



Creating  
great homes  
together

magnahousing.org.uk

# Magna Housing Customer Annual Report 2024/25

December 2025



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# Introduction

You're at the heart of everything we do. We aim to create great homes you can be proud of, with services designed to meet your individual needs as your life changes.

It's important to us that we share with you what we've been doing and how we're performing, so you can provide feedback and help us to shape our services.

Within this report, we focus on the services we have provided over the last year (April 2024 to March 2025).

Throughout 2024/25, the demand for our services has remained high, prompting us to focus our budgets on helping as many people as quickly as possible.

We invested additional money and resources in our repairs service, and reviewed the process to make improvements in how we deliver repairs. We know this work has helped, as we saw a 12% increase in customer

satisfaction with repairs that have been completed in the last 12 months.

We invested nearly £14m in maintaining and improving our existing homes, which included 91 new roofs, new windows in 188 homes, and critical fire safety works carried out at 15 schemes. We also moved forward with our net zero commitments, improving the energy efficiency of some of our existing homes.

During 2024/25, we were on site building 123 new homes, completing 13 in Somerset and 55 in Dorset. We're very proud to have delivered our first purpose-built extra care housing scheme, St Martin's House in Gillingham, providing 55 apartments for people who need additional support to live independently.

We've seen a positive increase in how you feel about our services, with increased satisfaction in nine out of 12 of our tenant satisfaction perception measures.

We're proud of the progress we've made but also recognise there's more work to be done. We remain committed to listening to your feedback and acting on it. Thank you everyone who's been involved in shaping our services.

Jo Martin  
Director of Customer Operations



# About Magna

We're a customer-centred housing association with a vision to create great homes together. Our customers are at the heart of everything we do.

We manage just over 9,000 homes for rent and shared ownership, providing more than 20,000 people with a safe and affordable home.

We aim to offer homes to be proud of, with a choice of facilities and services that are tailored to individuals as their lives change. Helping to deliver this, we have a workforce of over 500 colleagues, providing day-to-day support for our customers and ensuring that we have the right tools and capability to meet our customers' needs.

**We have homes in Dorset, Somerset and Devon:**





# 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:



Delivered 68 new homes.



Invested £13.9m in our existing homes.



73.3% of customers feel we treat them fairly and with respect.



Fitted new windows in 188 existing homes to make them warmer.



12.4% increase in satisfaction with time taken to complete a repair for customers in the last 12 months.



26,095 repairs raised.



21.4% increase in stage 1 complaints being responded to within timescales.



Helped customers claim nearly £15k through winter fuel funds to heat their home.



Fitted 91 new roofs.



3,228 survey responses received to help improve our services.



Helped customers to claim £2m of additional benefits.



40,000 contacts received from customers.



4.3 out of 5 Trust Score on Trustpilot. This put us in the 'Excellent' bracket.



Donated £50k to local community initiatives.



10.5% increase in satisfaction in keeping communal areas clean and well maintained.



# 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.

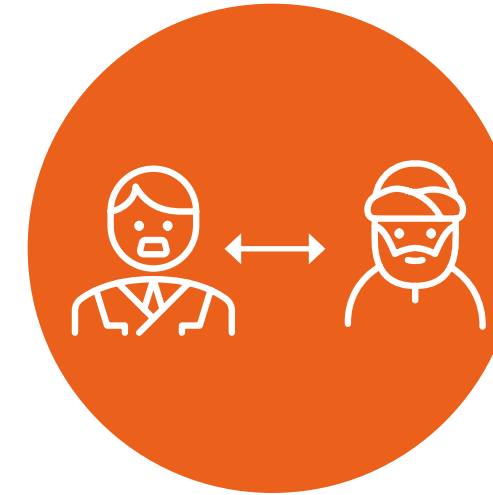
In 2024/25, we received 3,228 responses to the surveys we send to you after receiving a service or interacting with us. These help us to understand the experience you've had.

In addition to this, we received over 600 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.



Over half are aged between 35 and 64.



13% of our customers are aged under 35.



42% of our customers are living alone.



Just under a third live in households of two or more adults with no children.



25% of our customers' households include children.





# Our new strategy

2024 was transformative for us, marking the beginning of a new five-year strategy called Better Futures. This strategy is our commitment to creating sustainable, thriving communities and providing the best possible services for you, our customers.

