



ENVIRONMENTAL,
SOCIAL AND
GOVERNANCE
2024 ANNUAL REPORT



ENVIRONMENTAL SOCIAL GOVERNANCE REPORT 2023/24



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 1 Jan 2023 to 30 June 2024. This covers the Company’s own work, its management of ESG for The PRS REIT plc (the “**PRS REIT**”) through Simple Life, and the joint venture with EQT Exeter (“**EQT**”) through Simple Life London.

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FOREWORD»

At Sigma Capital Group people and the environment in which we operate, continue to be at the heart of all our business activities and decisions. Our commitment to providing energy efficient homes and enhancing communities is reflected in the growth and success of the portfolios we manage, and is shared in this ESG report. Alongside our many partners we place our responsibility to all stakeholders front and centre of these activities and decisions.

We understand and appreciate the hugely important role people play in building and maintaining thriving, happy and sustainable communities. Through collaboration and active engagement we have over the past 18 months, supported a broad range of charities, schools and groups across the country, focusing on local support guided by local people. We believe in the positive and long-term strength/power of this local focus.

We recognise that, as a business, we have a direct impact on the environment and communities, and we have a responsibility to ensure our activities add positively to the health and wellbeing of both. We act because we should, we can, and we want to be a part of thriving, vibrant and healthy communities.

The following report demonstrates our continuing determination and commitment to making a positive difference to the lives of all stakeholders. Thank you for your role in this vision and we are excited about the next 18 months.



Graham Barnett
Founder and CEO
Sigma Capital Group

ESG»DIRECTOR»REVIEW

People and the wider communities in which we operate continue to be key to our approach to sustainability and all ESG related activities and engagement. The past 18 months have seen many achievements, much growth to celebrate and also challenges to navigate.

As ESG Director I have the great privilege of meeting and engaging with many stakeholders, residents, community groups, charity and construction partners, and I am struck by the shared vision and goals, to do the right thing, to make a positive difference. I am inspired and humbled in equal measure by the commitment and dedication of so many to ensuring positive outcomes and experiences for others.

It has been a real pleasure building our charity partnerships and community initiatives over the last 18 months as we strive to make a very real difference to the lives of those in the communities in which we operate. With people at the very heart of our strategy and decision-making, we recognise our responsibility to residents and all stakeholders, ever mindful of the challenges that global, national and local events and activities have on everyone. We are committed to engaging with our residents, increasing our support for charities, clubs and activities through their nominations, appreciating their awareness of important and current local needs. This commitment is reflected and evident in the considerable growth in this area, the strengths of these partnerships and the impacts on so many. The impacts of our activities as humans on the world and those we share this planet with is well documented. It is motivating to collaborate and work with partners in all areas who share this realisation, and who aspire as we do to effect positive change and take beneficial action.

I continue to believe in the power of people and as such share the contents of this report with you. As a partner on our journey, thank you for your support, and if one considering involvement, welcome. There is much we can achieve together.



Niamh Waldron
ESG Director
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, 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.

Reference and alignment to the United Nations Sustainability Development Goals (“SDG”) 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 focused Sigma’s ESG efforts.

Furthermore, Sigma also committed to SDG Ambition guides, which support the UN’s goals. It is particularly focusing on the UN’s target of Land Degradation Neutrality (“LDN”) and its LDN principles. Objectives include zero deforestation and enhanced biodiversity through tree and wildflower planting programmes.



17 UN Sustainable Development Goals



Sigma is also cognisant of legislative developments in relation to the Government’s Biodiversity Net Gain (“BNG”) strategy, which aims to safeguard habitat for wildlife, and its encouragement of the energy performance efficiency of rental homes.

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.

Sigma’s management structure operates with clear policies and practices to identify, address and manage ESG issues effectively throughout the lifecycle of managed assets. Collaboration with all partners with whom Sigma operate is key to measuring and developing Sigma’s strategy going forward. Defining value is a challenge and we identify the growing significance of Social Value in real estate, with a strong Company focus on Social Impact. Sigma is committed to monitoring and reporting the impacts it makes on people, communities and the environment.

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.

Recognising our responsibility to all stakeholders, Sigma monitors the changing legislative and reporting landscape, including the EU Sustainable Finance Disclosure Regulation, the UN Principles of Responsible Investment (“PRI”), the Task Force on Climate-Related Financial Disclosures, the Taskforce on Nature-related Financial Disclosures, the EU’s Corporate Sustainability Reporting Directive, 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 a leading provider of institutionally invested build-to-rent (“**BTR**”) housing, Sigma recognises its responsibilities towards the environment and also public priorities. The Government’s ‘10 Point Plan for a Green Industrial Revolution’, and “Net Zero Strategy: Build Back Greener” set out pathways to accelerate the UK’s targeting of net zero carbon emissions and encompasses energy, production, 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 continuing need for action in areas including energy and water consumption, non-fossil fuel heating provision and biodiversity. In 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 legislative requirements and best practice.

Sigma aims to create residential environments that promote societal and individual well-being through the provision of:

- high-quality, well-designed, energy efficient homes;
- the potential for stable, long-term tenancies;
- well-located developments that offer ready access to centres of employment, good local primary education, public transport and retail centres;
- professional repair and maintenance;
- high levels of customer service;
- regular community events: and
- support for and engagement with local charities, schools, and community initiatives.

Sigma build homes which are suitable for a wide range of people, levels of affordability and life-stages, offering families and individuals the opportunity to move to larger or smaller homes depending on their needs. In this way, our developments support a diverse demographic profile and help to create sustainable neighbourhoods.

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. The Company 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.



TOTAL
PORTFOLIO
ASSETS
6,917

 **25% INCREASE**
FROM 5,185
in 18 months Jan 2023 - June 2024

 **1,732**



 **my SIMPLE LIFE**



Total ESG Funds managed
£376,000

» **HIGHLIGHTS**

- » Total portfolio completed assets **6,917** as at 30 June 2024
- » **6,917** as at 30 June 2024
25% 18 month increase
Dec 2022 **5,185**
- » **1732** homes completed
2023-2024 18 month period
- » **110** sites across the country
- » Addition of **7** development sites in
Warwickshire, Shropshire, South
Yorkshire, Staffordshire, Devon,
Hampshire and Somerset.
- » **100%** EPC C and above
- » **90%** EPC B and above
- » **100%** houses with private garden
- » **73%** of all households with the
app downloaded (across all Sigma
portfolios as at September 2024)
As at July 2024 the regional My
Simple Life mobile app has over
5,300 resident users (54% of overall
residents) and 227 London resident
users (32% of overall residents)
- » Overall Home Views **4.29** out
of 5.00
- » Award highlights LOVE TO RENT
AWARDS BTR Social Impact Award
2023 (Winner)
- » ESG Community Fund Donations
Sigma Jan 2023 - June 2024
£150,000
The PRS REIT plc ESG Community
Fund Managed by Sigma July 2023 -
June 2024 **£226,000**
Total ESG Funds managed **£376,000**

COMMUNITY»LOCATIONS

Beautiful, energy efficient, professionally managed, homes to rent across the country, where people and the environment and community in which they are located is a key focus.



ENVIRONMENTAL»

Environmental Impact and Data



Energy

Sigma provides residents with access to clean and renewable energy through the installation of electric vehicle (“EV”) charging facilities PV panels, where possible. To date, 28% of Simple Life developments have access to EV chargers, and a growing number of homes are installed with wiring looms for personal installation, which are specially designed wiring systems that provide for greater efficiency, protection and safety. 38% of developments have PV panels installed producing clean energy, with clear growth in this area over the last 18 months.

In the year ahead Sigma is researching options to install a platform for measuring energy generated and used, thereby calculating that which has been delivered back to the national grid.

Energy related data across all developments:

	PRS REIT (2017-2025) %	London BtR (2019-2027) %	SIGMA (under PBBE) (2021-ongoing) %	Total %
Photovoltaics (PV) installed	27%	88%	44%	38%
Electric Vehicle chargers (EV) installed	6%	88%	47%	28%
Air Source Heap Pump (ASHP) installed	0%	13%	11%	5%
District Heating Network (DHN) provision	0%	75%	9%	9%
Ground Source Heat Pump (GSHP) installed	0%	13%	0%	1%
Waste Water Heat Recovery (WWHR) installed	0%	0%	31%	12%

Alongside PV panels and EV facilities, new technologies are increasingly visible on Sigma developments including the installation of Ground Source Heat Pumps, District Heating Systems, Air Source Heat Pumps, and Waste Water Heat Recovery Systems illustrating progress in future proofing assets and positive steps towards decarbonisation, renewable energy use, and reduced fossil-fuel energy use.

In September 2022 Simple Life announced the findings of a study to compare the energy consumption of four of its core properties against four other eras of homes. The findings revealed that current Simple Life homes are 25% cheaper to run in comparison to properties built between 2007-2011, and as much as 74% cheaper than older homes. With energy costs remaining high and the cost of living impact for all we continue to target energy efficiency as a key focus.

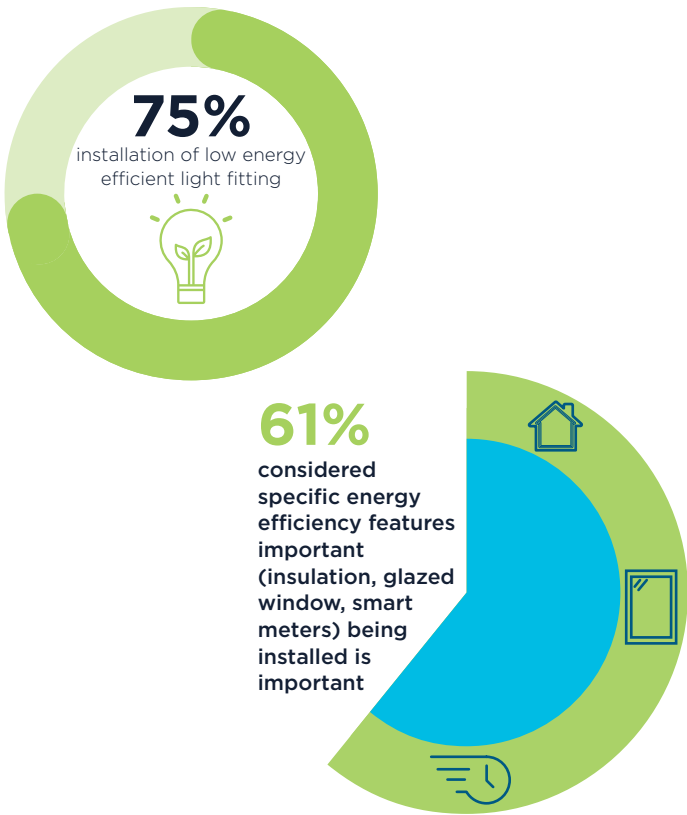
“I pay lower bills here since the home is insulated really well. Simple Life told us that our bills would be 25% less than average, and I can say that they are”

Aleksandra
resident at Abbotsfield,
St Helens.

Rob Sumner, Residential Investment Director at Simple Life said:

“We are very pleased that the study revealed that the running costs were markedly in favour of our properties. Given the current upward movement in energy prices, we hope that our Simple Life residents can seek comfort in the data, knowing that their homes are operating at the most energy efficient level. We intend to continue to work with our residents to educate them on sustainability in the home, to help them understand how to make the most of the energy efficiency features and reap the financial rewards in the longer term.”

Rob Sumner



To support the findings of the study, Simple Life conducted market research with renters all over the UK** to uncover attitudes towards sustainability in the home. 74% of people surveyed think it is important to factor in the energy efficiency of the property when looking for somewhere to rent, whilst 61% think the specific features (insulation, glazed window, smart meters) being installed is important to consider. Overall, the focus group revealed that renters worried that sustainable living and utilising these features would come at a higher cost, rather than understanding the potential money-saving benefits.

Further initiatives and actions to support greater energy efficiency and drive high standards includes the installation of energy efficient light fitting, 75% of which are classified as low. The inclusion of time-sensitive, sensor and energy efficient LED lighting in communal areas further demonstrates positive actions in reducing energy consumption. Insulation standards eliminate the need for heating in communal areas, generating further energy and cost saving measures.

** Source: Simple Life Market Research 2022 including a 2000 participant UK wide renter survey and focus group.

Partnerships

Strong construction and supply chain partnerships, engagement, communication and collaboration ensures forward thinking design. It also facilitates challenge, and supports development decisions, ensuring monitoring of and proactivity to future proof assets. Working with like-minded partners is important to Sigma. Statement of intent and commitments from construction partners illustrate this alignment. The Sigma team have benefitted from visits to the Vistry Innovation Centre where there is evidence of Vistry's commitment to testing innovation and how new technologies can fit within the timber frame, and Omega Kitchens factory in Doncaster illustrating design and production processes, and plans are in place for site visit to Symphony Kitchens and Beko, enhancing partnerships in these areas.

Jack Brayshaw, Head of Technical Innovation with predominant delivery partners Vistry Group confirmed the company is targeting:

- A waste efficiency improvement in 2024 over 2023 of over 30% reduction
- 99% diversion from landfill at Vistry Works
- 100% of timber is PEFC certified and recycled
- 100% of OSB (oriented strand board) is PEFC certified and recycled
- Sourcing raw materials close to the factories to reduce carbon footprint
- Driving forward timber frame construction due to speed of scale, increasing offsite manufacturing, and impact on embodied carbon, enables:
- A measured 35% improvement on speed from slab to legal completion over traditional construction
- A measured 29% improvement in embodied carbon over traditional construction
- Trialling complementary systems such as brick slips, which have many key drivers for their use, such as speed of build, bricklaying capacity and reduced embodied carbon.

Recent delivery partners Persimmon Homes' Sustainability Director, Fran Leedham, confirmed Persimmon Homes Group position:

- All homes are designed to be energy efficient with at least an EPC B energy rating
- Persimmon manufacture own concrete brick and tiles for use on sites, which reduces the carbon footprint of the materials used, and transport emissions.
- Persimmon Space 4 timber frame and roof cassette manufacture enables implementation of "fabric first" solutions to enhance energy efficiency, reduce production waste and carbon footprint.
- Placemaking Framework - integrates sustainability into the design of new communities, providing green spaces for people and nature, sustainable transport, and biodiversity gain.
- A national business with a local presence, and support c.43,000 jobs across the supply chain and c.76,000 jobs across the wider community.

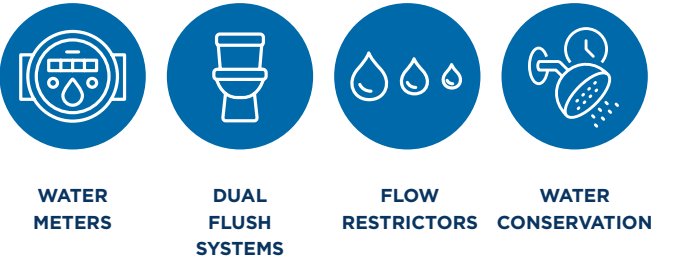
Operational data gathering pilot

Understanding actual operational data of assets is important and Sigma have teamed with ARBNCO on a data gathering pilot for 500 homes across the country for the period 2023-2024. Plans are in place to use the data to extrapolate carbon emissions for all 2, 3 and 4 bed assets. The ARBNCO platform can harvest 'supplier specific' energy consumption data for assets, without the initial need for tenant level engagement. With seamless data aggregation and reporting capabilities, Sigma can effortlessly track consumption, benchmark against peer buildings, and generate data for reporting purposes. Understanding the performance of homes, and making comparisons by design and location will help guide future plans and specification. Results from this pilot will be shared in the next report.



Water

Water is a precious commodity and ensuring residents can use water responsibly is very important. In line with current building regulations we continue to fit water meters, flow restrictors and dual flush systems, in all our homes. Residents are provided with guidance on the basic principles of water conservation, including information on best practice and national Water Days.



Emissions

Sigma is working closely with its construction partners to understand and monitor the greenhouse gas emissions and waste produced in the construction of homes. Gathering relevant and meaningful data to help direct future design and asset maintenance is important, and the Sigma is in discussion with building partners, Vistry and Countryside Partnerships to develop a strategy and process for data gathering in this area. Discussions and collaboration in this area started in 2024 with Kellen Homes, Lovell Homes, and Persimmon Homes, as Sigma expands its partnership base. Data collation is not an easy task as there is no legal obligation on third parties such as suppliers and customers to provide information. In the absence of relationship and economic leverage, this process is entirely reliant on a voluntary co-operation. Collaboration has involved participation in a sustainability materiality assessment, which will be used to discuss and agree targets.

Scope 1 and 2 emissions are those owned or controlled by a company. Scope 3 emissions are a result of the activities of the company but occur from sources not owned or controlled by a company. Examples of Scope 1 include direct emissions from fuel combustion on site such as boilers and fleet vehicles. Scope 2 emissions relate to indirect emissions generated from purchased energy such as electricity, and Scope 3 emissions relate to emissions created by the products we buy from suppliers and that our customers use. Construction partners are committed to working closely with us to gather relevant information during construction of homes.

Maintenance

Sigma works with residents to assist with self-fix providing easily accessible guided self-help videos and online information, thereby reducing the need for transport to homes. To further understand, monitor and improve maintenance issues in general, more detailed analysis of data including the time taken to resolve issues and the types of issues is planned. Expected pre-tenancy and warranty issues must also be taken into account. Residents receive regular reminders of ways to reduce their impacts and costs, which are particularly important at this time.

George and Aiysha, residents at Our Lady's in Worsley, said they found the App very helpful for accessing the FixFlo maintenance portal.



All managed assets across the Simple Life and Simple Life London portfolio

Issues raised by residents from 1 Jan 23 - 30 June 24:

- 56% continued to maintenance to fix/contractor instructed
- 44% were resolved through system advice, self fix or no longer required

George commented:

“There is a section on the app that includes all the manuals for the washing machine, oven and fire alarms in the house. So, if we’ve had an issue, it’s so easy to go onto the app and solve the problem quickly.”

