



Sigma Capital  
Group plc

## Simple Life Homes Community Engagement





Professor David Sigsworth OBE FRSE  
Chairman, Sigma Capital Group plc

“Sigma Capital Group has been instrumental in developing the provision of new family homes in the private rented sector market and are now the market leader in the UK.

From the outset, the Board of Sigma have pursued quality and sustainability in our products and our partners work with us embracing those same values.

My own current and past involvements, in seeking sustainable outcomes through energy efficiency, eradication of fuel poverty and

technological innovation, have taught me that their success is related to the environment in which they are delivered.

A sense of place and community is paramount.

This report highlights how Sigma, under our Simple Life brand, are delivering strongly in the developments we are undertaking.

I hope to see that contribution increase further as the company grows.”

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## Simple Life brand values

### Introduction

All homes built for Sigma Capital Group plc or The PRS REIT plc portfolios are marketed under Sigma's consumer build to rent brand, Simple Life. Simple Life homes puts customers and the local community at the heart of its philosophy.

#### A NEW STANDARD OF RENTING

Simple Life aims to give residents unrivalled customer satisfaction. Previously, people wanting to rent a house, had very limited high-quality, professional options. Simple Life fulfils that demand. People can benefit from the flexibility of renting, whilst being safe in the knowledge that their home will not be sold from beneath their feet.



#### TOTAL PEACE OF MIND

Simple Life customers can rest assured that all the little details are taken care of by renting from a professional landlord they can trust, with a 24/7 customer service team and dedicated handymen. It's the simple things we do that makes life easy for our tenants - we even cut their front lawn!



#### GOOD OLD-FASHIONED NEIGHBOURHOODS

Like the good old days, where neighbours chat over fences and borrow cups of sugar! Simple Life customers can expect to feel like their Simple Life neighbourhood is where they belong. Nurturing our customer and injecting a sense of community will always be at the heart of the Simple Life brand.



#### INVESTING IN THE LOCAL COMMUNITY

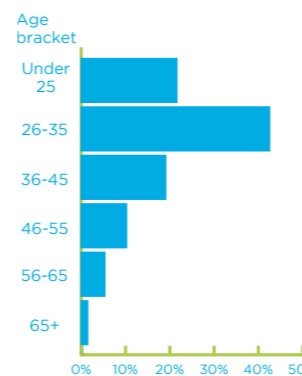
We build communities, not just developments, and with a heritage in regeneration, this means that we have a vested interest in looking after the wider communities to which we develop, for the long term.



## Meet our residents

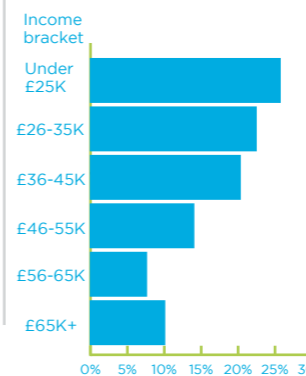
#### AGE GROUPINGS

Around **60%** of our customers are aged between **26-45** demonstrating our core young family market. We are, however, seeing an increase in young professional customers aged under **25**, plus a very small but steady increase in **56+** 'early retiree market'.



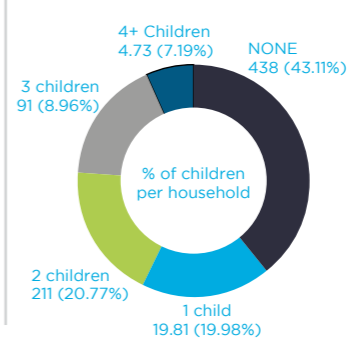
#### INCOME BRACKET

The majority of our customers have a household income between **£25k - £45k**, accounting for around **42%**. In correlation with the increase in young professional customers, we have also seen an increase in customers earning under **£25k**. Around **17%** of customers are in the upper ranges, evidencing that our homes are attracting a wide range of customer demographics.



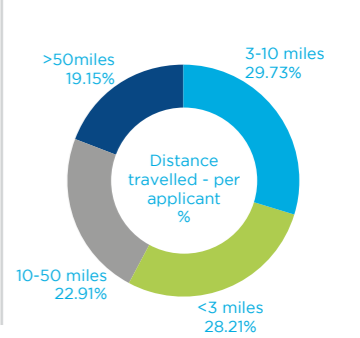
#### TENANCIES WITH CHILDREN

Residents with and without children appear to consistently remain around the **50:50** mark. Over the last 12 months there has been a small increase in percentages of households with children at around **57%**.



#### DISTANCE TRAVELLED

The data displaying distance travelled is very evenly split between people already living very locally, to those willing to move further afield to rent a quality home.



