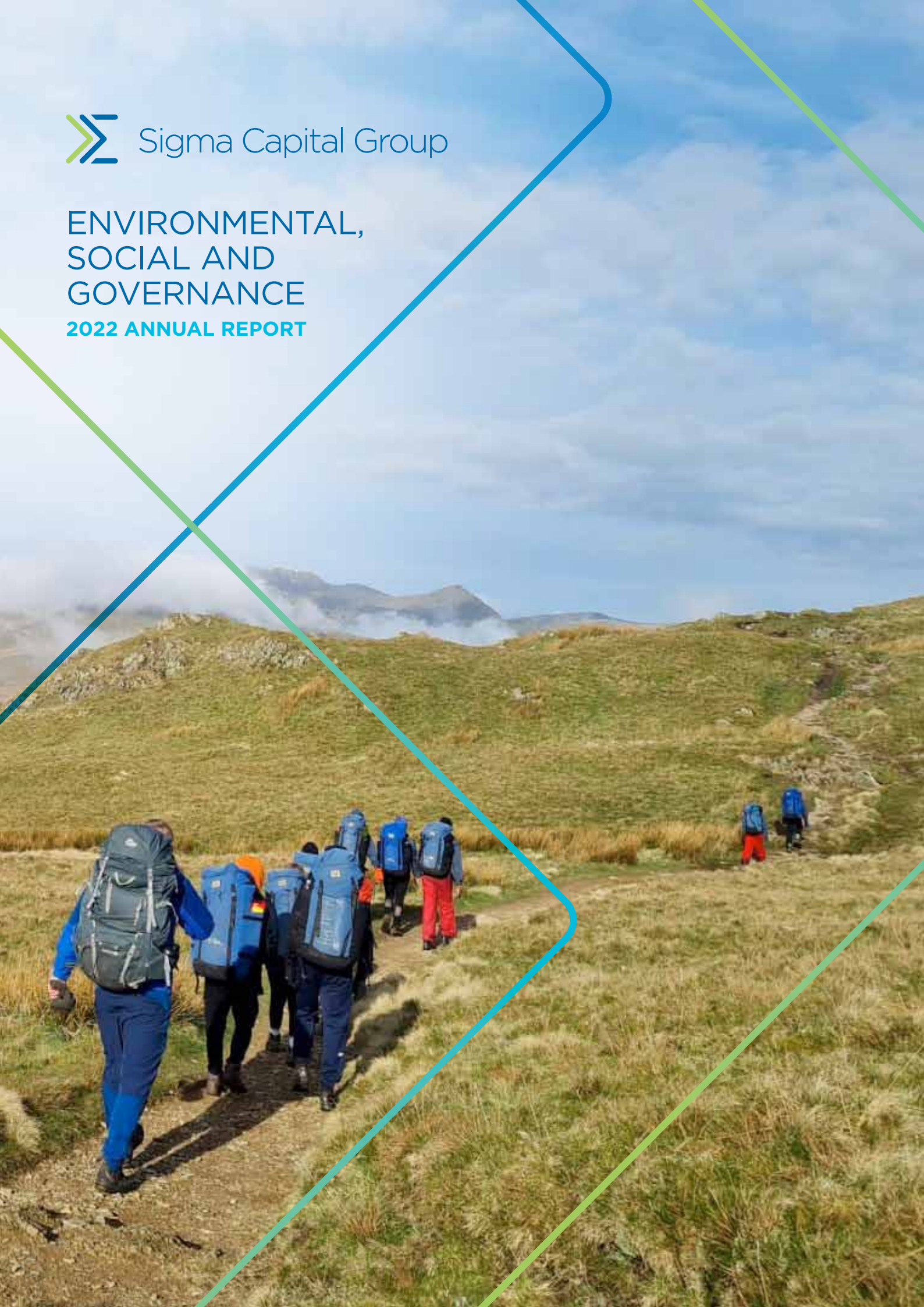




ENVIRONMENTAL,  
SOCIAL AND  
GOVERNANCE  
2022 ANNUAL REPORT





## Sigma Capital Group

This Environmental, Social and Governance (“**ESG**”) report is representative of the work Sigma Capital Group (“**Sigma**” and the “**Company**”) has undertaken in this area from July 2021 to 31 December 2022. This covers the Company’s own work, its management of ESG for The PRS REIT plc (the “**PRS REIT**”) through Simple Life Homes, and our joint venture work with EQT Exeter (“**EQT**”) through Simple Life London.

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## INTRODUCTION»

Late Summer 2021 saw the world begin to emerge from the pandemic. Children returned to the classroom and seeing friends, people made their way to the office again and re-established that all important in-person contact. People learned to manage the presence of the Covid virus and took the tentative steps at foreign travel again! It was like any recovery, not without its challenges and as we took steps forward, there were steps backwards too. However, people demonstrated that they are resilient, adaptable, and determined.

As 2022 drew to a close, the world faced new challenges and people needed to dig deep as they tackled the global and economic challenges ahead. However, humans are resourceful, continually demonstrating a resolve and ability to come through adversity.

In my role as ESG Director with Sigma Capital, I have the very great privilege of meeting and working with wonderfully inspirational people and teams. People whose focus is other people, making a difference for good, and simply doing what is needed. This aligns with my personal beliefs and values but also those of Sigma Capital and Simple Life Homes. My job description to “make people’s lives a little better or easier by what we do” puts the focus firmly on people and our environment and the planet. I firmly believe that with these two “P’s” at the top of our list, followed by partnerships and peace, we will gain prosperity in all its meaning.



Spending money wisely is so important and looking for clever ways to make cash go a long way, through thinking outside the box, making savings, repurposing and sharing, with a focus on a circular economy is incredibly satisfying, not to mention essential together with great business and life sense. It is even more important today and a key feature in general sustainability.

I continue to be inspired and in awe of the commitment to people, planet and partnership demonstrated by so many, and reassured we can build upon the past challenges as we tackle the next year. I remain immensely excited about the future, aware of the importance I play personally and professionally.

I thank those I have met, those I work with and all our partners, for their part in the achievements of the last 18 months. Achievements to be rightly delighted with and I know all will want to develop, nurture and improve.

So I urge, and indeed challenge us all, to take time to reflect, go for a walk, turn off the screen, look around, chat to a neighbour, or simply smile and say hello to someone! We clattered pans and clapped to show our appreciation and gratitude, and we saw our communities pull together and thrive. Can we build further on this? I believe we can and we are already doing so, but it will take effort and change, not least in mindset and actions. It will also take time, patience and collaboration,

Enjoy the contents of this report and as a partner, or pending partner, thank you for your contributions and collaborations. Together we can achieve so much.

*Niamh Waldron*

**Niamh Waldron**  
ESG Director  
Sigma Capital Group

## FOREWORD»

Making a positive difference to people’s lives and the wider communities in which we build homes, underpins our values and goals at Sigma Capital Group. Our responsibility to all stakeholders is a daily focus. With our construction partners we provide quality, energy-efficient and beautiful houses where people can build a home, and a life within their communities. We put people at the heart of our operations, understanding the importance people play in ensuring happy, vibrant, and sustainable communities. By the very nature of our business, we recognise we have a direct impact on the environment, and we have a responsibility to ensure our activities add positively to the health and wellbeing of both people and the local environment. Our commitment to supporting local charities and activities, enhancing biodiversity, lowering emissions and our carbon footprint, is a feature of discussions with all partners and stakeholders, reflected in our many and wide-ranging partnerships, and our membership and alignment with the UN Sustainable Development Goals (“SDGs”) and their Ambitions Benchmarks. We believe in taking action because it is the correct thing to do, as humans, not as a result of dictated requirements. Looking after people will, we strongly believe, permeate through all aspects of society, and have the desired positive impacts, and never has this been more important for us all given recent world events; economic and social.

The following report demonstrates our determination to engage with all stakeholders, collaborate, and act in the interests of people and the planet. Thank you for your role, and sharing, in this vision - enjoy.

*Graham Barnet*

**Graham Barnet**  
Founder & CEO  
Sigma Capital Group



# SIGMA»BRAND»VALUES

## Collaboration

We believe that strong partnerships lie at the very heart of our success. Relationships are our building blocks and we cannot succeed without them. By marrying the diverse skill sets of our team and working with like-minded partners, everyone benefits. That is customers, investors and local authorities alike.

## Integrity

Quite simply, we focus on doing the simple things well. With the greater good always in mind, we believe in bettering the standards in the private rental sector (“**PRS**”) while fulfilling the urgent need for new rental homes.

## Resilience

We recognise that in today’s world, challenge and change is constant. However, we are nimble enough to learn, adapt and respond, which we believe is vital for the success of our rental brands, our investors, and employees.

## Passionate about People

As well as delivering growth for investors, our customers and communities lie at the very heart of everything we do. We truly are a people business. We know that people not only deserve a good place to live, but to be treated well and be connected to critical infrastructure. And this passion for people stretches to those within our business too.

## Innovative

We were one of the very first to market with this model in scale. We have established a reputation for innovation. We seek to solve problems in fresh ways and embrace new ideas. We will continue to tread new ground and aim to be the leader in the industry.

OUR»APPROACH



Recognising, reacting and responding to the sustainability and ethical impacts of all Sigma Capital do is the basis behind ESG. As a signatory of the United Nations Global Compact (“UN Global Compact”), a voluntary initiative designed to encourage business leaders to implement universal sustainability principles, Sigma has committed to complying and adhering to its 10 core principles, based on human rights, labour, environment and anti-corruption. These are derived from the Universal Declaration of Human Rights, the International Labour Organisation’s Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

To further Sigma’s engagement with the UN Global Compact’s framework, at the end of 2022, we committed to participation in the UN Sustainable Development Goal’s (“SDGs”) Ambition Accelerator programme. Engagement and professional learning, alongside like-minded global companies, will afford a better understanding of the challenges we face and the impacts of our activities, as well as challenging us to set ambitious and focused goals for specific benchmarks. The selected focus, details and progress on this commitment during 2023 will be covered in the next ESG report for that period.

SUSTAINABLE DEVELOPMENT GOALS



17 UN Sustainable Development Goals

Sigma’s management structure operates with clear policies and practices to identify, address and manage ESG issues effectively throughout the lifecycle of our managed PRS assets. Collaboration with all partners with whom Sigma operate is key to measuring and developing Sigma’s strategy going forward. The growth and importance of ESG globally is clear and, whilst also recognising the economic challenges globally and nationally, Sigma continues to research external platforms and assessments which reflect and recognise its impacts and achievements.

Defining value is a challenge and we identify the growing significance of Social Value in real estate, with an increasing number of frameworks such as the Social Value Portal (“SVP”) providing matrices and dashboards reflecting performance and progress in these areas. The measurement of social value is an area of growing discussion and Sigma has engaged with several platforms and is committed to measuring the positive and strong impacts it makes on people, communities and the planet. Sigma is currently working on a trial with Loop, a market-leading social value platform and consultancy service that helps organisations to understand, measure and evidence their impact. As part of Sigma’s determination to demonstrate best practice in this area, and appreciation for ongoing learning and collaboration, Sigma’s ESG Director and other colleagues are regular panel speakers at regional, national and company conferences.

Further to these platforms, reference and alignment to the UN SDGs in our annual report illustrates our intent and position in relation to specific goals of the 17 that are listed. Identifying our key material issues and therefore which specific SDGs Sigma identify as having positive and negative impacts upon, is key to ensuring we focus Sigma’s ESG efforts.

Recognising our responsibility to all stakeholders, Sigma monitors the changing legislative and reporting landscape, including the EU Sustainable Finance Disclosure Regulation (“SFDR”), the UN Principles of Responsible Investment (“PRI”), and the Task Force on Climate-Related Financial Disclosures (“TCFD”), as well as national and city-level regulations, which are increasing.

Sigma does however recognise that there is no magic key, and that one size does not fit all in this area. Points and scores should not and will not direct our strategic journey, rather focusing on materiality is key.

# OPERATIONAL APPROACH»

As an industry leader in the provision and management of private rental homes, Sigma recognises its responsibilities towards and also changing public priorities regarding the environment. The Government’s 10 Point Plan for a ‘Green Industrial Revolution’ established in November 2020, aims to accelerate the UK’s attainment of net zero carbon emissions and encompasses energy, transport, innovation and the natural environment, with 2050 set as the endpoint of its net zero goal.

In the real estate sector, there is a need for action in areas such as energy and water consumption, non-fossil fuel heating provision and biodiversity. In working towards further developing Sigma’s ESG agenda, the team work closely with supply chain and construction partners to ensure that their policies and activities comply with its commitment to the UN Global Compact.

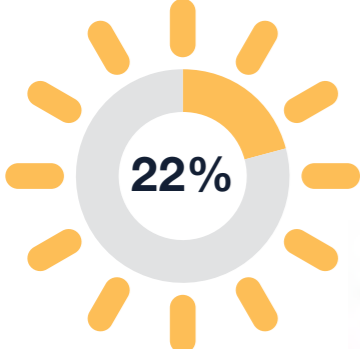
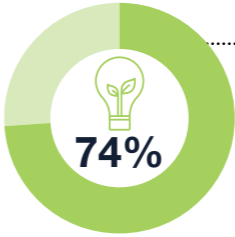
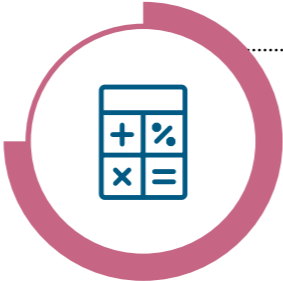
Sigma recognises that the investments, which it undertakes and manages on behalf of its funders, have an impact on the environment and can also affect the lives of our employees, service providers, supply chain, residents and the wider community, indeed all with whom Sigma engages and interacts. We therefore incorporate environmental, social and governance factors into decision-making processes and the way in which they operate. Sigma strongly believes that all three elements of ESG are intertwined and should be viewed as one entity but for the purposes of this report, each element is reported below, with clear overlaps evident.



HIGHLIGHTS»

LET

FIVE THOUSAND, ONE HUNDRED & EIGHTY-FIVE COMPLETED HOMES AS AT END OF DECEMBER 2022



my SIMPLE LIFE



- 5,185 completed homes across all portfolios
- 98% units let
- 100% of homes are rated EPC C or above
- 87% homes EPC B and above
- On average, the Company's homes were 74% cheaper to run on an annual basis than comparable homes built between 1900-1929, with running costs 25% lower compared to similar homes built in 2011
- 100% of family homes have a private garden
- 22% of homes benefit from access to solar electricity through photovoltaic panels
- 34% residents registered with My Simple Life App
- 500 reviews on Trust Pilot with an overall rating of 4.0 stars out of 5.0 (compared to the average for our business category at 3.7)
- Home Views score of 4.20 out of 5.00 across just under 600 resident reviews (compared to BTR benchmark at 4.18)
- Launched Simple Life countryside biodiversity programme
- 95% of residents said they would recommend Simple Life and 62% of residents see themselves staying with Simple Life for 4+ years, and 78% for 3 or more years\*

\*Based on Simple Life satisfaction survey results July 2021-June 2022 (move in survey and renewal survey)

## ENVIRONMENTAL»

# ENVIRONMENTAL»IMPACT & DATA

We understand the importance of, and challenges associated with, targeting Net Zero\* and continue to work with our partners to plan and develop increasingly efficient and low carbon homes. Sigma is aware of the impact that its activities have on the environment, and is committed to taking action to minimise and mitigate as much as possible any negative aspects.

