



THE ROAD TO 2030

# BE MORE MAGENTA

STRATEGIC VISION & PLAN 2024 TO 2030

# Contents

## Section 1 – Be More Magenta The Road to 2030

Chief Executive's Foreword .....2

Chair's Introduction .....3

The Challenges of our Time ..... 4

Our Purpose, Vision & Values .....5

The Guiding Principles of Our Strategy

    Transforming our Culture ..... 6

    Improving the Customer Experience ..7

    Building Communities ..... 8

Our Transformation Programme ..... 9

So, What will Magenta Living Look like by 2030? ..... 10

Strategic Goals: In 2030 ..... 11

**Section 2 – Our Strategic Goals Defined** ..12

**Section 3 – Risk** ..... 14

Conclusion ..... 18

Our Plan on a Page ..... 18

## Section 1 – Be More Magenta The Road to 2030

### Chief Executive's Foreword

I'm proud to share Magenta Living's strategic vision and plan for the next six years, extending our roadmap to the year 2030. This document is the culmination of collaborative efforts and planning from our colleagues, customers and our Board. Among these pages we have thoughtfully and purposefully set out our guiding principles, strategic focus areas and long term strategic goals. It is our enduring aim that we continue to deliver sector leading services for our customers, supported by talented and caring individuals in an environment where everyone is empowered to achieve their potential.

As an anchor organisation, we're aiming high, dreaming big and aspiring to achieve great things for our communities across Wirral and beyond. This is our opportunity to Be More Magenta.

**Onward to 2030!**



**Debi Marriott-Lavery**  
Chief Executive



## Chair's Introduction

This strategic vision and plan for the six-year period, 2024-2030, represents the culmination of a six month in-depth review of Magenta Living driven by our Chief Executive. The review has been conducted using both a "top-down/bottom up" methodology with ideas and initiatives generated with enthusiasm by our colleagues and engaged customers.

This blended approach has resulted in the creation of a vision that is not only ambitious but also a product of collaboration and we will embark on a transformative journey that will redefine our business over the next six years.

Individual business-area-specific strategic action plans support and reinforce our vision.

Our vision outlines our commitment to provide safe, affordable, and sustainable homes for our current and future customers while navigating the landscape of the social housing sector amidst the evolving political and economic climate.

The past few years have seen unprecedented challenges. The COVID-19 pandemic and increases in the cost of living exposed the vulnerabilities within our society, emphasising the need for safe and secure housing as a fundamental human right.

As we venture into this new period, we do so with a renewed and heightened sense of purpose and determination.

As Chair of the Board, I am pleased to express our full backing for this plan. We believe in its vision and potential.

**Ged Lucas**  
Chair



## The Challenges of Our Time

We have, over the past two years, seen many challenges impact the housing sector and the communities we serve.

Inflation and the rising cost-of-living have created immense financial strain for those in need of affordable housing. Our communities are experiencing greater economic disparities, making it more challenging for individuals and families to secure stable housing.

Sustainability and environmental concerns are at the forefront of our agenda. Climate change demands we use innovative solutions to reduce our carbon footprint and ensure our homes remain resilient. Rising construction costs, supply chain issues, inflation and limited public funding have also posed formidable obstacles towards building more new homes. Volumes of responsive repairs are also on the rise reflecting the pressing need to address hazards or failures in a timely manner to ensure safe and habitable living conditions.

Government housing policies, new Consumer Standards and Tenant Satisfaction Measures, changes in law and increased regulatory scrutiny continue to advance, placing customer needs, expectations and safety at their heart. But in a landscape where changes in political

and regulatory priorities can have a profound impact on our operation, we must remain vigilant and adaptable. Advocacy for fair housing policies will remain central to our mission.

Landlords are also now increasingly relied upon as a form of emergency service offering vital support beyond its traditional role. This poses challenges due to heightened expectations and resource constraints. Balancing this demand requires innovative solutions.