All stats based on all successful Simple Life applications referenced between June 2018 - June 2019



## Corporate Social Responsibility

Each year, Sigma commits to a range of CSR initiatives, including such things as employment opportunities, supporting local communities to which we build, charities (those with a focus on homelessness), local schools, as well as continually looking to meet with local authority objectives when planning our developments.

### CHARITIES

**Loaves and Fishes Homeless Charity, Salford**

**Support: £5,000**

**Project:** Used for exterior paving area to be used in Summer for BBQ events, a large gas BBQ, arts and craft equipment, relaxation therapy sessions



### SPONSORSHIP

**Sale Under 18's Rugby Club, Greater Manchester**

**Support: £2,600**

**Project:** Used to support Sale under 18's team. We also supported their local schools scheme, which offers introductory rugby lessons to children locally, with a focus on generating more interest amongst girls.



Mills Hill Primary School, Middleton

*“The donation has been used to buy plenty of new books for all of the children, which is proving very popular. There is also a sensory roof, reading pods and a fantastic den and mezzanine area, which is being used creatively to replicate different parts of popular books, for example, at the moment it is taking the form of a magical castle. The money has also funded a barcode scanning and checking in system which is used to track the books.”*

Mrs Joanne Cupitt,  
Librarian at St Theresa's School



*“The library is my favourite place to be in school.”*

Lulyana,  
Pupil Librarian

St Theresa's Primary School, Sheffield



River View Primary School, Salford

## SCHOOLS, EDUCATION AND CAREERS

**Monksdown Primary School, Merseyside**

**Support: £8,000**

**Project:** KS2 playground equipment including outdoor slides, benches and a water play area.

**Galton Valley Primary School, Smethwick**

**Support: £8,000**

**Project:** Books to support their birthday book scheme for all children and full school Christmas theatre trip

**Mills Hill Primary School, Middleton**

**Support: £8,000**

**Project:** A scrap yard play shed and new play equipment for all school years

**Salford Foundation**

**Support: Sigma staff involvement**

**Project:** Taking part in the 'world of work' career fair day held at Harrop Fold High School (local to Our Lady's site in Little Hulton).

**St Theresa's Catholic Primary School, Sheffield**

**Support: £8,000**

**Project:** Brand new library with creative mezzanine area, books and electronic scanning in/out system

**Regeneration Brainery**

**Support: £2,000**

**Project:** Supporting Regeneration Brainery events - helping young people interested in a career within the property and construction industry to learn and network

**River View Primary School, Salford**

**Support: £8,000**

**Project:** Outdoor reading greenhouse, complete with interiors and new books

**Park Palace Ponies**

**Support: £2,000**

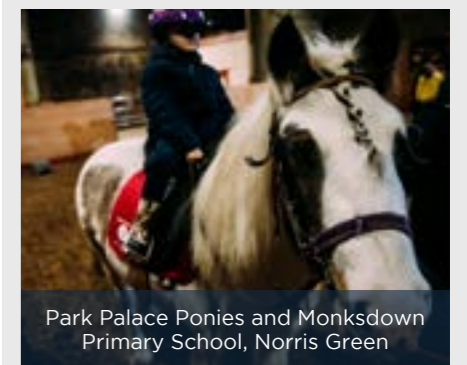
**Project:** Sponsoring pony, Moses at local riding enterprise and gifting Monksdown School children with riding lessons.



St Theresa's Primary School, Sheffield



Mills Hill Primary School, Middleton



Park Palace Ponies and Monksdown Primary School, Norris Green

# New Projects 2019-2020

## LOCAL CHARITIES

- » Continuing support for Loaves and Fishes again this year with an additional £5,000 project
- » Supporting local foodbanks in 4 areas with £5,000 each:
  - The Big Help in Knowsley
  - Atherton and Leigh Foodbank
  - Coventry Foodbank
  - The Well in Wolverhampton



## INVESTING IN OUR PEOPLE

This year will see Sigma help to develop a number of team members, supporting them through new qualifications:

- » Jack Barnett - RICS Chartered Surveyor Qualification
- » Adam Freeland - RICS chartered Surveyor Qualification
- » Tiffany Chevis - Diploma in Professional Marketing with the Chartered Institute of Marketing
- » Leanne McBurney - Institute of Chartered Secretaries and Administrators (ICSA) Qualification
- » We are offering x2 3 month paid work placements in the Manchester Finance Team and the Manchester Project/Development Management Team