\*Net Zero refers to targeting a balance between the level of greenhouse gas emissions produced as against active reductions in emissions and taking other measures to offset e.g. planting or purchasing.

	GOAL/ STRATEGY	2021	2022 UPDATE	COMMENTS
	Benchmark all properties with valid EPCs		Complete	100% homes EPC C and above 87% homes EPC B/A
	Work with construction partners to measure carbon footprint	Gather Scope 1, 2, 3 emissions	Ongoing	We have been taking steps to engage with partners to better understand the impact of construction of our homes, understanding the challenges associated with gathering scope 3 emissions.
	Introduce a Green Clause to leases	In progress	Complete	All Simple Life leases now contain a Green Clause to assist future goals of data gathering in line with GDPR.
	Energy use data gathering to understand operational energy use	Process ongoing	Ongoing	Quarterly meter data reading processes in place for energy and water at Beam Park and Fresh Wharf assets.
Future Target	Increase Biodiversity Projects with community, schools and residents		2022/23 Ahead of target	Partnership with GreenTheUK established and project underway.
Future Target	Calculate Sigma's Carbon Commute Score		2023	Build upon initial data gathering on employee commuting habits, to calculate a more accurate picture of Company's impact and target a reduction.
Future Target	UN SDG Ambition Benchmark		2023/24	ESG Director to complete UN SDG Ambition Accelerator course with view to setting ambitious SDG benchmark goal.

## UN Sustainability Development Goals

7 AFFORDABLE AND CLEAN ENERGY



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND



## Energy Performance Certificates (“EPC”) Data

A particular focus for the Company is ensuring that the homes, and the homes it manages, are highly energy efficient.

As a result its wider portfolio more than meets the Government’s requirement for all PRS homes to have an EPC rating of at least ‘C’ by 2030. The EPC data is as follows:

	PRS REIT		EQT JV		SIGMA PRS		COMBINED PORTFOLIOS	
EPC Rating	Total Plots	%	Total Plots	%	Total Plots	%	Total Plots	%
A	47	1%	N/A	0%	N/A	0%	47	1%
B	4185	85%	211	100%	61	100%	4457	86%
C	681	14%	N/A	0%	N/A	0%	681	13%
	4913		211		61		5185	

We are committed to working with all our partners to make further improvements through the design and construction process.

Energy

The Company provides residents access to clean and renewable energy through the installation of electric vehicle (“EV”) charging facilities and photovoltaic (“PV”) panels where possible. To date 188 homes have access to EV chargers, 255 homes have been installed with wiring looms, a specially designed wiring system, which provides greater efficiency, protection and safety, and 18 EV chargers have been installed at apartment blocks. In addition, PV panels have been installed at over 1,000 homes.

Homes with PV panels installed	% of portfolio with PV panels installed	Estimated generated kWh/yr	Estimated avoided CO <sup>2</sup> emissions kg/yr	Estimated grid feed kWh/yr
1,151	22%	705,740	148,864	73,566

What does this mean?

Here are some examples: <https://electricityplans.com/kwh-kilowatt-hour-can-power>

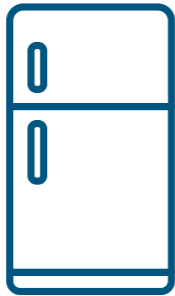
1kwh =



Cooking in an electric oven:  
**30 minutes**



Using a PlayStation 4:  
**6.7 hours**



Running the fridge:  
**3 hours**

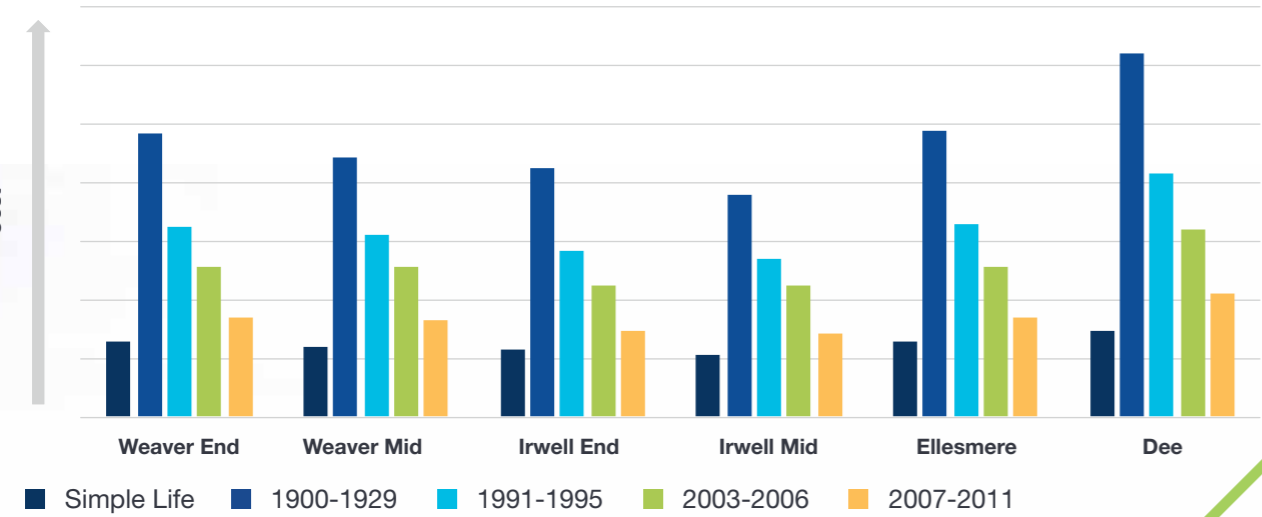


Running the dishwasher:  
**1 hour**

To better understand the real time benefits and impact of this PV provision, Sigma has initiated discussions on future plans with Solar Crown Commercial (“SCC”) to install a data gathering and monitoring platform system, eMIG, across the portfolio’s regional apartment blocks. The eMIG 2.0 Monitoring Platform provides the ability to monitor and analyse the performance of installed PV panels. For each device being monitored, eMIG 2.0 can store information about meters in a wide variety of configurations such as PV generation, mains import and export. This addition to data recording will enhance our understanding of the benefits and impact of electricity generation use and grid feed in these assets. An update on these discussions will be in future reports.



Given the recent energy cost rises Sigma is keen to understand and indeed share consumption information for the homes it builds. Sigma recently commissioned Calfordseaden, a property and construction consultancy firm, to undertake an Energy Efficiency Study to demonstrate an energy consumption comparison between the Company's portfolio with housing stock of similar ages. Four key house types were reviewed and compared with houses from four other era's ranging from the 1900-1929 period up to those constructed a little over a decade ago.



Age band A	Age band A	Age band A	Age band A
1900-1929	1991-1995	2003 - 2006	2007 - 2011

Weaver End	3 bed end of terrace
Weaver Mid	3 bed mid terrace
Irwell End	2 bed end terrace
Irwell Mid	2 bed mid terrace
Ellesmere	3 bed semi detached
Dee	4 semi detached

As the graphs demonstrate, the study showed that the running costs of the Company's homes were markedly favourable in comparison to homes built between the 1900s and 2011. This is primarily due to their energy efficiency. On average, the Company's homes were 74% cheaper to run on an annual basis than similar homes built between 1900-1929, with running costs 25% lower compared to homes built in 2011. With the recent increase in energy prices, the efficiency of the Company's homes is not only a major environmental positive, but also a benefit to residents.

Further initiatives and actions to drive high standards and encourage energy efficiency include the installation of energy saving light fittings in our homes, with 75% of these classified as low. Inclusion of time-sensitive, switch-operated and energy saving LEDs ensures efficiency is a key consideration in our construction. Energy use by Countryside Partnerships on sites has been reduced through the provision of passive infrared sensor ("PIR") lighting, with local generator switch to energy efficient mode during site closures. Such positive actions benefit all stakeholders, reducing costs, consumption and light pollution, whilst maintaining appropriate levels of security. Where planning dictates, PV panels are installed on family homes, and where present on apartments these support energy needs in communal areas including sensor lighting. Insulation standards are such that there is no necessity for heating in communal spaces, a further energy saving.

Ahead of the Government's planned ban on installation of gas boilers in new properties from 2025, we are working closely with our building partners on the transition and alternative provision. Current provision of District Heating ("DH") systems in our London communities and installation of Ground Source Heat Pumps, alongside the installation of photovoltaic panels where possible, are a clear demonstration of the Company's commitment in this area. Investment in new technologies in energy saving, such as brown and green roof, air source heat pumps, and dwelling PV panels, further highlight Sigma's path going forward.



## Electric Vehicle (“EV”) Scheme

Sigma operates an Electric Vehicle (“EV”) scheme and employees are encouraged to participate, particularly those for whom car travel is an essential part of their role.

With 17 colleagues signed in to the scheme reflecting 31% participation, and an estimated 270,000 miles covered, this illustrates a considerable emissions reduction and pollution avoidance measure. Currently, 43% of colleagues walk for part of their journey with 22% citing walking as 50% or more of their commute.

With less than 28% of colleagues using fossil fuelled cars for commuting Sigma’s commitment to sustainable transport is evident and we are keen to build upon this going forward. Having started to gather information and data on the commuting habits and activities of its employees, Sigma will commit to a more in depth measurement exercise in 2023, using the growing available technologies to see where further improvements can be made.

## Water

The importance of responsible water use has certainly been in the headlines, particularly in recent summers. 100% of homes completed this year have been fitted with a water meter, flow restrictors and dual flush cisterns, in line with current building regulations. Residents are given guidance on the basic principles of water conservation, such as shower timers and efficient tap use, with World Water Day featured in communications. Positive actions by our partners, Countryside Partnerships and Vistry Group, to reduce construction site water use is evident in the provision of regular water inspections and water-saving fittings.

Emissions & Waste

Sigma is also working closely with its construction partners to monitor and reduce greenhouse gas emissions and waste in the construction of homes. Data on waste and emissions for construction completed with Countryside Partnerships in FY21 can be found below, and we are collaborating on specific data metrics in this area going forward.

Asset Environmental Construction Data – Countryside Partnerships	
No. of units completed in FY21	1,050
Waste (tonnes)	8,301
Waste diverted from landfill (%)	99.8
Scope 1 (tCO <sub>2</sub> )	1,212
Scope 2 (tCO <sub>2</sub> )	257
Scope 3 (tCO <sub>2</sub> )	395

This data on Scope 1, 2 and 3 are a way to categorise the different types of emissions we create as part of our operations and in regard to the ‘wider chain’ our suppliers and customers, here in relation to the construction of our homes. Scope 1 and 2 emissions are those owned or controlled by a company, with Scope 3 emissions resulting from the activities of the Company but arise from sources not owned or controlled by it. Examples of Scope 1 include direct emissions from fuel combustion on site such as boilers and fleet vehicles; Scope 2 relates to indirect emissions generated from purchased energy such as electricity; and Scope 3 relates to the items that we are indirectly responsible for up and down the value chain, including emissions attributable to products bought and used from suppliers (upstream) and emissions attributable to consumption and use by customers (downstream). The Company continues to work closely with its partners to improve and target such relevant and important data gathering, and reducing its impact where possible.

Recycling

Ensuring residents can make informed decisions and take positive actions with regard to waste and recycling, provision for clothing recycling is provided with White Rose recycling bins and a recent new addition from a second provider, Fire Fighters. It is encouraging to report the rise in donations and the resulting positive impact on people and the planet, illustrated in the table below.

Clothes Bank Location	Projected re-sale Value (£)	Offset kg of CO <sub>2</sub> emissions	Avoided landfill (kg)
Coral Mill, Newhay	4824	3,157	857
Petal Court, Walkden	3,523	2,306	641
Fenman Mews, Walkden	9,207	6,026	1,674
Earle Street, Newton-le-Willows	3,091	2,022	562
Prescot Park, Prescot	3,993	2,613	726
Canalside, Wigan	2,129	1,393	387
Havenswood, Eccles	2,505	1,640	456
Brookside Grange, Rochdale	2,156	1,411	392
Reynolds Place, Worsley	1,455	952	265
Stonefield Edge, Wolverhampton	853	558	155
Hollystone Bank, Runcorn	957	627	174
Fresh Wharf, Barking	1,183	774	215
Empyrean, Salford	9,097	5,954	1,654
TOTALS	£44,973	29,433	8,158

Data from reporting period: July 21 - Dec 22

“On behalf of White Rose we would like to say a sincere thank you for the donations generously given by your residents”

Charlotte Waldram  
Business Relations Manager  
White Rose

“Really looking forward to working with you all on this.”

Kevin Biles  
Sales & Recycling Manager  
The Fire Fighters Charity

All residents have access to household recycling and the Company added provision of membership to a sustainable home shopping club, Save Money Cut Carbon, for 120 households across the portfolio. This provision was aimed at encouraging residents to take practical steps to be more sustainable, cut energy and water use, reduce carbon emissions and save money. Resident garage swaps and book box donations are other small steps taken to encourage sustainable choices.



