diverse needs of our local community.

By working together with Local Authorities, construction partners and funders, we will create a stronger, more resilient housing landscape.

We will offer excellent quality, affordable homes which generate a sense of togetherness, belonging and pride in our communities.

2023/24 development progress

Starts – Total 114

Acre Lane Phase 3, Bromborough – 25 homes

Love Lane, Wallasey – 23 homes

Maple Grove, Bromborough – 6 homes

Three Sails Point Phase 1, Widnes – 60 homes

114
Starts on site

Completions – Total 187

Acre Lane Phase 3, Bromborough – 25 homes

Love Lane, Wallasey – 23 homes

Halton Court, Runcorn – 41 homes

Woodnoth Grange, Shavington – 45 homes

Sycamore Place, Wallasey – 53 homes

187
Completions

Modern methods of construction

We have completed three homes through Modern Methods of Construction (MMC) and have recently become a member of the Building Better Framework. We are proactively looking for more opportunities to build a greater number of these homes in Wirral.

3
modular
homes
so far

SYCAMORE PLACE EXTRA CARE SCHEME OPENS IN WALLASEY

“I’m delighted to be living here at Sycamore Place. It’s like a hotel. The staff and other residents are great, and I feel right at home.” Mr Moore, resident.



Sycamore Place is a £9.7m development which provides 53 brand-new purpose-built apartments with onsite care in Wallasey.

Extra care schemes like Sycamore Place offer a safe and secure living environment for over 55s who want to enjoy their independence with care and support available, as and when they need it.

Sycamore Place was officially opened on 19th March, by the then deputy leader of Wirral Council and the Mayor and Mayoress of Wirral.

Cllr Jean Robinson, Deputy Leader of Wirral Council and Chair of Wirral’s Health and Wellbeing Board, said:

“Extra care bridges the gap between independent living and residential care homes for those who meet the eligibility criteria for Extra Care Housing. Sycamore Place is a fantastic new addition to our extra care offer across the borough. It will help fulfil a gap in older persons living in Wirral.”

£9.7M DEVELOPMENT

53 BRAND-NEW PURPOSE BUILT APARTMENTS

SUSTAINABILITY AND THE ENVIRONMENT

Our Climate Change Framework is dedicated to reducing carbon emissions and generating energy efficiency in our homes, ensuring the way we work and deliver our services minimises the impact on the environment.

We are investing £3.6m in making homes more energy efficient with the support from the Government Social Housing Decarbonisation Fund.

Our progress:

- CO₂e emissions have dropped by 350.4 tonnes (**15% reduction since 2019/20**)
- External Wall Insulation provided to **98 homes**
- **Electric vehicle charges** installed at Magenta Living offices
- **Reduced energy** use at Magenta offices
- We retained the 'Gold' SHIFT accreditation
- **Electric vehicles** introduced to our fleet
- **Hybrid working** for colleagues has reduced carbon emissions by cutting down on travel
- **Modular housing** introduced within our development schemes

**80%
reduction**
in carbon usage by 2040
and net zero by 2050.

£3.6m
making homes
more energy
efficient



WORKING WITH LOCAL PARTNERS TO BUILD CARBON NEUTRAL HOMES

Magenta Living, has partnered with Starship Group for the second time to build six carbon zero homes at Maple Grove, Bromborough, confirming our commitment to sustainable and energy efficient housing.

In 2022 we acquired Starship's first Wirral development at Windsor Close, a small development in New Ferry which featured three zero carbon, three- bedroom houses. The homes have been a huge success and Magenta is keen to further increase our offer of energy efficient homes to customers. The properties are built using new and innovative methods of construction. These methods speed up the construction cycle and ensure our customers benefit from new, modern, energy efficient homes. They are built for the future, and will save customers money as well as being good for the environment.

What sets these homes apart is that they are built using Starship's innovative panellised system, a type of Modern Methods of Construction. The panels, which form the external walls and roof of the homes, are manufactured in Starship's Wirral-based factory, and are then fixed together on-site in just a matter of days. What makes this project even more sustainable is that Starship's factory is located on Wirral, only 15 minutes away from the site and much of their workforce is employed locally.

YOUR FEEDBACK

Your feedback is vital to helping us deliver excellent services. When you send us a compliment, comment or complaint, we use this to shape the services we provide.