Aiysha added:

“We use FixFlo as well. So, if we ever have any problems, we go to the app and put those in, and they tend to be solved really quickly. George put one in not long ago and they were here the next day.”



Recycling

Over the last year we have continued to provide opportunities for residents to make informed decisions and take positive actions with regard to waste and recycling, through the provision, where possible, of White Rose clothing recycling bins. A review of our partnership with a second provider, The Fire Fighters, resulted in an adjustment to provide household collections through a unique Simple Life QR code with Roberts’ Recycling and the associated choice of charity support for our residents, with links to the British Heart Foundation for used furniture donations, and Barnardo’s for show home repurposing. All these initiatives reduce landfill and waste.

We believe this broader and more widespread provision offers greater flexibility and choice for residents.

With the addition of one location the data collected indicates greater use of these facilities and an increase in the region of a third across the portfolio.



Clothes Bank Location	Avoided Landfill Total kgs	Projected Resale value £	Offset kg of CO ₂ emissions
Brookside Grange Residents	596	£3,279	2,146
Canalside Residents	584	£3,213	2,102
Coral Mill Residents	607	£3,339	2,185
Earle Street Residents	603	£3,318	2,171
Empyrean Residents	2,834	£15,688	10,202
Holyoake Drive Residents	1,285	£7,088	4,626
Fresh Wharf Residents	750	£4,125	2,700
Havenswood Residents	647	£3,559	2,329
Hollystone Bank Residents	690	£3,795	2,484
Prescot Park Residents	644	£3,543	2,319
Reynolds Place Residents	487	£2,680	1,753
Stonefield Edge Residents	271	£1,489	974
TOTALS	9,998	£55,116	35,991

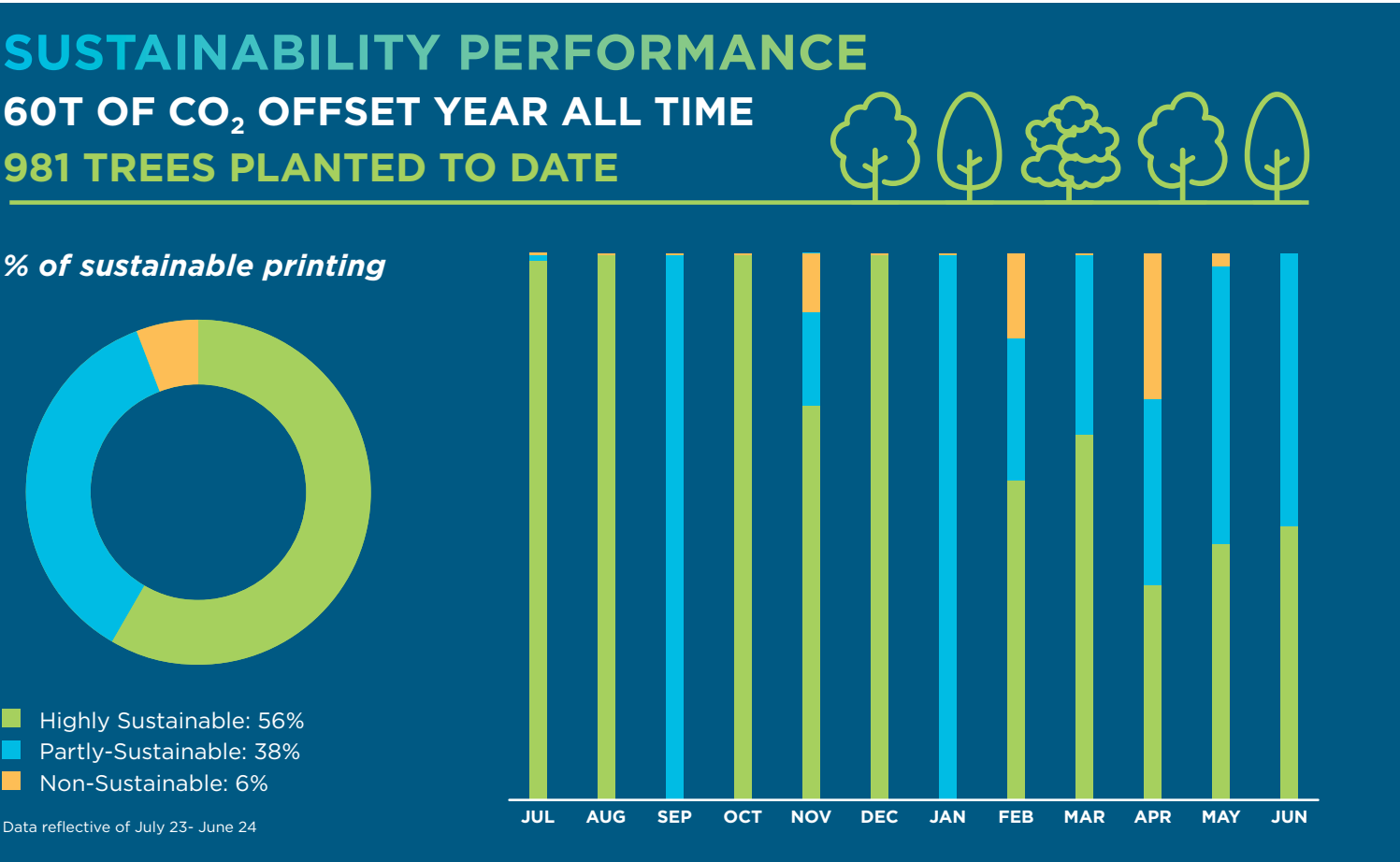
*Data for 1 Jan 2023 - 30 June 2024
All residents have access to household waste recycling facilities, and are encouraged to reduce waste, donate reusable items and share books, all positive sustainable activities.

Printing

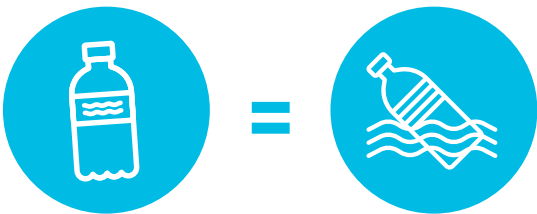
As a business Sigma is aware of the need for responsible paper use and printing. Through continued partnership with Pinksheep and their ORA Sustainability Scheme we have offset our carbon impact in these areas through tree planting and ocean plastic recovery. The decision was taken to share this ESG Report digitally rather than print, a very positive action in this regard.



The data includes all work undertaken by Sigma.



OCEAN PLASTIC RECOVERY



96,484
plastic bottles
collected

1,929
kg of ocean bound
plastic recovered

OUR 60T CO₂ OFFSET ACHIEVEMENT IS EQUIVALENT TO ONE OF THE BELOW:



75
Long haul
flights



32
meters² of
sea ice saved



243,386
miles driven
in a car



The information shown is for all time sustainability since 01/12/20 as at July 2024

Welcome Boxes Become Bags

In line with encouraging and supporting sustainable actions and reducing our environmental impact, this year saw a review and modern makeover of the resident welcome boxes. The majority of items were replaced with local British sourced products, sustainably produced goods and reduced packaging. The resulting reductions also lowered transport impacts and costs of delivery of the boxes, which are now handy reusable jute bags.



Biodiversity Project

Sigma is aware of the Government’s BNG policy which became mandatory in January 2024 and requires developers to deliver a biodiversity net gain 10% compared to what was there before development. This positive impact and improving natural habitats has been behind the Simple Life Schools and Communities Biodiversity Project, a countrywide project, which involves communities and schools engaging in activities such as planting trees, vegetables, and wildflowers. This project demonstrates positive actions in addition to the requirements which development partners will deliver.

Sigma has increased its commitment to enhancing nature through its alignment with the UN SDG Ambition Benchmark on LDN, and a commitment to enhance biodiversity and ensure positive land and sustainable timber use, across our communities and portfolio, committing to plant an additional 10,000 trees and accessible wildflower green spaces by 2033.

Sigma has teamed with Green The UK on a project over two years, to deliver a biodiversity programme to 24 schools across the country. This includes planting trees, planting and learning about wildflowers and vegetables, and rewilding 2 hectares with the support of Sigma team volunteers. Schools in clusters in the Wigan, Telford, Sheffield, Doncaster, Bradford, Blackburn and Smethwick areas will be invited to participate.



Sigma has extended its work in this area to include individually unique community and school projects. The Hope Green Project in Partington is a community allotment project engaging with local people to grow food and support one another. Our Lady of Lourdes Primary have partnered with Sigma on a phased project to enhance the outdoor learning facilities for pupils.



Deputy Head Teacher, Julia Bill comments;
“We have really enjoyed working with Sigma over the past few months. Niamh led a project at school to develop our prayer garden for a recently lost member of staff. She listened to the children’s ideas and sourced lots of trees and plants based on the children’s memories of the staff member. Working with groups to plant the garden, it is now being used by so many children. We are running a lunchtime gardening club to maintain the garden, where children with social communication difficulties take part in a more structured activity. It has been lovely to see them share interests and develop skills necessary to work as part of a team. Children who need support to regulate their emotions are also using the space to calm and engage in sensory activities. It is a really popular part of our outdoor provision and we can not thank Sigma enough for this support.”

To date 10 schools and over 300 young people have enjoyed and benefitted from activities.

Southall Primary School, Telford, planting was delivered in June, with planting done in the school’s forest school/ outdoor learning area next to their pond and existing mini meadow. They enhanced the meadow, planted wildflowers around the pond edges, and some herbs were left with the children (such as mint, chives and sage) for their existing herb/vegetable plot and use as a further learning resource.

“Kaitlyn came down to work with different groups of our special educational needs children between the ages of 11-15. It was a hot day, but Kaitlyn kept them engaged, interested and they thoroughly enjoyed learning and planting in our Forest School area. The session was engaging, calm and pitched at the right level for our pupils. I would highly recommend it and we look forward to any other opportunity we may get in the future to work with them again.”

At Dawley Primary School in Telford, around 150 children participated in a planting activity day.

“Not only did the children get a lot from the day and retain their learning, but the sense of community and togetherness that has come from bringing volunteers together is priceless and ongoing!

“I have had many compliments about the new border on the flower bed too!

“I feel like the ‘hard work’ put in by the children has been very beneficial and I have seen a difference in the children already this term.

“Now that we have the materials and the parents who are interested, I think I will try and put in days where we give back to our environment and our surroundings.

A heartfelt thank you for involving me and the kids in all the projects. An absolute pleasure!”
Teacher, Dawley Primary

147 very excited and energetic children aged 5-11 at Waverley Academy, Doncaster, planted a mini forest of 200 saplings on a strip of land beside their school with their teachers, led by Tim from the Royal Forestry Society and joined by Niamh Waldron from Sigma. The planting initiative became part of the school’s Go Green Campaign. Each child planted a field maple, rowan, silver birch or wild cherry tree.



The Hope Green Project in Partington is a community growing initiative in partnership with The Hideaway, aimed at encouraging healthier lifestyles through developing an outdoor space for the community for food growing, engagement, outdoor activity and volunteering, with a focus on sustainability. Collaboration with the Hope Pantry at The Hideaway will see food sharing and cooking classes to further support healthy eating. Funding from Sigma will support provision of materials and plants.

“Without the support from Sigma Capital we simply would not be where we are right now. With the support of Sigma and Niamh we have been able to thoroughly clear and level the ground which has enabled us to begin developing a large community growing project. Niamh’s enthusiasm, advice and suggestions have helped shape the project and bring it to life in a way that will help to have a transformative effect on our local community. We have been able to make a start on the allotment. Sigma have been the catalyst for the project, with other companies following their example and coming on board to make our vision a reality.”

Darren English, Hope Green Project Lead



Ground Neutral, Book Boxes and Benches

A Book Boxes and Guardians programme to encourage sustainable activities and residents to share books, was launched in 2022 by Sigma and continued to develop across several developments over the past year. To date, 17 book boxes have been installed providing a means of sharing and accessing free books to over 1,417 homes and enhancing opportunities for community engagement. The book boxes were sustainably made from 100% repurposed materials in partnership with a specialist recycling company, Ground Neutral.

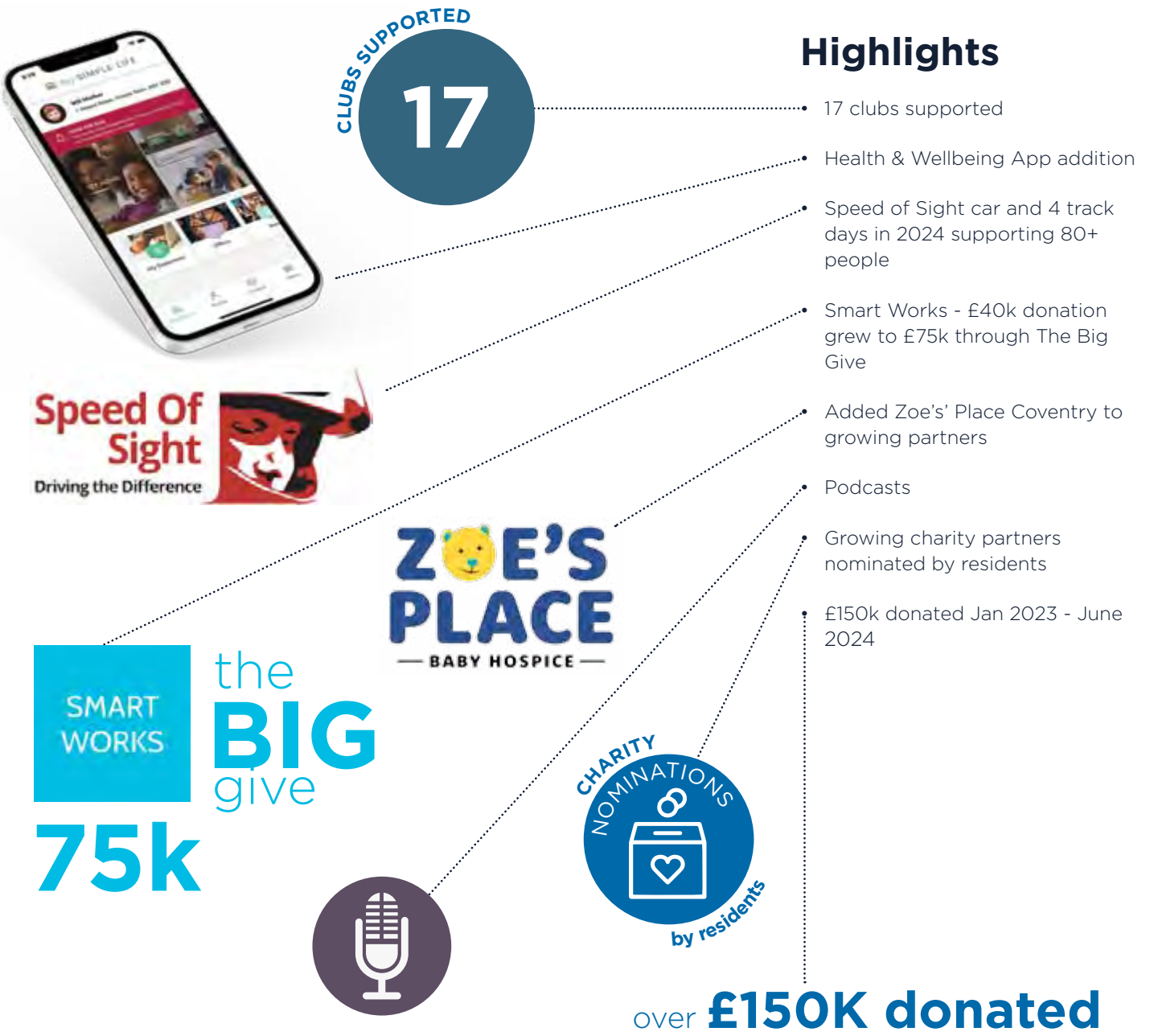
Providing a place to simply sit and enjoy the view, a rest or a chat with someone is why Ground Neutral have also made benches for areas where residents felt these would benefit their community.





SOCIAL»

Social Impact and Data



The UN's Sustainable Development Goals | SOCIAL



	Goal/Strategy	2023	2024 Update	Comments
	Supporting local community	Growth in support for local charities, clubs and activities	Complete	60+ charities and groups have benefitted from support managed by Sigma. Target to cover majority of asset locations achieved.
	£100k Sigma ESG Fund	£108k delivered Jan 2023 - Dec 2023	Ongoing	£40k has been invested in communities for the first 6 months of 2024
	Keeping residents informed	Enhanced provision for residents	Complete	Simple Life App health & wellbeing enhancement Social media platform Events and activities Offers Newsletter
	Engage with residents	Consult residents on charitable donations	Complete	12 Days of Christmas donations; and new clubs/activity sponsorships.
	Increasing sustainable opportunities for residents	Provide access to sustainable products and opportunities	Complete	Partnership with Oddbox & Smol-discount offer. Clothing recycling provision with White Rose, and further provision through Roberts Recycling Simple Life specific QR code. Book boxes installed at 17 sites, providing a means of sharing and accessing free books to over 1,417 homes.
	Provide utilities support	Partnership with Pocket Power	Ongoing provision 2024	Platform for our residents to access free, confidential advice and support.
	Provide access to wellbeing support for all residents	Partnership with online provider danceSing	Ongoing	Well-being gift to all residents. No sign up requirement, easy password access.
	Support education programme partnership	-	2024	Starting Aug 2024 South Queensferry High School alongside Bridgewater Village development and Lovell's team.
Future Targets	Increase support for clubs and activities	10 new clubs added	2024/25	Ensure this support covers broad range of activities, reflecting portfolio geographic and demographic location.
Future Targets	Build current charity partnership support	Enhanced support	Ongoing	Support growth for charities evident - examples Smart Works, Zoe's Place, Speed of Sight, The Joshua Tree, The Bereavement Cafe.
Future Targets	Enhance Wellbeing provision for residents	Enhanced support	2024	Additional online mental support with MyndUp and physical support with FIIT - partnerships.