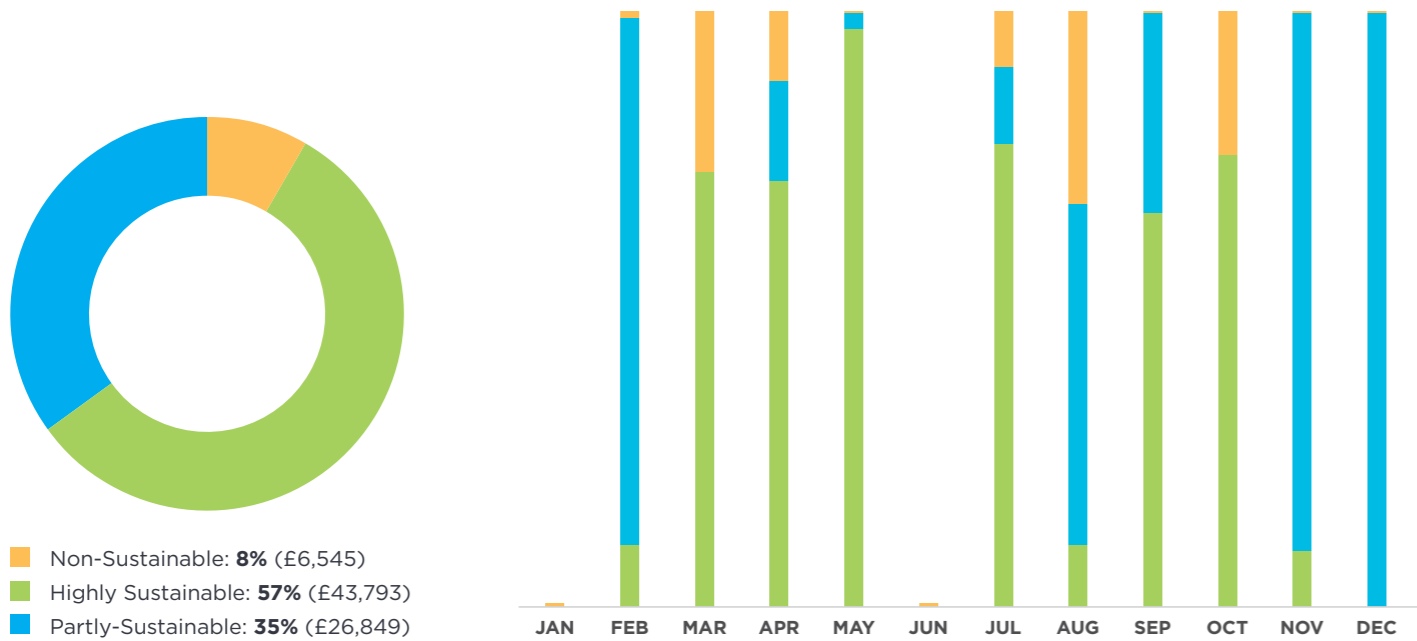
Pinksheep

Pinksheep, our merchandising and printing partner, has sustainability at the heart of their business, and with them we continue to target sustainable and responsible printing, and source the reusable bottles and bags for our welcome packs.

As a business we are aware of our use of paper and printing, and continually review the need for printed material. Through discussion a decision was made to reduce printing of this Report, preferring digital format for stakeholders. Through our partnership with Pinksheep and their ORA Sustainability Scheme we have offset our carbon impact in this area though tree planting and ocean plastic recovery. Pinksheep partner with Trees for Life, planting trees and rewilding the Scottish Highlands.



SUSTAINABILITY PERFORMANCE



Data reflective of Jan-Dec 2022

44.5T of CO<sup>2</sup> offset year to date  
444 TREES PLANTED TO DATE



OCEAN PLASTIC RECOVERY



41,431  
plastic bottle collected

=



828  
kg of ocean bound plastic recovered

OUR 44.5T CO<sup>2</sup> OFFSET ACHIEVEMENT IS EQUIVALENT TO ONE OF THE BELOW:



51  
Long haul flights



22  
meters<sup>2</sup> of sea ice saved



165,482  
miles driven in a car

The information shown is for all time sustainability performance since 01/12/20.

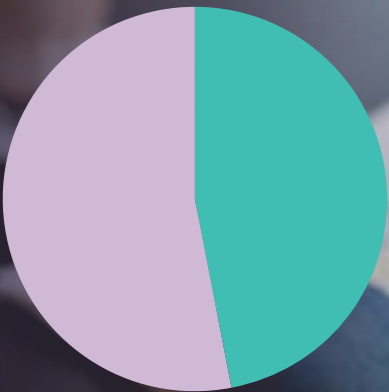
### Maintenance Support

We continue to use online FixFlo, a maintenance IT platform, to support our goals towards greater efficiency, centralisation and reduction in call out traffic and emissions from a range of suppliers. Residents are guided through and encouraged to self-fix, with resulting data being monitored to guide future planning, product provision and support. Information on appliances and basic household maintenance are available and uploaded to the Simple Life App. Our suite of how-to video guides ensure residents are able to quickly resolve issues around the home without delay and extra cost. A maintenance team are available to help with fixes, and requests and queries can be answered through our 24/7 customer service. Residents can also make minor alterations to their property to ensure it truly feels like their home.



Total Number of issues raised on FixFlo: 39, 902

- Issues closed with guides assistance: 18,952 47% (Not escalated to maintenance instruction)
- Issues escalated to full maintenance: 20,950 53%



Ground Neutral – Sustainability in Action

A place to sit, contemplate and reflect on fond family memories in a spot with lovely peaceful views over the canal to the fields beyond where foxes, deer, and birds like the jay, heron and even pheasant add wonder and beauty as they busy themselves and play!



That’s what our new bench at Brookside Grange means to our resident Fidelma and her family after installation in December. The pathway along the water is the perfect spot for a bench, somewhere that all in our community can enjoy. A peaceful place to meet others, chat and build upon the sense of community. A spot to ‘stand and stare’ and take the time to appreciate the wonderful nature on our doorstep. A place where children play, a place of happy sounds and silence!

Having grown up nearby, this is a special location for Fidelma and her family, and the ideal place to remember a loved one. It is also wonderful to see the addition of many pretty bird boxes and feeders along the fence, attracting the smaller garden birds. The canal bank has been planted with an array of wildflowers, left unmown to ensure native wildlife can thrive, and enhancing biodiversity in the area.

Donations of sustainably handmade benches are also planned next year for our charity partners at Salford Loaves and Fishes and the residents at both Park Grange, Sheffield and Empyrean, Salford. We believe that access to outdoor space is important to wellbeing and these benches enhance this space for communities.



Book Boxes and Guardians

Access to books and reading, and the very real and tangible links with sustainable living and community engagement, were the focus of the launch of the Book Guardian project in August 2021. Over 30 residents from across the country volunteered to be the guardians of the sustainably produced book boxes, which were designed, created and installed in partnership with Ground Neutral. To date 17 boxes have been installed providing a facility for sharing and accessing free books to over 1,417 homes, and enhancing opportunities for community engagement.

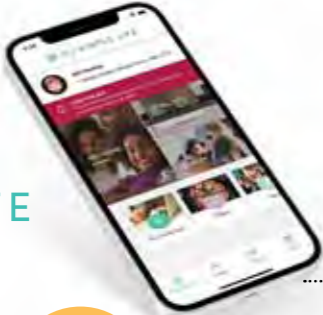

As with all projects, reviewing and upgrading facilities is key. We were delighted to be able to provide an upgrade to all the boxes, ensuring they were better prepared for the challenges of the British weather. Hopefully the boxes will last well into the years ahead for many people to enjoy.





To build upon this sustainability initiative, plans are underway to offer Book Boxes to schools close to our communities, and other local charities and groups.








**SOCIAL»**

SOCIAL»ENGAGEMENT  
KEEPING»CONNECTED









**Highlights**

- My Simple Life Resident App - enhancements
- Resident events
- Podcasts
- Resident nominations to support charities
- Peace of Mind Month & Health and Wellbeing Series
- Outward Bound Trust 'Building for My Future' courses
- Ron's Simple Life Stables at Park Palace Ponies
- Sigma's Winter Warmth Campaign 2022
- Over £150K donated to communities, charities and initiatives during this period

**over £150K donated**

UN Sustainability Development Goals

3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



	Goal/Strategy	2021	2022 Update	Comments
	Supporting local community	Increase support for local charities, clubs and activities	Complete	20+ charities have benefitted from Sigma Capital Group support Schools Roadshow supported over 1,000 children and 29 communities after Lockdown with Wellbeing Roadshow Foodbanks, NSPCC, BHF, Women's Aid Park Palace Ponies, Liverpool Winter Warmth Project 2022 Outward Bound Trust Partnership Embassy Village, Manchester
	Keeping residents informed	Design and launch bespoke Simple Life App	Ongoing	My Simple Life Resident App - enhancements such as meter reading requests and content allocation by property type Email Events and activities Offers Newsletter
	Engage with residents	Consult residents on charitable donations	Complete	Residents nominated charities for: £4k for 4k (4,000th home) 12 Days of Christmas 2021 and 2022
	Increasing sustainable and added value opportunities for residents	Provide access to sustainable products	Complete	Partnership with Save Money Cut Carbon offering 120 annual club memberships Affiliate offer partnerships e.g Oddbox, ZipCar, ESPA, Virgin Wines, Hussle Gym Passes, Wayfair, Argos, Dunelm Mill, AO - discount offer
	Engage with energy support firm Pocket Power		Initiated Sept 2022	Pocket Power platform for our residents to access free, confidential advice and support - update in 2023 Report
Future Target	Provide access to wellbeing support for all residents		2022/23 Ahead of target	Research and discussion underway with online provider danceSing and launch date December 2022 - wellbeing gift to residents
Future Target	Embassy Village, Manchester		2022/23	Collaborative project on re-purposed house building project - supporting vulnerable women.
Future Target	Research - support Young Researcher in Residence work		2023/24	Collaboration with Countryside Partnerships, LSECities and Make Space for Girls - at Spencer's Park, Beam Park and Clapham. Engaging and involving young people in their built environment.

Resident Events and Activities

Engagement with and provision for our residents begins well before they move into their home. Upon moving in residents receive a welcome pack with essential provisions for the first few days settling into their home, alongside sustainable branded products such as a reusable jute bag and water bottle.

Residents also enjoy connectivity through the website, social media platforms and the Simple Life App. Events and activities form a very important part of developing neighbourhoods and last year saw the addition of the Queen’s Jubilee Weekend celebrations, with street parties across our communities, as well as the annual Pizza evening, Father Christmas and his Band visits, Peace of Month, Health and Wellbeing Series, Ice Cream Dash, and many resident led charity and community events.



Date Night 2021

In September we ran another Date Night competition – following the success of last year’s. Schools were back, it felt like things were opening up again, and it was time for the adults to have a breather after another strange but busy summer. But this time instead of JustEat vouchers to snuggle in at home, the prizes were 2 cinema tickets for one lucky winner on each Simple Life development, getting people back into theatres and enjoying the latest blockbusters. We had over 180 entries with residents on Facebook and Instagram sharing their favourite film to be in with a chance to win.

A fantastic range of films mentioned by residents from 50 developments! True community engagement in action, and we hope getting back to the cinema and big screen was fun!





## Pizza Nights – A Slice of Fun with Simple Life

Each year, our pizza nights continue to get bigger and better. Thanks to our friends at the Wood Fired Pizza Company, 2021 and 2022 saw over 2,950 pizzas served to our residents! Events took place over Autumn weekends and in total, our team visited 13 developments.

- Prescot Park, Prescot
- Canalside, Wigan
- Earle Street, Newton-le-Willows
- Havenswood, Eccles
- Hollystone Bank, Runcorn
- Coral Mill, Rochdale
- Reynolds Place, Worsley
- Brookside Grange, Rochdale
- Holyoake Road, Walkden
- Park Grange House, Sheffield
- Coppenhall Place, Crewe
- Empyrean, Salford
- Stonefield Edge, Wolverhampton

With more Simple Life developments opening each year, we are certainly starting to see larger turnouts for pizza and fun. Whilst Simple Life residents are always prioritised, it's great to see other residents from the local community get involved, and find out more about who we are.



We were delighted to bring something even bigger to Empyrean with celebrations in the brilliant private garden area. We welcomed performers such as Rumbi Tauro, a resident and professional musician; local band The DeeVines; and the eye catching Mirror Men, alongside the garden games for all to enjoy.

The purpose of these events is to bring residents and the community together for a bit of fun and engagement with one another.

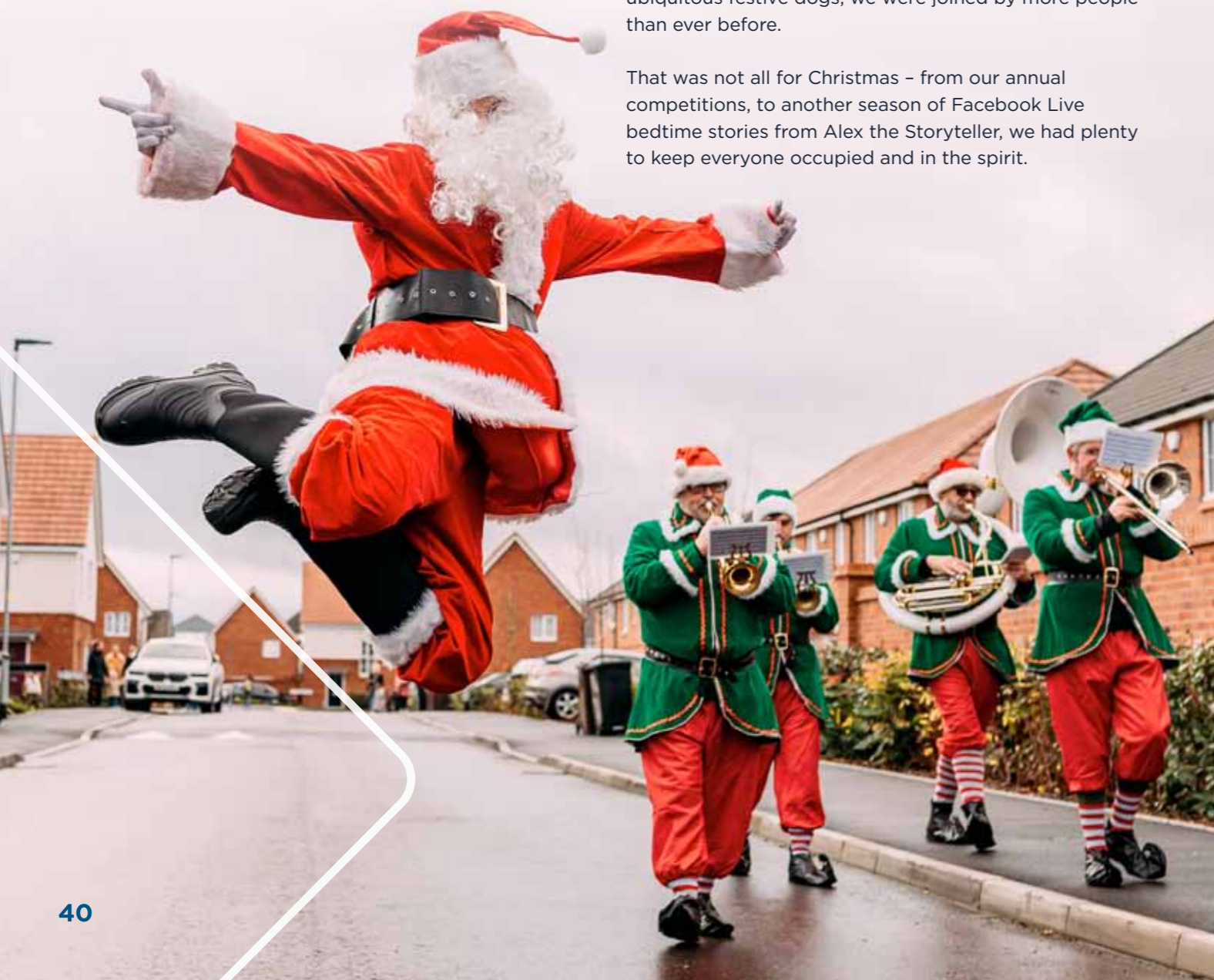




## Christmas

In Simple Life tradition Santa Claus visited our communities again in 2021 and 2022. He was joined by a brass band of elves and a roller-skating, dancing Christmas fairy, as well as his friends on stilts! Travelling up and down the country throughout the month of December, we were delighted to see our residents again. As often happens, there were times when the weather was against Santa and his elves – but the team did a fantastic job to keep the show going, and keep the rust off the trumpets! From children big and small, to the ubiquitous festive dogs, we were joined by more people than ever before.