991

Complaints Received
(down from 1,016
last year)

60%

Complaints Upheld
(same as last year)

158

Compliments Received
(down from 252
last year)

11 days

Average Amount
of days to resolve
a stage 1 complaint

10

Complaints considered
by the Ombudsman

The Ombudsman issued 6
determinations about cases
they had considered
during the year.

Top 3 reasons for making a complaint:

- 1 Delays in starting or completing repairs
- 2 Quality of service and workmanship
- 3 Communication

Housing Ombudsman Complaint Handling Code

The purpose of the Code is to enable landlords to resolve complaints raised by tenants quicker, drive service improvements and create a more positive complaint handling culture amongst staff and residents. To read our latest self-assessment against the Housing Ombudsman Complaint Handling Code, please visit www.magentaliving.org.uk/feedback

YOU SAID WE DID...



Your feedback:

The most common cause of complaints relating to damp, mould and condensation repairs were delays to either the commencement of work or the completion of work in the property.

Our solution:

As soon as a case of damp, mould or condensation is reported a dedicated surveyor is assigned to it to oversee the case from start to finish. Cases remain open for 12 months to provide an after-care service and to ensure the problems do not return.

Your feedback:

Customers told us how frustrating it can be when a repair is not completed during the first call out.

Our Solution:

We have introduced a software system that enables our technicians to book and schedule a further appointment with the customer while still at the property on the initial call out. This means we can give the customer peace of mind by confirming the timeframe for completing the works and agreeing a date that is convenient for our customer.

Your feedback:

As a new customer, the time it takes to let a home from Magenta is very lengthy and the 'workmanship' could be improved.

Our Solution:

By streamlining our 'empty homes' process and getting further feedback from those customers affected, we were able to reduce re-let times from 86 to 52 days. This feedback also helped to shape our new simplified 'Lettable Standard' which clearly sets out what our customers can expect from us in making sure that the property is clean, safe and ready to let to a good standard.





STREAMLINING THE REPAIR PROCESS

At Magenta, we keep customers at the heart of our decision making and changes we make. To support this, We have implemented a more robust method to improve recording, managing and reporting on the progress of serious repair cases to ensure they are managed efficiently and effectively.

Magenta Living worked with Salesforce, a Customer Relation Management System (CRM) to implement a new case management solution. This approach helped us to reduce the number of systems and processes currently used to report and resolve serious repair cases. Meaning a more streamlined approach, less systems and processes and more time to focus on delivering the right repairs.

The new system also allows us to help customers remotely by video calls, so we can identify the repair problem before attending the property, meaning less call outs and less inconvenience for our customers. We have ambitious plans to implement Salesforce CRM system and other services across the wider business.

Implementing these changes to improve the way we manage repairs received national recognition at the 2023 Housing Technology Awards.



TENANT SATISFACTION MEASURES

The Regulator of Social Housing in England has created a new system for assessing the performance of social housing landlords in providing good quality homes and services.

They have introduced a set of tenant satisfaction measures (TSMs) that social housing landlords must report on. You will be able to use these measures to understand how well your landlord is performing. They will also give the Regulator an idea of which landlords need to improve.

There are 22 tenant satisfaction measures, including 12 tenant perception measures and 10 management information measures.

EMPOWERING PEOPLE IS OUR PURPOSE



TSM PERCEPTION MEASURES

01

Proportion of respondents who report that they are satisfied with the overall service from their landlord

76.7%**02**

Proportion of respondents who have received a repair in the last 12 months who report that they are satisfied with the overall repairs service.

80.9%**03**

Proportion of respondents who have received a repair in the last 12 months who report that they are satisfied with the time taken to complete their most recent repair.

76.8%**04**

Proportion of respondents who report that they are satisfied that their home is well maintained.

70.9%**05**

Proportion of respondents who report that they are satisfied that their home is safe.

73.7%**06**

Proportion of respondents who report that they are satisfied that their landlord listens to tenant views and acts upon them.

53.5%**07**

Proportion of respondents who report that they are satisfied that their landlord keeps them informed about things that matter to them.

60.8%**08**

Proportion of respondents who report that they agree their landlord treats them fairly and with respect.

78.3%**09**

Proportion of respondents who report making a complaint in the last 12 months who are satisfied with their landlord's approach to complaints handling.