Charity Partners 2023-2024

Zoe's Place Middlesbrough
Crossbeck House, Middlesbrough

Zoe's Place Coventry
Easter Way, Ash Green, Coventry

Speed of Sight
Outer Space Business Centre, Stonehill Road, Farnworth, Bolton

Loaves and Fishes
1 Paddington Close, Salford

The Big Help Project
212H Boaler Street, Merseyside

Knowsley Foodbank
Link Road Depot Link Road, Huyton

Atherton & Leigh Foodbank
35 Vernon St, Bury

Embassy Embassy c/o, The Message Trust, Lancaster House, Harper Road, Manchester, Great Manchester

Burton Albion Community Trust
Pirelli Stadium, Burton Upon Trent

L6 Community Centre
Housing Office 99 Queens Road, Liverpool

The Bereavement Café (again general)
Bolton

IntoUniversity Salford
The Beacon Centre, 8a London St, Salford

NSPCC Liverpool
Great Homer Street 112, Liverpool

NSPCC Doncaster
59 Leeds Road, Bradford

NSPCC Leeds
NSPCC, St John's Offices, Albion Street, Leeds

Alzheimer's Research UK
3 Riverside, Granta Park, Cambridge

Manchester Brain Bank
The University of Manchester, Oxford Rd, Manchester

Capability Scotland
Upper Springland Capability Scotland, Isla Rd, Perth

Barnardo's
111 Oxfangs Rd N, Edinburgh
Birkenhead Superstore
Ashford

Smart Works Scotland
32 Annandale Street Lane, Edinburgh

Smart Works Manchester
3rd Floor, Holyoake House, Hanover Street, Manchester

Smart Works Birmingham
321 Bradford Street, Birmingham

Smart Works London
Canonbury Yard, 202-208 New North Road, London

The British Heart Foundation
The Cube, 43a Leith Street, Edinburgh

Carluke Men's Shed
1 Kilmory Road, Carluke

Sheffield Flourish
Sheffield

The Joshua Tree
Dalesford Lane, Northwich

Lancashire TAAG
Chorley

The Hope Green Project
Hope Centre, Partington

The Hideaway
Partington

SPID Theatre
Kensal House, Ladbroke Grove, London

The Academy of Real Assets
Kensal House, Ladbroke Grove, London

Barking & Dagenham Youth Dance
18 Essex Rd, Barking



Community and Charities

Sigma places great importance on engaging with the communities in which its developments are sited. Over the last eighteen months, the Company has supported over 60 charities and clubs across the country, either financially or practically. Residents are often involved in selecting these charities and organisations and Sigma aims to ensure that residents will readily identify with chosen causes.

A wide range of organisations and social initiatives were supported, ranging from local clubs promoting girls’ football and women’s cricket and rugby, to smaller and national charities.

Examples of initiatives that were supported include the British Heart Foundation’s RevivR project, which teaches vital cardiopulmonary resuscitation, and the NSPCC’s parenting skills project, ‘Look, Say, Sing, Play’ as well as its Adolescence programme in Liverpool, and its “The Net” project to raise awareness of online safety for children in Doncaster and Leeds. A new partnership was started with Alzheimer’s Research UK. It has

provided residents with the opportunity for significant engagement, including visiting the charity’s research laboratories at Manchester Brain Bank, Salford Royal NHS.

Simon McDermot, Regional Fundraising Officer for Alzheimer’s Research UK emailed to say:

“Thank you so much for the donation to Alzheimer’s Research UK, £9580. We’re so grateful that Simple Life Homes has supported our work to help bring about life-changing treatments for dementia. Your support makes a difference We’re making huge advances in our understanding of dementia, and the breakthroughs keep coming. Support like yours has helped our scientists discover over 20 genes linked to Alzheimer’s disease, uncovering new avenues of investigation in the search for new treatments. Thank you once again for your generous donation and we look forward to supporting your efforts in raising awareness of dementia with your local communities.”

Sigma seeks to establish productive relationships with charity partners. During the year, visits were organised with a number of charity partners, including Embassy Village, Atherton and Leigh Foodbank, Knowsley Foodbank, Salford Loaves and Fishes, Zoe’s Place Middlesbrough, Barnardo’s Gap Homes Project, Speed of Sight, and Carluke Men’s Shed. They provided the opportunity to discuss how best to provide ongoing support.

The feedback we share illustrates the importance, need and impact of such support.

“Knowsley foodbank started nearly 12 years ago. Now the Big Help Project Food division has a team of eight people working from our warehouse in Kirkby. We have three drivers, two warehouse operatives, and three office based colleagues alongside a team of dedicated volunteers. The warehouse handles all of the food for our seven foodbanks and 17 food clubs. The foodbank via food clubs has been successful in expanding throughout Knowsley and the Liverpool City Region and the Wirral.

“Last year we distributed over 276 tonnes of food to across our foodbanks and food clubs in total, which helped to feed 140,000 people; of this 261 tonnes was surplus food saved from going to landfill.

“Donations for the foodbank are essential to ensure that we maintain our support to those people who are living in crisis and poverty. We are grateful to those people and companies that support us in our work as without them we could not achieve what we do within the community.”

Michele Duckworth Knowsley Foodbank


Large-scale initiatives during the year included the Simple Life Schools and Communities Biodiversity Project, which was launched in partnership with Green the UK, and the danceSing Wellbeing initiative. The Simple Life Schools and Communities Biodiversity Project is a countrywide project, which involves communities and schools engaging in activities such as planting trees, vegetables, and wildflowers. The danceSing Wellbeing initiative has resident wellbeing at its heart and offers residents online access to a wide range of activities that support physical and mental health.



Embassy

Embassy specialises in resettlement, assisting homeless men and women in Greater Manchester to get back on their feet, into work and living independent lives. Support for Embassy first began back in 2021, when ESG Director, Niamh Waldron, met founder Sid and his team at the launch of the Village campaign, committing to sponsoring the running costs of five of the homes in the Village.

[Listen to the podcast here](#)



Embassy Village will take a pioneering approach to tackle homelessness and deprivation. The scheme will break down the barriers and obstacles that many people encounter when trying to move forward from life on the street. As well as 40 homes, the village will include a community hub which will act as a training and mentoring facility for residents, a secure reception pod and a courtyard for socialising.

Each resident will live on-site for 6 to 14 months, working directly with the Embassy team to gain invaluable life skills, secure employment with local businesses and save up a deposit to move into private accommodation of their own.

After discussing the difficulties around terms of tenancy agreements and the legalities relating to this, Sigma managed the sourcing of a separate property in an undisclosed area, free of charge, to house two vulnerable women, as Embassy look to support the wider community. Exciting plans to develop further housing for vulnerable women is underway, with a strong emphasis on skills and supply chain collaboration and sustainable building, challenging the project with the use of repurposed materials. We look forward to reporting on progress in the next report.

Sid Williams, Embassy CEO and Founder shares the impact of our partnership. His words illustrate the benefits to all involved and why such partnerships are such important in society.

***“The relationship between Embassy and Sigma Capital and thereby Simple Life has been so incredibly helpful to our story. Their generosity has allowed us the rent-free use of one of your homes which is currently housing two women. We’ve been able to cut our teeth on this first pilot and it’s gone so well that we’re now leasing a second Simple Life property and supporting two more women. These are 4 women in their 20’s and 30’s who were sleeping on the streets or in shelters until they came to our joint care.*”**

“Two are now working full time in roles we have trained and prepared them for. One resident is now working for a security company we know after qualifying at college. Another has just begun a job with the Lowry Hotel which is the only 5 star in the region. Another is in college full time learning to read and write after missing an education in her childhood and the 4th is relatively new and working through a close bereavement with our team but will be ready for work soon after completing some of our training and education in budgeting, cooking, home management etc, in which she is engaging well. The women have begun cooking together and the atmosphere is very positive.”

“E told us that “I feel safe and I’m happy living here.” We asked V which bedroom she wanted. She said “Two weeks ago I was choosing between this bit of concrete or that bit of concrete. I’m just so grateful to be here. Thank you for taking me in.”

“N became homeless because her mother could no longer afford to look after her. 10 family members were living in a in a small two bed flat in Salford. The cost of living had become too much for the family. N, being the oldest child opted to live in a tent near the family home. This is an extremely vulnerable place for a young woman to be. In the end she came to us and after successfully completing a college course we have helped her into a full time role at a very good security company in the city centre. She is so encouraged and extremely motivated to succeed.

H came from Somalia where Islamist militants wanted to circumcise her against her will. “She fought them off and is now missing part of her ear where she was attacked by the men with knives. A long and traumatic journey later and she finally came to us from a local council. Em, our women’s project manager has helped her with her English, cooked together, unpacked some of her story, and helped her get settled and ready for work. She is now working in a full-time role that we have found her at a local company. She is so positive about her future and it taking the opportunity with both hands.”

“I share these two stories because they show how your homes are benefiting local people and people from the other side of the world. Both women will be saving up to move on to rent private sector housing as opposed to waiting for council accommodation. We’ve

been told recently by both Salford and Manchester city Councils that in both boroughs the average wait in a shelter is 10-15 years which is significantly up on the 5 year wait for council housing just 4 years ago. The cost of living crisis and an increasingly dangerous world are causing these sharp spikes. Full time work and our training and support will mean a much faster route out of poverty and to contributing back to society for women homeless in the city.

Our joint venture to build homes that Embassy will own is even more exciting. We are so glad to have the help and backing of Sigma Capital for that project. We’ve been offered the land by a local council and we’ve already got an architect and drawings ready. Our team includes the architect, planning consultant, QS and building company. Niamh has been critical in pulling this vision together and we are so grateful for her can do attitude. We’re really excited to get on with a planning application and to develop the land into homes for 4 more women and also an office/training space for Em to deliver her work from. Em has begun fund raising for a deputy so that she can grow a team and take in more women.”

Zoe's Place

We first met Zoe's Place in 2021, when a Simple Life resident at Bracken Grange, Middlesbrough nominated them to receive a donation for the work they do. This amazing charity and team of incredible people, provides care and support to families with children aged from birth to 5 years, living with life-limiting or life-threatening conditions. Their dedication, love and care, is evident from the minute you arrive at the bright yellow door and meet the team, and as providers of family support they align with the Company goals and values.

This partnership has grown to include Zoe's Place Coventry, a Simple Life location, demonstrating the Company's commitment to building long term and strong partnerships and support.

Read more about the charity and the special service they provide [here](#).

Tommy Harrington, Senior Corporate Fundraiser at Middlesbrough:

“Working with the team at Sigma Capital is simply outstanding, from our first meeting, Niamh Waldron and the team set the bar. Little did I know that such an amazing partnership was just over the horizon. From sponsoring and attending events, to taking on gruelling challenges like The Snowdon Sunrise, they inspire and nurture the human spirit! It's easy to see they put people at the heart of their operations, we will always be so grateful for this support and we're looking forward to what the future brings.”



Ashleigh Wood, Corporate Fundraiser at Middlesbrough:

“The support we have received from Sigma Capital and Simple Life Homes has been outstanding! From trekking up Mount Snowdon in the cold and dark, match funding our Big Give Christmas Challenge with a tremendous £15,000, to being our event sponsors for Golf Day 2024 and forthcoming 20th Anniversary Ball! Their commitment to our mission, of providing care and support to children and families, is truly commendable and one which we are immensely grateful.”

“Corporate charitable giving is no longer just a box ticking exercise, and our partnership with Sigma Capital is a testament to that. Our journey together has been an incredible display of staff engagement, commitment and passion for our cause, growing stronger with every endeavour.



The potential positive impact from social media posts can be seen in the 6 day response to the new banner and accompanying clip.

- Over 1.6k likes
- 75 Comments
- 65 Shares
- 93.4k plays.

Social media banner

“Their latest project of purchasing marketing materials, something so simple in concept but gigantic in impact, helped paint the biggest smile on one of our children's faces and almost sent us viral!

“Their unwavering support speaks volumes about their commitment and values, enabling us to continue making every day special for the children and families we support.”

Senior Corporate Fundraiser - Tommy Harrington
“Our partnership with Sigma Capital is invaluable, amplifying our mission's impact while providing us with an enhanced brand reputation, community engagement, and a deeper connection with our supporters.

“This partnership is vital for meaningful growth, as our joint thinking achieves fantastic engagement opportunities and shared success. Our most recent venture was in the form of a sponsored branded banner, a small item that has had a huge impact. In just five days the newly designed banner reached close to 100,000 views across our social media platforms, opening doors to new audiences.

“This simple gesture of support through sponsorship has not only reinforced our impact and enabled us to reach more people who might want to get involved with our charity, but it may have also reached those who need the services our amazing hospice team provides.”

Lara Taylerson-Whyte, Corporate Fundraiser at Coventry:

“We're so grateful for the passionate support Sigma Capital have shown for Zoe's Place. Their very generous match funding of our Big Give Christmas Challenge has made the world of difference to the campaign and it's evident how committed they are to supporting the vital work our hospices do. It is thanks to support like this that our care teams can continue helping the children and families we support make the most of everyday moments and experiences, and I'm sure their journey with our Middlesborough hospice will continue to flourish.”





Smart Works



Our introduction to and initial support for Smart Works in Scotland, has grown over the year to cover their centres in Manchester, Birmingham and London, areas with Simple Life communities.

“We’re honoured to have been chosen as charity partner for Simple Life Homes, on behalf of Sigma Capital Group and The PRS REIT plc. In Scotland, we’re aiming to double the number of women we help across Scotland by 2025. The generous support of this partnership will help make that possible at a time when our service has never been more needed. Together we will empower more women to get a job, fulfil their potential, and change their lives. Already we’re welcoming Simple Life’s active involvement in colleague fundraising activities such as our upcoming sponsored cycling challenge, Cycle for Smart Works, and we’re looking forward to growing our partnership further throughout 2024.”

Lucy Hannay, Head of Fundraising, Partnerships and Communications, Smart Works Scotland.

Smart Works London

In March 2022, Tina packed a bag and, with her two children, left her home in Kyiv, Ukraine. She left behind her husband, friends, family, and job for a safer life in the UK.

After spending time getting her family settled, Tina began looking for work but was struggling to get a response to her applications. She heard about Smart Works from several other Ukrainian women who had used the service. After coming to Smart Works, Tina successfully secured a job working as an administrator and is now training to be a court reporter.

London case study

“I used to work as a personal assistant and interpreter in Kyiv, but our lives were turned upside down when the war started. We spent a week in the basement of our house hiding from heavy shelling before we fled to the UK. It was the worst experience of my life. I’m so happy that the UK opened its gates and we could come here. When my children and I left, we had one big backpack between us.

After arriving in the UK and getting the children settled with school, I began to look for work. I had applied to a few jobs but hadn’t gotten further than the application stage. I heard about Smart Works from a few other Ukrainian women who had used the service. I was ready to work, but I needed help with my confidence and to know someone was interested in me and my story. In the first dressing, they gave me this dress – it was beautiful. The women who helped me were so patient in helping me find the right choice; I felt relaxed and confident.

I was a bit nervous about the interview coaching, but I felt more relaxed and confident after the dressing. We did a mock interview, it was so helpful. I remember calling my husband, in Kyiv, when I got home. He was amazed a service like this exists, and there are people here who are so willing to help open the door to a better life.

With Smart Works, a switch turned on in my head, and I realised I’ve got this, and I deserve it. Getting a job is not just a matter of luck, I know I made it happen, and it’s a great start to a new life for my family and me. I had an interview the week after my appointment and got the job. It was like being on cloud nine.” Tina

Smart Works Scotland

Smart Works Scotland have operated in Edinburgh since 2014, and expanded their reach in October of last year opening a new centre in Glasgow. Across Scotland, they have seen a sharp increase in the women seeking help: 540 in 22/23 (vs. 231 the previous year). The impact of the pandemic, coupled with the cost-of-living crisis means support has never been more needed, as employment is the most important route out of poverty. Opening a 2nd Smart Works Scotland centre in Glasgow allowed them to focus their work on communities with fewer resources or opportunities and reduced social mobility (as defined by the Scottish index of multiple deprivation 2020). Their virtual service continues to expand reach to women in need who are unable to travel to centres. The team expect to help 900 women in Scotland over the 12 months of our partnership from September 2023 to August 2024.

“When I first came to Smart Works Scotland, I was homeless and now I have a job paying £27,000. Thank you so much for changing my life and giving me so much confidence. I will be able to save money for the first time.” Julia

Scotland case study

Rhiannon had just completed a software development course with digital skills academy, CodeClan, when she found out about Smart Works. Before that, she had felt a bit lost and didn’t know where to begin with her job search as she was entering a completely new industry.

“I felt overwhelmed because the technology industry and my course was very male dominated. I never felt like I was smart enough or intelligent enough. There was a culture of always having to learn more, and to be better than everyone else. Smart Works gave me the confidence to realise that I can do this, and that there’s plenty of other women out there who are doing it, and that I was going to be fine.”

Rhiannon was immediately put at ease during her coaching session, with her coach helping her to feel more confident in the answers she was giving. She reminded her to relax, that she is there to find out about the role and the company just as much as they wanted to find out if she was the right candidate for them.

“My coach was so friendly and at the time I felt quite isolated, so it was nice to have someone to speak to about my situation.”

During her dressing appointment, Rhiannon felt a real confidence boost and a sense of calm.

“We talked through my style preferences, how I wanted to feel in my interview, whether I wanted to feel more formal or casual and we agreed on an outfit that was quite versatile so it was easy to mix and match as I had a few interviews at the time so I could juggle between a few different looks.

“After my appointment with Smart Works, I secured a role as a junior software developer for a company in Glasgow. With my increased confidence and self-esteem, and the support of Smart Works behind me, I now feel like a different person.”



