

Magna Housing
Customer Annual Report 2025/26

October 2026

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Introduction

At Magna, we're here to create great homes together. We believe everyone deserves a great home: somewhere you feel safe, happy and proud, and where you can build a better future.

Working together starts with listening. It also means being open and honest about how we're performing, where we're making progress, and where we know we need to do better. This report is one of the ways we share that information with you.

It covers the period from April 2025 to March 2026 and highlights how we've provided homes and services, invested in our communities, and responded to the issues that matter most to our customers.

Throughout 2025/26, demand for our services remained high, so we continued to focus on the things customers tell us matter most: safe, well-maintained homes, reliable services and support when it's needed.

During the year, we invested **£15.3 million** in maintaining and improving existing homes, helping to make them safer, warmer and more energy efficient. We also continued our essential safety programmes, carrying out checks, inspections and improvement works to help keep customers safe in their homes.

Alongside investing in existing homes, our development programme delivered **51 new homes** across Dorset and Somerset, providing more than 130 additional customers with the opportunity to enjoy a safe, affordable place to call home.

Customers contacted us more than 97,000 times during the year, reported 27,829 repairs, made greater use of our digital services, and shared feedback through surveys, complaints, reviews, community activities and Magna Voice.

I'm pleased that overall customer satisfaction increased during the year. More customers told us they feel treated fairly and with respect, and more are satisfied that their home is safe. We also improved our response times to emails and maintained our Trustpilot rating within the 'Excellent' category.

While progress has been made, customers continue to tell us that we need to improve repairs timescales, communication, complaint handling, how we listen and respond to feedback, and the way we address anti-social behaviour. These areas remain a priority for us, and customer feedback continues to shape the improvements we make.

We've already started making changes, including strengthening communication with customers and investing an additional **£1.8 million** in our repairs service during 2026/27. Through these improvements, we're working to deliver a more responsive, reliable service, reduce repair delays and provide a better overall customer experience.

This report sets out what we achieved during 2025/26, where we've improved, and where we need to do better. Thank you to everyone who completed a survey, raised an issue, attended an event, joined Magna Voice, or shared feedback with us. Your views help us improve our services and continue creating great homes together.

Jo Martin

Director of Customer Operations



About Magna

We're a community-based housing association in the heart of South-West England.

Our vision is creating great homes together. We do this by working alongside our customers, communities, colleagues and partners to make a positive impact for people, places and the planet, in line with our strong values.

We provide more than **9,000** affordable homes and services to over **20,000** people who need them – our customers – across the South West, but mostly in Dorset and Somerset where we've been supporting communities since 1999.

We aim to create great homes where customers feel happy and proud, in communities where they feel safe and connected. We offer services designed to meet people's different needs as their lives change. Helping to deliver this are our team of more than **500** colleagues working together with our customers and partners.



Our year at a glance

We're proud of what we've achieved in the last year. Here are just a few of our highlights:



51
new homes delivered, helping house 130+ people.



£15.3m
invested in our existing homes.



5.1%
increase (to 78%) in customers who say we treat them fairly and with respect.



81.9%
customers who say they're satisfied their home is safe, increased from 75.5%



312
new windows fitted to make existing homes warmer (124 more than last year).



185
new roofs fitted (94 more than last year).



27,829
repairs raised.



100%
compliance with Housing Ombudsman complaint handling timescales.

Our year at a glance (continued)

We're proud of what we've achieved in the last year. Here are just a few of our highlights:



5,843
customer feedback surveys received to help improve our services.



97,907
contacts received from customers.



4.5/5
trust score on Trustpilot, up from 4.3, keeping us in the 'Excellent' bracket.



£30,000
donated to local community projects.



4.5%
increase (to 69.2%) in customers satisfied with how we keep communal areas clean and well-maintained.



£20,286
of energy vouchers claimed to help keep customers' homes warm.



£2.7m
of additional benefits claimed back for customers by our money matters team.

Understanding our customers

Our customers are:

- People who rent a home from us.
- People who buy a home from us.
- People who live in our sheltered homes.
- People who receive specialist support services.
- People we work with in our local communities.