The ever-present urgency to address housing supply and inequality, adapt to a changing climate and embrace digital technology, presents a call to action that we are eager to embrace. However, there is a balance to be struck as we seek to transform and be a more innovative and forward-thinking organisation.

Embracing innovation often involves venturing into 'uncharted waters', which carries a degree of risk. We will continue to be vigilant in identifying and managing risks, using past experiences and data, but simultaneously, fostering a culture that welcomes creativity and forward thinking.



## Our Purpose, Vision and Values

In the coming years, we will remain focused on not just providing homes, but places of stability, love and hope with a commitment towards empowering people and towards doing the right thing. Our commitment to fostering inclusive communities, promoting sustainable living, and prioritising the well-being of our customer tenants remains at the core of our operations.

It is therefore with pride that we introduce Magenta Living's Purpose, Vision and

Values. They 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.

**And it starts here:**

### PURPOSE

# EMPOWERING PEOPLE IS OUR PURPOSE.

### VISION

**We believe in opening doors to homes full of love, communities full of life and a world full of possibilities.**

### VALUES

**'DO THE RIGHT THING'**

By working together and doing the right thing, we will transform our culture, improve the customer experience and build communities.



## The Guiding Principles of this Strategic Vision & Plan

We set our sights on three guiding principles that will shape and inform our decisions, initiatives, projects and plans. These principles, which align with our purpose, vision and values, will continue to guide us over this next six year horizon. They are known as the 'Three C's'.

Our three guiding principles are to:

- **Transform our Culture**
- **Improve the Customer Experience**
- **Build Communities**

More about these next.

### Guiding Principle 1: Transform our Culture

Over the coming years our vision is to drive forward a renewed culture that values integrity, embraces diversity, fosters innovation, and continually places our customers, at the heart of everything we do.

At the core of our cultural transformation is a deep-rooted belief in empowerment and doing the right thing. Where we really get to know our customers and who is 'behind the door' to our homes. Where empathy, listening, and understanding drives our actions.

We understand that happy colleagues are the cornerstone of delivering exceptional experiences to our customers and therefore attracting and retaining talented and skilled colleagues who share and live our values is key. Ensuring we are a workplace that is open and transparent that supports, engages, trains and develops colleagues while looking after their wellbeing has never been more important.

Doing the right thing will be our mantra. It involves reshaping our thinking and working in a way that promotes meaningful decision-making. We may not always get it right the first time, but what matters is that we learn along the way and that we support and empower our colleagues to do the right thing.

One of the fundamentals of our evolving culture is innovation and forward-

thinking, seeking new and better ways to meet needs and exceed expectations. Our ongoing business transformation programme (more about this on page 9) designed with colleagues and customers at its heart, will enable us to make sure that every interaction with us reflects our dedication to providing outstanding service.

We also aim to elevate our already well-established brand, infusing it and making it synonymous with great customer service, creativity, and relevance which is pivotal to ensure our competitive edge. Our brand image, message and tone of voice will not only drive our reputation for exceptional customer experiences but it will highlight the transforming culture we are creating within our organisation both internally and externally. What we say and how we say it will be crucial to elevating our brand, driving greater engagement, loyalty and connection while inspiring our teams.

In conclusion, the continuous improvement of our culture is a promise to our customers of an enhanced experience, of a company made up of talented, diverse and skilled individuals that listens, adapts, and evolves to meet needs in the best way possible. We are excited about the road ahead and committed to ensuring that our transformed culture is reflected in every interaction our customers have with us.

### Guiding Principle 2: Improve the Customer Experience

Elevating our customer's experience is a key part of our vision and we are committed to ensuring that our service exceeds expectations in the years to come.

Our journey towards enhancing customer experience is well underway through our Transformation programme, leveraging digital technology and innovative solutions, we will continue to redefine the standards of what makes an exceptional customer service. This includes harnessing the power of data to gain deeper insights into customer needs, preferences, and feedback.