Smart Works Manchester

Smart Works Greater Manchester has been operating successfully in Stockport town centre for almost 8 years and has provided life-changing services to c. 3,600 unemployed women across the city region. Despite the strong, prosperous growth of Manchester, too many women living in socially deprived and minority communities are unable to secure a job and gain financial independence. In April this year the Leader of Manchester City Council, Councillor Bev Craig, opened the second centre near Victoria station, enabling greater ease supporting women in need living in communities in north and east Manchester, and across the northern boroughs of Bolton, Bury, Oldham, Rochdale and Wigan. And in October, Andy Burnham, Mayor of Greater Manchester, will join a corporate open morning to further support the vital work being provided, and to thank corporate supporters for their fund raising, volunteering, and commitment to this shared purpose. Providing both our in-person and virtual services from our two Smart Works Greater Manchester Centres, we aim to support 796 women from across Greater Manchester in 23/24.

“I truly believe Smart Works was integral to me landing the job in the first place, thereby going from being on UC to a permanent contract making £30k a year. I have spent almost all of my adult life either studying or being on benefits, so it is absolutely wild to be on a median UK salary. When did this happen?!?”

Katherine

Manchester case study

At the age of 19, Dorcas had been unemployed for a year and was spending up to 30 hours per week on job applications. She felt her confidence was knocked by the process of job searching, and she was referred to Smart Works to build her self-esteem ahead of her upcoming interviews.

Dorcas was referred to Smart Works Greater Manchester by The Juice Academy, a training provider that deliver courses in social media, PR and Charity. She wanted support in building her confidence ahead of an interview bootcamp.

We welcomed Dorcas into our Stockport centre for her First Dressing and Interview Preparation appointment, where she was styled by our volunteer Pam. She received a full interview outfit which she felt reflected her personal style while looking professional, alongside a goodie bag containing make up and toiletries.

Following her styling session, Dorcas had one-to-one interview coaching with our volunteer Eddie, where they discussed interview technique and built her confidence with practice questions.

“Your guidance and support were invaluable, and I am grateful for the time and effort that you invested in me.”

Dorcas was invited for interview by two companies and was offered a role as a Sales and Marketing Assistant within two weeks of her Smart Works visit.

“I believe that the knowledge I gained during the process with Smart Works was instrumental in my success.”

To Dorcas, having a job ‘means that [she is] able to gain new knowledge and skills while being able to earn and save money’, helping her to ‘be more positive and proactive’.

We were thrilled to welcome Dorcas into our Manchester centre for her Second Dressing, where she received a capsule work wardrobe to prepare her for her new role.

“I am just very grateful for the feedback and opportunities they gave to me. Thank you again for all your help and support.”



Smart Works Birmingham

Launched in August 2016, Smart Works Birmingham have supported more than 2,500 women before their interview. Last year, we supported 575 women between the ages of 16 and 64 and we aim to increase this number to 800 this year. Our main aim is to get women in need into work to ensure they become financially independent. 78% of the women we supported last year were lone mothers; supporting these women into work enabled them to increase their income, manage their bills and debts, and in some cases prevent their families from spiralling into poverty and homelessness.

After meeting with a volunteer coach, one of clients called Steph said, *“The big thing about the session is that I came out with a completely different mindset. I started believing in myself and realising what I was capable of”. Steph said she felt listened to and respected for who she was. She started to feel more confident and was grateful for the feedback she received when she practised answering certain questions. “I came out of the session and I just knew I could do that job”.*

Birmingham case study

Nikola was a final year student at the University of Aston and was applying for graduate jobs when she heard about Smart Works. She’d been through several interviews that hadn’t gone well, leaving her feeling ‘afraid’ of the interview process. She’d been given feedback about her tendency to stutter and her lack of structure and clarity in her responses. With her confidence severely impacted, she was referred to Smart Works to work on her self-esteem.

“I was offered interview coaching and a styling session, both of which were delivered virtually due to the COVID restrictions in place at the time.

“I made an instant connection with my coach, and I felt in safe hands. We worked through the Smart Works Interview Guide and focused on practising some of the more common questions I was worried about. She advised me to carefully study the content in my CV and aim to remember it off by heart. This would enable me to pinpoint specific examples of my successes and achievements that I could use in my interview.”

Nikola was given feedback by her coach on how she came across, how clear her answers were and what she might say to make her answers even better. She took notes to ensure she captured the advice as she went along and remembers her confidence building after each practice question.



“During the session with my coach I realised how unprepared I had been before and how important it was to rehearse. There’s something about saying it out loud and getting instant feedback that helps you get better at interviews.”

Nikola had a separate styling session with Smart Works to provide her with an outfit suitable for her job interview. As a student, she felt she didn’t have anything suitable to wear.

“When you’re a student you’re always in casual clothes so it’s difficult to know what to wear for an interview.”

A few days after the virtual styling session Nikola received a parcel through the post, containing her interview outfit which had been selected for her (jacket, trousers, top, shoes and a handbag) as well as a goodie bag containing make up and toiletries.

“It was such a lovely surprise to receive it, all beautifully packaged. As soon as I put the outfit on, I felt professional, and I knew I just looked the part.”

Nikola was invited for interview by two companies, and was offered a graduate role for a pharmaceutical company.

“There’s absolutely no doubt that Smart Works helped me get this job. The interview coaching came at the right time and encouraged me to focus, prepare and rehearse so that I could overcome my fear and perform better. I realised where I’d gone wrong before and I was determined I wouldn’t be caught off guard again.”

Asked whether she would recommend Smart Works, Nikola was very clear.

“When you’re a student at university it’s such a big leap to get into the world of work. It’s all new to us so we need all the help and advice we can get. I’m so grateful to everyone who helped me at Smart Works. They were all lovely and I know that without that support I would have struggled.”

NSPCC

We have continued our support of the work of localised NSPCC hubs in Liverpool, and extended this support to outreach work in Leeds and Doncaster supporting access to travelling theatre group work “The Net – Sam’s Story” for all pupils from Year 6 and 7. The play explores online safety themes such as sharing images, contact from strangers online, exploitation and appropriate and inappropriate behaviour online whilst signposting to support; be that parents, other safe adults and indeed Childline.

The play is accompanied by a workshop for pupils to identify intervention moments which leads to discussions on mental well-being; along with feeling good on social media and peer pressure to always be online. The audience identifies scenes which could have better outcomes and then the actors perform them. They can see their advice in action. The project provides schools with digital resources, lesson plans, activity suggestions for further work, all in line with PSHE curriculum objectives, creating a real legacy for the project.

The Liverpool hub continues to offer support to young families and adolescents, through their Look, Say, Sing, Play and the Adolescence programme with funding allocated specifically to manager’s time to deliver these local campaigns.

“Thank you to Simple Life Homes for their £15,000 donation, supporting our local campaigns work in Liverpool, Leeds and Doncaster.”

Barnardo’s

Jill MacRae, Programme Manager, Gap Homes comments:

“We are very grateful to Sigma for their recent support in donating a television, which we will make great use of within our Gap Homes development in Stirling. Gap Homes is providing care experienced young people with their own homes, which are safe and warm and come with wraparound support. We look forward to working with Sigma again where we can combine our resources to deliver real and tangible benefits to the young people and families we support.”

Barnardo’s Charity Fund Raising Co-Ordinator, Ben Maddison comments;

“Speaking from the department that works with donations of stock, we have formed a very productive and brilliant relationship with Sigma Capital Group. We’ve had 2 donations currently of stock from the show homes and the quality of stock donated has been amazing! Some of the stock went to one of our new superstores we opened earlier in the year and was received very well for the store opening. Overall, we’ve had a brilliant start to our partnership with Sigma Capital Group and everyone who I’ve spoken to and organised collections with has been a delight to work with. I very much look forward to working together going forward.”

To further support the Gap Homes Project Sigma donated four 40” TVs making homes feel truly like home.

“Thanks again for the TVs, we so appreciate this very generous gesture from you and Sigma Capital.”



Capability Scotland

Having homes across the country offers the opportunity to support many charities and group of people. We met Capability Scotland through a resident nomination at Bertha Park, and the partnership grew from there. Opportunity for engagement and support of their Design Challenge with MOBIE was a natural fit for us, as the focus was designing inclusive spaces, with sustainability in mind. The opportunity to be a part of this competition was with schools from across Perthshire and beyond, and to visit the communities at Crossfield Schools and Upper Springland, has led to further discussions and ideas.

“For Capability Scotland we have made a rare find in Niamh at Simple Life Homes, she is one of a very few people who goes way beyond “project sponsor” and brings her ideas, network and positive personality. From the initial meeting she immediately brought ideas and positive energy to Our Inclusive Community Project - and then made things happen!- Niamh is a consummate team player and contributor.”

Stephen Oswald, Project Lead, Our Inclusive Community Project

We were thrilled to be able to offer driving experiences to interested people at our Speed of Sight sponsored track day at Driftland in Fife. This interconnectivity and engagement across partnerships provides real opportunity for positive impact and lasting legacy.

Looking ahead there is an exciting opportunity to collaborate as Capability Scotland design and build their new base.

“Based on the experience of working with Niamh on our Design Challenge with MOBIE, we are excited about the possibilities for a more strategic partnership with Simple Life Homes at Bertha Park and beyond.”

Stephen Oswald

Learn more about Our Inclusive Community Project here.



Sigma's partnership with The Outward Bound Trust, 'Building for My Future', continues to go from strength to strength. Offering this course to residents, charity partners, associates and interested young people, ensures the goal for the course of accessibility and opportunity is achieved. Young people come together for week of challenges and adventure. Several young people go on to develop their skills at summer courses, further enhancing the experience.



“As a company with people and place at the heart of all we do, the vision behind our partnership with The Outward Bound Trust was to afford young people, from all walks of life and location, the opportunity to build confidence, resilience and leadership. Challenges and tasks were pitched to test individual and team skills: communication, resilience, teamwork, problem-solving, empathy, leadership, cooperation and collaboration, and it was great to see individuals rise to the challenges faced.

“Arriving as individual strangers, all committed to doing their best and stepping outside their comfort zone to develop as people and learn new skills. All grew in confidence as they realised their strengths, and their reflections illustrate the benefits of participation in this course.”



“Participants this year covered diverse cultural experiences and knowledge enhancing the experience for all. With Ireland, England, Scotland, Ukraine, Iraq, Turkey, Syria, Hong Kong, all represented this group was truly global.

“Throughout the week we learned so much about one another, and ourselves, and went home having grown as people and members of society, ready to tackle new challenges, with skills we could transfer to school, home and life in general. We laughed, cried, fell, got back up, supported, encouraged, dug deep, persevered, were quiet and still, sang, danced, reflected, considered, problem-solved, and found solutions. We proved that we could achieve more than we thought, that we could listen, collaborate, share, and work as a team, and that our opinions mattered, our thoughts and contributions were valued. We learned that though we all came with different skills and experiences, we all had a part to play in the success of the team. All this in 5 days – wow!”

The reflective feedback from young people illustrates the range of experience and confirms the value such provision affords:

“I wanted to express my gratitude for last week, as I believe it was one of the best weeks of my life! It was also the most challenging. I had the opportunity to meet a fantastic group of people and create unforgettable memories. Due to the COVID-19 outbreak, I feel that many people have become more anxious and nervous about doing things, but this trip played a significant role in building my confidence back up. I am grateful to have been part of it.” – Lucia

“Doing Outward Bound was one of the biggest challenges I have overcome but I would do it again and again in a heartbeat. Not just for the people I met but the skills I have learned and the parts of culture I have now experienced has been amazing and it needs to keep coming back bigger and better to keep giving teens the opportunity to go away and work on themselves for a week.” – Connor



"The best view come after the hardest climb" After my valuable experience in this camp, I can confidently tell you that this is true. The camp wasn't like anything I have experienced, it is hard, really hard but it is totally worth it. During all the hiking next to the edge of the mountain of cliff, my nerves were racking and my legs were trembling. I have learnt the importance of resilience and discipline after this trip, it benefits me a lot!

"Thanks to Sigma Capital who offered me the valuable opportunity to go on this adventure, it would be impossible without your help, your help has turned 12 teenagers into more resilient and mature young adults, thank you very much!" – Rees

"I am one of the participants that took part in the amazing and inspiring Outward Bound Trust (Sigma Capital) adventure program, that lasted for 5 days that became significantly important 5 days in my life, full of learning, inspiring, adventure, collaboration and love. Taking part in this spectacular journey has enhanced different aspects of my life, teaching me new skills such as team working, planning, and problem solving. The challenges I have gone through has increased my confidence to an optimum level." – Hassan

"I really enjoyed my time at Outward Bound, I met some incredible people, and have also learned to push myself - both physically and mentally as the course helped me to step out of my comfort zone and try new things, as well as become more confident in myself. I loved this trip and I am grateful for the opportunity to take part in such an amazing course!" – Eva

"For me the challenges we faced were fun, and they also taught me team work and how communication is effective when working with a team, as I have always either worked on my own or as the team leader. The experience taught me to be humble and stay calm when things go the wrong way. I realised I had to stay calm when I fell in the river while canoeing however the great experienced instructors removed any worries of danger." – Laith

"My time at the Outward Bound camp was very enjoyable and a memory I will never forget. It pushed me to try new things and step out of my comfort zone. It was an opportunity I am endlessly grateful for and wish to do again as I enjoyed it so much! It was truly an experience I will never forget and will take things I learned there with me for the rest of my life. Thank you again for the opportunity and memories I made." – Holly

"When I first heard about this opportunity I was really excited since I like nature and idea of spending week away from noise of the city, away from school studies appealed a lot to me and I applied straight away. This 5 day long adventure was truly an incredible unforgettable experience. It helped me to build up confidence and made me more outgoing. I also learnt lots of new skills and did things that I have never done before such as gorge scrambling, abseiling, canoeing. Each new activity that I tried, made me more confident and motivated me not to give up when things get more difficult but to keep going until the success!

"This programme was truly exceptional and meaningful and I am really grateful that Simple Life funded it and therefore I had an opportunity to do it! I would definitely do it again and I certainly recommend it to everyone!" – Liana



"I just wanted to say thank you for giving me the chance to go on the Outward Bound camp at Ullswater and how much I enjoyed the experience. I got to meet some incredible people from many different backgrounds that I probably wouldn't have met otherwise, and got the chance to form new friendships which I am very grateful for. Being surrounded by such natural beauty has a calming effect. Immersing myself in nature offered a break from the stresses and pressures of everyday routines. When I had some time to think back on the week at the end, I realised how much my confidence had grown. I felt a sense of adventure and accomplishment from participating in the activities, and I was proud of myself for finishing the week. As a result, I would advise to anyone who is thinking about coming to come, as it is an experience I will always remember and treasure." – Amy

"I found out Outward Bound to be fun and challenging. It really pushed me out of my comfort zone, but I think it has made me stronger as a person and now I've found that I'm more able to stick at difficult or hard tasks and push and complete them even when I feel like giving up. It was hard work and exhausting, but the long days made me feel like I had accomplished something. It was also a great way to meet new people and see new places." – Niamh

"Outward Bound was a once in a lifetime experience for me. I feel like the course helped me in so many ways, I got to meet new people and I stepped out my comfort zone in so many situations. OB pushes you physically and mentally, I learned different skills and discovered new things about myself. One of those skills is being able to communicate and put my ideas forward. I also discovered that I'm a determined person and I like to encourage others to succeed. Thank you for everything." – Chloe

"I'm not a very active or social person but I wanted to try something new and meet new people. I wasn't sure how it would be but I took the chance and I don't regret it. I even became good friends with my wonderful teammates and I actually enjoyed the activities even though they were out of my comfort zone. I can say it's better to try than just to rule something out because if I hadn't tried this course I would have missed out on a lot." – Nanette

Impact Beyond Self – Simple Life resident and mother to one of the participants: *"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." – Ola

Having returned to Ullswater to take on the 7 day ridge adventure in the summer Joseph reflected:

"I would like to thank Sigma for providing me with the opportunity for the Outward Bound trips, the 5 and later the 7 day courses, which have been amazing and absolutely life changing. They were unforgettable experiences that I am still finding myself reminiscing about during GCSE time in school, from the actual physical journeys, to the life skills, to all the amazing people I met! I think I'm safe in saying it has been truly an awe-inspiring experience that I would love to do again, and I am incredibly grateful. Both of these courses have given me the confidence to go on to do more camps like this with my RAF cadets, and also given me the confidence to go on to do my Gold Duke of Edinburgh's award too."

Parent Testimonial

"Earlier this year, our son had the incredible opportunity to attend Simple Life Homes' Outward Bound experience at Ullswater. The positive transformation in him has been remarkable. His sense of self-worth, confidence, and a newfound "can-do" attitude have all significantly increased.

"Since returning, we've noticed a marked improvement in his communication skills and maturity. He's more dedicated to excelling in his schoolwork and life outside of school, displaying a higher level of organization and commitment than ever before. He's truly empowered and motivated by the experience.

"At his own request, he returned for a second course, where he again felt the same profound impact. He's made friendships that will last a lifetime and is inspired to push himself further. Outward Bound offers four levels before training to become a leader, and our son is determined to complete them all. This program has given him a clear focus and something meaningful to aim for, allowing him to commit to new experiences with confidence, even without the support of his usual friends.

"I only wish that every young person could have this experience. Simple Life, thank you for enriching our son's life in ways we never imagined. While you may not always see the full impact, we as parents certainly do—and our son feels it every day." (Natalie)



Speed Of Sight

Driving experiences that change lives at events which empower differently abled people of all ages.

“Sigma have made a significant and vital contribution to Speed Of Sight charitable activities. Their support through funding our events helped to provide life-enhancing experiences for people who live with challenging disabilities on a day to day basis. Sigma have also made a substantial contribution to the building of a new track vehicle which will come on line in our 2024 season and will enable us to reach more and more people in the coming years. We are looking forward to an ongoing partnership which will enable us to look to a brighter and sustainable future.”