Our future-focussed strategy includes investing in green technology to make homes warmer, and increasing digital usage to make it easier for you to access our services. By focusing on these areas, we aim to make a positive impact on your lives by creating more comfortable, sustainable places to live and designing more responsive, efficient services.

Throughout 2024/25, we continued to focus on four key areas:

- Your experience
- Investing in homes
- Our team
- Our performance.

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



## Our customers' futures

# Your experience

## Tenant Satisfaction Measures

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

We received over 600 responses. Overall, we were pleased with the results. There were some positive improvements compared to the previous year. Satisfaction with our overall repairs service increased by 3.9%. Satisfaction with the time taken to complete repairs also rose by 12.3%, showing that we’re on the right track to providing a better service in this area.

We also saw a positive shift with satisfaction of the maintenance of our communal areas, with 64.7% of customers reporting that they were satisfied with how we maintain them. However, we recognise that there are still areas where we can improve. Our scores for overall service satisfaction, home safety, and how we treat our customers fairly and with respect, all saw small decreases in the

results from last year, and we need to address this. We’ve already started to explore and implement improvements in these areas, focussing on repairs, complaints handling, and communication. We’re also looking at new ways to engage with you to better understand your needs and tailor our services accordingly.

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.



63.5% customer satisfaction with repairs carried out in the last 12 months.



73.3% of customers feel we treat them fairly and with respect.



67.2% satisfaction that we provide a home that is well maintained.



64.7% satisfaction that Magna keeps communal areas clean and well maintained.



67.2% satisfaction that we provide a home that is safe.



52.3% satisfaction that we listen to your views and act upon them.



Complaints

We know we don't always get things right and if things go wrong, we want to ensure that you know how to complain and what to expect. We want to know what we can do to make it right, and importantly, learn from it so we can do better next time.

In April 2024, the Housing Ombudsman Service (HOS) introduced a new code of practice.

Over the past year, we've seen an increase in complaints and they've provided us with valuable insight. The key themes of complaints were:

- Responsive repairs – wait times and poor communication.
- Tenancy issues.
- Antisocial behaviour (ASB).

Despite a higher volume of complaints, we achieved 100% compliance in responding within the HOS timescales and increased customer satisfaction with complaints handling.

We received three severe maladministration findings from the HOS. These findings were for complaints handling and the handling of ASB/neighbour nuisance, and they relate to cases from 2022 and 2023.

Improvements have been made to both services since, but there are still further improvements to be made. During the year we reviewed our capacity to meet customer demand, our service level agreements (SLAs) for complaints handling, and continued to focus on learning from complaints in order to drive service improvements.

Following the outcome of the review, we will be investing in additional resources in 2025/26.



26.9% satisfaction with Magna's approach to complaints handling.



56.1% satisfaction with Magna's approach to handling antisocial behaviour.



21.4% increase in stage 1 complaints being responded to within timescales.



33.3% increase in stage 2 complaints being responded to within timescales.



73.3% agreement with the statement: "Magna treats me fairly and with respect".



52.3% satisfaction Magna listens to views and acts upon them.



Improving how you get in touch with us

We received over 40,000 contacts from customers in 2024/25. More than half of our engagement with you was through our live chat service on our website. Live chat has become our highest-performing channel for customer satisfaction, achieving 95.6% satisfaction.

Our score on the Trustpilot reviews website has increased to 4.3 out of 5, placing us in the ‘Excellent’ bracket.

We’ve also focused on making our communications easier to understand and improving accessibility. We’ve been re-writing policies in clearer language, updating our website to make things easier to find, and reviewing the letters we send out to you.

Repairs

We know that our repairs service, and ensuring our homes are well maintained, is key to your satisfaction. In 2024/25 the high demand for repairs continued, with 26,905 repairs being raised. To help with this, we invested an additional £600,000 to increase the speed of repairs and help us to meet your expectations. We know this has helped, as we saw a 12.4% increase in satisfaction with time taken to complete a repair for customers in the last 12 months in our TSM survey.



40,000

contacts were made.



4,459

forms were submitted through our website.



159,942

visits to our website [www.magna.org.uk](http://www.magna.org.uk).



8,567

people followed us on social media.



2,853

customers were registered to use our customer portal.



756

customers were members of our customer Facebook group.



2,118

repairs reported through our website.