Customer data, feedback and insights play a vital role in our plans and will shape the way we continually improve.

We are investing in state-of-the-art systems and digital platforms that will streamline our operations and customer interactions with us, making it easier and more efficient for customers to engage with our services. In this digital era, technology is a powerful enabler in providing a seamless and more

personalised experience tailored to our customers' unique requirements.

Moreover, we recognise that genuine understanding, listening and acting on what we see and hear are the fundamentals of delivering exceptional services. Our teams are committed to actively listening to valuable feedback, understanding concerns, and using this insight to make informed decisions that enhance experience.

In addition to technology and data, our commitment to a customer-centric approach means that customer voice matters. We are implementing processes to ensure that feedback is incorporated into every aspect of our operations, influencing the way we innovate and improve.

Our journey to elevate the customer experience will be driven by a dedication to delivering on our promises bringing customers an enhanced level of service that resonates with their needs, preferences, and aspirations.

## Guiding Principle 3: Build Communities

Building thriving communities, opening doors and creating spaces where families flourish, connections deepen, and dreams find a home, is key to our plans over the coming years.

We are committed to building more new homes across the Wirral, through careful planning, innovative design, and a deep understanding of the diverse needs of our local community, we are laying the foundation for a future where community living is a source of pride and fulfilment.

Our vision is not merely to construct houses; it is to create living environments that foster a sense of togetherness and belonging. We envision places where children can play, where sustainable infrastructure respects surrounding nature, communal spaces where neighbours can gather and celebrate life's moments, and community hubs where we continue to provide essential support and services for our customers.

Building communities is essential to deliver lasting social value and impact. Over the next six years, we see our efforts magnifying, by providing more tailored support enhancing lives and empowering our customers.

Collaboration with local authorities, partners, and stakeholders is central among our plans to solidify our role as an anchor organisation in Wirral and is key to our future success. This involves fortifying partnerships and collaborations with governmental bodies, non-profit organisations, local businesses and private enterprises as well as looking at opportunities for shared services. This approach is essential in navigating the complex political and economic climate, leveraging collective resources, and

advocating and lobbying where appropriate. By working together, we can create a stronger, more resilient housing landscape that offers genuine support to those most in need.

We will also continue to invest in sustainability, ensuring that our properties, and our workplaces, are environmentally friendly and resilient, contributing to a healthier planet for this and for future generations. We will seek to minimise our environmental footprint by embracing eco-friendly practices and promoting energy-efficiency not just in our homes but in all our offices and spaces. Not only is this a moral obligation, but it aligns with the evolving expectations of both our residents and the wider society.

Ensuring building safety is paramount for Magenta Living. Our 'See it/Report it' principle is crucial to this. We will continue driving a culture where colleagues are ever more vigilant, reporting potential hazards or concerns they see when working in customer homes. This will ultimately ensure safer environments and enable us to meet our duty of care as well as through deploying robust safety measures, regular surveying of our homes and high-rise buildings, stock condition assessments; and by maintaining and investing in our homes to ensure compliance with new building safety standards.

Where we are able to do so we will look to go over and above regulatory standards as we wish to foster trust, security, longevity and wellbeing among our tenants and customers as a responsible and proactive landlord. This is how we will truly create homes full of love and communities full of life.

And so, in conclusion, our three guiding principles combined with our broader ambitions outlined above, can be summarised as follows:

### 1. Living our Purpose, Vision & Values:

Magenta Living is on a transformative journey to empower people, opening doors to homes full of love and communities full of life. 'Doing the right thing' is our mantra. We will reshape our thinking for meaningful decisions, learn from imperfections, and promote empathy and opportunity.

### 2. People First:

Magenta Living is dedicated to fostering a high-performing culture, aiming for improved happiness scores, and introducing new talent programmes, initiatives and pathways for development.