Every year, we send out surveys for you to complete so we can understand more about you and your expectations of the services we provide.

In 2025/2026, we received **5,843** responses to the surveys we sent to you after receiving a service or interacting with us.

We also received over **576** responses to the **Tenant Satisfaction Measures (TSM)** perception survey, which gave us a greater understanding of how you feel about our services and your home.

Click here for more information about our TSMs, including what you've said and what we've done.

One in three of our customers are aged 65 and over.

More than half (54%) are aged between 35 and 65.

12%
of our customers are aged under 35.

41%
of our customers are living alone.

Just over a third (34%) live in households of two or more adults with no children.

Nearly a quarter (24%) of our customers' households include children.



Our strategy

This was the second year of our five-year **Better Futures strategy**.

Our vision remains to **create great homes together**. Because we believe everyone should have a great home – a place where they can build a better future.

Our strategy is based around five better futures that we aim to make happen by 2029:

- **Our impactful future** – making a bigger, better, lasting difference to you.
- **Our ethical future** – doing the right thing for people and our planet.
- **Our customers' future** – working together to shape homes, services and communities that help people thrive.
- **Our secure future** – making our business strong so we can make a bigger impact.
- **Our working future** – building the team and culture to make better futures a reality.

Every decision we make is guided by our principles of **ethics**, **sustainability** and **value for money**.

To create better futures, we're focusing on four strategic priorities:

- **Better data, better decisions** – having the right information to target our resources on making a better impact.
- **Better, together** – working in partnership with others and you to make even more of an impact together.
- **Better through digital** – using the best tools for the job to create better experiences for you and our colleagues.
- **Better skills and experiences** – developing the team, culture and skills we need for the future.

The following pages show how we've put you at the heart of these priorities.



Your experience

Tenant Satisfaction Measures

This was the third year that we have used the Tenant Satisfaction Measures (TSM) to gather your perceptions of our services.

We received over **576** responses. We were pleased with the results, which saw your **overall satisfaction** increase by **3.2** percentage points to 63.2%. There were positive improvements compared to the previous year across most areas. Your satisfaction with our **overall repairs service** increased by **3.5** percentage points. We also saw an improvement in your satisfaction of how we look after your **communal areas**, with **69.2%** of customers saying they were satisfied with how we maintain them.

However, we recognise that there are still areas where we can improve. Our score for satisfaction with the **time taken to complete repairs** stayed the same. **Listening to views** and acting upon them and satisfaction with handling **anti-social behaviour** both saw small decreases in the results from last year, and we need to address this.

We've already started to explore and make improvements in these areas, improving communication and investing **£1.8m** in our repairs service in 2026/27. We're also looking at new ways to listen to you to better understand your different needs and tailor our services to meet them.

We've published the survey results in full on our website here, along with how they compare to our results from last year.

We've also shared more information about what you said in your survey responses, and what we're doing to improve our services following the feedback.



66.6%
customer satisfaction with repairs carried out in the last 12 months.



78.4%
of customers feel we treat them fairly and with respect.



70.6%
customers were satisfied that we provide a home that is well maintained.



69.2%
said that Magna keeps communal areas clean and well maintained.



81.9%
satisfaction that we provide a home that is safe.



52.2%
satisfaction that we listen to your views and act upon them.

Your experience

Complaints

At Magna, we believe complaints are an important **opportunity to learn**. When you tell us something has gone wrong, it helps us understand where we need to improve and where we should focus our efforts to deliver better services.

During the year, we received **779** Stage 1 complaints and **244** Stage 2 complaints. While we responded to complaints within our target timescales, we recognise that some customers didn't receive the standard of service they expected. We know that responding on time is only part of the picture. What matters most is fixing problems, learning from mistakes and making improvements you can see and feel.

Customers told us that **repairs, damp and mould, communication and neighbourhood concerns** continued to be the issues that affected them most. As a result, we've invested extra funding in our repairs service, grown our Customer Care team, strengthened our approach to managing anti-social behaviour and improved how teams work together to give you a more joined-up service.