4.3/5

Trust Score on Trustpilot.



We received 35,933 emails and responded within an average of 1 day and 19 hours.



We received 51,147 phone calls from customers and answered in 10 minutes on average.



We received 9,377 live chat messages and responded within an average of 45 seconds.



We received 8,312 messages through Facebook Messenger and responded within an average of 6 hours and 29 minutes.



Involving you in how we shape our services

We have continued to focus on listening to your views and gathering your feedback.

In 2024/25 we received 3,228 responses to our transactional surveys - they're the surveys we send out to you after you've had a repair carried out, received a service from us, or interacted with us. These surveys help us to understand the experience you received and your satisfaction. These surveys are in addition to our TSM survey feedback detailed on page 8.

We also offer lots of different opportunities to get involved so that everyone can provide feedback, share their views and help us improve our services. We have the following groups of involved customers, who all worked hard last year reviewing policies and publications, giving feedback and taking part in various activities to help us improve:

- Building safety group
- Repairs panel
- Editorial group
- Scrutiny group.

For every task we give to our working groups, every customer who takes part is put into a prize draw to win £50 of shopping vouchers. In 2024/25 we gave a total of £950 to our involved customers to reward them for their involvement.

If you'd like to get involved, [click here](#) to complete the application form.



75

involved customers



4

working groups



6

policies were reviewed  
by customers



3,228

survey responses



41

families attended our  
Christmas events



39

customers entered our annual  
gardening competition



## 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 94,362 welfare contacts in 2024/25 to check our customers in sheltered housing were safe and well.
- Our money matters team helped customers to claim £2m of additional benefits. £1.2m of this was specifically to help with rent.
- We supported customers to downsize their homes, moving to somewhere more suitable for their changing needs. This has saved these customers over £21k in bedroom tax, whilst freeing up larger homes for 32 customers needing more space.
- We helped customers struggling with the cost of heating their homes to claim nearly £15k through winter fuel funds.

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.





## 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 2024/25 we made significant investments in our communities and secured additional funding from suppliers. We provided £50k to local communities. We donated £42k to seven local charities and community groups for projects that promote wellbeing, environmental protection, and social mobility.

[Click here](#) for more information about the CIF and to apply for funding.

We also provide opportunities for you to take part in fun activities and competitions. During the summer, we held our annual gardening competition, with 39 customers entering across Dorset and Somerset. Everyone who entered received a gardening voucher.

In December 2024, we held our Santa's grotto events at two locations; one in Somerset and one in Dorset. 41 families attended to visit Santa and take a present home for Christmas Day. The gifts were funded by 17 of our suppliers.

We listened to your feedback saying you'd like to see us in the communities where you live, and, in the summer of 2024, we were delighted to start our neighbourhood visits again.

We visited nine areas across Dorset and Somerset:

- Bridgwater
- Yeovil
- Dorchester
- Wellington
- Taunton
- Seaton
- Bridport
- Lyme Regis
- And Sherborne.

We were joined by some of our housing and repairs specialists, members of our leadership team, 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 build and maintain affordable homes in Dorset, Somerset and Devon. In 2024/25 we were on site building 123 new homes, completing 13 in Somerset and 55 in Dorset.

We sold six new shared ownership homes, helping customers to get onto the property ladder. [Find out more about shared ownership on our website.](#)

Supporting our customers to live independently is a huge part of the work we do. We're very pleased to have completed and opened our first purpose-built extra care housing scheme, St Martin's House in Gillingham, in partnership with Dorset Council and Care Dorset. It provides 55 one and two-bedroom apartments designed with accessibility and independent living in mind, allowing us to provide care which is tailored to each of our customers' needs.

We spoke to a few of our customers who shared their stories on why they moved to St Martin's House and how the community and support from the care staff has made a positive difference in their lives. We were really touched by how much the scheme has made a difference to all our customers, and how they're starting to feel like a real part of the community. [You can watch the video of this on our website.](#)

We remain in a housing crisis. Our aim is always to reduce the number of homes we have empty. In 2024/25, we reduced the amount of time it took us to re-let a home, and we saw increased satisfaction with the quality of the home reported by new customers moving into their home.





We invested £13.9m in maintaining and improving our existing homes. This included 91 new roofs and 188 homes had new windows installed to make them warmer.