Mike Newman, CEO and Co-Founder, Speed of Sight

Sigma’s 2023/24 support of Speed of Sight’s ambitious growth plans extended from track day experiences to include sponsorship for the addition of a new MEV designed and built Exocet dual-controlled racing car. Attending track days is so important, affording the opportunity for face-to-face discussions on future plans and needs, and it was at Driftland in Fife that discussions led to this development. Sigma’s sponsorship of the charity’s exhibition stand at Birmingham NEC’s International Autosport 2024 for the launch of the car provided the platform for exposure and recognition on a wider scale. It proved to be a very positive start to 2024.

John Galloway, Co-Founder – **“At Speed Of Sight, we take immense pride in our partnership with Sigma Capital Group, and your dedication has significantly contributed to the success of our initiatives. Your commitment is truly aiding us achieve the charitable aims and objectives of Speed Of Sight.”**

Speed of Sight Charity officially launched their 2024 season in April, at a combined training and track day at Three Sisters Circuit in Wigan. Volunteers and instructors, drivers and families, sponsors and supporters, joined Mike and his team for a day of preparation ahead of the new season. It was brilliant to see the new cars, Baxter, sponsored by Sigma Capital Group, and Stanton, getting their first runs with guests, and the smiles when returning to the pits after their season was all the feedback we needed.

Simple Life committed to joining the team as a corporate sponsor for 2023, sponsoring track days at Three Sisters Circuit, Wigan, England, and Driftland Circuit, Lochgelly, Scotland in June; and the final track day of the year in October at Anglesey Circuit, Wales. This sponsorship continued in 2024 with the addition of track days at Teesside Circuit, Middlesbrough and Llandow in Wales. Supporting these locations ensured visibility of support across the country in locations with Simple Life homes.

Over the 2 season partnership more than 150 people have enjoyed the thrill and challenge of a track day. Opportunity to participate is shared with our resident and charity partners, along with local schools and existing friends of the Speed of Sight family.

To hear comments clearly reflecting the massive enjoyment and achievement gained, reiterated the importance of, and need to promote and encourage, support from businesses and individuals alike.

Trisha Easton from Capability Scotland, emailed to say,

“Just wanted to let you know that we all had a fabulous time today, the customers had a ball and we all enjoyed cheering them on. The organisers were amazing, they were so friendly, cheery and helpful, it was fantastic.”

Other participants commented:

“Alive, the best thing ever, brilliant, absolutely wonderful”

“It was fantastic I loved every minute of it.”

“Feeling free and not caring about anything else”

“It’s just been fantastic to do what you never thought you’re going to ever be able to do in your life”

“It was the best thing ever, seriously it’s the best thing.”

“This has been one of the very best days I have had in so long.”

“It’s a dream come true for me.”

“Since losing my sight it’s been the best thing that has happened, and I loved it”

“It was very, very good. You know what I felt like I was a racing car driver. I felt like I was on the telly”.

“It was an experience of a lifetime.”

“It was life-changing it was brilliant.”

“I can’t explain the experience it was phenomenal.”



One returning driver, when asked how he felt, said it all, *“I have not been in a car in 11 years, This has been life-changing.”*

Robert, another participant, commented, *“It was mind-blowing and to a certain extent, one of the best days of my life. I never thought there would have been a possibility. Not with me being in a wheelchair, but with a combination of things, I didn’t think I’d be able to do it.”*

Niamh Waldron said: *“Simple Life and Sigma are committed to building our support for the work of this charity and are very excited about plans for 2025 and beyond.”*

A copy of Speed of Sight Impact Report 2023 can be found here.

John Galloway, Co-Founder Speed of Sight wrote to thank Simple Life for their support saying: *“At Speed Of Sight, we take immense pride in our partnership with Simple Life Homes and your dedication has significantly contributed to the success of our initiatives. Your commitment is truly aiding us in achieving the charitable aims and objectives of Speed Of Sight.”*

“I’ve included our Social Impact Report for 2023, outlining the incredible impact your investment has made, touching lives in ways that many deemed impossible.”



“Thank you for your ongoing support, and we are enthusiastic about the possibility of continuing this impactful journey together.”

Watch our corporate partnership video with Speed of Sight here.

“Thank you. It wouldn’t happen without people like you who have the vision to see the difference the experiences can make. We really appreciate your support.” – Mike Newman

Read more about the charity here



The Academy of Real Assets



Partnership with The Academy of Real Assets illustrates Sigma's commitment to supporting wider community projects and opportunities for young people in real estate. The Academy stands for increasing access, diversity, and intellectual curiosity among UK schools and students by connecting them with some of the country's real estate firms through events and work experience opportunities. We recognise the importance of engaging young people in the decisions for future community infrastructure and the Academy facilitates opportunities for this engagement. Membership also opens scope for conversations and collaboration with similarly minded companies.

“Last year , thanks to our amazing members like Sigma, The Academy engaged with over 3,500 students from disadvantaged backgrounds and helped them understand the opportunities that are there for them across the Real estate industry. Niamh and her Sigma colleagues team are an outstanding example of how we can really make a big social difference and impact and all of us at The Academy feel very lucky to have them as a member.”
Stephen Yorke, Founder of The Academy of Real Assets



Barking & Dagenham Youth Dance

“The support from Sigma Capital has been fantastic. The donation has meant BDYD have been able to provide high quality arts provision to local young people. It's enabled us to provide costumes for our showcase helping our dancers to feel proud of their achievements. Over 80% of our participants have never performed in a theatre before so your support made memories, opened doors to new opportunities as well as built confidence and self-esteem. A massive thank you.”
Georgina Alexiou, B&D Youth Dance, Founder & Project Manager



SPID Theatre

Sigma is delighted to partner with award winning, London based, charity SPID (Social Progressive Interconnected Diverse). SPID has 20 years' experience using drama to champion youth truth and life skills. Working in theatres, estates, museums and schools, creating interactive shows which nurture young peoples' confidence to speak up and move audiences for positive social change.

“SPID Theatre was excited to deliver Homecoming, our free after school program for 8-13 year olds kindly funded by Sigma Capital Group. Using different art forms we created a show about the important community spaces which are our homes from home. Throughout the programme we engaged 76 young people from Acton, Kensington and Chelsea, and Barking and Dagenham with free drama workshops and created a showcase that brought their learning to life.” Helena Thompson, Artistic Director & Founder of SPID Theatre



Resident Events

Providing opportunities for resident community engagement and social activity is very important to us, with events throughout the year. Simple Life organised events continue to grow in popularity and participation, and resident led and organised events are also encouraged, with financial sponsorship to support such community building activities. Responding to feedback and to ensure greater participation, we ran the majority of resident events on Sundays, when more residents were at home – a little treat to set everyone up for the week ahead. This move appeared to be a positive one, as we welcomed greater numbers of residents.



Everyman Cinema

Sigma is continually looking at opportunities to create moments where residents can get to know their direct neighbours, and regionalised events to reward valued customers, to assist with BTR scale. Following feedback from previous customer surveys, residents said that they would be prepared to travel to some community events. This year we trialled a regional cinema event in Manchester teaming up with Everyman Cinema to deliver a fantastic cinema experience to the Simple Life residents of Manchester.

With 114 places available we invited residents to attend an exclusive showing of Dune2. The event proved so popular that it sold out within 2 hours of launching tickets and had 80 people on a waitlist! For many of this was their first time experiencing the premium amenities of Everyman Cinema in Manchester. To make this a special for our residents, we arranged complimentary food and drink for everyone in attendance, and with its inviting atmosphere, the venue provided the perfect backdrop for our community event.



Christmas Magic 2023

As is now an annual tradition, Santa and his elves made a comeback in December and visited 60 developments across the country, with a special appearance from an Elf escaped from the shelf into the wild to spread some mischief amongst Simple Life neighbourhoods. We had ice, rain, and a sprinkle of Sunshine as we paraded up and down the streets to bring some Christmas magic to doorsteps. The brass band of elves were there to play merry tunes, whilst Santa received letters from hopeful children.

This year, we took festive fun to a whole new level launching our first ever game on the My Simple Life App – whereby residents were invited to guide Santa through chimneys to help make his deliveries. The top three Simple Slayers will receive cash prizes in the new year! This proved very popular with 550+ residents hooked on helping Santa Slay!



May 2023 King’s Coronation Weekend

To support our communities in commemorating the crowning of King Charles and Queen Consort Camilla, we offered a voucher of up to £200 to each development to contribute towards food & drinks, and decorations to celebrate this historic event!

From face-painting to football, to music and delicious food, residents brought communities together to share friendship, food and fun across different corners of the country.

In Houghton Regis, neighbours gathered outside their homes and made the most of a Sunny afternoon.

Karen said:

“Thank you so much for this, it really helped us put on a fab street party with around 30 neighbours coming together to celebrate. We were extremely lucky with the weather, and everyone came together and chatted, ate and drunk the afternoon away. Thanks again to Simple Life for helping to fund this.”

In Rochdale, the streets were alive with the sound of celebrations with decorated homes and fantastic activities for both adults and children.

Fidelma from Brookside Grange said:

“It went so well, everyone said it was lovely bringing all the community together. We had face painting the children loved it. Barry my next door neighbour runs a football club for Rochdale Lads (united for mental health). He is an ex-football player and a coach. He showed the Kids how to kick and shoot with a large net. The children loved every bit of it – Thank you Barry!

“The girls all wore tiaras and the boys had wands. Everyone said how nice the food was and the cakes were delicious. We decorated all the houses and trees. Everyone got an invite I’d say around 35 turned out. Even though it rained, we at Brookside know how to party - thank you Simple Life from everyone!”

Other developments to benefit were Woodford Grange, Winsford and Queen Victoria Place, Blackburn. The positive impact for communities and neighbours, is without question!



2024 is Olympic year and residents were invited to apply for a voucher to support their community Olympic event.



Movie Night At Empyrean! July 2023

Waterproofs were the order of the day as residents gathered together in the garden for our very first Backyard Cinema Event! Spirits were not dampened as we welcomed close to 120 residents to the event, to include two popular films, and serving delicious FREE Pizza and cocktails.

Deckchairs underneath gazebos and blankets to create a cosy viewing gallery for attendees, set the scene. Waitresses took pizza and drink orders, so residents could stay dry and comfy as the movies played. The Gazebo was packed out for the afternoon showing of the Iconic Romantic Comedy; When Harry Met Sally whilst the evening brought out an even bigger audience for the noughties crowd-pleaser, Anchorman.

The Wandering Pizza Co served around 150 freshly baked pizzas and the signature cocktails from Dinky Doo’s Bar went down a treat!





Our Peace Of Mind Month 2023

Peace of Mind competition returned for a 5th year running with a record breaking number of entries received! Over 250 residents nominated their loved ones to receive a prize worth up to £500 tailored to them. It is heartwarming to see our community being celebrated in this way.

Example of one of our winners

JOSH - REYNOLD'S PLACE NOMINATED BY THOMAS

I'm writing to nominate my neighbour, Josh, for the Peace of Mind Prize. I believe that Josh truly embodies the values of hard work, dedication, and love for his family, and is highly deserving of this award.

Josh works tirelessly as a baggage handler at Manchester Airport, often putting in many hours of overtime to ensure the financial stability and well-being of his family, two children, aged 4 and 2, and his partner Amber. Despite his demanding work schedule, he always maintains a positive attitude and appreciates the value of Amber's role in staying at home to care for their children. In a conversation I had with him, he expressed that he believes Amber's job is the hardest, which I found inspirational and a testament to his character.

Furthermore, the family has faced significant challenges, as young Theo has been diagnosed with kidney disease. This adds to the pressures on Josh and his family, yet they continue to face these challenges with resilience, strength, and love. Josh's unwavering support for his family during these difficult times is commendable and showcases his incredible dedication.



Every day, when Josh returns from work, his children eagerly await him at the door with excitement and anticipation. This heart-warming scene is a testament to the strong bond he has built with his family.

As a neighbour, I see first-hand his unwavering dedication to his family, and it is both inspiring and uplifting.

Josh's commitment is extraordinary, especially considering that he rarely gets time off work. The love, care, and support he provides for his family make him a role model for all of us in the Simple Life community. Recognising him with the Peace of Mind Prize would not only validate his tireless efforts but also encourage others to follow his example.

Thank you for considering my nomination of Josh for the Peace of Mind Prize. I am confident that honouring him with this award will make a positive impact on our community and inspire others to strive for the same level of dedication and love in their own lives.

Other winning nomination snippets

CALLUM KIRKLEATHAM GREEN NOMINATED BY HANNAH

I'm incredibly grateful to him for helping me through such a difficult time, especially at the same time as starting his new job as a paramedic after completing his degree.



WILLIAM HOLYBROOK NOMINATED BY JENNIFER

William is my grandson and has lived with us for a number of years helping out with things for us as both myself and my husband are disabled.



MIKEY ASHFIELD PARK NOMINATED BY KATIE

Mikey is the heartbeat of Sycamore Drive, arranging get togethers for all the neighbours for the Jubilee, bonfire night etc. taking care of neighbours pets when they're away.



CAROLE QUEEN VICTORIA PLACE NOMINATED BY STUART

Having moved in 12 months ago, Carole was the first neighbour to knock on my door to welcome me to the development, and has always made me feel very welcome.



RACHAEL JUNIPER GROVE NOMINATED BY REBECCA

She is such a kind and selfless person and is always looking out for other people.



IAN PRESCOT PARK NOMINATED BY LAURA

Ian has been a support worker since 2016 and he's been supporting clients with Autism, OCD and Learning Difficulties to remain in their own homes.



Health & Wellbeing

2023 saw the launch of Simple Lifestyle, rooted in, and a fashioned on, the hugely successful annual, Health and Wellbeing Series.

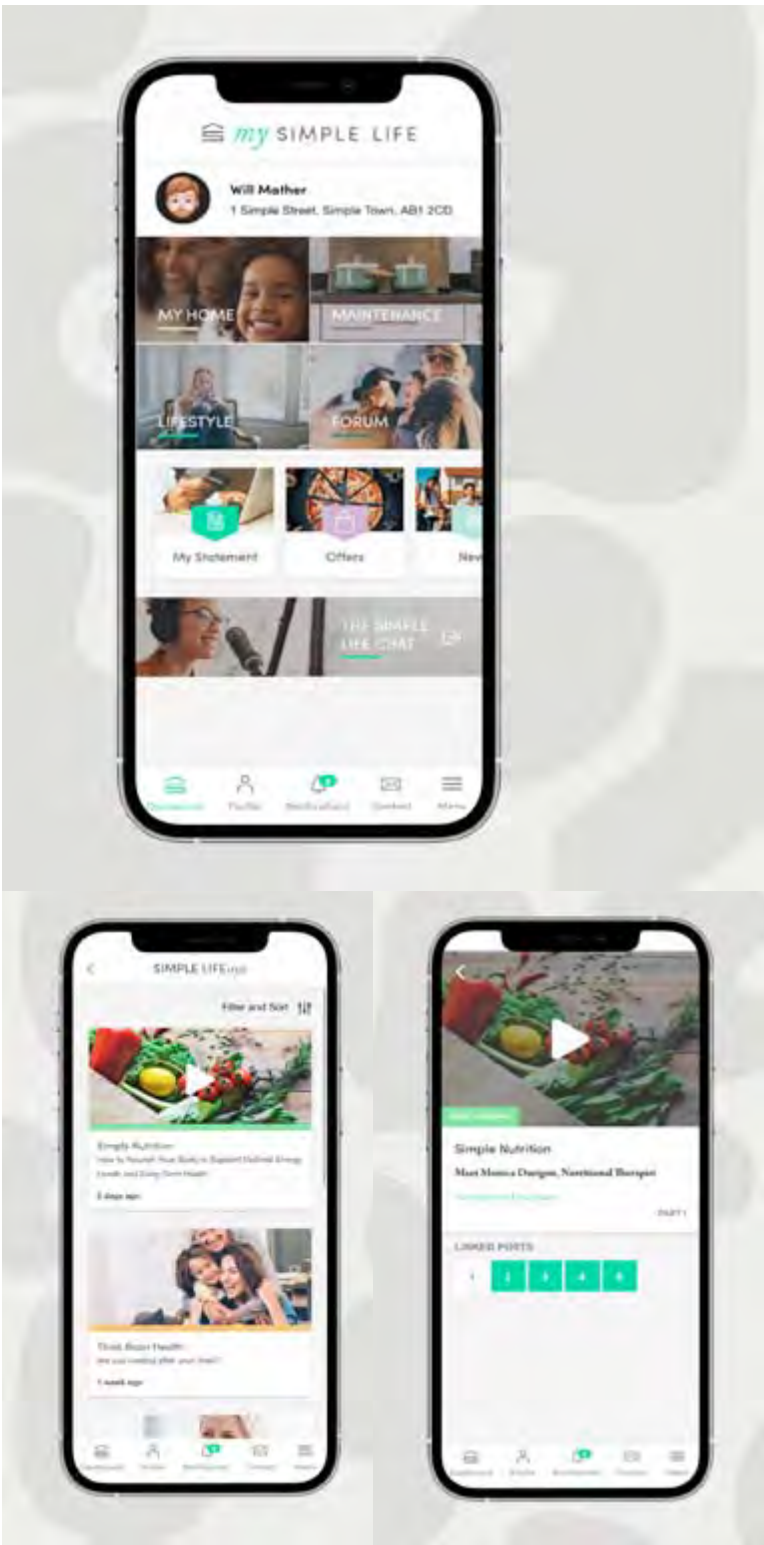
What is Simple Lifestyle?

It's a hub on our My Simple Life app packed with content to support a healthy lifestyle – through connecting our residents to their community, learning, and giving, being active and taking notice, our residents can work their way to wellbeing.