That was not all for Christmas – from our annual competitions, to another season of Facebook Live bedtime stories from Alex the Storyteller, we had plenty to keep everyone occupied and in the spirit.



## Hindley Christmas Cracker

The true sense of community is evident as we see residents organising neighbourhood events and activities to make a difference. We were delighted to be able to support the Hindley and Hindley Green Christmas Cracker Project run across both towns. The aim of the project was to assist those in need over the festive period by providing food, toys, books, DVDs, games, clothes, puzzles, toiletries, sweets and chocolates. The group ran this project in 2020 to help support fellow residents through COVID and it was a huge success. Over 100 families were supported on Christmas Day.

They were provided with Christmas Parcels which contained presents for all those in the household and ensured they had food to support them over the festive period as well as a Christmas Day meal. An initiative with great impact, and one which the group have fostered and developed to include other community activities and events. Started as an idea by one resident, it soon grew and is now working collaboratively with Thrive CIC, CRISP Communities CIC and Belmont Community Support to create a joint venture across Wigan. Clear evidence of the power of people.



# Peace of Mind Month

## Peace of Mind Month

Our widely popular Peace of Mind Month competition returned for a fourth time this year with a record breaking number of entries received. Nearly 200 deserving residents were nominated to receive a Peace of Mind prize. Our nominees were celebrated for being dedicated family members, supportive friends and caring and conscientious neighbours. As with every year it is been both overwhelming and heart-warming to read about so many of our residents being recognised for the positive impact they have had on those around them.

After careful consideration, we selected 8 winners for 2022 from across the country.



Adebayo

**Adebayo**, from Galton Lock, received vouchers towards a brand new laptop, having been nominated by Yemi who said “Adebayo has been a fantastic father and husband especially in the past months juggling maintaining the family and obtaining his MSc in project management. He has sacrificed so very much for his family and I’m nominating him and hope he wins this. He has been selfless, wonderful and deserves to be applauded. Thank you.”

**Mariah** from Norwich Green, was nominated by Sandra because “She’s a hard working girl, wonderful daughter and very determined in what she wants for life. She’s young but she is very responsible and efficient in whatever she does. At work she always make sure that her colleagues are happy and that the environment is good. For sure she deserves to win!” Mariah received shopping vouchers, flowers and champagne.

**Michael** from Earle Street received vouchers towards video games & books by his favourite author, having been nominated by Reena for his unwavering and selfless support of her through ill health whilst working full time and studying for his accountancy qualification. She commented “He is patient and caring and has given up or avoided hobbies of his own to get me out of the house for walks and exercise regularly and to learn more about my diagnosis so that he can be the support I need when I am at my worst. He never asks for anything in return. He really does deserve a break to take some time to look after himself after a long year.



Michael

**Kelsey** from Bracken Grange, nominated herself, stating that “It’s not too often people congratulate themselves on their progress and achievements whilst also battling with other hardships including myself. After being in a physically and mentally abusive relationship, I finally gained the courage to get out and escape. I’ve been bringing up my daughter single handedly for the last 4 years, whilst completing my nursing degree. I finally graduated in September of last year 2021 and I’m now a qualified nurse. I also lost 5 stone last year whilst in the second lockdown. I’ve come such a long way and battled so many inner demons, my mental health hit and all time low but I’ve managed to pick myself back up and couldn’t be prouder of where I am today.” We agree Kelsey deserved a prize, some vouchers towards a family holiday.

**Sophie** from Chase Park was nominated by Toby because “Sophie has been (and always will be!) the rock of our household, especially when, at the beginning of the year, I was off work due to medical reasons and had to undergo an operation. Despite working two jobs, Sophie still managed to look after me and help me with my recovery. This was no mean feat, given that she not only works full time towards her PhD, but also gives up a little of what time she has left over to help tutor school children in the local community.

“But Sophie’s brilliance doesn’t end there; she never says no when someone asks for help, be that friends, family, her tutees, or even our neighbours and she hardly ever takes time out for herself.

“Sophie has an incredibly busy month coming up and while I’m not so good with words, I hope this nomination can go some of the way to letting her know just how loved and appreciated she is while also giving her some well-deserved time out.” We hope that Sophie enjoyed her West End Show trip.

**Kesiena** from Beam Park was nominated by Ayomide, who wrote “Kesi is the most giving, loving and selfless person I know. He’s helped a few of our neighbours. From carrying shopping, playing with children to checking in on neighbours. He gives his all and deserves to have a moment to himself to recharge.” No doubt Kesi loved the vouchers he received towards a Fast Car Driving Experience.

**Patrick** from Beehive Mill was nominated by Samantha. “Patrick is my 4 year-old autistic and registered blind son, every day he smiles and every day when he meets his friends who live on the development he is nothing but kind and encouraging to them. Even though he can’t see he tries his best to include them in games and is fantastic to the younger children around him.” Well done Patrick and we hope you had great fun at Peppa Pig World.



Jeff

**Jeff** from Highfield Place was nominated by Wihelmina, keen to give him a surprise as he is always helping others. “He deserves this award because he keeps the close tidy by picking the litter with the kids. He also lovely with the neighbours. He cares for everyone around him and deserves a treat. He puts everyone first before himself. He’s always smiling even through hard times. This will be a lovely surprise for him.” We hope Jeff treated himself to something nice with his vouchers.



Kesiena

Health and Wellbeing Series

For the last three years, Spring has seen Simple Life's Peace of Mind Month to support the wellbeing of residents and this year was no different.



WEEK»1

Fun Filled Workout With Aimee

Our first video came from fabulous, fitness instructor Aimee Hurlston; with a fusion of boxing, HIIT, floor work and strength training this work-out was the 'ultimate fitness party' designed to get you pumped for the rest of the series. Residents could join the session for free through a link that was active for seven days so the class could be taken at their leisure.

WEEK»2

Maintain Your Fitness With Victoria

Returning for a second year, resident Victoria showcased her impressive weight loss achieved by exercising at home and around her Simple Life development; Durban Mill. As we follow her dedicated fitness routine, this video is ideal for motivating you to keep active and proves that it's consistency over intensity when it comes to maintaining a healthy lifestyle.

WEEK»3

Breath Control & Meditation With Tina

Our third video was created by Mindfulness coach and Simple Life resident; Tina, who shared breathing techniques, to help you find a sense of calm when overwhelmed by distracting thoughts and sensations. Combining mindfulness with breathing is a fantastic way to not only reduce stress and anxiety but can also improve your focus and encourage positive thought. Breathe as though your life depends on it!

WEEK»4

Sensory Activities for Young Children

Our fourth week brought something for families with young children as resident Lauren shared some brilliant sensory activities for toddlers using household items. Sensory play stimulates children's senses whilst improving their motor skills and this excellent video provides ways to help your little ones explore the world through their senses and perhaps create a masterpiece from the mess.

WEEK»5

Stress Management with Adel

A hat trick! Our amazing resident and Clinical Hypnotherapist; Adel returned for a third year running with a video designed to help manage those stress levels. She shared helpful tips on how to control your emotions and learn to accept what you cannot change.

WEEK»6

Dance Workout with Jodie

Our final video called for our residents to dig out their dancing shoes as Jodie shared a high energy dance workout – dance is a brilliant form of exercise and getting your groove on at home is guaranteed to be an instant mood-booster!



It is of course obvious to say that recent years have induced more stress for us all. From anxieties about the world around us, to a post-pandemic slump and gradually returning to normal. It is more important than ever to look after your mental and physical health and there are always ways to help you keep a stable mindset in an unstable world.

Wellness covers a range of activities from mindfulness and mediation to exercise and diet, so we kept things simple by asking our residents how they practice self-care and to share a stress-relieving skill with their fellow residents. There were plenty of familiar faces who have now become our established wellbeing ambassadors along with some wonderful new contributors for this year's series of interactive videos on our YouTube channel.

Providing these opportunities and platforms for sharing and engagement are invaluable. This series illustrated that through a resilient and supportive community we can learn to reconnect with ourselves and with each other again, together.



## The Queen's Jubilee

To support residents getting into the community spirit for her Majesty, we were thrilled to offer a voucher of £200 to selected developments to contribute to festivities. A total of five sites were given donations that went towards food, drink, decorations, and mementos for children.

Residents at Prince's Garden gathered for a Sheffield shindig as party organiser **Liam told us**; "Thanks to your donation we were able to obtain toys for the children, play a game or two of Bingo for the adults and the rest of the money towards food and drink."

Meanwhile up the road in Normanton, households were similarly getting in the party mood and enjoyed a bash to toast the Queen. **Michael at Ashfield Park said** - "The street party went amazing! We had around 15-20 people attend and the day and night went so smoothly! The £200 definitely helped and we were so grateful for the vouchers!"

Whereas down in Crewe; Coppenhall Place were feeling positively jubilant as they congregated for merriments that included fancy dress, cuisine from around the world and a Royal Scavenger hunt:

**Organiser Lyndsey said** - "Our event was on the Saturday and we had a fantastic turnout, over 40 houses attended. The weather stayed dry for us. Neighbours brought food for each other so we had food from Poland, Hong Kong, India, Ukraine, Germany as well as the traditional smoked salmon and cucumber sandwiches, scones, cream and jam, a BBQ and so much more.

"We used the contribution for the bunting, balloons, the BBQ and for the children's Royal Scavenger Hunt prizes. They were gold crowns, bubbles, street chalk and a special limited edition Platinum Jubilee Cadbury's chocolate bar. Children had to find photos of 10 members of the Royal family hidden around the estate. One Simple Life resident made a homemade gift for each house. My four-month-old son went dressed as a Queen's Guard, but most importantly, neighbours made connections and got to know each other. So many people attending said they enjoyed it and want to make meeting up a regular occurrence. We are already planning a summer BBQ, baby play date and a Halloween party."

Other developments to benefit included Queen Victoria Place, Blackburn and Belmont Place, Hindley Green. We were delighted to help bring our communities together to celebrate this milestone, and it is wonderful to hear of plans for future community led events.

## Ice Cream Dash 2022

An annual favourite, our ice cream dash made a return this August and it was simply the sweetest! Amongst excited squeals from children, the van's music was heard playing up and down Simple Life streets rounding up residents to go get their Summer treat. The team visited over 50 developments hoping to bring a 'sprinkle' of happiness to the day.

As with every British Summer time, the weather was hard to predict however, with the exception of a few downpours in Merseyside, we were mostly accompanied by glorious sunshine. Spirits remained high as queues of residents formed, eager for something cool and refreshing.

Turn-outs were steady throughout the week, some welcoming us for their 'Elevensies' and others enjoying a teatime indulgence. Safe to say we had another successful year serving a whopping 3,797 ice creams and 409 slushies' over the course of our tour.

It's wonderful knowing that some of our customers have been joining us for this dash for several years now, with sites spread across the UK we love being able to bring a little joy to doorsteps during the Summer holidays. This year marks the fourth anniversary of this event which would traditionally call for silk - we were delighted to bring our lovely residents something even softer.

Once again we were thrilled to bring the community together and deliver some Summer snacks to make you smile.

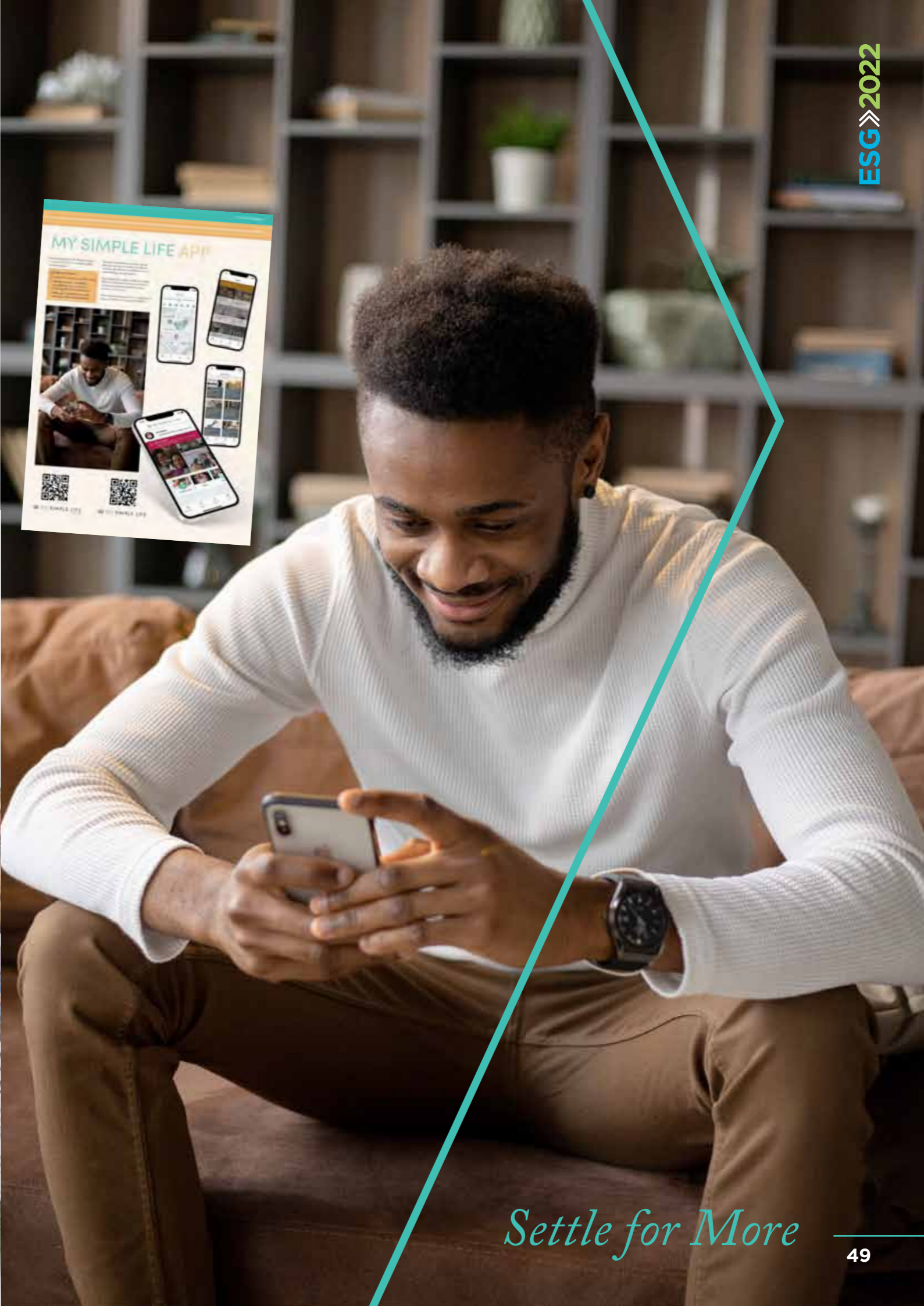


# the SIMPLE LIFE



## Keeping Updated – The Simple Life Newsletter

Every year all residents receive a printed newsletter, The Simple Life, highlighting everything that has taken place over the last year and new activity to look forward to over the next 12 months.