38.3%**10**

Proportion of respondents with communal areas who report that they are satisfied that their landlord keeps communal areas clean and well maintained.

72.0%**11**

Proportion of respondents who report that they are satisfied that their landlord makes a positive contribution to the neighbourhood.

55.3%**12**

Proportion of respondents who report that they are satisfied with their landlord's approach to handling anti-social behaviour.

53.9%

TSM MANAGEMENT MEASURES

BS01

Proportion of homes for which all required gas safety checks have been carried out.

100%

BS02

Proportion of homes for which all required fire risk assessments have been carried out.

100%

BS03

Proportion of homes for which all required asbestos management surveys or re-inspections have been carried out.

100%

BS04

Proportion of homes for which all required legionella risk assessments have been carried out.

94.4%

BS05

Proportion of homes for which all required communal passenger lift safety checks have been carried out.

94.6%

RP01

Proportion of homes that do not meet the Decent Homes Standard.

0%

RP02(1)

Proportion of non-emergency responsive repairs completed within the landlord's target timescale.

93.4%

RP02(2)

Proportion of emergency responsive repairs completed within the landlord's target timescale.

98%

CH01(1)

Number of stage one complaints received per 1,000 homes.

72.1

CH01(2)

Number of stage two complaints received per 1,000 homes.

5.8

CH02(1)

Proportion of stage one complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.

95%

CH02(2)

Proportion of stage two complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.

82.2%

NM01(1)

Number of anti-social behaviour cases, opened per 1,000 homes.

27.8

NM01(2)

Number of anti-social behaviour cases that involve hate incidents opened per 1,000 homes

0.6

In contacting a wide range of our customers to ensure that we met the confidence levels required for the survey, and in using different methods to contact our customers, Magenta Living were able to ensure that responses were representative of our customer characteristics including age, tenancy type and tenancy length.

CUSTOMER VOICE

Empowering people is our purpose, that's why we offer various ways for customers to get involved in providing feedback, holding us to account and shaping our services.

Scrutiny panels

Test and provide feedback on our services.

Neighbourhood champions

Customers who provide feedback on the maintenance and other services that take place around their homes and neighbourhoods.

Block champions

Customers living in apartments and flats, who contribute to and enhance their community, by reporting issues and sharing ideas with us.

Magenta Communities Committee

Is a customer led committee that works alongside our board and senior leadership team, to ensure customers views are part of the decision-making process at the highest level of the organisation

Magenta Connect

Is our online engagement and consultation platform.





Magenta Living teamed up recently with Happy Times Activities and Open Door Charity to develop an art exhibition to showcase social housing and to challenge some of the perceptions around it. Four workshops were held to explore the lived experience of social housing and express thoughts, feelings, and concerns through the medium of art.

The exhibition showcased the outcomes created by Wirral residents of all ages and abilities who live or work in social housing.

Kerri Burson, Community Regeneration Officer at Magenta Living who was an integral part of making the exhibition a success, said:

“This has been a wonderful project to be a part of, working with colleagues and local community organisations to come together to make a difference to people’s lives. It really does feel like we are opening doors, empowering people and doing the right thing...The result is a truly magical exhibition in which every piece of art has a story to tell.”

Helen Oliver, Founder and Director of Happy Times Activities, added:

“This exhibition is the result of the great workshops we held. It’s fabulous and I’m so pleased to see all the artwork come together like this. Each one has a story and each story is unique. Through art, we have explored the perceptions and feelings about social housing, and it’s been really positive for Magenta Living. So many people have expressed how grateful they are to Magenta for the support they’ve offered.”



KEEPING YOU SAFE

Tackling anti-social behaviour

We want our communities to be happy, safe and secure places to live. We work closely with partners such as the police, fire service and local authority, to tackle anti-social behaviour (ASB).