### 3. Customer-Centric Transformation:

By 2030, Magenta Living aims to redefine the customer experience, leveraging digital technology and innovative solutions, whilst continuing to deliver value for money to meet and exceed customer expectations. We aim to deepen customer engagement, tailoring services to truly support and empower our communities.

### 4. Innovative and Future Ready:

Our Transformation Programme fuels innovative projects, prioritising forward-

thinking and customer-centricity. We're future-ready, continuously adapting to transform social housing across the Wirral with resilience and collaboration.

### 5. Building More Than Homes:

Magenta's vision extends beyond constructing houses; it's about maintaining and creating sustainable, vibrant homes and communities where connections deepen, and people thrive. We plan to build 1,000 new homes, through key regeneration projects while delivering net-zero homes using modern construction methods.

### 6. Kinder to the Environment:

With a commitment to the environment, Magenta Living is investing in eco-friendly practices, targeting a 20% annual reduction in carbon usage and retrofitting homes for energy efficiency.

### 7. Making a Bigger Difference:

Magenta Living is set to increase its social impact, exploring new models of investment and delivery to tackle community challenges and expanding its range of services to help improve lives.

## Our Transformation Programme

Magenta Living aspires to be a sector leading landlord - an organisation that others look towards for innovative solutions to housing sector issues, and a thriving culture that empowers colleagues to do the right thing, at the right time, in collaboration with others.

With the strategic support of our Board, we have devised a roadmap that will see us becoming a much more digital business for those of our customers that want to connect with us in this way by developing systems, portals and applications to enable, for example, our customers to report and book their own repairs online at times that suits them. This approach will give us more valuable customer data and insights that will fuel

our decision making, drive innovation or uncover new opportunities to further transform our services.

Our Innovation and Change team looks outwardly, horizon scanning for new opportunities for new digital technologies, innovation and optimisation, while internally supporting project delivery. These skills are in high demand not just in our sector; therefore, we need to take a proactive and strategic approach to attract talented individuals, train and upskill existing colleagues, collaborate with educational institutions, utilise external support and partners, engage in industry networks and encourage knowledge sharing.

## So, What will Magenta Living Look like by 2030?

Strategic goals are a constant reference point for decision making and direction in any business. For Magenta Living the strategic goals developed by our Board and Executive leadership team, will guide us, align us and unify us, helping us to stay focussed on our long term vision. Along with the 'three C's', the strategic goals below set out what Magenta Living will be and look like by 2030, and to which we will be accountable to our Board, customers, colleagues and stakeholders.

Meeting and surpassing these goals will demonstrate our success in executing our long-term vision. Regular evaluation, monitoring and assessment of the strategic goals, along with our critical performance measures and targets (the other measures we use to monitor the health and performance of the business), will ensure we have visibility, allowing us to adapt to changing circumstances and external factors. Magenta's Board, its

Sub-Committees and Customer & Communities Committee receives regular performance updates, to support the business in achieving these ambitious strategic goals, hold the business to account, and provide further strategic direction when required.

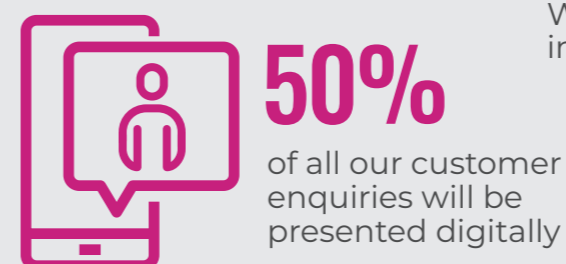
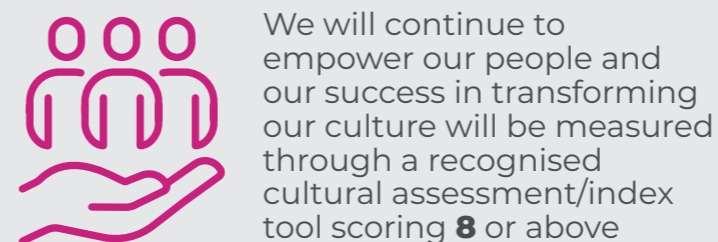
This six-year strategic vision & plan rests upon a comprehensive thirty-year financial business plan that outlines our long-term financial goals, strategies, projections and investment plans. While the thirty-year view provides overarching direction, we recognise the need to maintain our responsiveness to changing circumstances, and so, as part of our annual budgetary planning process we revisit the thirty-year financial business plan to ensure it remains tuned towards the achievement and delivery of our strategic objectives; yet allows us to navigate uncertainties while seizing new opportunities along the way.