Our new Better Futures strategy also includes investment in green technology to make your homes warmer. We've moved forward with our net zero commitments, improving the energy efficiency of our existing homes.

Our investment in both new and existing homes at Webbers Piece in Maiden Newton is an example of Better Futures in action. We gathered the views and needs of our customers and the local community, and built additional homes to meet the demand for affordable homes in their community. At the same time, we improved the existing homes there, using Government grant funding.

In total, we have completed 52 retrofit homes, upgrading them to the highest energy efficiency standards and increased the energy efficiency of another 227.



Invested £13.9m in the refurbishment and modernisation of our existing homes, helping our customers to enjoy safe, comfortable, and energy-efficient living environments.



We invested in an industry-leading project to upgrade our old emergency call and smoke detection systems in sheltered and supported housing to a fully digital system.



Increased the energy efficiency of 227 homes across Dorset and Somerset.





Keeping your homes safe

We continued to prioritise building safety and compliance in line with our ‘always safe’ value, putting customers’ and colleagues’ safety first.

We carried out critical fire safety work on 15 schemes over the year. We also involved customers in our sheltered housing schemes, hosting coffee mornings to discuss fire safety and increase awareness.

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



75.5%

satisfaction the home is safe.



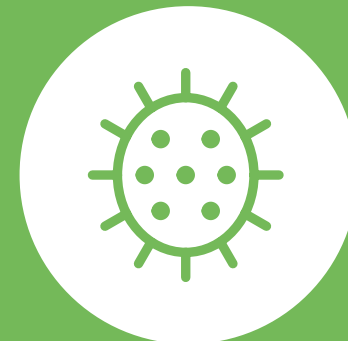
100%

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 couldn't have delivered everything we achieved last year without a talented and dedicated team.

With higher demand on our services, and new regulatory requirements coming into place in 2024/25, our teams continued to deliver high levels of customer satisfaction, customer engagement and safety compliance.

Our aspiration is to be a great place to work, so that we attract and retain talented people with the skills needed to deliver an excellent service to you and we're pleased to report that our employee retention is the strongest it has been in years.

We've invested in training and development and ensured our colleagues know they can progress in their roles within Magna.

We've also invested in apprenticeships. There's a shortage of electricians in the housing sector, so we've focused on recruiting apprentice electricians to help to reduce the shortage and increase the skills needed in housing for the future.

We also have a new team to focus specifically on damp and mould remediation and have made a good start at tackling reported damp and mould in your homes.

You can read some of our colleagues' career stories [here](#).





# Our performance

In 2024/25 we invested in our data and insight capabilities so we could better understand your needs, our communities’ needs, and our overall performance. This will help us to plan for the future.

100% of our homes have now had a stock condition survey carried out in the last five years, which means we now understand what work our homes will be requiring in the future.

We were pleased to retain our G1/V1 rating for another year. This is a governance and viability assessment by our regulator.

Despite the continued pressures in the economy, our financial performance remained strong. We have published our 2024/25 financial statements, which you can view [here](#).

We also publish a [Environmental, Social and Governance Report \(ESG\)](#), which includes information and research that will underpin our future sustainability strategy.



We retained our G1/V1 rating. This is a governance and viability assessment by our regulator.



68 new homes built during the year.



We reduced the average time it takes to get a home ready and re-let from 46 days to 43 days.



61% satisfaction Magna makes a positive contribution to their neighbourhood.



4.3 out of 5 trust score on Trustpilot.



12.4% increase in satisfaction with time taken to complete a repair for customers in the last 12 months.



95.6% customer satisfaction with the live chat service on our website.



10.5% increase in satisfaction in keeping communal areas clean and well maintained.



# Conclusion

We remain committed to improving the services we deliver and creating great homes together. We want to continue to be a business that colleagues and customers are proud of and feel part of.

The improvements in services and achievements made over the last year are the results of the hard work and dedication of our entire team.

We continue to make decisions that are ethical, sustainable and financially sound.

We recognise that designing our services around you, our customers, is vital. More than ever, we need to ensure we listen to your views and opinions to understand your individual needs. This will help us to deliver a more person-centred approach, which will improve your experience with us and the services you receive.

As we move forward, our focus is to deliver our Better Futures strategy, where we continue to build on our successes and create lasting positive change for you, your home and your community.







For more information visit  
[magna.org.uk](http://magna.org.uk)