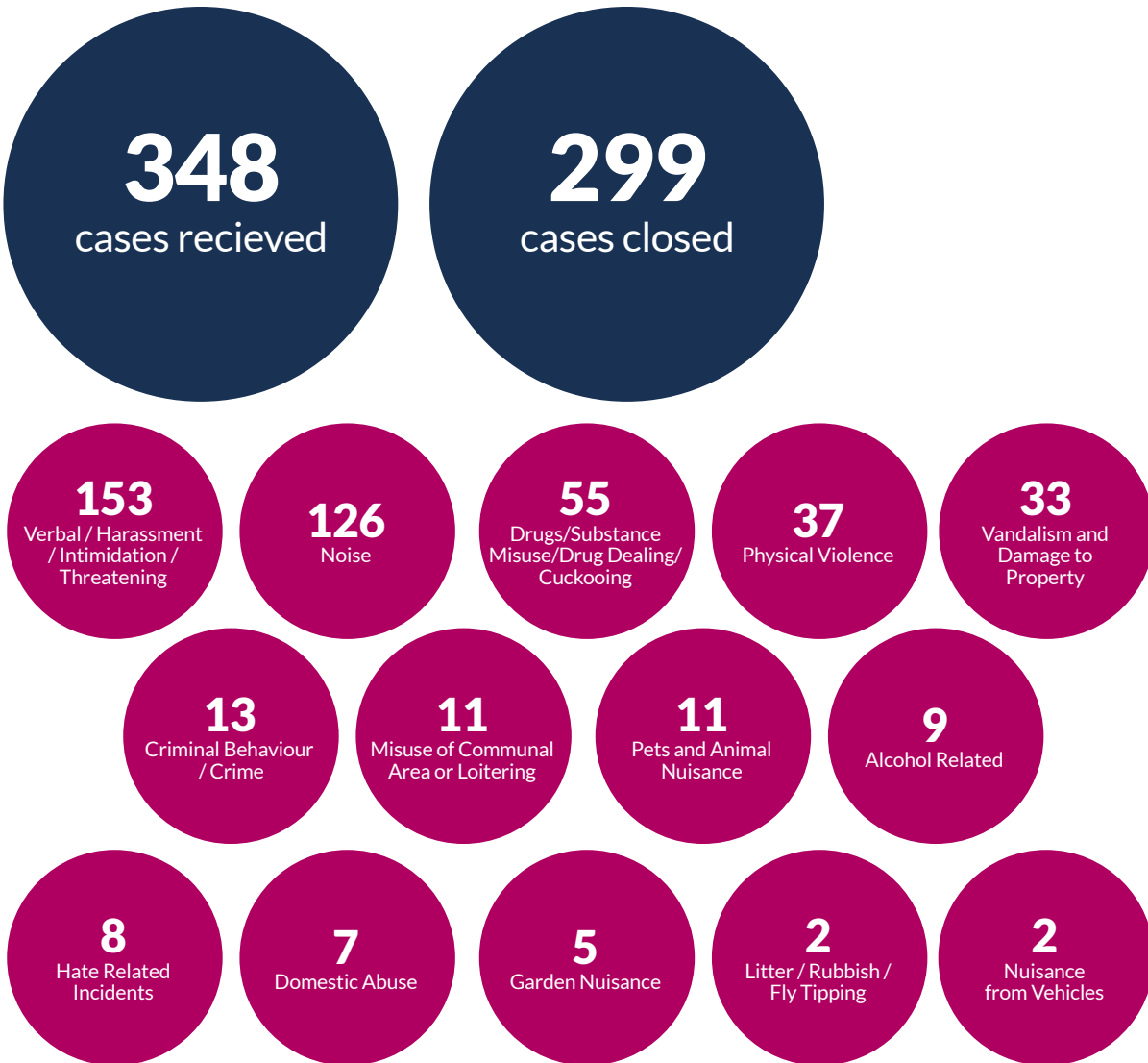
Our Community Safety Team is one of the leading partners in Merseyside Police's successful Operation Evolve strategy. Evolve uses a combination of targeted high-visibility police operations and covert policing tactics alongside activity from partners and input from residents to protect our communities and prevent organised crime groups from operating.

In 2023/24 an upgrade to our case management system was implemented, allowing for a more streamlined approach to cases.

299
cases closed



How we managed ASB in 2023/24



Our response and solutions:



As a result of serious anti-social behaviour and criminal offenses, we ended 7 tenancies.