There are 5 categories:

- Connect – Strengthening relationships with others and feeling close to and valued by others, including at work, is critical to boosting wellbeing.
 - Content example: SL Resident and R&B/soul Singer, Rumbi records a special performance for you to sit back, listen & enjoy.
- Be Active – Being physically active, including at work, improves physical health and can improve mood and wellbeing and decrease stress, depression, and anxiety.
 - Content example: danceSing Movement programme includes 30 min Pilates sessions, 20 min Meditation session and a 20 min Dance Fitness session.
- Keep Learning – Being curious and seeking out new experiences at work and in life more generally positivity stimulates the brain.
 - Content example: Simple Nutrition, learn how to nourish your body to support optimal energy levels and long-term health with this bespoke plan created for all Simple Life residents.
- Give – Carrying out acts of kindness, whether small or large, can increase happiness, life satisfaction and general sense of wellbeing.
 - Content example: Cook along with Simple Life resident Jess. Recipes include overnight oats, sausage tray bake & much more!
- Take Notice – Paying more attention to the present moment, to thoughts and feelings and to the world around, boots our wellbeing.
 - Content example: Simple Life resident & Clinical Hypnotherapist, Adel Houten gives us some emotion freedom techniques to support with stress & anxiety.

Phase 2 of the Simple Lifestyle will start early 2024 where we look to expand on this section of the app even further by enabling residents to be engage with the content by liking and commenting.



Ice Cream Dash 2023

A true staple of the Simple Life Calendar, returned for its 6th year, as the branded Ice Cream Van toured the UK to deliver some cheer to our residents. Over the course of 10 days, our van with a fresh new look visited 52 developments with a whopping 4,560 ice creams served!

Amidst the raindrops, the allure of ice cream prevailed, and we were delighted to see Simple Life streets fill up with residents under umbrellas to queue for their Summer Treats. From smiling children to delighted dogs, it's a pleasure to see the community come together again this year.



Supporting Sports In Youths Across Our Communities Simple Life Club Support

The Simple Life family of clubs and groups continued to grow this year, with residents and members of the local communities applying for support to facilitate inclusion, accessibility and participation. Many clubs rely heavily on volunteers and contributions from families and friends, and we understand the related challenges and costs. The benefits of physical exercise and teams on overall wellbeing are well documented and we are delighted to be supporting 17 clubs across the country. We continue to support current clubs and welcomed new teams in June 2024 including:

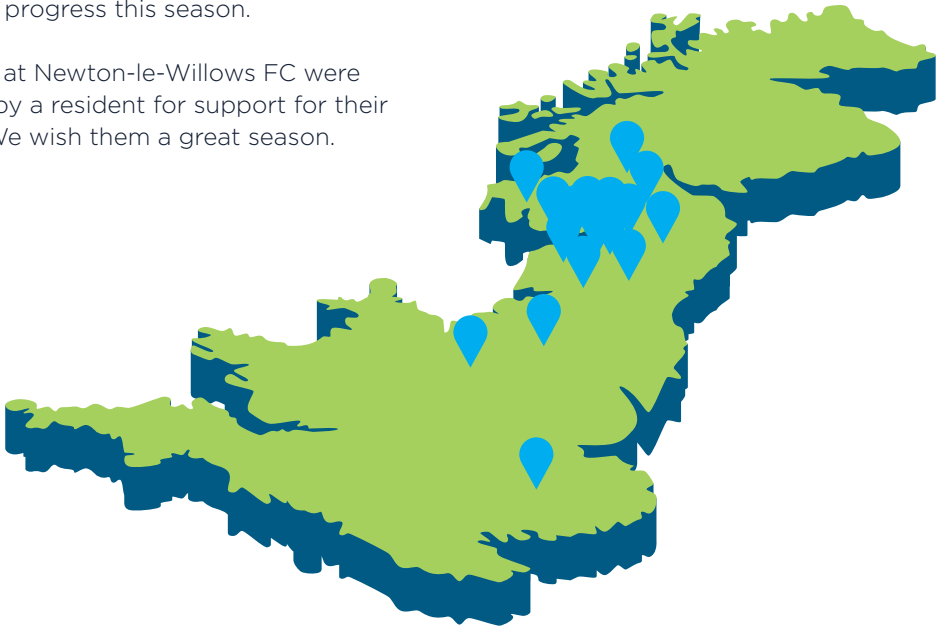
Pontefract Wildcats, nominated by a resident at Ashfield Park in Normanton, and the U8 and Ladies teams are looking forward to their new Simple Life sponsored kit.

Earlestown Cricket Club in Newton-le-Willows is located directly across the road from our Earles Street development. They spotted Runcorn Ladies CC new personalised stumps, contacted us and after a visit to enjoy a Wednesday evening match, we look forward to building our partnership and seeing their new stumps and sponsored kit.

Gornal Athletic Ladies FC are a growing team in the West Midlands, reached out for support with their training kit, something we know, from other clubs, contributes to the sense of team and confidence. We look forward to seeing their progress this season.

The Juniors at Newton-le-Willows FC were nominated by a resident for support for their match kit. We wish them a great season.

- Runcorn Women's Cricket Club, Runcorn, Cheshire West
Runcorn Sports Club, Moughland Lane, Runcorn, Cheshire
- Sundon Park Rangers U12 Football Club, near Houghton Regis, Luton, Bedfordshire
- Normanton Knights U12 Girls' Rugby Squad
Queen Elizabeth Drive, Normanton, West Yorkshire
- The Sutton Cricket Club
New Street, Sutton, St Helens, Merseyside
- Littleborough Junior Football Club, Rochdale, Greater Manchester
Littleborough Playing Fields, Denhurst Road, Littleborough, Lancashire
- Sandymoor Junior Football Club U18 Team, Runcorn, Cheshire West, Sandymoor, Runcorn, Halton
- Denton FC
Martin Fields, off Stockport Road, Denton
- Cresswell Wanderers Ladies Football Club
5's Pavilion and Sports Ground, Cannock, Staffordshire
- Sale United Girls FC, Crossford Bridge, Danefield Road
- Yarnbury RFC, Leeds
- Manchester Storm, Manchester
- Newton-le-Willows Junior FC, Newton-le-Willows
- Earlestown Cricket Club, 210 Earle Street, Lancashire
- Pontefract Wildcats FC, Mill Hill Lane, Pontefract
- Gornal Athletic Ladies Football, Dudley
- Upton Panthers FC, Upton
- Wilmslow Colts RUFC, Memorial Ground Pownall Park, Wilmslow



MANCHESTER STORM ICE HOCKEY

Continuing our commitment to support access to a broad range of sports and activities within our local communities, Simple Life Homes are delighted to team with Manchester Storm Ice Hockey Club.

Impact from the support for the club during the 2023/24 season

- **Community block usage - 916** people benefited from heavily discounted ticket prices - 391 adults and 525 under 16s.
Groups benefiting included local grassroots sports clubs, Guides & Scouts, Community groups, Trafford Veterans and others.
- **Manchester Storm Academy** - Partnership included support for a Saturday 'Hockey Basics' school open to under 16s attended by 30-45 children over 29 weeks. On an average attendance 35 per week an estimated **1,015** juniors engaged from start of Sept 2023 to March 2024.



Manchester Storm

SUNDON PARK RANGERS U12 FOOTBALL CLUB, NEAR HOUGHTON REGIS

Coach, Ryan Doherty comments, *“The funding from Simple Life has enabled us to kit out the new team in full matchday kit & a training top. This takes some of the burden from the parents as they have to pay monthly / yearly subs. We have 3 to 4 boys that wouldn't have signed up for the season due to the additional cost of the kit as most families in the area are from a underprivileged background.*

“To see the smile on the boys faces when I got to training and handed out the new kits is the reason I do this. They get to come training every week, have fun, make new friends & it gives them something to do. Then on matchday, win, lose or draw they all still enjoy playing football. We have had an indifferent start to the season as most of the boys have never played in a team before, only playing on the playground at school. Being part of this team, as a coach, I can now assist the boys on integrating their skills on to the pitch.”

Some of the parents commented, *“Ryan has done a great job getting Simple Life as a sponsor for our boys. The kits look great and with the help of the sponsor all boys can now be part of a great family team.*

“Simple Life has given my son the chance to play for a team as the costs of kit, subs, signing on fees are quite an expense.”

Some of the boys commented, *“The kit looks wicked and we all get to play in the same kit now!!”*





NORMANTON KNIGHTS U12 GIRLS' RUGBY SQUAD, NORMANTON, WEST YORKSHIRE

“Honestly, I cannot thank you enough. This will benefit the girls so much; you’ve given us a truly amazing opportunity.” Becki Stewart, Normanton U12 Girls Rugby team

Our coaches *“Having the support of Simple Life and them helping us with regards to the Veo Sports Camera has made such a big difference to our girls. We can use it to look for areas for improvement but also it’s been used to get the girls together and re watch the matches! It’s been brilliant and we appreciate all the support you’ve offered our team”*

Parents: *“Not being able to get to every match due to other commitments has been hard but with this we can watch the match back and still feel part of it! It’s great thank you.”*

Girls: *“Being able to watch our games has been brilliant and we can see strengths and weaknesses easier, we went from being a brand new team to playing in the cup final! Thank you”*

THE SUTTON CRICKET CLUB, ST HELENS, MERSEYSIDE

Ben Scott, Junior Coordinator emailed extend his thanks and that of club officials. *“Thank you again for your support, we are most grateful.”*

Wonderful to read of increased numbers at Sutton CC and the impact our support has had on juniors and women’s teams.

Leah Etheridge (Women’s team captain) commented – *“The support from Simple Life Homes has helped our team develop way above expectations. With their financial and social support it has been possible to purchase more equipment which has allowed for much more structured training, as well as our numbers increasing enormously from the start of last season. We are very grateful for their support and look forward to a continued relationship in the coming seasons to allow Women’s cricket to continue to flourish.”*

Gary Greener (Sutton Cricket Club Chairman) added – *“Sutton’s junior section is entirely volunteer led. Equipment, kit, league fees and ground maintenance costs are all on the rise, and we are very lucky and grateful to be part of Simple Life Homes community sponsorship programme. This programme has allowed for the general playing conditions at Sutton to improve. The support we have received from Simple Life Homes is unwavering and we are very excited for our next crop of youngsters to bear the fruits of the new and improved junior section, with new and increased amounts of equipment, better facilities and more opportunities for those for whom Cricket may not have been an option previously.”*



RUNCORN WOMEN'S CRICKET CLUB, RUNCORN, CHESHIRE WEST

“I’m ecstatic to show you our new hoodies which arrived yesterday. And one of our new kit bags so far. I have to say again, a massive thank you to you and your company for making this happen. Feel like we are moving on up in the world” Resident Michelle Bryan, Member of Runcorn Women’s Cricket Club

Back in the Spring we invited residents to nominate a sports club or activity group to receive sponsorship, as part of our drive to increase accessibility and participation, we were delighted to support the Runcorn Rebels with new kit and importantly equipment.



Barry O’Connor (Coach) *“The support and backing from Simple Life was invaluable, they gave me the facilities and opportunity to coach the team to their fullest potential, they were instrumental in us being undefeated and winning the league, I can’t thank them enough.”*

And Captain of the winning team, Claire added:

“Simple Life’s support has enabled us to buy some much needed kit, to help us thrive and become undefeated champions in the women’s softball league 2023”

“I cannot Thank you enough for supporting us.”

Player Michelle added: *“Having Simple Life sponsor us, enabled us to buy some much needed, brand new equipment for our team!”*

“Not only that but it enabled us to buy new team sports wear. That gave us the confidence to stand proud wearing our new kit on pitch and made us feel like we belonged there. It gave us a much needed boost as a team and we honestly felt like we had made it. We went on to win our league and became undefeated champions for 2023. Thank you for your generosity”



DENTON FC

“Simple Life have effectively allowed us to continue to provide opportunities to young people. It’s your thanks and kindness that helps community clubs like Denton Town going and keep on existing.

“As a team we have developed especially footballing wise, it took a lot to get the steady ship and the consistency I was looking for... From day one it’s been a roller coaster and I knew the way we wanted to play and which kind of player I wanted for my team. Steady progress on the pitch, new faces coming in all the time, and this shown in the matches and cup competitions we were involved in.

“With a full season under our belts, hopefully we keep on improving and maybe get some silverware and success for this forthcoming season.

“Again, many thanks to all the sponsors”

Managers John and Dean

CRESSWELL WANDERERS LADIES FOOTBALL CLUB, BILSTON

Cresswell Ladies have a range of players from across the Black Country, predominantly living in areas of deprivation – Walsall, Darlaston, Bloxwich. Playing football alongside friends can help improve mood and encourage more social interaction minimising the chances of loneliness and isolation in adults and children.

As a registered charter standard club they have protocols in place to ensure the safety and wellbeing of all players and volunteers. Mental Health is taken seriously as a club, it helps to improve stress and depression but can also help improve confidence, self-esteem and can help to reduce anxiety.

We were delighted to be able to provide sponsorship to ensure all players and coaches are able to arrive to matchdays and training looking like a team, helping individuals feel the special strength of a team bond.

“Simple life gave us amazing support from the start of this season, which has allowed us to concentrate on our football and release the pressures of having to fund raise. As everyone in grassroots football knows the biggest tasks are getting kits, equipment and paying for match fees etc!

“By giving us this sponsorship we can ultimately concentrate on the main things the ladies love to do, play football!!

“We all at Cresswell ladies would like to send our upmost gratitude to Simple Life and hope it’s the beginning of an exciting partnership together!

“Thank you.”

Ben Dallaway (Manager Cresswell Wanderers ladies)



UPTON PANTHERS U15'S

“Huge thank you to Sigma Capital for a further year of sponsorship for the 2023/24 season. Your help enabled us to kit the squad out in a full strip and rain jackets, meaning the lads looked like a top outfit on match day; and gave them the confidence, pride and a determination to try their hardest!

“The season was a challenging one with squad change, injuries and the good old British weather causing havoc. The lads battled well in a very competitive league and gave me everything which is all you can ask for. We showed when we had our full squad, we were more than a match for anyone in the league! Up the Panthers!

“Help that Sigma Capital has provided is invaluable at grass roots level, with pitch, training and kits costs raising, without this help am sure some sides wouldn’t be able to survive. Thanks again, it’s really appreciated.” – Iain Steene, Manager



WILMSLOW COLTS RUFC

“Thank you for your support, we’re delighted with the new kit for the Colts.”

James Nicholson

SALE GIRLS FC

Sale United FC and Simple Life have worked together over the last three seasons to promote girls football across the Trafford area. The support of Simple Life has greatly helped Sale United to grow to a point where over 100 girls aged 8-16 play football. The girls at Sale United have also benefitted from sponsored kits, additional training kit and equipment. Some of the girls were asked for their comments on the support given by Simple Life;

“We would not have the kit or equipment that we do without the support of Simple Life.

“Our kit looks really good with Simple Life as our sponsor, thank you!”



Sale Girls FC - U15 Lionesses



Sale Girls FC- U13 Tigers



Yarnbury RFC

YARBURY RFC

Yarnbury RFC, Leeds joined the growing Simple Life family of clubs and activities across the country. 92 boys and girls from U10 to U16 squads will be kitted out in new playing kit, ready for the season ahead.

“We thank Simple Life for their generous support. As an amateur rugby club, Yarnbury RFC helps promote the RFUs core values of Teamwork, Respect, Enjoyment, Discipline and Sportsmanship whilst helping 175+ boys and girls participate in rugby each weekend. This is only possible with the help of our volunteers and the generous support of businesses such as Simple Life.” John Dodgson, Junior Chair, Yarnbury RFC.

12 Days of Christmas,
December 2023

24 charities, 2 on each of the 12 days of Christmas received donations this year. All were nominated by residents and members of the local communities in which we operate. With over 125 contributors and 78 charities nominated. The challenge as always was selecting. With a focus on local, broad geographic and demographic the following were 2023 recipients:

Helen Enescott, Digital Marketing and Communications Officer, with The Joshua Tree - *“I am emailing back in regard to the £1000 donation to The Joshua Tree for your 12 days of Christmas social media post. We are absolutely delighted to have been selected, the donation will support the vital work we do to support families affected by childhood cancers. What’s even more brilliant is that I live in a Simple Life homes myself so put forward the charity I work for.”*

Joseph Buckmaster, Artistic Director with Flat Pack Music - *“We are a north west based music charity focussed on changing the perception of and engagement with classical music and opera, fostering closer communities and helping with mental wellbeing. As a small charity securing micro grants like this are crucial to showing we can carry out the projects we aim to do. This in turn enables us to secure larger pots of funding. We have just started a project to bring professional musicians to care homes around the area. At no cost to the homes. £1,000 would go a huge way to helping any of these projects.”*

Kevin Farrell, nominated Friends of Eaton Street Park *“The volunteers maintain the Eaton Street Park in Prescot to make it amenable to local residents. Just one example of the many services provided include Monday Winter meals for pensioners. Utilising the Prescot Town Hall with the assistance of Prescot Town Council, this enables the people attending to enjoy a hot meal and socialise with other people. Board games are made available or just a quiet place for them to spend time in a warm environment. If they are unable to attend, the meals are delivered to them at home.”*

Kate Phillips, Christmas Smile Founder and Manager *“Wow what fabulous news, thank you so much to those who nominated Christmas Smile to benefit from your generosity.”*

Tracey Roberts founder and CEO of The Jade L Roberts Project - *“I am absolutely delighted and overwhelmed. Your generosity means everything to us and to the community. We know you have a lot of choices when it comes to donating, and we are so grateful that you chose to donate to our cause. Our organisation*

12 Days of Christmas 2023

- 1. **Two Brews Homeless Charity**
Salford
The Christmas Smile Project
Telford
- 2. **Showtime Community Productions CIO**
West Bromwich
The Unbeatable Eva Foundation
Wrexham
- 3. **Lads United**
Blackburn Lancs
Not just a store, not just a foodbank
Wellington
- 4. **The Joshua Tree, supporting families affected by childhood cancer**
Cheshire
we_are_team1c (childrens cardiac charity)
North West
- 5. **Our House**
Wakefield
Pumpingmarvellous
Preston and NW
- 6. **Pony partnerships**
Dracan Village
Oldies Club Charity no. 1118246
Normanton
- 7. **North Staffordshire Combined Healthcare NHS Trust Charity**
North Staffordshire
Mind2Muscle
Blackburn
- 8. **Manchester Deaf Centre**
Manchester
Friends of Eaton Street Park
Prescot
- 9. **The Jade Roberts Project**
Liverpool
CommUNITY Little Hulton
Little Hulton
- 10. **Association of Blood Bikes**
Manchester
AB UK (Autism Beaudon Understanding Kindness)
Wigan
- 11. **Support Dogs**
Bertha Park
Newcis - Carers Charity
Mold, North Wales
- 12. **Sands, the stillbirth & neonatal death charity**
Nationwide
Flat Pack Music
Ellesmere Port

wouldn’t be able to do the work we do without the support of donations.”