Settle for More



20+ Charities supported

## Community Engagement - Charities, Schools and Clubs

Engagement with and contribution to the wider community is a key focus for Sigma and we recognise the many benefits to residents, charities, clubs and schools from this activity. The strategy to target local activities and causes, ensures support and engagement is visible and clear, with direct impact evident where we are active.

Over the last 18 months, engagement and activities have been broad, ensuring a positive difference to the lives of people in the community.

Over 20 local charities and clubs nationwide have been given financial and practical support. Activities have been varied and widespread, with opportunities offered across all demographics. Residents have been involved in selecting and directing this support, ensuring that all important connectivity is realised.

Visits to our charity partners are a very important part of demonstrating active engagement and visible support. Visits with Embassy Village, Atherton and Leigh Foodbank, Salford Loaves and Fishes, Barnardos Gap Homes Project, Speed of Sight, and Carluke Men's Shed as well as discussions and brainstorming with local and national charities, demonstrate our firm commitment in this area and go a long way to providing the support needed through engagement and discussion.

David Hughes from Atherton and Leigh Foodbank comments: *"On behalf of Atherton & Leigh Foodbank may I once again thank you and everyone concerned in providing this generous grant supporting our local Foodbank. Your valued donations this year will be utilised in keeping our vehicle on the road this year with repairs, fuel and insurance. Without a reliable vehicle the charity could not fulfil the collection of food from our collection points and deliver from our warehouse to our distribution centres. Furthermore especially this year, fuel, light and heating plus distribution centre rents all add to the fundraising necessary in order to keep the charity running efficiently."*

Support of national charities continues through contributions to such projects as The British Heart Foundation's Defibrillator Circuit Register and NSPCC's Liverpool children's parenting skills Look, Say, Sing, Play Project and the Adolescent Sexual Abuse Project.

Local clubs supporting physical activity have been supported this year including girls' football, boxing and driving experiences for the disabled.

Paul Harrison, Head Coach at Doncaster Plant Works ABC said: *"Getting sponsorship like this is brilliant, really outstanding and it means such a lot to the club. I can't tell you how much we can do with funding like this. Not only will we be able to replace some of the windows at the club, we can also get more equipment, uniform and kit."*

*"But most of all it means that some of our boxers with real talent will get to compete in competitions as we can cover the entry costs and put them up. For some this will mean their first trip down to London and for others it'll be the first time they have been away at all."*

Sara Benson, Corporate and Major Donor Fundraiser for Zoe's Place, Middlesbrough added: *"Every single penny raised by Sigma Capital will go towards helping us provide these wide range of specialist services to all of our beautiful children for another day."*

Supporting young teams from Denton U19 FC, Upton Panthers, and Sale United FC with new kit, for matches and training, has benefits well beyond the kit. Skills such as teamwork, resilience, physical health and wellbeing, and confidence are nurtured at such activities and clubs. The girls at Sale United FC benefitted from new kit, commenting: *"We would not have the kit or equipment we do without the support of Simple Life"*

*"Our kit looks really good with Simple Life as our sponsor, thank you!"*

Panther coach, Ric Bengree said; *"Grassroots football is all about getting young people involved in sport and competing for fun and fitness. Thanks to Simple Life. The Panthers are able to do this in a brilliant kit that they are proud to wear."*

12 Days of Christmas 2021 and 2022

Ensuring we reach local charities close to our communities, and important to our residents, we asked for nominations to receive a small Christmas donation, a surprise amount delivered over the festive period. We were thrilled to receive over 70 nominations in 2021 and over 140 in 2022 for a broad range of charities, and we could not help but be humbled and feel grateful on so many levels.

Learning about each nomination we were inspired by the work done by all those nominated, making it so difficult to select just 12 each year, as all are so deserving. The past two years have been extremely challenging for charities, particularly small charities who rely on donations and the ability and opportunities to be visible in our communities.

It was wonderful to hear from the 24 charities supported and learn more about the work they undertake for so many in our communities. We are very much about building long term relationships and supporting a broad range of charities, events and activities, both local, smaller charities and national charities with a local presence.

Donations are so important to all charities and one cannot underestimate the impact of any donations, whatever the amount. Recent communications highlight this so well.

Move On Scotland commented, *“Your support for our work is a huge boost to our staff and volunteers. We usually find ourselves busier than ever at this time of year, which has been exacerbated by the ongoing pandemic, having the worst impact on those on the margins of our communities.”*

Speed of Sight in Bolton added, *“Thank you for the message you sent before Christmas in respect of the generous donation you want to make to us. That is absolutely fantastic and a lovely message to receive on returning to the office after the Christmas break. This gift will help us to continue to provide life-changing driving experiences for people with disabilities.”*

Simon On The Streets, West Yorkshire, said, *“Thank you so much for your email – firstly can I just say thank you so much for thinking of us during your 12 Days of Christmas event! We are a completely independent charity, solely reliant on donations like this and we just wouldn’t exist without this kind of support.”*

Donna emailed to say, *“On behalf of Beyond Bea Charity I would sincerely like to thank you for the nomination to receive a £1,000 donation. We are really pleased and know this donation will ensure that we support further health professionals in training of Baby Loss & Bereavement Care to the many parents throughout the UK.”*

The Lily Mae Foundation were delighted to receive our Christmas donation and wanted to thank the person for their nomination adding, *“That’s great news indeed! Thank you once again for your superb support for The Foundation and our work with bereaved parents and families. Best wishes for a most Peaceful New Year.”*

Sheffield Royal Society for the Blind were delighted to receive the news of their Christmas donation upon return, saying, *“What lovely news to come back to after the Christmas break. Please pass on our warmest thanks to everyone at Simple Life Homes for your support and generous donation”*

St Anne’s Hospice at Heald Green expressed the widely shared thanks in their email, *“We are so grateful to have been nominated and selected for one of your 12 Days of Christmas donations.”*

Established by residents in the local area, CommUNITY Little Hulton were also delighted to be nominated, with Alison Jones emailing, *“This is fantastic, thank you Simple Life. Happy New Year!”*

We remain very thankful to all in our communities for their engagement, as it is such awareness, engagement and involvement that we are able to support others as we do.

Those charities supported as part of this project are listed opposite for further information.





### Christmas 2021

1. **Starlight Children's Foundation**  
London
2. **Move On**  
Scotland
3. **Speed of Sight**  
Farnworth Bolton
4. **SARA Ann Prosser Foundation**  
Redcar
5. **The Lily Mae Foundation**  
Birmingham Coventry
6. **Sheffield Royal Society for the Blind**  
Sheffield
7. **Simon on the Streets**  
West Yorkshire Leeds
8. **CommUNITY**  
Little Hulton
9. **Support Dogs**  
Sheffield
10. **Beyond Bea**  
Stockport, Cheshire
11. **St Ann's Hospice**  
Heald Green
12. **London Youth**  
London



12 Days of Christmas 2022

Smart Works Scotland, a charity helping women with the many aspects involved in gaining employment commented:

*“Lovely to hear from you and thanks for sharing this wonderful news. We are delighted to have been nominated for your generous support this Christmas. Your donation couldn’t come at a better time, as Smart Works aim to double the number of women we help UK wide, over the next 3 years. Thanks to the online service we launched in lockdown and the new centre we recently opened in Glasgow; we can significantly increase the number of women we help across Scotland next year.”*

Fundraising and Partnerships Manager Rachel Shields. She added: *“We really value your support, which will help fund our vital service to equip women in need with the clothes, coaching and confidence to secure employment, gain financial stability and change the trajectory of their lives.”*

With bases in London, Manchester and Scotland, we are excited about building our partnership, and joining in their 2023 countrywide fundraising event, a March cycle challenge.

Coping with loss is never easy, and Christmas can be a very hard time for the bereaved. Jane from The Bereavement Café in Bolton, emailed to say: *“Wow! Thank you so much! This is fantastic news and really very much appreciated - and needed!”*

Octavia from Alzheimer’s Research UK commented *“We’re delighted that you have raised funds for ground-breaking dementia research. That is such a kind and generous thing to do.”* Jade Snedeker, their Corporate Partnerships Officer added, *“WOW! That is amazing news, I know the team will be so grateful.”*

We believe that supporting young people is very important. Growing up, leaving school and taking steps into the world of work and independent life is daunting. Into University, in Salford, provides local learning centres where young people are inspired to achieve. Donny Kirkwood, Lead Senior Education Worker said *“Thank you so much for this, our team at the IntoUniversity Salford Central centre are super grateful and this donation will really help our young people.”*

Who does not enjoy a little dance over the festive season and we were delighted to surprise Barking & Dagenham Youth Dance with a Christmas gift. Georgina Alexiou was thrilled *“Thank you, what a surprise and what great news to receive. I will keep you updated on all of our events and will send links for video footage too. Thank you for your support and acknowledgment.”*

With Christmas being a very special time for family and children it felt right to support Maggie’s Stillbirth Legacy on Day 12, a charity supporting families who have lost a baby. Sarah from Maggie’s Stillbirth Legacy simply wrote: *“I have no words on this amazing generosity from yourselves.”*

*“This will go so far in the work we do to support parents when their baby or child has heartbreakingly passed away. Thank you. Thank you. Thank you.”*

12 Days of Christmas 2022

1. Smart Works Scotland
2. Two Brews Manchester
3. Heeley Farm Sheffield
4. The Bereavement Café Bolton
5. Alzheimer’s Research UK Cambridge
6. Into University Salford
7. Cold Hands Warm Hearts Middleton
8. Donnington Friends of Severn Hospice Donnington
9. Salford Survivors Project Salford
10. Springwood Primary School Swinton
11. Barking & Dagenham Youth Dance London
12. Maggie’s Stillbirth Legacy Blackburn

12 days  
OF  
CHRISTMAS  
DONATIONS

12 Days of Christmas 2021

- 1. **Starlight Children's Foundation**  
London
- 2. **Move On**  
Scotland
- 3. **Speed of Sight**  
Farnworth Bolton
- 4. **SARA Ann Prosser Foundation**  
Redcar
- 5. **The Lily Mae Foundation**  
Birmingham Coventry
- 6. **Sheffield Royal Society for the Blind**  
Sheffield
- 7. **Simon on the Streets**  
West Yorkshire Leeds
- 8. **CommUNITY**  
Little Hulton
- 9. **Support Dogs**  
Sheffield
- 10. **Beyond Bea**  
Stockport, Cheshire
- 11. **St Ann's Hospice**  
Heald Green
- 12. **London Youth**  
London

12 Days of Christmas 2022

- 1. **Smart Works**  
Scotland
- 2. **Two Brews**  
Manchester
- 3. **Heeley Farm**  
Sheffield
- 4. **The Bereavement Café**  
Bolton
- 5. **Alzheimer's Research UK**  
Cambridge
- 6. **Into University**  
Salford
- 7. **Cold Hands Warm Hearts**  
Middleton
- 8. **Donnington Friends of Severn Hospice**  
Donnington
- 9. **Salford Survivors Project**  
Salford
- 10. **Springwood Primary School**  
Swinton
- 11. **Barking & Dagenham Youth Dance**  
London
- 12. **Maggie's Stillbirth Legacy**  
Blackburn

2021 2022



12 DAYS  
OF Christmas  
CHARITIES

Circular Economy  
with Barnardos

*"I just wanted to say a big thank you from the bottom of my heart for all your help with this move!"*

*"We wouldn't have been able to do this without your support and kind donations and the young person is extremely grateful for everything."*

*"The young person's setting up grant only stretched as far as some paints, wallpaper, and carpet."*

*"Everything else was donated by the both of you and you have allowed a YP who has been moving from home to home for the past 10 year, living in a hotel for the past 2 years, to finally have somewhere they can call their own."*

*"I started working at Barnardo's with the aim that I wanted to be type of person I wish I had growing up when coming from a difficult background and you guys have helped me feel like I really have accomplished that with the effort put into this move."*

*"I think I threw in the towel 10,000 times on this project so I don't know how it would have been completed if I didn't have you two!"*

*"Please see pictures attached from before and after! Thank you again!"*



Salford Loaves and Fishes

We strive and aim to build long term relationships with our charity partners, offering support when needed and in a variety of ways. Loaves and Fishes Salford, a charity in the centre of Salford, providing a resource centre for homeless, isolated and vulnerable adults, has been a friend for a few years now. Support for the charity has been to their foodbank and last year to fund their improved database provision, ensuring they can support people seamlessly. This year our support extends to their outside space, where we have donated new sustainably made benches to add seating provision, and funds and repurposed materials for development of the outdoor space and planters. Meeting with the volunteers and working alongside them at RHS Bridgewater for a morning, allowed our ESG Director the opportunity to discuss where best our support was needed.

*"Being outdoors, working and engaging with people, getting your hands dirty, are all natural everyday activities we can take for granted, but the benefits on our physical and mental wellbeing are immense, and should never be underestimated. Add to this the opportunity of growing food to take home, looking ahead and planning future projects, and you have a real recipe for success and that inner happy feeling – the feel good effect!"*

*"It was a joy, privilege and absolute pleasure stopping in at RHS Bridgewater to join our friends from Salford Loaves and Fishes, as they tended their beds in the community garden. How lucky was I that it turned out to be harvesting day – an abundance of lettuce, onions, broad beans, spring onions, nasturtiums, rosemary, strawberries and some radishes and the last black currants! All this planned and grown by the team from Salford. Volunteers Anna and Sheila, alongside Faye from the RHS, were all organised. Visitors milled about. Adults and children enjoyed tasting the fruit and veg, and learning about the ease with which they could grow their own produce. A real treat – bunches of sweet pea, a childhood favourite, shared with volunteers and visitors alike."*

*"A candid discussion on funding, staffing and challenges, and a task to draw up a wish list for the outdoor space back at the centre so that growing, harvesting and tasting could happen closer to home, proved very fruitful! Chat turned to water butts, seeds, tools and much more!"*

*"Car boot full, and a very strong smell of onions, I headed for Salford, and was delighted to be able to get the produce to the kitchen there. Lunch the following day was full of home grown, fresh, tasty produce."*

*"A morning so well spent, meeting truly wonderful people, laughing and sharing, refilling my "belief-in-people" and my personal gratitude bowl, and heading to the office with the scent of sweet pea and vision of what can be achieved with a terrific team."*

This again demonstrated the value and importance of engagement and connectivity, building a friendship and partnership, listening to what was needed and striving to deliver. The key again is people and our interactions and collaboration for positive impact.