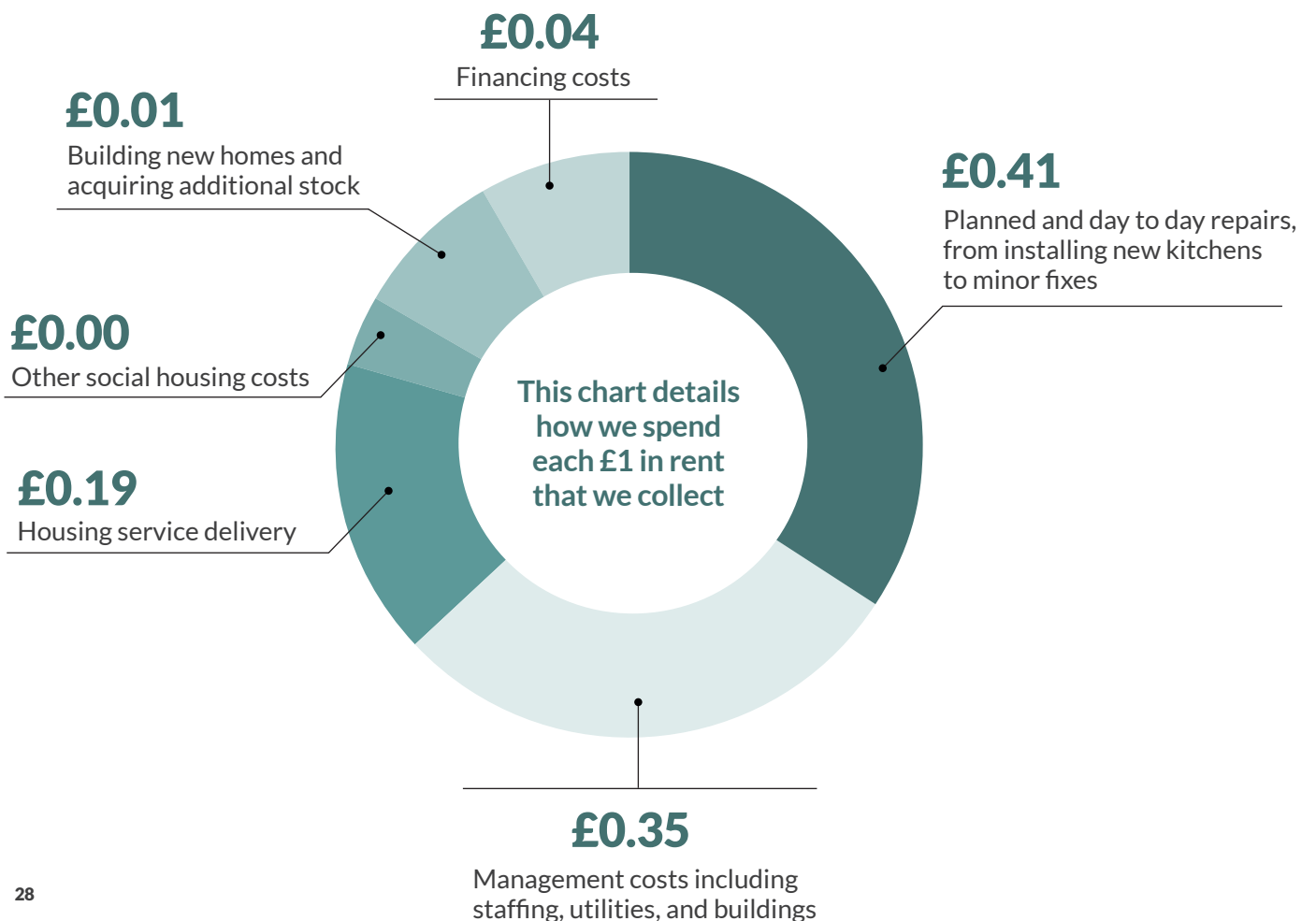
YOUR RENT

In 2023/24, we continued to promote our financial inclusion service.

We helped customers impacted by the cost-of-living crisis, highlighting available support and preventing rent arrears.



£1 SPEND BREAKDOWN





BUILDING ENERGY EFFICIENT HOMES

Magenta Living is making a multi-million investment into making our homes more energy efficient as part of our journey to net zero.

Having successfully retrofitted 98 homes in Wave 1, of the Government's Social Housing Decarbonisation Fund (SHDF), we are now pushing ahead to install energy efficiency measures, including external wall insulation and loft insulation to a further 161 homes across Wirral. Sustainable Building Services UK (SBS), who managed and delivered the retrofit of the 98 homes in Wave 1 is continuing the work during this first phase of Wave 2. Forty homes on Deverill Road in Rock Ferry on Wirral are currently being transformed into more energy efficient properties where our customers will benefit from warmer homes, lower energy bills and reduced carbon emissions.