We're really pleased with the range of improvements made as a direct result of your feedback. This includes changes to our services, policies, colleague training, communication and investment decisions. These improvements show how our customers are helping to shape the future of Magna and the services we provide.



100%
of complaints handled within the Housing Ombudsman's timescales.



32.1%
satisfaction with our approach to handling complaints.



55.5%
satisfaction with Magna's approach to handling antisocial behaviour.



78.4%
agreement with the statement: "Magna treats me fairly and with respect".



52.2%
satisfaction that Magna listens to views and acts upon them.



One finding of severe maladministration.

Your experience

Improving how you get in touch with us

Our customers contacted us nearly **98,000 times** through our different channels in 2025/26. Nearly half (**49%**) of customers contacted us online, helping us respond to their enquiries more efficiently. Around **11%** of our customer contacts were through our **live chat** service on our website, which customers gave an average satisfaction score of 4.74 out of 5.

You reported more repairs through our website than the previous year (**2,300** compared to 2,100) and sent us more than **5,000** forms to request a service or tell us something, which increased from nearly 4,500.

The average score customers gave us on the **Trustpilot** reviews website also increased from 4.3 to **4.5 out of 5**, keeping us in the 'Excellent' bracket for customer service.

We know we still have more to do. Our **response times increased** slightly for phone calls (12 minutes compared to 10 minutes) and live chat (70 seconds, up from 45 seconds). But we improved the time we respond to emails from one day and 19 hours to one day and two hours, and for Facebook messages we took nearly two hours off our previous response time to just over four and a half hours. We've also continued to make our website easier to use and read.



Your experience

Repairs

We know that our **repairs service** and making sure your home is well maintained is very important to you. In 2025/26, demand for repairs stayed high, with **27,829** repairs being raised (26,905 in 2024/25). Your overall satisfaction with the repairs service rose to **66.6%**. However, we're focused on improving our response times.

Speed of repairs increased from 52.3% to **58.6%** during the year. But this is still below our target of 62.8%. We're making improvements to the way we deliver services to reduce delays, which we know matters a lot to you.

We put in place a **targeted plan** to bring down non-emergency response times. This included growing our team and improving how we use data to tackle both the high demand and the root causes of delays. We also used external suppliers to help complete some repairs, which has reduced our backlog of repairs.

Improving repairs is still a big focus, with more investment planned in 2026/27 to reduce waiting times, improve reliability and strengthen your trust in us.

97,907
customer contacts were received.

3,349
customers were registered to use our customer portal.

2,717
forms submitted via our customer portal.

31,961
emails received, responding within an average of one day and two hours.

5,068
forms submitted through our website.

799
customers were members of our customer Facebook group.

52,595
phone calls received from customers and answered in 12 minutes on average.

249,013
visits to our website www.magna.org.uk.

2,314
repairs reported through our website.

10,666
live chat messages received and responded to within an average of 70 seconds.

2,685
messages received through Facebook Messenger and responded to within an average of four hours and 36 minutes.

4.5/5
(Excellent) trust score on Trustpilot.

Your experience

Involving you in how we shape our services

In January 2026, we launched **Magna Voice**, our new online customer community, creating even more opportunities for customers to share feedback, influence decisions and help shape our services.

Magna Voice enables customers to take part in surveys, polls, discussions and online engagement activities at a time that suits them. The community helps us gather instant feedback more regularly, understand what's important to customers, and ensure lived experience is considered when shaping services.

Beyond consultation and feedback, Magna Voice is helping to build a stronger customer community. It gives us a better understanding of our customers' experiences and priorities, whilst creating opportunities for customers to connect, share ideas and contribute to positive change across our communities.

Magna Voice in numbers:

- 101 members
- 88 active customers
- 94 survey responses
- 82 poll votes
- 17 discussion contributions on our community chat threads

A recent poll and survey also found that around **32.6%** of customers regularly engage with our newsletters and news updates on Magna Voice. Among those who had seen them, **77%** said they found them either quite helpful or very helpful. These newsletters close the loop on research and feedback we have collected over several service areas and policies, showing what we've learnt, but also what we're now doing or changing as a result of feedback.