## Park Palace Ponies

A long term and special community partner, Park Palace Ponies is expanding, with our help. This is the fifth year Simple Life has sponsored Park Palace Ponies, with this £30,000 donation being its largest yet. The volunteer-led equestrian programme, which teaches inner-city children from deprived neighbourhoods horse riding basics, crowdfunded after failing to receive much hoped-for public funding.

While illustrating the Company's vision and values and the ever-growing strategy to create a positive impact to people's lives within the regions it develops in, as well as the wider local communities, this was also the dream of our much-loved, and industry respected, colleague Ron Dawson, who sadly passed away in 2020.

Ron, who was a highly valued member of the Simple Life family, had a reputation in the Merseyside region for his deep-rooted concern for the future of the city and his core values for helping communities and those affected by economic hardship. Ron was previously head of economic development for Liverpool City Council and championed local communities throughout his career. Simple Life has kept Ron's spirit ever-present in its continued ESG plan and charitable donations, and its annual contribution to local schools is also known as the 'Ron Dawson Donation'.

Following this contribution to Park Palace Ponies, the charity has been able to open a much larger riding school at Walkers' Woods, Aigburth, which will be named Ron's Simple Life Stables. The stables will accommodate up to 120 riders, a third of whom live in the 10% most deprived neighbourhoods in the country and half live in the 30% most deprived neighbourhoods.

Simple Life's ESG director, Niamh Waldron, said: "We are dedicated to helping, funding, and supporting organisations in the wider community. This is the most important part of our ethos, and it's great to be able to help so many young people and their families through donations like this, to Park Palace Ponies.

***"The benefits and positive impact are clear; life skills including self-confidence, engagement, compassion, empathy, and the chance to take on responsibility, nurture nature, and simply have fun, are outcomes we cannot and should never try to measure numerically. Building our relationship with the charity is a natural progression of this, and continuing Ron's legacy in the naming of the new space Ron's Simple Life Stables is part of this friendship. We look forward to future visits and hearing news from the many young people who get to enjoy this simply fabulous facility."***

Opened in 2017, as part of a six-month pilot scheme to measure the demand for the inner-city riding school, Park Palace Ponies has since put 3,000 children through a basic riding course. Due to high demand from the community, the programme sought to secure council funding to expand its offering and deliver more facilities but was ultimately rejected and so, turned to crowdfund.

Bridget Griffin, Chair of Park Palace Ponies, said:

***"Following the pandemic, many riding schools were closed making it near impossible to find riding lessons across the region. We have seen first-hand how our school helps so many young people, and we desperately wanted it to continue."***

***"Simple Life's incredible donation has meant we are able to move forward with our plans to open up Ron's Simple Life Stables and provide more inner-city children than ever with key riding skills."***

Simple Life has sponsored Park Palace Ponies since 2018. Over the past five years, funding has focused mainly on sponsoring the pony, Moses, with annual donations also covering the cost of riding lessons for one full school year. This has helped to accelerate the work of the Park Palace Ponies programme to reach children of all ages through many schools in Merseyside.

This commitment to consistent and continued support for our partners really does build strength, community and partnership, in which all stakeholders benefit.



# Outward Bound Trust – Building for My Future

Providing opportunities for young people to grow and develop was the aim behind the launch of the Building for My Future course, a new initiative in partnership with the Outward Bound Trust (“OBT”). 16 young people from across the country aged 15-19, sponsored by Sigma Capital Group, stepped beyond their comfort zone, testing their resilience and learning new skills, as they tackled a series of challenges and activities on the water and in the mountains.

The social value report generated by the OBT reports on and highlights the positive impact and is available upon request. Reflective comments from participants illustrates the lasting benefits.



## Sigma colleague, Victoria summed her experience beautifully:

*“My week at the Outward Bound Trust was a week I look back on with great fondness, it brought individual strangers together who left as a strong group, gaining in confidence as the week went by the final days were so enjoyable to witness as they all realised their strengths and encouraged others.*

*“Having participated in a week such as this as a young child in school and now as a (responsible) adult the rewards are wide and varied. Encouraging others and witnessing growth over such a small timeframe was a real pleasure and privilege.*

*“The entire centre should take great pride in the work they do and impacts they have on the young people who, I am sure, will take the lessons learned with them throughout their life.*

*“Participating in the classroom activities allowed us, including myself, to truly reflect on difficulties overcome and achievements gained. I found this time did not only relate to the week itself but allowed us to reflect on our personal and professional lives and take these lessons into the future.*

*“My final point, an important one, on the course is it was fun!”*

## Gabby’s reflections:

*“For me OB was an incredible experience. It allowed me to challenge myself so much and make friends for life. Throughout my whole trip I was surrounded with positive people that really cared and wanted me to push myself. Everyone was so supportive and encouraging and I was the happiest I’ve been for a while. It is truly an experience I would recommend to anyone and I’m so grateful to have been a part of it. It is such a beautiful place and I shared so many laughs and have been able to take away memories that I will cherish for the rest of my life.”*

## Ayla’s second trip reflections:

*“My experience at the Ullswater Outward Bound Centre with Simple Life was absolutely amazing! I am so lucky to have been able to join another wonderful team for a second time round and to experience the course through one of my favourite seasons of the year too!*

*“The group were an absolutely amazing bunch and were so welcoming from the very start! My first day of this course definitely pushed me to my limits, as our activity was rock jumping into the lake, and for someone who has a great fear of water, I could have easily talked myself out of doing it! However, I really wanted to push myself this time round, as I definitely closed myself off to many water activities back in April on the first course and so with the help of my amazing team with constant encouragement, I was able to conquer a fear!*

*“My week away in the Lake District was so pleasant and having a small, intimate team definitely helped towards this. Every day was enjoyable from start to finish and I could not have asked for any better! Thank you so much to again to Niamh, Victoria and all those at Simple Life and the Outward Bound Trust for making trips like this possible! The memories really are unforgettable.”*



**Lucja's reflections:**

"My time at the Outward Bound centre was developing and mentally stretching. When it did get challenging the group I was with, who were amazing and really enjoyable to be around, helped a lot and were encouraging. The instructors were also encouraging. During our exhibition everyone was lovely to be with. The other activities we did were challenging but character developing. Everyone at the centre was pleasant and welcoming. During the week I was taken care of very well by the instructors and the people around me. Overall I've no complaints about it and would do it again. Thank you for giving me the opportunity to participate in this."

**Caitlin's reflections:**

"I really enjoyed the trip; I felt I gained in confidence – just the experience of being in unfamiliar territory and outside of my comfort zone helped. I made friends which I don't usually find very easy, and we have stayed in touch since. My favourite activity was the one we did on the last day – jumping from the jetty into the lake and swimming to the boats. I've never open water swam before but I really enjoyed this. Being blown over in 70mph winds was also a highlight! It gave me lots of adrenaline. I've never been anywhere quite so remote and it was really great."

"I would definitely recommend anyone taking up the offer of this trip and I am hoping to apply again in the spring."

**Anna's reflections:**

"I went on this course in the October half term and it was genuinely one of the best things I've ever done. It helped me become so much more confident when speaking to new people, when voicing my opinion to others and most importantly pushing myself to do things I never thought I would. On the first day we jumped off the rock face into the lake and at first I was extremely hesitant. However the team supporting me were so encouraging and pushed me to jump – and it was amazing! Our team or encouragement or just to talk to someone. I would 1000% recommend this course to anyone as I believe it was one of the greatest things I've done."

**Impact felt by all the family – mother to one of the participants:**

"I was a little bit scared when my daughter decided to apply for a place at the course. My doubts were smaller after the zoom meeting and now after the whole adventure I must admit that I am happy that Lucja had been given a chance to take part in the course. After those 5 days my daughter came home as a more confident person filled with new skills and photos, stories, memories to share with us, her cousin and close friends. And she is ready to apply for more courses offered by the Outward Bound Trust. As a parent I can say it was a precious time for her. Speaking honestly, the October experience for her and us as a family was one of the best while living in the UK. Friendly adults and teenagers spending time together building personal strengths and memories which can be shared."

"The Ullswater facility is amazing, offering a journey into the good past, like being transferred nearly a century back into a place filled with natural beauty,

tranquillity and devoted carers. Far away from the noise, pollution and problems of the modern world my daughter enjoyed learning, training and going beyond her comfort zone. The instructors represent overwhelming manners. It was a pleasure to have had quick conversations with them. I am grateful and thankful for Niamh's openness, kindness and welcoming attitude. I truly cannot express my gratitude for that. I am impressed and grateful that Simple Life is cooperating with the Outward Bound Trust. The both institutions seem to be run and managed by people whose aims go further than cold calculated profits reflected only in money. My daughter and our family have brought experience, skills and memories which cannot be exchanged into any currency. And I would like to express my gratitude for that opportunity. Many, many thanks."

"For our family the Ullswater trips were unforgettable. We have fallen in love with the Lake District. Going there and home we visited many inspirational places which we would like to explore in the future."

Evaluating the impact of this first year in partnership, Sigma and The Outward Bound Trust are committed to strengthening this programme in the year ahead, extending the provision to more young people and across a wider geographical area. We look forward to sharing news of this progress in the next ESG Report.



## NSPCC

Working on more local projects with our national charity partners is a key focus for Sigma Capital, and we continue to support the wonderful work undertaken by the NSPCC. Supporting two projects this year for the very young and their parents, alongside adolescents ensures we achieve our broad demographic support, and make a meaningful and visible impact in our communities.

***“We are delighted to have received your donation for £4,291. Thank you so much for your generosity. Your support will enable us to deliver campaigns in Liverpool that aim to keep children safe. Your support of the adolescent sexual abuse campaign will enable us to commission the Young Advisors group to develop a campaign. This will ensure the content of this campaign is led by young people, addressing issues they are concerned about. Our local NSPCC campaigns manager***

***will work closely with the group to develop the content and ensure that it promotes healthy behaviours, signposting to any services that are needed. By supporting the delivery of our Look, Say, Sing, Play, campaign in Liverpool, your funding will enable our campaigns manager to reach the local community with this messaging with the aim of creating stronger bonds between parents or carers, and children from 0-3 years old. In doing this, it will aid those children's brain development and help them to become more resilient. It will also benefit their learning, health and behaviour both now, and in the future. We look forward to updating you with the progress of these campaigns as we continue to work together in the future. Thank you again for your support. Together, we can be here for children.”***

Jo Burton - Corporate Partnerships Manager



## Speed of Sight - Changing the World one drive at a time

As we aim to make a difference to the lives of others, we meet new people and are introduced to and learn about the work of new charities. When one of our Simple Life residents nominated Speed of Sight to receive one of our 12 Days of Christmas donations, we met a truly inspirational charity. Their story illustrates the strength of people and teamwork, and one person in particular, Mike Newman. Born completely blind, Mike has always loved cars and was determined to achieve his ambition to become a racing driver! Yes, there were challenges, but also sheer determination and the belief that being disabled does not mean unable. Many speed records followed and the fastest blind man on land and sea was determined to share his passion, and provide the opportunity for others with disabilities to experience driving. Speed of Sight was born!

Joining the team at Cardenden Motocross Track near Kirkcaldy, in Scotland, and seeing them in action, was a fantastic experience. A team of dedicated people, including volunteer driving instructors, facilitated a stream of visitors to the off road track, on what turned out to be the first wet day of the summer! The dual controlled, fully adapted karts enable people from 7+ to experience the thrill and joy of driving, something many of us take for granted! The smiles, whoops of delight, laughter and comments upon finishing illustrate the very real positive impact this experience had on the drivers.

At Sigma Capital and Simple Life Homes, we are delighted to be able to support small charities of this kind. We are looking forward to building our partnership going forward.



# Winter Warmth Project 2022 - The Power of People

Sigma Capital's Winter Warmth Project 2022 grew from a chance conversation about our Simple Life Building for my Future course with the Outward Bound Trust. The following journey and project illustrate so clearly the power of People and the enormous potential in partnerships and the circular economy! When we talk and are determined, we can achieve great things – make good things happen. Craigdon Mountain Sports, Edinburgh, responded enthusiastically to an idea, offered stock to help those needing a coat! As with most great partnerships, they start small and grow, evolve naturally. Ahead of the end of year we have been able to donate over £65k worth of warm coats, ski pants, hats, gloves, and boots to over 12 charities across the country, for distribution to those struggling with the cost of living, those homeless and those sleeping out.

Donations have gone to youth groups, schools, homeless charities, community groups, and individuals in need of extra warmth. This was simply about running with an idea and opportunity – to reduce waste, act sustainably and with kindness, and make a real difference to others. The project began in Scotland with trips to St Paul's Youth Forum, Provanmill; The Phoenix Community Centre, Dumbarton; and Carluke Men's Shed; and then donations to the Clydesdale Foodbank who also support people by supplying warm winter clothing and South Lanarkshire Council's winter clothing scheme, through the British Heart Foundation. With the generosity of Western Mercedes and Western Nissan, Edinburgh, we had the use of a van to distribute to Barnton Primary School, Northwich, who in turn shared with partners Grange Primary School in Winsford. A stop at the fabulously festive house of some of our residents at Hindley Green, Wigan will see warmth shared with the homeless and a local women's shelter. Collection for our friends at Trafford Veterans; a drop into the team at Salford Loaves and Fishes; and leaving boxes of warmth with partners from Embassy Village and Salford Loaves and Fishes, in Manchester will mean children and adults alike who needed support with the cold will received it. A final collection from BRE partners saw a full circle connection, as donations were shared with Simon on the Streets, a charity in Leeds supporting the homeless, and coincidentally a charity we met for the first time through our residents' nomination for a donation as part of our 12 Days of Christmas campaign 2021! A true purpose-built ecosystem, threads a larger web spreading across the country, building and strengthening all the time. A true Christmas story – a story of giving. It is true to say the generosity and trust of the team at Craigdon Sports has been inspiring. They shared the vision and facilitated with this clothing. People and Partnerships benefit us all, and the Planet.



## Affordability Calculator

The website now has an affordability calculator based on our referencing criteria, guiding residents to understand how much monthly rent they will be able to afford.

## Live Availability

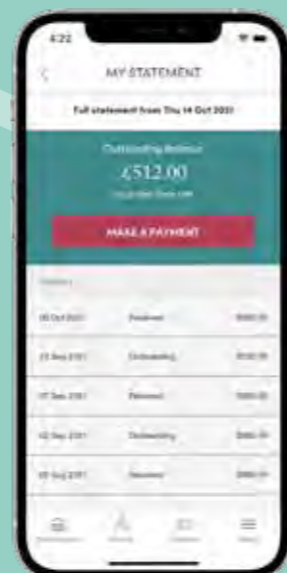
The website now lists live availability on a site, giving more transparency to potential renters and encouraging swift uptake of homes.