SBS Regional Director, Ian Jones, said:

"Magenta Living is making excellent use of the energy efficiency funding it has available and we're extremely pleased to be delivering its latest decarbonisation scheme, building on the strong collaborative relationship that we share.

"Decarbonisation does not only benefit properties, it helps people live happier, healthier lives. The work that Magenta is undertaking acknowledges and demonstrates a commitment to the need for improved homes, and we can't wait to handover to many more happy residents once complete."

Paul Holvey, a Magenta Living customer, said:

"We have noticed a real difference downstairs, even though the work is only part-finished – we're hoping to feel more benefit and save on heating bills once the work is completed... The workers have been great and the outside will look so much better when it's finished."



MAKING A BIGGER DIFFERENCE — SOCIAL VALUE

‘Making a bigger difference’ is one of the transformational objectives within our Strategic Plan (The Road to 2030). As an organisation based in the heart of the community, we understand the local challenges and opportunities in our neighborhoods.

Every year we work with our customers, partners and suppliers to realise our vision:

To open doors to homes full of love, communities full of life and a world full of possibilities.

We achieve this through a range of events, projects and programmes that we organise in collaboration with local agencies and businesses to engage people and make a difference.

How we measure our impact:

By measuring the social value we can evidence impact and make informed decisions about how we can improve services.

We use a tool called the ‘UK Social Value Bank’ which assigns a value to the impact we generate. The social value measurement tool was developed by the LSE (London School of Economics) and HACT (Housing Associations’ Charitable Trust) in collaboration with a group of North West registered providers of housing, including Magenta Living!



£30,211,138

**Social value
generated in
2023/24**



AWARD WIN FOR THE VOICE OF EGREMONT

The Egremont community project in Wallasey which Magenta Living supports, won the Travis Perkins Community Award at their Better Together Awards.

The project offers a social supermarket and various get together sessions for local people. These include a women's group, a men's group, knit and natter, as well as excursion trips. All on the theme of combatting social isolation. The Voice of Egremont won the award for their tremendous work in the community. The volunteers at the project, led by Irene and Maria work tirelessly to support their local community, giving up countless hours on a voluntary basis. Why? Because it's the right thing to do.

Magenta have been long-term supporters of the project. It has been rewarding to see the progress made, the impact achieved, and to show that the Project and our partnership have been recognised and rewarded.



Social value recognition

Our social value work was commended in an independent Customer Engagement Healthcheck carried out by YD Consultancy.

"As a community-based organisation, YDC have found a wider commitment and real strength in the social value work Magenta carry out. Improving lives through community investment, events including cost of living roadshows, training such as the Inspiring Dreams programme, and the LENS project."

OUR CULTURE

To work with Magenta Living as a colleague, supplier or partner means that you value integrity, embrace diversity and foster innovation, while always placing our customers first.

To us, this way of working is simply about: **'Doing the right thing.'**

We understand that happy colleagues are the cornerstone of delivering great experiences to our customers, so attracting and retaining talented and skilled individuals who share and live our values is fundamental to our success.

Here are some of things we have progressed to strengthen our culture this year:

- Introduced the Happiness Index survey to understand colleague satisfaction and engagement towards improving our culture
- Maintained the Navajo Charter mark for our approach to inclusion
- Took part in the Liverpool City Region Pride celebration
- Achieved gender pay gap of 1.07%
- Co-created our new Purpose, Vision and Values with our colleagues

Our commitment to fostering inclusive communities, promoting sustainable living, and prioritising the well-being of our customers, remains at the core of our operations.



MAGENTA LIVING'S PURPOSE, VISION AND VALUES

These represent our collective purpose and serve as a constant reminder of why we do what we do. These statements are the threads weaving through our business, from the Board Room right through to our Neighbourhood Officers and Technicians, ensuring our actions and decisions drive our culture and bring us closer to our customers.

OUR PURPOSE:

Empowering people.

OUR VISION:

Opening doors to homes full of love, communities full of life, and a world full of possibilities.

OUR VALUES:

Do the right thing.





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Company Registration No. 04912562
Registered Charity No. 1106969
Regulator of Social Housing No. L4435