Two Brews Manchester commented - *“Thank you so much. We will use the money to buy food to make meals, sleeping bags and hand warmers.”*

Paul Slapa from Unbeatable Eva - *“Thank you so much for this email - what a lovely thing to read! Thank you so much for the donation, and for the incredible gesture of kindness which will help us and many other charities this year.”*



OUR COMMUNITIES AND RESIDENTS

Our Simple Life Stories

MEET AYISHA & GEORGE!

Both graduating from university in the last two years, Aiysha and George were looking for a home they could make their own, without having to foot the bill of a substantial mortgage. They both knew they wanted to live on the outskirts of Manchester, however most properties weren't to their taste and the spaces they were finding would often need work to meet their needs... until they found our Simple Life properties.

Attracted by the modern, new-build, low-maintenance home, they appreciated that from their very first chat with Simple Life, it was clear they'd be able to make the space their own. Deciding on the 'Our Lady's' neighbourhood, they loved that the location allowed them to travel to Manchester Victoria in just 15 minutes by train, while also offering a rural setting for switching off and enjoying weekend walks in the countryside.

Speaking to us, the couple revealed that the kitchen sold the house to them. Aiysha said:

"It's got an open-plan kitchen diner with big [sky] lights in the ceiling that fill the room with light in the summer."

George also added that they find it to be a really sociable part of the house, making it perfect for the couple who enjoy entertaining.



Aiysha & George

Something we're always proud to receive positive feedback on is our level of support and community investment. Since we're people-focussed, it's so important to us that our residents feel safe and part of their communities –and they know we're on hand for support throughout the tenancy, whether that be a maintenance update or a Simple Life event in their neighbourhood.

Our My Simple Life app is at the core of all communications. Not only does it offer guides and support to residents, but it also gives them access to our FixFlo maintenance portal, exclusive retail discounts and offers, as well as a neighbourhood forum to connect with their neighbours.

George said:
"There's a section on the app that includes all the manuals for the washing machine, oven and fire alarms in the house. So, if we've had an issue, it's so easy to go on the app and solve the problem quickly."



George

Aiysha added:
"We use FixFlo as well. So, if we ever have any problems, we go on the app and put those in, and they tend to be solved really quickly. George put one in not long ago and they were here the next day."



Aleksandra

MEET ALEKSANDRA

Aleksandra found Simple Life in a search for a new home after a negative experience with a private landlord in Manchester. She was looking for a home that could offer her some peace of mind and security for her family.

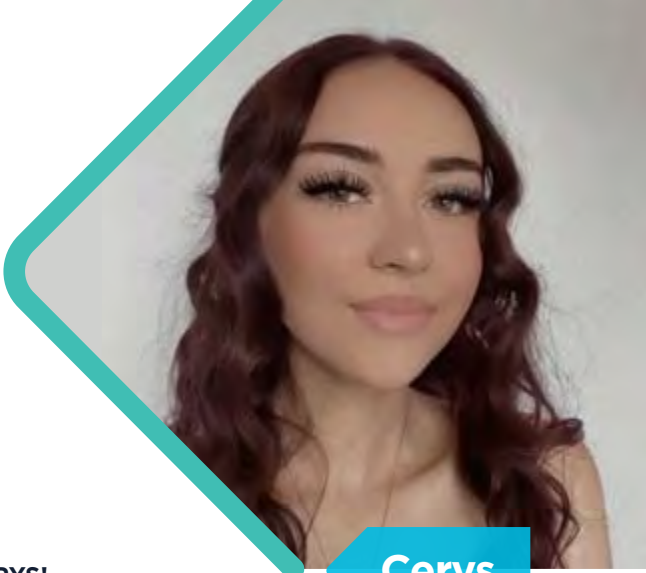
After speaking with our team, Aleksandra and her family found the perfect home for them, and have settled into our Abbotsfield neighbourhood in St Helens. Placed close to a choice of excellent schools and just a seven-minute walk to the train station that offers direct services to Liverpool and Manchester, it's the perfect location for the whole family. Something the family is glad to have found is a comfortable space that allows them to enjoy their time together at home. Speaking to us, Aleksandra drew on her past experience to explain how the new space has transformed their lives.

"When you come home, it's imperative that you feel safe. As a mother, it's so important to be able to find peace of mind. Now we don't need to worry, as we feel secure."

Her initial attraction to the property was the quality of the build, security and clean feel which we roll out as standard across all of our properties. Since settling into the area, Aleksandra and her family have also noticed the wider benefits of being a Simple Life resident.

Noting that the neighbourhood has allowed them to enhance their sense of community, Aleksandra said that she's finally a lot calmer. Not only is she relieved that we've been able to take a load off her shoulders, but we've also helped to significantly reduce her monthly bills too. She said:

"I pay lower bills here since the home is insulated really well. Simple Life told us that our bills would be 25% less than average, and I can say that they are."



MEET CERYS!

Cerys

Cerys lives in an Irwell in Sutherland Grange, with her partner Luke and their daughter, tells us how they've made a home ideal for their family.

What made you choose a Simple Life Home?

Me and my partner Luke were amazed by the great rent price and that all your white goods are included, which made it a very easy first move for us! We love the modern type of house but not the price tag that typically comes along with it so this was perfect for us. We love our Irwell because it's open plan, and it's a small home perfect for a little family like us. We love the hard floor downstairs. And the built in wardrobe is just so handy!

What's your favourite room in the house?

Definitely my kitchen! I love the modern kitchen and it's super easy to keep clean and clutter free. I have so much counter space because of my breakfast bar it makes cooking super easy. I feel like I'm in there all the time using that space!

Best home-hacks to personalise your space?

Plenty of family photos or prints that make you happy! An empty wall never feels like home. You can always swap them out when you're bored or you get new favourites!

How would you describe your interior style? Does this reflect your personality?

I'm told I'm very minimalist as I don't use much colour apart from in our daughters room! I would say this is probably accurate, I change my mind often so I'd hate to paint the wall red then hate it the next day! Beige all the way! I add colour and character with photos and prints.

Where do you go for interior design inspiration?

Instagram! All the home accounts have such great inspiration and I've found so many good hacks on there to create a lovely space for not too much money. Home magazines are great too or even just taking a walk around home shops is great inspiration.

RESIDENT SURVEYS

What Our Residents Say...

All tenants receive a tenant satisfaction survey email one week into their tenancy and then approximately six months later. This helps the Investment Adviser to monitor tenants’ experience with the lettings and moving-in teams and then again once settled into their tenancies. Tenants are also surveyed when renewing their tenancies.

The following table provides data based on Simple Life regional tenant satisfaction results for the 12-month period from July 2022 to the end of June 2023, in comparison to results for the 12-month period from July 2023 to the end of June 2024.

What our residents have to say...

Move in survey - Questions	July 2022 - June 2023	July 2023 - June 2024
% of tenants who said the team made it easy to apply	96%	96%
% who said they were kept well-informed during the application process	89%	91%
% who said they received all the information they required	91%	89%
% who said the quality of their home met with their expectations	90%	87%
% who said they would recommend ‘Simple Life’	96%	96%

6 month survey - Questions	July 2021 - June 2022	July 2022 - June 2023
% of tenants who said they were still happy with their home	98%	94%
% who said they were happy with the service provided	89%	90%
% who said they felt they had been kept well-informed	88%	86%
% who said they felt the Simple Life team has been responsive and are satisfied with the service provided	89%	90%
% who said the communal areas were well maintained	84%	88%
% who said they feel part of a community	85%	89%
% who said they felt their maintenance requests were fixed in a timely manner	77%	81%
% who said they would recommend ‘Simple Life’	95%	94%

Renewal survey - Questions	July 2021 - June 2022	July 2022 - June 2023
% of tenants who were happy with their ‘Simple Life’ experience so far	96%	97%
% of people who renewed their tenancies because they love the property	58%	54%
% who renewed because they love the area	20%	28%
% who renewed because of the rent (value for money)	5%	4%
% who renewed because ‘Simple Life’ offers a better service than a ‘one-off’ landlord landlord	17%	15%
% of people who see themselves staying with ‘Simple Life’ for 4 years or more	58%	62%
% who see themselves staying for 3 years or more	76%	78%
% who said they would recommend ‘Simple Life’	94%	94%

All results are based on responses on a range from “neutral” to “strongly agree”. Tenants are given the option to respond on a range from “disagree” to “strongly disagree”, these responses are not included in the results reported above. Total welcome survey respondents for the 12 month period was 287, total 6 month survey respondents for the 12 month period was 246 and total renewal survey respondents for the 12 month period was 660.

Overall the results from the latest survey are in line with those of the prior year, with the majority showing an improvement in customer satisfaction.

The biggest increase from the previous year was the feedback on the 6 month survey with satisfaction around maintenance of communal areas, responses to maintenance fixes and feeling part of a community, all increased by 4%.

It is encouraging to see that across the three surveys the proportion of residents who would recommend Simple Life remains fairly steady with a drop of just 1%.

The following table provides data based on Simple Life London tenant satisfaction results for the 12-month period from 2022 to the end of December 2023.

What our residents have to say...

Move in survey - Questions	Dec 2022 - Dec 2023
% of tenants who said the team made it easy to apply	100%
% who said they were kept well-informed during the application process	90%
% who said they received all the information they required	95%
% who said the quality of their home met with their expectations	90%
% who said they would recommend ‘Simple Life London’	95%

6 month survey - Questions	Dec 2022 - Dec 2023
% of tenants who said they were still happy with their Simple Life London home	94%
% who said they were happy with the service provided by Simple Life London	69%
% who said they felt they had been kept well-informed	81%
% who said the communal areas of the development were well maintained	88%
% who said they feel part of a community on their development	75%
% who said they felt their maintenance requests were fixed in a timely manner	63%
% who said they felt their relationship manager was responsive and were satisfied with the service	75%
% who said they would recommend ‘Simple Life London’ to family and friends	75%

SUPPORTING RESIDENTS
How We Help

Pocket Power

Sigma has created a partnership with Pocket Power to cover the fee for consultation for all residents. Pocket Power is available to help people review their utility bills to work out where savings can be made through better deals and rates with other suppliers. So far 12 referrals have been made, 4 customers have been helped, saving £798 (average saving of £200 per customer).

A Simple Life case study from Pocket Power:

We worked with Adam (name changed) to reduce his water bill.

We arranged for free water saving gadgets to be sent directly to his home and advised him on how to get a water meter installed. We also helped Adam to reduce the flow temperature on his boiler, and, finally, sent him bank switching offers worth up to £200 to investigate.

Total saving: **£359**

Affordability and Energy Calculator

As reported previously, an affordability calculator, based on Simple Life referencing criteria, is built into the Simple Life website. It is designed as an aid to assist prospective residents to determine how much monthly rent they can afford relative to their earnings and outgoings.

Following the energy efficiency modelling that Sigma undertook last year, the Simple Life website now offers an energy efficiency calculator against our most common property types. Users are able to input their usage habits and property details to obtain an energy bill estimate.



Rental Availability

The Simple Life website lists the availability of rental homes in real-time. As well as giving potential renters a better service, it also facilitates a more efficient uptake of homes.

Pets

We understand how pets can be an important part of the family and for companionship. That's why all our houses and our some of our apartments are pet friendly. There is no extra cost for our residents, we just ask that they submit a pet application form for our records and approval.

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.



'My Simple Life' Mobile App

The bespoke resident mobile app, 'My Simple Life', which was launched in August 2021, provides a convenient and efficient 'one-stop shop' for residents' needs and is available on Google and Apple devices. It 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 launch, new areas and improvements have been made to the app, including:

- content presentation by property type (apartment or house);
- a notification log;
- a new meter-reading section, which enables residents to access meter readings and request new meter readings, including 'push' notifications when a new reading is ready to view; and
- a dedicated health and wellbeing ("H&W") section.
- the ability to add images to forum topics and comments – particularly relevant for 'lost and found' inquiries and furniture swaps
- a diary function, allowing notifications to any upcoming neighbourhood events, competitions and other important memos

Podcast

The 'Simple Life Chat' podcast featuring Capital Radio presenter host, Russ Morris, has continued to deliver added value content for residents and renters. Russ continues to address the experience of renting and explores topics of interest to residents, with experts and residents participating in discussions. Topics have included resident takeovers discussing new chapters, organisation within the home, homelessness with our charity partner, Embassy and a 'Petcast'.



Over the next 12 months the marketing team are reviewing further developments such as:

- in-app messaging
- automated star feedback following in-app conversation completion, which will push users giving positive feedback on to Trust Pilot
- the ability for residents who run their own businesses to add limited time offers and discounts to the offer section
- end of tenancy push notifications to remind residents about their cleaning checklist, where to leave keys, deposit release process etc – to better manage resident expectations
- key word search tool in 'my home' section
- usability and design updates to be made throughout the app

Affiliate Offers

Sigma has increased the range of affiliate offers that are available to tenants. These are promoted through the My Simple Life mobile app. New offers agreed this year include discounts from Sparkling Cleaning, Sculpt Pilates, Grow Gorgeous, ESPA, Dot. (Professional Organisers), Wash Doctors, Virgin Wines, Simply Cook, Leaf Envy and Smol. These offers supplement existing affiliate offers from Oddbox, Sky, Argos, Dunelm, Wayfair, AO, Pretty Little Thing, Appleyard London Florists, and The Modern Milkman.

The Simple Life Magazine

All residents received a copy of The Simple Life Magazine with coverage of all the latest events, tech updates, podcast, competitions, survey results and actions, new Simple Life locations, ESG initiatives and some delicious recipes! To further reduce printing, we have taken the sustainably driven move to deliver the magazine online.



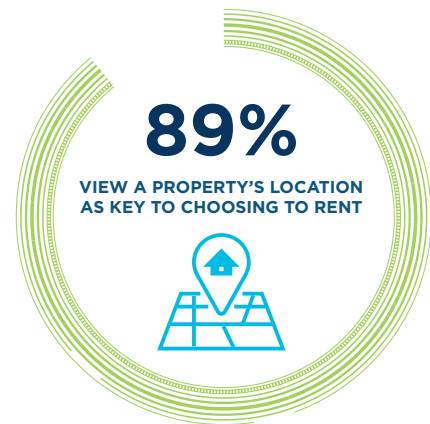
Explore The Simple Life 2023 magazine here

Explore The Simple Life 2024 magazine here



New Market Research Survey

Sigma monitors the rental market in order to enhance decision-making and identify opportunities. During the year, it commissioned a major piece of market research, which surveyed a broad cross-section of some 2,000 UK renters, including some of the Company’s residents, and was supplemented by two focus groups. Some interesting findings that emerged included the following:



- the average age of a UK renter is **44** years;
- the main reason for renting – reported by **71%** of survey participants – is lack of ability to buy;
- the average length of time participants had been renting was just under **7** years;
- property location was a key factor for **89%** of survey participants;
- the average rent paid was **£700** per calendar month;
- home office space was cited as a requirement by **44%** of participants, reflecting post-pandemic hybrid working patterns; and
- environmentally-friendly features were sought by **61%** of participants.

The market research report can be viewed [here](#).

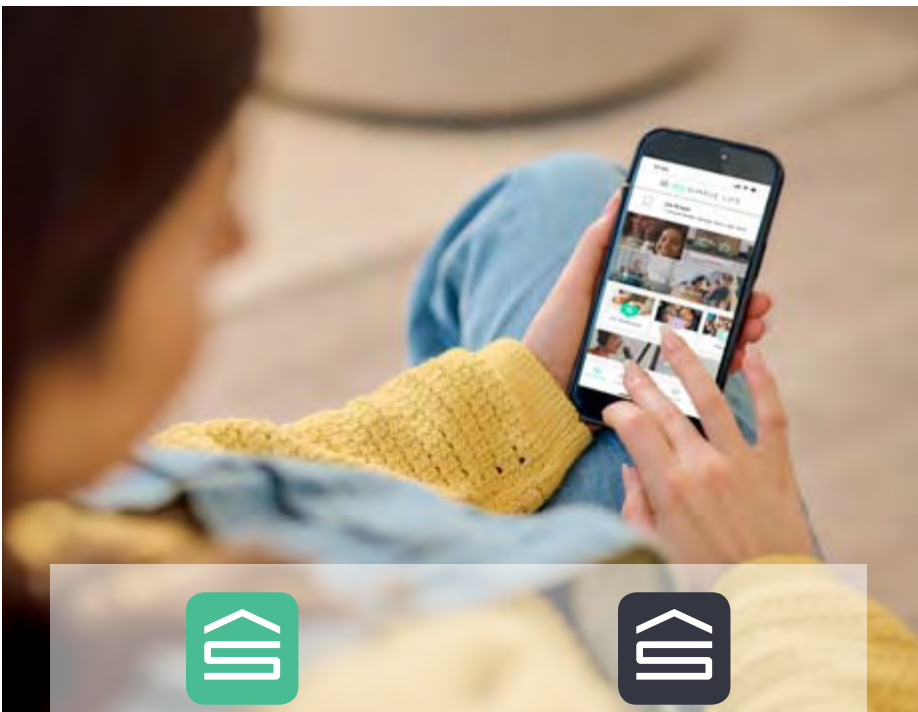


44% REQUIRE HOME OFFICE SPACE BECAUSE OF POST-PANDEMIC HYBRID WORKING

Brand Visibility - An Online Experience

The strength of the Simple Life brand continues to grow.