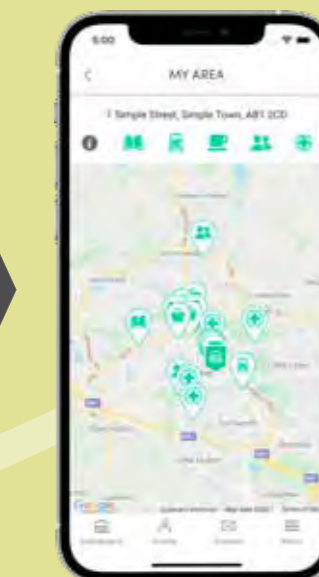
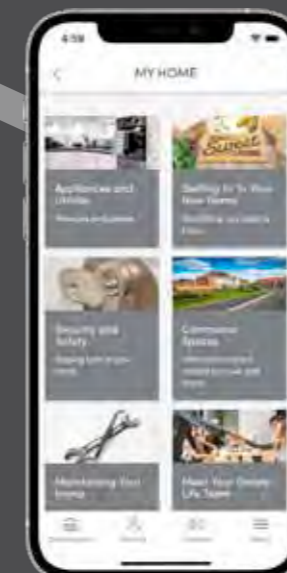
**MY MAINTENANCE**  
Need a manual? Or to report a repair?  
Do both through the maintenance section!

**MY STATEMENT**  
See what rent payments have been made,  
what's outstanding, and pay your balance  
so you're never in the red.



**MY OFFERS**  
Access our exclusive discounts and  
deals, right at your fingertips!

**MY HOME**  
Easily access tips and advice to settle  
you into your home! From getting to  
know the Simple Life team, to how to  
make changes during your tenancy.



**MY AREA**  
Get to know your neighbourhood,  
and all the places you may need  
nearby to feel right at home.

## My Simple Life Mobile App

Sigma launched a bespoke resident mobile app in August 2021. Available on Google and Apple devices, it has been designed to provide a convenient and efficient 'one-stop shop' for residents' needs. It has been very well-received by residents to date, and provides:

- easy access to all important documents, including tenancy agreements, inventories, EPC, gas and EICR certificates;
- information on homes, including floorplans and measurements
- information on home appliances, including manuals;
- access to statements of account, with certain payments enabled via the app;
- access to an open forum, enabling residents on the same development to engage with each other;
- the ability to report maintenance problems;
- exclusive affiliate offers and discounts;
- latest news;
- information on the local area; and
- the ability to leave feedback .

Since its launch, Sigma continues to develop the app and will imminently be going live with:

- Push notifications for those in rent arrears
- Ability to split content not just by development, but by property type (apartment or house)
- Notification log
- A new meter reading section - allowing residents to access their starter meter readings and apartments to request new meter readings on an ad-hoc basis

At the time of reporting 2,687 residents have registered to My Simple Life App across the country, 34% of our 7,881 residents.

## Resident Affiliate Offers

The launch of the app allowed for us to have a space to house all our affiliate offers. This has also allowed us to grow our range of discounts for residents which now includes the likes of

**Oddbox**  
**Sky**  
**Hussle gym passes**  
**Argos**  
**Dunelm**  
**Wayfair**  
**AO**  
**Pretty Little Thing**  
**Appleyard London Florists**  
**The Modern Milkman**  
and much more!

## The 'Simple Life' Chat

In June 2021, we launched the 'Simple Life' Chat podcast, hosted by radio presenter and journalist, Jen Thomas. It aims to highlight the positive experiences of renting and address topics of interest. The podcast hosts discussions between experts and residents, and episodes so far have included: interviews with residents examining their reasons for renting and their rental experiences; interviews with 'Simple Life' employees, discussing their roles; and interviews with mental health advisers, who provided tips on how to cope with the stresses of moving home as well as general life stresses.

the  
Simple Life  
*chat...*

Resident Initiatives

Pets

In last year's report we highlighted our move to abolish pet rent after conducting research into the issue. In the year under review, we changed our restrictions on the total number of pets permitted in a development so that it aligns better with the number of households with pets across the country.

Pets stay free of charge with Simple Life

Home Businesses

The pandemic has driven an increase in the number of people setting up businesses from home. Responding to this trend, we have implemented a process, endeavouring to ensure that tenants notify us of business operations from home. This enables Sigma to ensure compliance with insurance requirements while supporting residents. We have also enabled residents to use our platforms to promote their businesses and now have a Residents Business Directory, which often offers exclusive discounts to other residents in the area.

Property Alterations

In order to help to make residents feel more at home, and in acknowledgement of our findings that a key barrier to renting is the limitation placed on making a property feel more personal, we have introduced a property alterations request process.

Many of the most common requests have now been collated and there is a standardised approach to what is permitted. The aim is to provide residents and our agents with a streamlined approach and to give residents greater clarity over the changes that they can make, together with our expectations at the end of their tenancy.



Virtual Inspections

One of the common complaints of renting is the inspection process. Many tenants consider that this can sometimes feel intrusive. During the financial year, Sigma reviewed the way these checks have been communicated, and amended the process to a 'Property Health-Check'. The aim is to make residents aware that part of the process is to ensure that the property is fit for purpose as well as confirming that they are taking good care of the property. In addition, a system of virtual property health checks has been introduced. This provides residents with the option of carrying out property checks themselves at certain stages of their tenancy. Meanwhile, in-person health checks will continue to be conducted on key dates, such as end of tenancies and anniversaries of tenancies.

Customer Reviews and Satisfaction

As ‘Simple Life’ gets larger and awareness of the brand increases around the country, more people wish to understand the service offering. Sigma has registered with Trust Pilot and routinely invites residents to leave reviews. This helps to identify any areas that need improvement. We now have just under 500 reviews on Trust Pilot and we have an overall rating of 4.0 stars out of 5.0 (compared to the average for our business category at 3.7). We are also now on Home Views – a dedicated review website for housing developments. Across all Simple Life developments we have a score of 4.20 out of 5.00 across just under 600 resident reviews (compared to BTR benchmark at 4.18). 98% of residents rated their development average to excellent. Of the reviews to date, over 80% of people have given ‘Simple Life’ a 3.00 - 5.00 star review, and its total score is 4.20 stars out of 5.00. For both review websites we maintain a 100% response rate year to date.

Here are a sample of comments from the Company’s residents:

*“We are currently in the process of our application. We contacted Simple Life about the scheme we were interested in and information we received was very detailed. As previous Simple Life tenants, we can wholeheartedly recommend them ... hence our return to Simple Life for our potential new home!”*

**Josephine, on Trust Pilot**

*“The best part is that it is a home that I have always dreamt of. Simple Life truly makes our life easy by providing such beautiful and affordable homes and 24 hour customer service.”*

**Ipra, Shrewsbury Close**

*“Our landlord is absolutely fab and sorts any issues we have quickly and to a high standard”*

**Abbs, Base at Newhall on Home Views**

*“The activities you take time to plan are amazing. The FixFlo website you have is good. Wouldn’t want anyone else as a landlord. You’ve set the bar high.”*

**Sabrina, Galton Lock on Home Views**

*“Property is well-designed and superbly managed. The sleek, modern design of the properties make for outstanding value or money and make perfect homes as everything you need is built into the house. Overall, very impressive!”*

**Adam, Durban Mill**

*“Been renting 2nd house now from Simple Life and I have never see better service than this agency is providing. Replying to emails, returning calls and actioning everything within hours/days. Highly recommend”*

**Szymon, on Trust Pilot**

*“Seamless, professional and super friendly service from all of colleagues I have spoken with in various departments at Simple Life. The whole experience and beginning of my journey as a tenant with Simple Life has more than met all of my expectations and more! Love the App, communication is so easy / any information I have asked for has been delivered almost immediately they literally cannot be more helpful and my new home is literally fantastic. Thank you Simple Life :)”*

**Theresa, Ribblesdale Place**

*“We have found our experience with Simple Life so far to be of the highest standard. They are prompt in their responses and are always lovely on the phone. I hear lots of negative experiences people have when renting a property elsewhere but I feel secure in the knowledge that that won’t be us!”*

**Amber, Prince’s Gardens**

Live the Simple Life

Providing quality homes in surroundings where people will enjoy living, close to amenities and services is important to use, but more important is providing people with a lovely home.

OUR SIMPLE LIFE STORY

Dr. Murali recently moved with his wife and young daughter to Bracken Grange, Middleborough from India. Choosing their first house after moving to a new country, it was important for them to find something that felt like their own home. The location of the development was a huge selling point for the family, and felt safe in the knowledge they'd picked the right area to suit their needs;

*“The property is in close proximity to the local hospital, and as a doctor it is really convenient for me. We are also really close to the university, as well as the train station and some really great schools that all have outstanding ratings. So, bringing up a little girl here the local amenities are really good to help her grow, which pleases me.”*

He was pleasantly surprised by the range of extra benefits that came as part of the Simple Life package and felt there was really something for everyone;

*“The events that Simple Life organise also really stand out for me. From mindfulness month, Halloween festivities and the Christmas Parade to arranging for an ice cream van to come to the estate, these are all perks of renting with Simple Life. There is a good mix to choose from, I was really impressed.”*

The young family have been especially pleased by the contact they've had with Simple Life but also with the wider community. ***“The Asset Manager manager and the other tenants’ attitudes towards us are simply amazing and that feels very assuring whenever we need any help and support”***

***“What stood out was the constant communication between Simple Life and us; the asset manager who does that is really extraordinary. The FixFlo app allows you to quickly inform them of any issues you have, we’ve only had a few glitches but even they have been dealt with instantly, which is great about renting, you don’t have to do these small repairs yourselves.”***

From the property itself to the communication to the extra touches, Murali couldn't be happier with their rental experience so far.

***“I’m absolutely happy with our new home and everything with Simple Life. The service was simply exceptional, right from the day I put my application to the day I moved in I was constantly updated and the welcome pack showed they go the extra mile.”***



OUR SIMPLE LIFE STORY

Lynn-Marie & Ben are a young couple who were looking to find a place to call home, when they found Simple Life. Impressed by the quality of the houses and customer service they are now in their second Simple Life home as they were eager to stay with us when it was time to relocate.

Being able to bring family dog Max with them was key.

***“Simple Life stood out for us because they allow you to have dogs – this was a driving factor for us, we love that Simple Life recognizes pets as family and Max loves being on this estate”***

What our residents have to say...

	Move in survey	6 month survey
All tenants automatically receive a tenant satisfaction survey email one week into their tenancy and then between 6 and 10 months later. This helps the Investment Adviser to monitor tenants' experience with the lettings and moving-in team and their later experience as settled residents.	<b>93%</b> said the team made it easy to apply	<b>95%</b> said they are still happy with their home
	<b>88%</b> said they were kept well-informed during the application process	<b>89%</b> said they are happy with the service provided
	<b>84%</b> said they received all the information they required	<b>83%</b> said they felt they have been kept well-informed
	<b>93%</b> said the quality of the home met with their expectations	<b>76%</b> said they feel their Asset Manager is responsive and they are satisfied with the service they have provided
	<b>95%</b> said they would recommend 'Simple Life'	<b>86%</b> said the communal areas are well maintained
		<b>85%</b> said they feel part of a community
		<b>76%</b> said they feel their maintenance requests are fixed in a timely manner
		<b>93%</b> said they would recommend 'Simple Life'

All results are based on responses from neutral – strongly agree

Overall results are in line with those of last year, with some improving and others decreasing slightly. We have added in a few new questions on the 6 month survey to better monitor Asset Manager and maintenance performance.

The strength of the Simple Life brand continues to grow. Over the past 12 months we have had 2 million page views on our website and over 20,000 enquiry form submissions. We continue to see the number of leads coming through the Simple Life website at the same quantities, if not more than the likes of Rightmove. Site signage, recommendation and online search continues to be our greatest sources of enquiries of those coming through the website.



Real Residents Real People

Speaking with our residents is an important way for us to gain increased knowledge, gather valuable feedback to enable us to review and evaluate our provision, and help direct future discussions and decisions. We believe that it is very important as a landlord to listen to the views of our residents and work together to provide a quality service.

**Chloe** lives in a Stamford Mod at Havenswood with her partner Connor, favouring the modern and minimal look - they describe their home as *"practical with style!"*.

**Hannah** lives in the 'Halley' at Emphyrean with her partner Ethan, who love to design their Simple Life home with a countryside, neutral and cosy theme. When asked why they chose a Simple Life Home, Hannah said,

*"The properties are well designed and immaculately presented. My boyfriend and I love the style and interior design. We also like the fact that Simple Life is not just a letting agent, it feels like a community and we love all of the personal touches like the welcome box, the app, the forum and all the great offers you have available. I feel like it is tailored to me!"*

**Arica** combines creative upcycling with practical labelling to produce a personalised and comfortable home to relax and enjoy. When asked for her tips on decorating her home on a budget, we were thrilled to hear Arica reference upcycling – a wonderful way to be sustainable and on point currently!