1,017
involved customers.



5,843
survey responses.



3
working groups (to January 2026).



113
children and 57 families attended our Christmas events.



13
policies were reviewed by customers.



68
customers entered our annual gardening competition.

Your experience

Supporting you

It's really important to us that we support you as much as possible. We're proud of the work our teams do to help.

- Our sheltered housing advisors made over **87,000** welfare contacts in 2025/26 to check our customers in sheltered housing were safe and well.
- Our money matters team helped customers to claim **£2.7m** of benefits they are entitled to. **£857,000** of this was specifically to help with rent.
- We helped customers struggling with the cost of heating their homes to claim more than **£22,000** by issuing **459** winter fuel vouchers.
- We provided **1,110** individual benefit awards to customers and provided **88** customers who needed them with food boxes.

If you need support from our money matters team, click here to complete the form on our website and the team will be in touch to help. If you're thinking of downsizing, we have more information about finding a smaller home on our website.



Your experience

Supporting your communities

We've continued to support the communities where you live through our **community improvement fund** (CIF). This fund aims to improve the areas where you live, developing local communities through funding, donations, or sponsorship for a variety of local events, projects, groups, organisations, charities and services.

During 2025/26 we made significant investments in our communities and secured additional funding from suppliers. We donated **£30,000** to local charities and community groups that help improve wellbeing and opportunities for people. Click here for more information about the CIF and to apply for funding.

We allocated over £35,000 of funding earned as a member of the LHC procurement group to community projects, including supporting young people, improving green spaces, and menopause support.

We also provide opportunities for you to take part in fun activities and competitions. During the summer, we held our annual **gardening competition**, with **68** customers entering across Dorset and Somerset. Everyone who entered received a gardening voucher.

In December 2025, we held our **Santa's grotto events** at two locations; one in Somerset and one in Dorset. **57 families** attended to visit Santa and take a present home for Christmas Day. The gifts were funded by **13** of our suppliers.

We continued our neighbourhood inspections over the summer of 2025, visiting customers and communities across Dorset and Somerset to check on the condition of communal areas and speak to you about any issues.

We visited nine areas across Dorset and Somerset:

- Beaminster
- Bridport
- Dorchester
- Wellington
- Taunton
- Shaftesbury
- Sherborne (twice)
- Yeovil

We were joined by colleagues across Magna, local Police Community Support Officers and councillors. It was a great way to collaborate with the community and identify areas for improvement.



Investing in homes

We continued to contribute to tackling the housing crisis by creating more affordable homes in Dorset and Somerset, despite economic challenges and planning delays.

We completed **51** new homes, including **28** in Dorset and **23** in Somerset. This fell short of our target of 175, mainly because of delays with some of our building projects. Despite this, we grew our supply of affordable housing, with deals to create **290** new homes over the next four years.

We also strengthened our relationships with local councils and developers, establishing ourselves as a trusted housing provider in the region.

We sold **13** new shared ownership homes, helping customers to get onto the property ladder. Find out more about shared ownership on our website.



Investing in homes

We invested **£15.3m** in maintaining and improving our existing homes. This included **185** new roofs while **312** new windows were installed to make homes warmer.

We completed the second part of our retrofit project to make your homes more energy efficient thanks to **£1.45m** of funding from the government's Warm Homes Fund. We delivered improvements to make **54** homes warmer and take their average energy rating from D to A.

We also secured **£3.2m** Warm Homes funding to retrofit **338** homes and potential to add 200 more over five years.

Completed deals for 11 new housing sites, which will create **290 homes** for local communities over the next three to four years, and gained approvals for **215** additional homes.

Invested **£15.3m** in the refurbishment and modernisation of our existing homes, helping our customers to enjoy safe, comfortable, and energy-efficient living environments.

Improved the energy efficiency of **899** homes across Dorset and Somerset.