- Over the full year 2023 (Jan-Dec) the Simple Life website received c.364,000 users to the website and over 16,500 enquiry submissions
- Site signage (12%), recommendation (16%) and online search (26%) continue to be the largest sources of enquiries of those coming through the Simple Life website for lease up sites
- Online search (26%), recommendation (21%), portal listings (16%) are the largest sources of enquiries coming through the website overall
- As at July 2024 Simple Life following on Facebook stands at over 5,600, Instagram stands at over 5,200, YouTube stands at over 1,100 subscribers, TikTok (a newer social channel for us) stands at over 200 followers
- As at July 2024 the regional My Simple Life mobile app has 73% of households using the app and over 5,300 users



my SIMPLE LIFE



my SIMPLE LIFE LONDON

Online Reviews

Simple Life is registered with Trustpilot and tenants are routinely invited to leave reviews. This helps Sigma to identify any areas that need improvement. There are over 960 reviews on Trustpilot and Simple Life achieved an overall rating of 3.5 stars out of 5.0. The Trust Pilot review score has dropped since the last score reported, however, analysis shows that these ratings for the industry as a whole has dramatically reduced. Simple Life is significantly above the average of 2.9 for the business category of Property Rental Agency. Key themes for negative reviews are around very high expectations around maintenance fixes, complaints around end of tenancy deposit deductions, or failed references. All reviews are monitored and responded to.

The marketing team has implemented further processes to encourage positive feedback, including automated review requests following a customer satisfaction survey result, undertaking ah-hoc campaign requests via post and integrating asks into the mobile app.

Simple Life developments also feature on 'Home Views', a dedicated review website for housing developments. They have gained an average score of 4.29 out of 5.00 from approximately 793 resident reviews (with the BTR benchmark at 4.29).

homeviews

4.29/5.00*
on HomeViews



Resident Testimonials

A selection of customer testimonies are below.

“The house is a cosy one, with lots of modern facilities including the solar panel, smart meters, security and zoned heating system. The house is well equipped with an oven, a washing machine with the dryer, a dishwasher, a fridge. The management is efficient and we always get prompt responses.”

Su (Ashfield Park Resident), Home Views

“Everything is great. Homes are lovely and everything is so simple living here. My house is open plan which is great, garden is massive! I’ve got 2 bedrooms which are nice and spacious. I’ve always felt really looked after here, the customer service is great. I’ve lived here now 4 years and I couldn’t see myself living anywhere else. The views from the homes looking over the River Mersey are always a dream.”

Jemma (Hollystone Bank Resident), Home Views

“The development is great with a lot of very friendly people who are great. Also the facilities is great too report a fault with my toilet it was fixed the same day amazing thank you simple life for allowing me to live in a beautiful home I get to back my home.”

Sarah S (Pullman Green Resident), Home Views

“Great house and if you need help they’re always there for you to fix any problems promptly. Amazing and the location of the property is perfect.”

Ash (Charlton Gardens Resident), Home Views

“I live in the 2 bedroom Irwell property, I love the open plan layout downstairs and all of the appliances being built in and hidden away. Lovely view of the back garden through the large French doors. The property management is so easy through the simple life app, the communication and customer service is excellent.”
Jessica C (Brookfield Vale Resident), Home Views

“Amazing company throughout. Our home is stunning and we now have a home for life.”
Michele, Trust Pilot

“Just moved into my new Simple Life home and I can’t wait for the journey!! They have been very friendly, very patient and understanding and I feel very lucky to be picked for one of these lovely homes, after searching for over 3yrs for a home.”
Sasha, Trust Pilot

“Simple Life Homes is leading the way how to manage rented accommodation. They have thought of everything and it’s clear they have invested time, effort and money in making the process as smooth for the tenant as possible. They have a dedicated app and process to manage your property, report problems, seek help and much more. They have even included user manuals for all of your appliances in their app. That’s pretty impressive. I would highly recommend!”
Nikola, Trust Pilot

“Very modern and excellent development! Security very good and so as the management. Great idea if having big bathroom and 3 storage area and balcony is very wide open. The flats are designed amazingly in terms of air open wide windows and amazing interior design.”
Abdul, (Elements Resident), Home Views

“It is a nice modern building. Security is the best thing for us. There will be more facilities for adults and kids, I saw. Management is good - when we need something we can reach them easily. All good so far. Everything is perfect clean.”
S,O, (Elements Resident), Home Views

“Brilliant experience with Fresh Wharf so far. From onboarding to moving in everything was smooth. Enjoying our stay here. Would recommend their services to anyone looking to rent. The staff is very helpful. Money that you’re putting in is worth it in my opinion.”
Kuljot (Fresh Wharf Resident), Home Views

Colleagues Contributions

Snowdon Sunrise Challenge July 2023

17 enthusiastic Sigma colleagues and friends set out to climb Snowdon overnight with a promise to enjoy a summit sunrise! In true British style the weather won with a heavy mist, strong winds and low temperatures meaning the sun rose but we did not see it, or the mountain! However, our bodies told us that we had definitely climbed, and were thrilled to raise £12.5k for Zoe's Place Baby Hospice in Middlesbrough.



Cycle Smart Works March 2024

8 Colleagues set out to cycle 100 miles in a week to raise funds for their Edinburgh centre. **£900** raised! We covered over 800 miles.



ZipSlide the Clyde to raise funds (£503) for **Capability Scotland**

British Property Federation (BPF) Futures Mentoring programme - 3 Sigma colleagues participated in this programme mentoring young real estate professionals

Sigma supported rehoming of displaced family in Edinburgh after gas explosion and donations from furnishing partners, David Phillips, ensured Christmas 2023 was one of stability and comfort for the family.

Collaboration with furnishing partners **Loft** and **David Phillips** saw donations to several local charities and youth groups over the past 18 months.

Colleagues supported **Earth Hour 2024** in March by giving an our back to the planet in a symbolic 'Lights Out'

Clothing donations - Colleagues have regularly donated clothes and accessories to support Smart Works

Charity events - throughout the year Sigma colleagues and friends have supported fund raising events run by our charity partners, namely Capability Scotland and World Child Cancer Charity

One third of the Sigma team signed to the company Electric Vehicle Policy reducing company travel emissions

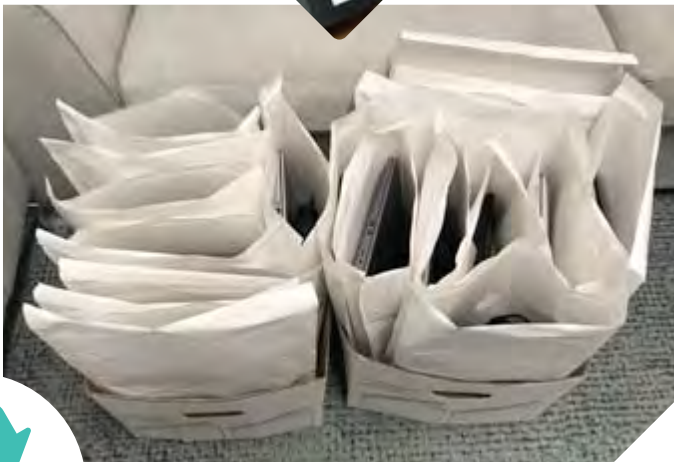


Golf Days in May for two charity partners saw Sigma colleagues and business partners team enjoy Murrayshall Golf course with Capability Scotland, and Wynyard Golf Club with Zoe's Place where Sigma sponsorship helped support the running of both days.

Sigma Sustainability in Action

Sustainability and supporting others are two key focus areas for Sigma and we are delighted when opportunities arise to link these two elements to repurpose and reuse, thereby reducing landfill waste.

- Company IT restructuring resulted in the repurposing of 17 laptops donated to charities across the country
- 2 TVs repurposed to Smart Works and Barnardo's
- Committing to minimal waste and a drive to repurposing and sustainable activities, office refurbishment this year resulted in donations of furniture to the British Heart Foundation.
- Show home décor was donated to Barnardo's for young people directly and raise funds through shop sales.



Remembered - Alison Martin

The sudden and unexpected passing of our colleague and friend Alison Martin, at the end of 2023 was a huge shock to all associated with Sigma.

Ali (as she was known to us) was the longest serving employee of Sigma having joined in November 2000 just as Sigma was launched on the Stock Market.

Graham remembers, ***"I knew Ali from 1991, some 33 years, when we were neighbours. Ali was a constant feature in my own and my family's life. She was at the front door to welcome both Jack and Katie home from hospital as newborns, and us for her when she had Jennifer. The girls were great friends as they grew up."***

"Ali became my P.A in 2000 and was an invaluable help in both the development of Sigma and my personal interests, as well as a family friend. Known for her no nonsense approach and very direct manner in sorting problems on the telephone and protecting me from a myriad of calls and 'contacts'. Her loyalty to Sigma and myself was beyond question."

It was lovely to be able to join Jenny, and Ali's family and friends, on 2nd March 2024 at the Royal Botanic Gardens in Edinburgh to celebrate her life and share memories. The day was filled with colour, music, photos, stories and flowers, tears and laughter. The presence of so many people reflected how well Ali was loved and the impact she had on so many people. We all learned a little more that day – such as her love of the music of Bowie, The Eagles and Talking Heads, the colour blue and the Scottish Islands!

Jenny shares, ***"My Mum, Ali was the most kind, thoughtful, clever and hard working role model for her little girl growing up. I am immensely proud of all she accomplished for herself and gave to others. She is sorely missed every day and forever loved. Thank you to all those who supported her through her 23 years at Sigma."***

Ali will always be remembered as that colleague you called for everything and anything! Her commitment and dedication to her role was total, and she epitomised the values and 'family' that is Sigma. She will be missed and we are forever grateful for her kindness and organisation - her care of everyone.

Colleagues remember...

"Ali was part of the furniture at Sigma and it is still hard to think of Sigma without her. She always made the Edinburgh office feel like you were coming home to family – always giving the best 'welcome home' hug and a warm welcome whenever visiting – forever loved by everyone!"

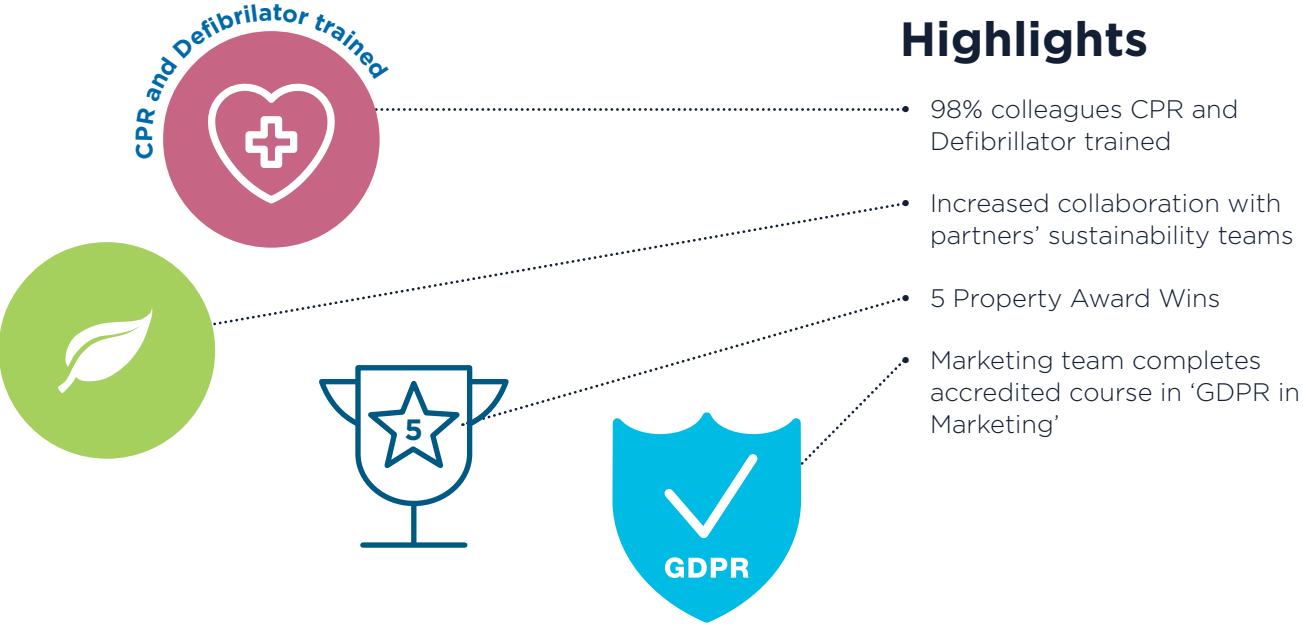
"Ali's sudden passing was such a shock. I joined the Sigma team in the middle of Covid, and she arranged for all sorts to be delivered to my home and was always at the end of the phone to answer my endless questions. She was incredibly patient and supportive at this time, responding with her usual calm and order!"

To mark her time with us we plan to name a street at our Harrogate development after her and plant a tree in her memory at our South Queensferry development in Scotland, Ali's home.

GOVERNANCE»

Governance Impact and Data

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



The UN's Sustainable Development Goals | GOVERNANCE



	Goal/Strategy	2023	2024 Update	Comments
	Continue to build energy efficient family homes	5,185 at 1 Jan 2023	1,732 completed this period	New portfolio and increase in build
	Development of Environmental Management System (EMS) Framework	Reviewed	Ongoing	Work ongoing with construction partners in relation to data gathering, specifications and realistic targets.
	Development of Social Value Measurement Framework	Reviewed	Ongoing - review value vrs impact	After review engagement and discussion with peers and platforms to create meaningful standards going forward.
	Review GRESB platform	Engaged with GRESB team directly	2024	Invitation to join GRESB Working Group on specifics of SFH 2024
	Increase provision for colleague wellbeing	Internal Online CPR and Defib training	Complete	98% completion through BHF ReVivR programme
	Develop bespoke ESG framework and objectives to align with strategy	-	Ongoing 2024	Having reviewed and exhausted the complex variety of frameworks, aim to set company specific framework in place.
Future Target	Undertake asset operational performance Assessment	-	2024	Work started October 2023 with construction partners, Vistry, on possible programme. Operational energy and carbon data gathering pilot with ARBNCO planned for 2024.

Sigma Team

Sigma has a dedicated and growing team currently based in Edinburgh, Manchester and London, which is 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. It aims to ensure that all employees are equally valued and respected and that our inclusive organisation is representative of all members of society. Sigma defines diversity as valuing everyone as an individual and this is reflected within the values, behaviours and leadership habits which are adopted and encouraged to 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 Sigma’s goal is to ensure that the best person for any role has the opportunity to apply for, be appointed to and excel in it.

Sigma Team as at 30 June 2024		
Number of Employes	77	
Male	49%	(38)
Female	51%	(39)

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.

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.

Governance

The Company is subject to and ensures compliance with a number statutory reporting requirements, including financial, corporate, health & Safety, legal, taxation and personnel.

The Board has a balanced range of complementary skills and experience, with independent non-executive directors who provide oversight, challenge and support in respect of decisions and policies as they see fit. The Board believe in robust and effective corporate governance structures and are committed to maintaining high standards through the application of 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. There were two reportable incidents in this 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.

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. The senior team reflects broad experience and diversity with a distribution in the order of 50/50.

Donations and Contributions

Sigma commits to donating and providing support through its ESG Community Fund for charitable organisations, activities and events, and support for the wider communities in which it operates. During the period from 1 January 2023 to 30 June 2024, Sigma’s contributions in these areas has totalled £150,000. Sigma also manages the ESG Community Fund on behalf of THE PRS REIT plc totally £226,000 from 1 July 2023 to 30 June 2024.

A warm-toned photograph of a crowd of people at an awards ceremony, all clapping and smiling. The focus is on the hands and faces in the foreground, with a soft blur on the background. A white and yellow geometric line graphic runs diagonally across the right side of the image.

AWARDS & RECOGNITION»

PROPERTY WEEK RESI AWARDS
Social Impact 2023
FINALIST

Insider Midlands Property Awards
Large Development of the Year
2023 (Stonefield Edge)
SHORTLISTED

Insider NW Residential Property Awards
Operator of the Year 2023
SHORTLISTED

Property Week RESI Awards
Landlord of the Year 2023
FINALIST

Love To Rent Awards
BTR Tech Award 2023
SHORTLISTED

Insider NW Residential Property Awards
BTR Development of the Year
2023 (Brookfield Vale)
SHORTLISTED

Love To Rent Awards
Build to Rent Single Family Home
Award 2023 (Stonefield Edge)
WINNER

Love To Rent Awards
Social Impact in Build To Rent
2023 (Simple Life Homes)
WINNER

Citywire Investment Trust Awards
Best Property Specialist Trust
Award 2023 (The PRS REIT plc)
WINNER

Insider NW Residential Property Awards
Sustainability and Social Impact
2023
WINNER

Insider NE Residential Property Awards
Residential Development of the
Year 2024 (Kirkleatham Green)
WINNER

Property Week RESI Awards
PRS Deal of the Year 2024 (The
Gateway)
WINNER



Fast Forward 2025!

- Small Homes project – an exciting collaboration with many partners
- Collaborative community woodland/orchard
- Partnership opportunity with Barnardo's Gap Homes Project
- Enhanced wellbeing provision for all residents – partnering with MyndUp and FIIT
- Extend and develop Biodiversity programme with schools and communities
- Energy and carbon data gathering exercise to fully understand impacts and help direct future plans
- Continue to build links with local charities, schools and clubs
- UN SDG Ambition Accelerator commitment



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