*"I wish I had done more of it, but upcycle, upcycle, upcycle. Take those old chest of drawers, give them a lick of paint, change the knobs out, add some peel and stick wallpaper and they're unique and good as new."*



Chloe



Hannah



ARICA



**Scottish Home Awards**

Large development of the year 2022 (Bertha Park)  
**WINNER**

**Homes for Scotland Award**

Large development of the year 2022 (Bertha Park)  
**FINALIST**

**CENE Awards**

Building Project of the Year 2022 (Kirkleatham Green)  
**SHORTLISTED**

**CENE Awards**

Residential project of the Year 2022 (Kirkleatham Green)  
**SHORTLISTED**

**Property Week RESI Awards**

Landlord of the Year 2022 (Simple Life Homes)  
**WINNER**

**NW Insider Residential Property Awards**

Apartment Scheme of the Year 2022 (Empyrean)  
**SHORTLISTED**

**NW Insider Residential Property Awards**

Tech of the Year (My Simple Life App) 2022  
**WINNER**

**Property Week RESI Awards**

Residential Company of the Decade 2021 (Sigma Capital)  
**SHORTLISTED**

**Property Week RESI Awards**

Health and Wellbeing Award 2021  
**SHORTLISTED**

**Home Views**

Top 20 Regional Developments 2021 (Prince's Gardens)  
**TOP 20 FINALIST**

**Property Week RESI Awards**

Best Covid Response 2021  
**WINNER**

**Property Week RESI Awards 2021**

PRS Deal of the Year (EQT and Sigma JV London Fund)  
**WINNER**

**Home Views**

Top 5 National Management Companies (over 2,000 units) 2021 (Simple Life Homes)  
**TOP 5 FINALIST**

**WhatHouse Awards 2022**

Best Sustainable Development (Bertha Park)  
**WINNER**

**The Herald Property Awards 2022**

Development of the Year (Bertha Park)  
**FINALIST**

**The Yorkshires 2022**

ESG Excellence Award 2022 (Pullman Green)  
**SHORTLISTED**

**The Yorkshires 2022**

Best Large Development 2022 (Pullman Green)  
**WINNER**

**Property Week RESI Awards 2022**

PRS Deal of the Year 2022 (Beam Park) with Countryside Properties  
**WINNER**

**Insider Midlands Property Awards 2021**

Large Development of the Year Award (Lea Hall Gardens)  
**SHORTLISTED**

**NW Insider Residential Property Awards 2021**

Residential Operator of the Year  
**WINNER**

**UK Housing Awards**

Neighbourhood Transformation (Prince's Gardens, Sheffield) 2021  
**SHORTLISTED**



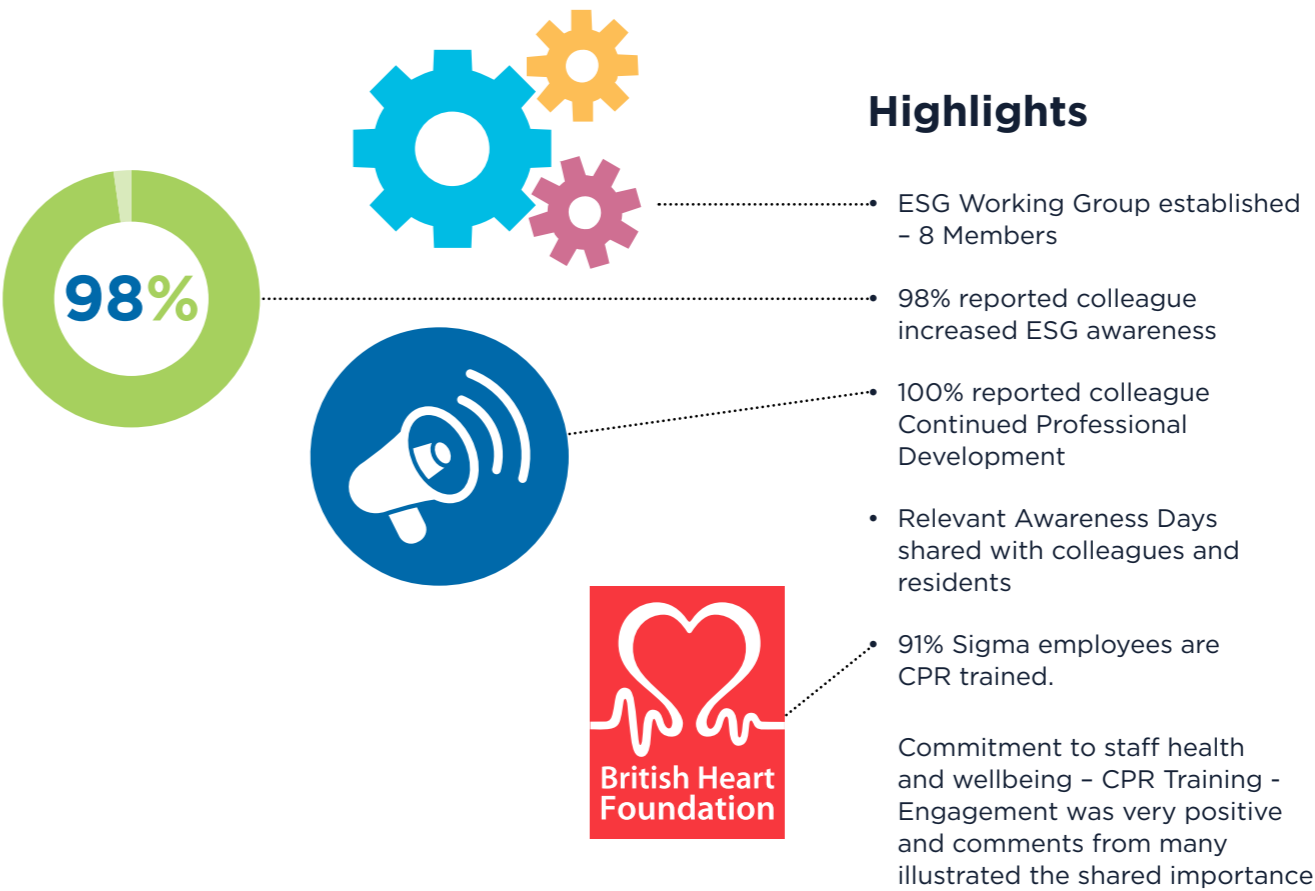
## GOVERNANCE»



# OUR RESPONSIBILITY TO GOVERNANCE»

Strong governance is essential to ensuring that risks are identified and managed, and that accountability, responsibility, fairness and transparency are maintained at all times.

	Goal/Strategy	2021	2022 Update	Comments
	Continue to build energy efficient family homes		Completed total to date 5,185	Many factors affected delivery rate this period, impact of Covid; availability of materials and workforce; global economic climate.
	Development of Environmental Management System (EMS) Framework	Engaged EVORA	Ongoing - initial EMS complete	July 2021 workshop with Sigma team. Behind desired schedule due to impacts listed above and balancing/understanding measurement possibilities. Became clear in this process that GRESB framework was not suitable for our residential single family home model, due to data collection and GDPR regulations. Submitted on Management Component. Strong first submission score 24/30. Review in late 2022 on future framework.
	Development of Social Value TOMs (Themes, Outcomes, Measures) Measurement Framework	Engaged SVP	Review ongoing	Engagement with construction partners to assist with past developments. Work underway on case studies as exemplars. Matrix in development and discussion.
	Increase provision for employee wellbeing	Train Mental Health First Aiders	Completed	Online health & wellbeing membership provision made available to all employees.
	Create Sigma ESG Working Group	Create a committee by March 2021	Completed	Meetings (8 meetings to date, and quarterly going forward) cover topics from ESG, sustainability, health and wellbeing, social impact, etc. Global challenges and pandemic recovery impacted progress.
Future Target	Develop bespoke ESG framework and objectives to align with strategy		2022/23	Having reviewed and exhausted the complex variety of frameworks, aim to set company specific framework in place.

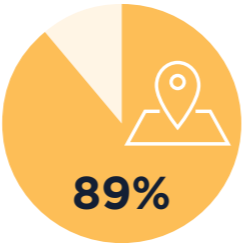


*“Did ours with the children tonight... have photos of them giving CPR to cushions and the dog to prove it!”*

*“I’ve just completed it. It is really effective training, especially the simulation phoning 999 and the camera checking your CPR speed.”*

Rental Market Research

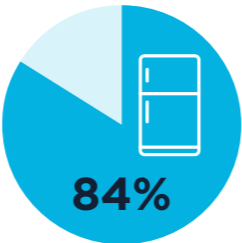
In 2022 we completed our second rental market research project which included two focus groups and a survey to 2,000 renters, renting from different landlords across the UK. The insights of the project allow us as a company to proactively monitor renter attitudes, wants and needs to inform our product and strategic direction.



Location, Location, Location

Location is still the key factor in choosing a property for **89%** of renters

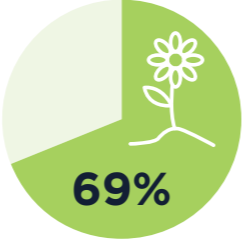
Up from **86%** in 2019



Kitchens are crucial

**84%** of renters still rate a good quality kitchen as a key reason to choose a property

Up from **82%** in 2019

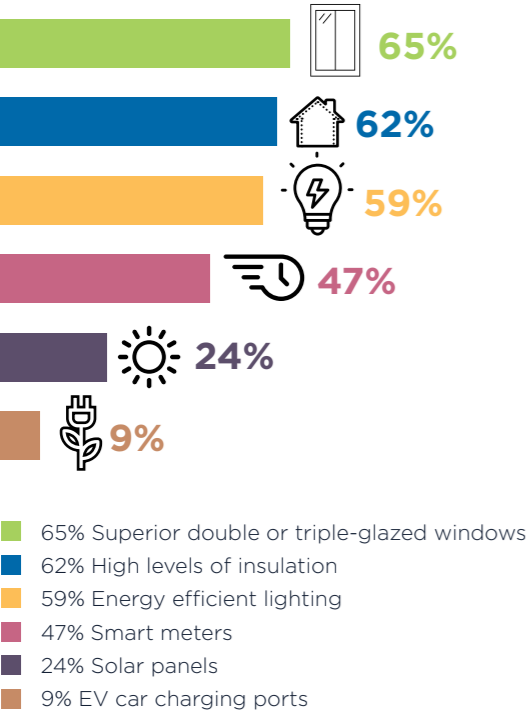


A nation of gardeners

After 18 months of isolation, **69%** of renters now rate access to a garden as very or quite important

Up from **61%** in 2019

Renters expect the following energy-saving enhancements:



**89%** VIEW **LOCATION** AS AN IMPORTANT FACTOR



**71%** VIEW ACCESS TO NEARBY **GREEN SPACES** AS IMPORTANT



**78%** WANT ACCESS TO LOCAL **AMENITIES**



**64%** ARE INFLUENCED BY **COMMUTING TIMES**

Colleague Contributions

Edita's 100 miles for Cancer Research

Throughout October Edita, Accounts Assistant walked over 100 miles and raised £1420, for Cancer Research.



24.5 miles for London Youth

Partners KFH walked from Chislehurst to London Bridge, in September, covering over 57,000 steps each, and raising over £4,500 for London Youth, a charity we also support through our 12 Days of Christmas donations.



Sigma's Santas Run

London's Sigma team members raised over £1,200 in the Santa City 4.5km run in December in aid of World Child Cancer.



Colleagues sharing their plastic free initiatives:

*"These dishwasher tablets are eco friendly and are quite good. They also do laundry detergent capsules and it's a subscription service"*



Plastic Free July 2022

Again, as a team, we targeted July as a time to think about our plastic use and how we could make small changes, knowing that small changes all add up and every journey has to start with that first step!

People shared ideas and their activity in this area such as carrying a reusable coffee cup to your favourite coffee house, wrapping your sandwich in natural beeswax wraps, using eco-friendly cleaning products reducing harm to our waterways and plastic!

Future Activities

Sigma set out to further support Smart works Scotland by signing up to their 2023 March Cycle, aiming to cycle 500 miles in a week to raise £500.

Looking ahead to Summer 2023, training has started for Sigma Snowdon Striders, 17 employees aim to raise £10,000 for Zoe's Place Middlesbrough, as they undertake a Sunrise Challenge on July 1 to climb to the summit of Snowdon in time to see the sun rise!

## Our Team

We are a dedicated and growing team currently based in Edinburgh, Manchester and London, committed to delivering high quality, professionally managed rental homes where people and communities can thrive.

## Equality

Sigma is committed to creating and sustaining a positive and inclusive working environment for all of our employees. Our aim is to ensure that all employees are equally valued and respected and that our organisation is representative of all members of society. We define diversity as valuing everyone as an individual and this is reflected within our values and behaviours and our leadership habits which provide a collaborative and supportive working environment for all employees. A key part of this is that equality of opportunity is a core value and our goal is to ensure that the best person for any role has the opportunity to apply for, be appointed to and excel in it.

## Commitment to Equality, Diversity and Inclusion

The Board considers that all stakeholders stand to benefit when diversity of thoughts, ideas and ways of working from individuals with different backgrounds, experiences and identities are embraced. To this end, the Board is focused on the following:

- Creation of an environment in which individual differences and the contribution of all team members are recognised, encouraged and valued;
- Not tolerating any form of unacceptable behaviour, harassment, discrimination, bullying (including cyber bullying) or victimisation in any area of employment or in the provision of our services to our customers;
- Encourage anyone who feels they have been subject to or witnessed discrimination to raise their concerns in an appropriate forum and provide appropriate forums and pathways for such concerns to be raised;
- Make every person aware of their personal responsibility for implementing and promoting equal opportunities in their day to day dealings with people and encourage employees to treat everyone with dignity and respect;
- Regularly review all our employment practices, policies and procedures to ensure compliance with the requirements of this statement; and
- To monitor the effectiveness of our commitment to diversity and inclusion, and the supporting policies and procedures at least annually.

## Human Rights

The obligations under the Modern Slavery Act 2015 (the 'Act') are not applicable to the Company given its size. However, to the best of its knowledge, the Company is satisfied that its principal suppliers and advisors comply with the provisions of the Act.

The Company operates a zero-tolerance approach to bribery, corruption and fraud.

## Governance

The Group is subject to a number of statutory reporting requirements. The Board has a balanced range of complementary skills and experience, with independent non-executive directors who provide oversight, and challenge decisions and policies as they see fit. The Board believe in robust and effective corporate governance structures and are committed to maintaining high standards and applying the principles of best practice.

Following the acquisition of Sigma by PineBridge Benson Elliott in 2021, the Company has made a number of changes to enhance disclosure and transparency of its operations in line with the spirit of the QCA code.

## Health and Safety

In order to maintain high standards of health and safety for those working on our sites, we commission monthly checks by independent project monitoring surveyors to ensure that all potential risks are identified and mitigated. These checks supplement those undertaken by our house building and construction development partners. Outputs from these reviews are reported to the Board immediately in the event of an incident and on a quarterly basis in the event of a nil return. We are pleased to announce that there have been no reportable incidents in the period. Employee health and safety is also monitored with regular updates shared and any concerns addressed.

The Board of Directors and Advisers has overall responsibility for ensuring that Sigma operate within a framework of equality of opportunity. Senior management have overall management responsibility, delegated to all managers throughout the organisation.

All employees have a duty to support and uphold the principles of our commitment to equality, diversity and inclusion, and the supporting policies and procedures.

As part of a wider review, the Directors have again assessed whether they have both the breadth and depth of skills and experience to fulfil their roles.

The Directors who have been appointed to the Company have been chosen because of the range of skills and experience they offer and which are appropriate for the strategy and objectives for the Company. The Nominations Committee assists the Board in determining the composition and make-up of the Board. It is responsible for periodically evaluating the balance of skills, experience, independence and knowledge of the Board.

The Board recognises the value of broad experiences and diversity within its membership and enhancing this aspect will form future recruitment consideration. At a senior management level, positions held by females include, PRS REIT Head of Finance, Sigma ESG Director, Sigma Marketing Director and Sigma Group Financial Planning & Treasury Manager, reflecting the policy outlined above.

## Future plans and projects

- Small Sustainable Homes project – an exciting collaboration with many partners
- Community Woodland
- Young Researcher in Residence Programme
- Orchestra Choir project
- Wellbeing – online provision for all residents – In Progress
- Extend and develop Biodiversity programme with schools and communities
- PV Data gathering exercise to fully understand the benefits for residents and the planet
- Continue to build links with local charities, schools and clubs
- UN SDG Ambition Accelerator commitment



CLIMATE  
AMBITION  
ACCELERATOR



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