## Strategic Goals: In 2030...



With a net surplus of **10%**  
(i.e. the proportion of turnover that remains after covering the costs directly associated with running the business)



## Section 2 – Our strategic goals defined

Achievement of our targets will be monitored by the Board and relevant committees and will be considered and updated annually, ensuring we continue to provide an accurate forward look.

Strategic Goals by 2030	Link to Guiding Principle/ Value for Money (VfM)		Why it's important	2029/30 target
1,000 Additional New Homes Built	Customer, Communities and VfM		Opening doors to homes full of love and communities full of life is core to our vision	1,000
Invested £166m in our existing homes (not including routine & emergency repairs)	Customers, Communities and VfM		Maintaining our homes and elevating living standards ensures our customers can continue to enjoy and love their homes ensuring their happiness and wellbeing	£166m
£100m Turnover	Culture, Customer, Communities and VfM		We want to increase turnover by growing the business and delivering more new products and services to our customers and communities	£100m
10% Net Surplus	Culture, Customer, Communities and VfM		We want to create the capacity to reinvest in our homes, build new homes, deliver greater social impact and value for money	£10m
100% of homes rated to EPC-C+	Customer, Communities and VfM		Our customers deserve to live in safe, warm and secure homes	100%
£12m of energy reduction initiatives delivered	Customer, Communities and VfM		We want to reduce utility costs for customers, enhance comfort, mitigate environmental impact and promote sustainability and wellbeing	£12m
Customer Satisfaction Levels at 90%	Customer and VfM		We want to provide great services that our customers value	90%
50% of all our customer enquiries will be presented digitally	Customer & VfM		We want to make it easy for customers to access, connect and engage with our services.	50%
Empowering People Measurement – Cultural (Happiness) Index Score of >8	Culture		We want to be a world class employer with happy, empowered, engaged and motivated colleagues	8.5
Delivering £30m per annum of Social Value	Communities and VfM		We are not just a landlord. We are a pivotal stakeholder and a lifeline in the communities we serve	£30m

## Section 3 – Key Business Risks

In crafting our strategic vision and plan, we have undertaken an evaluation of various factors that could impact our operations and success. Recognising the operating environment and challenging external landscape, we have sought to identify and understand potential risks to the vision and plan.

Among these considerations, we are acutely mindful of the ever-evolving political and regulatory landscape, particularly the potential impact of changes in the UK government and increasing regulation within the housing sector. Acknowledging the significance of political risk, we have proactively assessed its potential implications on our business, ensuring that our plans are not only robust but also flexible enough to adapt to unforeseen challenges.

We also recognise and draw out the importance of deploying robust internal

controls to effectively manage budgets and costs, ensuring value for money, by implementing more stringent oversight in financial management processes. Every decision, from resource allocation to expenditure, will be rigorously scrutinised. Given the universal challenge of financial constraints and certainly across the housing sector, we acknowledge that most social landlords are facing similar financial pressures. Therefore, our strategic approach set by our Board, emphasises prudent financial stewardship, strategic investment, and agile decision-making to navigate these shared challenges effectively while delivering value and maintaining financial resilience.

This section provides our high-level analysis of business risks that may impact our operation together with our mitigation approach.