## SCHOOLS, EDUCATION AND CAREERS

- » Supporting our existing schools, Mills Hill, St Theresa's, River View, Galton Valley again this year with a £5,000 project each. Galton Valley Nursery will also receive £6,000 to revamp their indoor and outdoor space.
- » Will also be supporting Monksdown/Park Palace Ponies with further riding lessons for the students
- » Additionally will be supporting new schools with a £8,000 project each:
  - Bilston C of E Primary School in Wolverhampton
  - Mesne Lea Primary in Walkden
  - Moat House Primary School in Coventry
  - St Peter and Pauls Royal Catholic Primary School in Tower Hill
  - St Richards Roman Catholic Primary School in Atherton
- » We are going to be taking part in Salford Foundation's Take 5 programme which will be taking place across high schools in Greater Manchester area. This will include:
  - CV creating
  - Mock interviews
  - World of work days
  - Tycoon launches
  - Personal branding



World of Work Day with Salford Foundation, Harrop Fold School, Little Hulton



## My Simple Life Story...

Brian Mace

After retirement, Brian who is now in his 70s, sold-up and began to reap the benefits of renting, spending 17 years living in the Lake District. In November 2017 he moved into his Simple Life home, on the Park Grange House development in Sheffield, to be closer to family and a city centre.

### SIZE WAS IMPORTANT TO ME...

Brian knew that as a single person whose children no longer live at home, he wanted a place that was the right size for him and his needs.

"I knew I didn't want a bungalow, because when I sold my house, I also got rid of all the gardening equipment, the lawnmower etc, and I knew I didn't want a house because that would be too big for me.

"When I came across the plans for the different apartments at Park Grange House, I spotted the ground floor apartment. It was perfect for me as I have a son, Andrew, who is in a wheelchair, who needs plenty of space to get around. In fact,

one of his friends visited and commented that the rooms were big enough to do a little dance!

"The building also has a lift, which means that all apartments are easily accessible."

### LOCATION, LOCATION, LOCATION

"In the past, this area of Sheffield has been known to be one of the rougher parts of town, however it has undergone a regeneration, with the tower blocks being knocked down and all new developments taking their place.

"It really is a lovely peaceful area, surrounded by trees and greenery, yet I'm just one mile from the city centre, which I walk down to every Sunday.

"It's also a relief to know that I have people close-by if I need them here in Sheffield."

### I COULDN'T BE MORE CONTENT WITH MY NEW HOME

"One thing I really noticed is the thermal and sound insulation in the apartment - it couldn't

"IT REALLY IS A LOVELY PEACEFUL AREA, SURROUNDED BY TREES AND GREENERY, YET I'M JUST ONE MILE FROM THE CITY CENTRE"

be improved! The flat I used to live in is approaching its 100th birthday, so as you can imagine, I'm saving around £400 a year on electricity and gas.

"I'm really happy with the maintenance service from Simple Life. If I need anything fixing, they are always quick to respond and get things fixed. I don't have the means to buy a house and one real positive about renting for me is that if anything goes wrong, you aren't the one to foot the bill!

"Everybody is impressed with my home when they visit. When speaking to my son about how happy I am with my new home, he said, 'Perhaps, Dad, you deserve it.'"



Summer ice cream dash 2019

## Creating good old fashioned neighbourhoods

Whilst we are unable to force a community within our neighbourhoods, we can do our part by offering a platform for a community to blossom. One of the ways we in which we encourage this is by holding on-site social events, allowing our neighbours to get to know one another.

Both 2018 and 2019, has seen us hold a variety of events across all our completed Simple Life sites including: Easter egg hunts, Summer ice cream dashes, Autumn wood fired pizza oven evenings and a visit from Santa, his elves and reindeer at Christmas. All of these events are completely free for our customers.



Spring Easter Egg Hunt 2019



Park Grange House Apartment's Wood-Fired Pizza Night 2018



Christmas Santa Visits 2018



## Environmental/Sustainability



As a long term investor in property, the Company is committed to a sustainable approach to all areas of the business. In its creation of communities, it strives to design developments which attract a broad range of tenants and offer occupants house types which provide the opportunity to move either up or down the housing ladder dependent upon life stage. In their construction, our delivery partners ensure that the properties are delivered in an environmentally responsible, ethical, safe and sustainable manner, which includes adherence to relevant social and environmental legislation and codes of practice.

The Company funds the delivery of quality new homes for rent and as such recognises that its activities and those of its construction partners will change the nature of the locations in which we operate. Our aim is to change them

and the people's lives who live in them, for the better. The Company pays particular attention to two key areas of its activities, namely the construction and subsequent management of its properties.