Investing in homes

Keeping your homes safe

We held **fire safety talks** at new developments, including St Martin's House extra care scheme in Gillingham, to discuss fire safety arrangements and awareness with customers.

We provided fire safety advice in every edition of Opendoor magazine and during dedicated fire safety weeks on social media.

We continued to deliver our **'person-centred' approach** to working with you on fire safety, visiting your homes, training our colleagues and updating our processes. We worked actively with the local fire services to promote safety. And we also upgraded fire and smoke detection in customers' homes.

We carried out more person-centred fire risk assessments than we ever have done. We were able to dedicate more than **£100,000** to work in our customers' homes to make them safer.

There were **19** fire incidents, down from **23** in 2024/25.

We've maintained a strong performance in key safety and compliance works:

374
fire risk assessments completed.

1,586
fire risk actions completed.

6.4%
increase (to 81.9%) in customers who say they're satisfied their home is safe.

100%
of homes have a valid gas certificate.

100%
of communal areas with a valid fire risk assessment.

100%
of homes that required legionella risk assessments have been carried out.

100%
of homes that required communal passenger lift safety checks have been carried out.

Our team

We formed an **operational safety group** to make sure our focus on colleagues' health and safety remains strong. The group is chaired by an operational manager and made up of colleagues from across Magna. Their role includes learning from accidents and incidents, helping share safety messages and making sure we understand safety risks.

We continued our investment in new vans and took delivery of **seven electric vehicles** to reduce our impact on the environment. We launched a new system to manage our vehicle fleet and introduced daily vehicle checks to make sure our vans always go out on the road in safe condition and that any issues are resolved quickly.

We launched a new recruitment system, which has helped modernise our hiring processes and make it easier to apply for a job at Magna. We continued our work to improve colleagues' experience of working at Magna. Our colleague engagement score stayed at **7.6 out of 10**. In a challenging recruitment market for specialist roles, our rate of hiring at the first time of advertising vacancies was over **96%**.



Our performance

In 2025/26, we made good progress against our Better Futures strategy while continuing to respond to high demand for our services. Overall customer satisfaction increased by **3.2** percentage points, and more customers told us they feel treated fairly and with respect, and satisfied that their home is safe.

We invested **£15.3m** in maintaining and improving existing homes, fitted **185** new roofs and **312** new windows, and improved the energy efficiency of **899** homes. We also completed **51 new homes** and agreed deals that will create **290 more** over the next three to four years.

We kept our top governance rating of **G1**, while our viability rating changed from V1 to V2. This means our regulator judged that we meet the required level of financial performance, while recognising that we need to continue managing our risks carefully.

We also handled **100%** of complaints within the Housing Ombudsman's timescales, launched **Magna Voice** to involve more customers in shaping services, and maintained an Excellent Trustpilot score of 4.5 out of 5.



We kept our top governance rating of G1, while our viability rating changed from V1 to V2.



4.5/5
trust score on Trustpilot.



51
new homes built during the year.



3.2%
increase in overall customer satisfaction.



100%
of complaints handled within the Housing Ombudsman's timescales.



78.4%
of customers feel we treat them fairly and with respect.



69.2%
satisfaction that Magna keeps communal areas clean and well maintained.