Guiding Principle	Key Risk Areas		Mitigation Approach
Culture	People	<ul style="list-style-type: none"> <li>Access to resource and skills</li> <li>Skills and capability requirements</li> <li>Talent Management and succession planning</li> <li>Learning and development opportunities</li> <li>Defined approach to Equality, Diversity &amp; Inclusion (EDI)</li> <li>Employee wellbeing and resilience</li> </ul>	<ul style="list-style-type: none"> <li>Development of skills and capability framework to inform strategy and approach to attracting and retaining the right talent and skills</li> <li>Clarified approach to succession and talent management to ensure a strong succession and leadership pipeline</li> <li>Focus on enhancing workforce wellbeing and resilience and leveraging our culture and values to drive desired conduct and behaviours</li> </ul>

Guiding Principle	Key Risk Areas		Mitigation Approach
Culture	Comms, Marketing & Brand	<ul style="list-style-type: none"> <li>Effective internal and external communications</li> <li>Customer Knowledge</li> <li>Effective use of data and technology</li> </ul>	<ul style="list-style-type: none"> <li>Communication and Marketing Strategy implemented</li> </ul>
	Health & Safety and Compliance	<ul style="list-style-type: none"> <li>Compliance responsibilities</li> <li>Regulatory enhancements</li> <li>Accountability of supply chain</li> </ul>	<ul style="list-style-type: none"> <li>Increased visibility and embedded Safety First Culture</li> <li>ISO45001 standards and certification maintained</li> <li>H&amp;S training awareness provided to all staff and contractors</li> </ul>
	Finance & Value for Money	<ul style="list-style-type: none"> <li>Economic volatility; high inflation and borrowing rates; cost of living crisis and affordability concerns</li> <li>Financial management and performance</li> <li>Rental income and arrears</li> <li>Returns on investment</li> <li>Effective corporate and operational governance</li> <li>Counterparty risks</li> </ul>	<ul style="list-style-type: none"> <li>Robust financial management</li> <li>Financial control and monitoring</li> <li>External assurance received</li> <li>Stress testing on key assumptions</li> <li>Defined governance arrangements and visibility</li> <li>Enhanced and embedded risk maturity</li> </ul>



Guiding Principle	Key Risk Areas		Mitigation Approach
Customer	<b>Investing and Maintaining Customer Homes</b>	<ul style="list-style-type: none"> <li>Access to resource and skills</li> <li>Deterioration of ageing stock and increasing costs to deliver required investment</li> <li>Supply chain challenges</li> <li>Effective use of (stock condition) data</li> <li>Performance data and monitoring</li> <li>Health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Active Asset Management &amp; Investment plan developed and implemented</li> <li>Stock survey programme</li> <li>Suite of property compliance KPI's in place and monitored</li> </ul>
	<b>Improving Customer Access, Experience, Engagement and Insight</b>	<ul style="list-style-type: none"> <li>Performance data and monitoring</li> <li>Neighbourhood management</li> <li>Effective use of data and technology</li> <li>Customer knowledge</li> <li>Customer Access arrangements and approach to complaints handling</li> </ul>	<ul style="list-style-type: none"> <li>Sales force CRM system rolled out</li> <li>Improved customer portal for reporting repairs and payments</li> <li>Suite of tailored customer service standards introduced with KPI's identified and managed</li> <li>New Neighbourhood delivery model fully implemented</li> </ul>
	<b>Transformation</b>	<ul style="list-style-type: none"> <li>Effective use of data and technology</li> <li>Cyber threat and operational resilience</li> <li>Return on investment</li> <li>Performance management and monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Agreed Transformational plan and roadmap to delivery</li> <li>Implementation of phased Data Strategy to increase data maturity and build an holistic picture of data</li> <li>Cyber security action plan</li> <li>Development and implementation of 'future proof' IT Strategy</li> </ul>