Regarding the construction of new homes the Company requires their construction partners to adhere to all relevant environmental legislation and codes of practice, specifically that the approach to planning and

design has as little impact as possible on the immediate and wider surroundings; that the approach to construction is undertaken considerately and that the process is effectively managed to reduce the risk of pollution; and that the use of resources is done so efficiently with regard to the principles of recycling and encourage the use of materials which are produced in an environmentally less impactful manner.

The Company has a defined portfolio of house types, all of which are built to relevant building regulations and perform well with regard to their energy performance ratings. The ongoing management of the portfolio's environmental impact is inherent in the design of the houses, but the Company maintains an eye on areas where improvements can be made to the running of the properties through an active asset management system.

## Additional Environmental Initiatives

- » Sigma has committed to planting 1000 trees throughout 2019 across all developments
- » We are installing White Rose Clothes Banks across all apartment schemes. All clothes are either upcycled, sold or recycled in aid of Aegis Trust. White Rose supports 'Green Fashion' - currently we use 5000 litres of water to make just one pair of jeans!

- » Green additions to our customer welcome boxes including re-usable, branded shopping bags and reusable branded flasks



- » Increasing use of modular construction which will increase on-site efficiencies and decrease build period. This will ultimately reduce waste on site and reduce our carbon footprint due to a reduction in site deliveries.







## What our customers say

All customers receive an automated customer satisfaction survey email 1 week in to their tenancy and 10 months in to their tenancy. This helps us to monitor the customer experience with our lettings and move in team and then later their experience as one of our customers.

The following stats are based on customer satisfaction results for a 6 month period from December 2018 – end of May 2019.

### MOVE IN SURVEY

- » **91.5%** of customers said the team made it easy to apply
- » **85.5%** of customers said that their house met with their expectations
- » **84%** of customers said that they would recommend Simple Life to a friend

### 10 MONTH SURVEY

- » **98.5%** of customers said that they are happy with their home
- » **92%** of customers said that they feel part of a community
- » **87.5%** of customers said that the communal areas are well maintained
- » **92%** of customers said that they would recommend Simple Life to a friend

Based on responses neutral to strongly agree

## My Simple Life Story...

## Jeanie Logan

Jeanie Logan lives with her husband, their young son and ‘four-legged friend’ at Simple Life’s Baytree Lane, Middleton. After years of bad rental experiences and the financial ties of home ownership, Jeanie and her family sought a life with more freedom.

### AFFORDING FLEXIBILITY

“My husband and I had owned a home for the last 13 years. We wanted a change but didn’t want to commit to owning a second-hand home or rush into buying again”, Jeanie explained.

“Things were going wrong with our home, such as leaking pipes, and it was costing a fortune. We needed a home that was worry-free and gave us more freedom to enjoy to life.”

After searching for a more flexible alternative, Jeanie’s husband suggested renting. “I was a little apprehensive at first”, Jeanie admits, “as I’d lived in rented accommodation in the past and had some problems with stolen post and poor-quality, unsafe appliances. However, after searching on the internet, we came across Simple Life and its brand-new rental homes. It just seemed perfect.”

### A SIMPLE SOLUTION

Jeanie and her family decided to rent a four-bedroom, semi-detached home at Baytree Lane. Their home has three bathrooms, including an en-suite, a garden and large storage spaces.

“I’m used to rental homes being low-quality, but everything here is high-spec and brand new. We’ve got high-quality integrated appliances and soft grey carpets. We all love it”.

“Simple Life has been great at every stage and the move was just so easy. They really seem to care. We even received a welcome pack with all the essentials - it’s the little things like that make all the difference.

Baytree Lane is located within walking distance of Middleton town centre, close to amenities such as grocery shops, local swimming pool and Ofsted rated ‘outstanding’ and ‘good’ schools.

Tandle Hill Country Park is one of the many green spaces close by, as well North Manchester Golf Club and Radclyffe Athletics Centre.

### BETTER LIVES WITH SIMPLE LIFE

“The local area and location of our home is brilliant”, Jeanie added. “In fact, it’s even made me more active. As we’re so close to the train station, I’m walking and getting the train to work, which means no more stressful traffic. With the area being so pleasant, and the canal just near our street, I’ve also started running too!”

With a 12-month lease on her Simple Life property, Jeanie and her family have the peace of mind that their home won’t be sold. Knowing that a maintenance team is on hand if anything goes wrong.

“We no longer have the worry of something costly happening and this has changed our lives. We initially planned to rent for 12 months but we’ve already extended this to three years. Renting a new home with Simple Life has given us the flexibility we need to be able to do things like travel with our son. We can truly enjoy our lives now.”





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