Conclusion

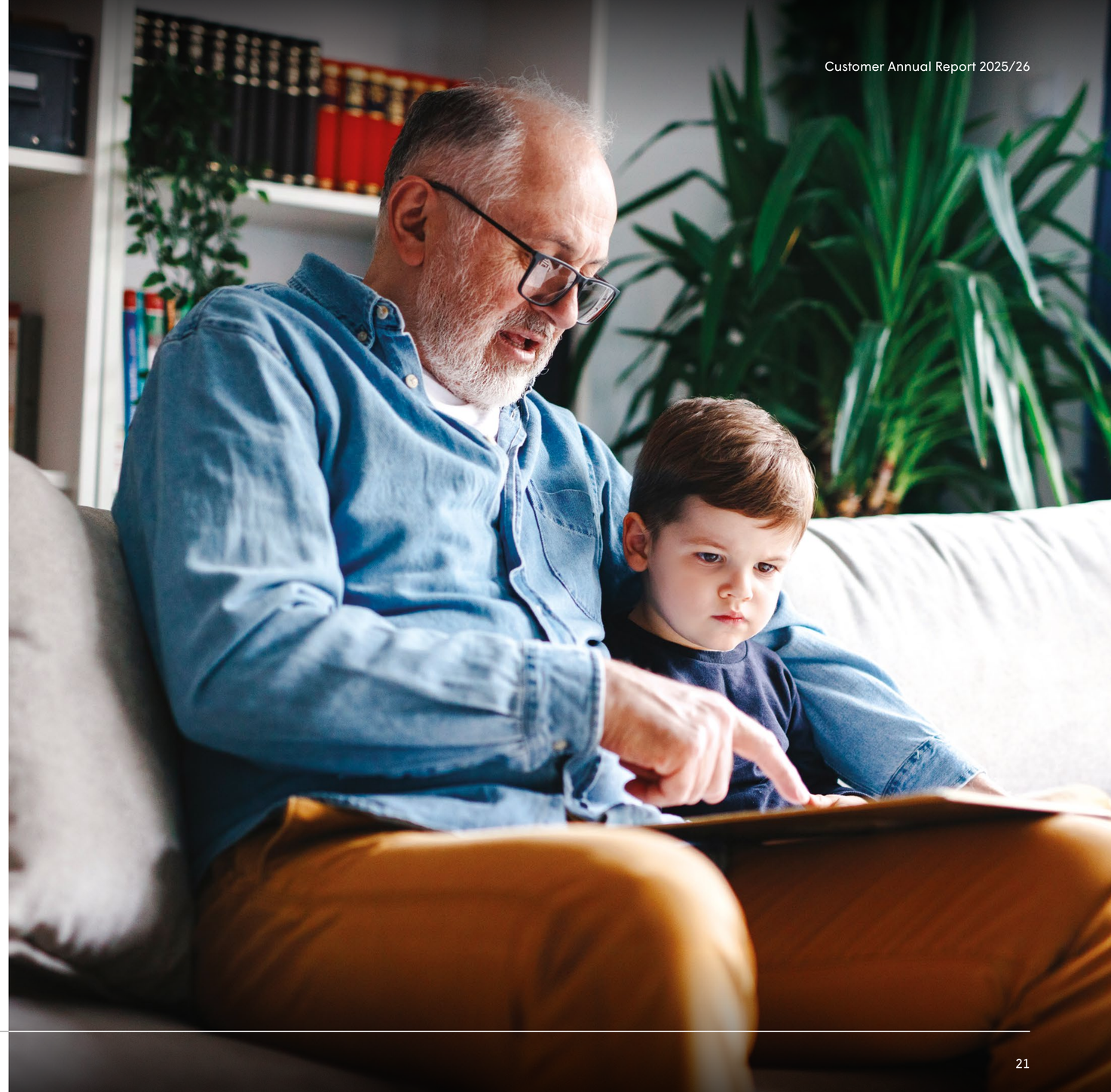
In 2025/26, our focus remained on what matters most to you: providing safe, well-maintained homes, improving the services you rely on, and listening more closely to your experiences.

We invested **£15.3m** in existing homes, fitted more new roofs and windows, improved energy efficiency in homes across Dorset and Somerset, and maintained strong safety and compliance performance. More customers told us they feel their home is safe, and overall satisfaction improved.

We know there are still areas where we need to do better, including repairs, complaints, communication, and showing how your feedback leads to change. That's why we've strengthened our Customer Care team, launched **Magna Voice**, and continued to use your feedback to shape our services.

We also supported customers through their cost-of-living pressures, helped people access benefits they're entitled to and energy support, invested in local community projects, and continued to build new affordable homes for people who need them.

As we move into the next year of our Better Futures strategy, we'll keep focusing on the things that make the biggest difference to you, your home and your community. Thank you to everyone who has shared feedback, which we'll use to help us improve. By working together, we can keep creating great homes and better futures with you.



magna

For more information visit
magna.org.uk