Guiding Principle	Key Risk Areas		Mitigation Approach
Communities	<b>Development &amp; Regeneration</b>	<ul style="list-style-type: none"> <li>Access to resource and skills</li> <li>Developer/Contractor viability</li> <li>Local economic concerns</li> <li>Political stability and impact of policy changes</li> <li>Counterparty risks</li> <li>Health and Safety</li> </ul>	Development and regeneration strategy implemented
	<b>Social Purpose</b>	<ul style="list-style-type: none"> <li>Lack of targeted stakeholder engagement or maximising stakeholder relationships</li> <li>Local policy and direction/alignment with local partners</li> <li>Political stability and impact of policy changes</li> </ul>	Social impact measurement methodology developed and implemented
	<b>Growth</b>	<ul style="list-style-type: none"> <li>Customer knowledge</li> <li>Local economic concerns</li> <li>Private rental sector</li> </ul>	<ul style="list-style-type: none"> <li>Develop and implement Growth strategy to invest in new models for targeted customer groups</li> <li>Develop and deploy Private Rented Sector (PRS) proposition</li> <li>Stakeholder engagement plan developed to strengthen relationships and partnership opportunities</li> </ul>



# In Conclusion

A robust vision and plan are key to any successful business to guide decision-making and goal-setting. However, we recognise it cannot remain static over time. Refreshing and reassessing our vision and plan at least annually is vital to

ensure its alignment with the ever-changing economic, political and regulatory landscape, technological advancements, and shifting organisational priorities.

For now, our journey to 2030 will be underpinned by our unwavering commitment to the betterment of customers' homes, lives and communities. Our colleagues and our customers deserve the best that we can give.

The challenges we face are significant, but we are well-positioned to elevate and lead the transformation of affordable housing across the Wirral.

# BE MORE MAGENTA THE ROAD TO 2030

PLAN ON  
A PAGE

A transformative journey to redefine our business over the next six years – 2024 to 2030

## WHY

### Our Purpose & Vision

- Empowering People is our **Purpose**
- We believe in opening doors to homes full of **love**, communities full of **life**, and a world full of **possibilities**

## HOW

### Our Guiding Principles & Values

- Transform our **Culture**
- Improve the **Customer** experience
- Build **Communities**

## SEVEN TRANSFORMATIONAL OBJECTIVES



## STRATEGIC GOALS: IN 2030...



With a net surplus of **10%**  
(i.e. the proportion of turnover that remains after covering the costs directly associated with running the business)

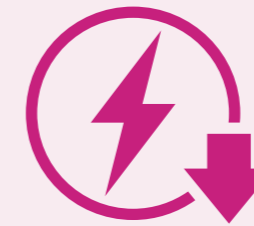


We will continue to empower our people and our success in transforming our culture will be measured through a recognised cultural assessment/index tool scoring **8** or above



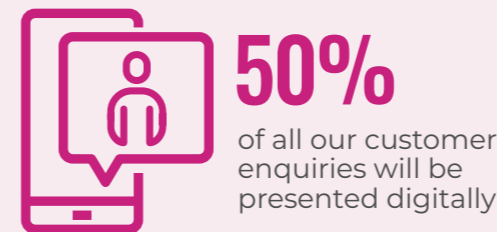
We will have built

new homes



We will have delivered **£12M** in energy reduction initiatives

We will have Customer Satisfaction levels of **90%**



**50%** of all our customer enquiries will be presented digitally



**100%** of our homes will be rated to EPC-C+

We will be delivering Social Value of **£30M** per annum, within our communities

## DO THE RIGHT THING



We will have invested

in our existing homes (not including routine & emergency repairs)

Supported By: Detailed Short- Medium- & Long-Term Deliverables | Business Area Strategy Plans | Critical Performance Measures & Compliance KPIs | Transformation Programme | Organisational Design & Structure

# #BEMOREMAGENTA

