



The  **PRS REIT** plc

Environmental, Social And Governance 2022



## Contents

- 3 Foreword
- 3 Introduction
- 4 Reflections a Year On
- 6 ESG Statement
- 8 Highlights
- 10 ENVIRONMENTAL**
- 24 SOCIAL**
- 56 GOVERNANCE**
- 64 Flavour of the Future



## Foreword

With all the turbulence in today's world perhaps now is a good time to reflect and to recognise that this business was a start-up in 2017. Since that time, we have delivered a portfolio of almost 5,000 well designed, extremely efficient family homes, representing a much needed contribution to the national needs and targets. Over 500 similar, additional homes are underway. The wider construction and house building industry has struggled to keep pace with the growing needs of the United Kingdom. This together with global economic challenges requires to be balanced alongside the growing awareness of the many climate challenges we face, but provides a very real opportunity, and need for continued, committed and strong collaboration with like-minded partners. We are proud to work in partnership

and collaboration with many in this field, as we strive to achieve our goal to build quality efficient homes in surroundings where people feel at home, and where their physical and mental wellbeing needs are met. Ensuring we make a positive impact and contribution to society, is important to us, and we have achieved this through the many and wide-ranging projects and activities undertaken by the manager, Sigma Capital Group, on our behalf. I believe we are very professionally managed by a dedicated team at Sigma and a positive model for the wider industry, ever mindful of the need to learn, adapt, and collaborate to progress. The following ESG Report reflects our commitment and determination to all stakeholders, particularly people and the planet.



Steve Smith  
Non-Executive Chairman

## Introduction

The Board are fully committed to improving the sustainable performance of the organisation. The commitments we have made, and the progress outlined are a priority for us and I am proud of the work we have done. Our role is vital in the communities in which we work and with tough times ahead, our energy efficient homes will make a huge difference to the income of our residents. We will continue to focus on our purpose to make our organisation more sustainable and responsible, and one that delivers a positive impact for our residents, and our communities as well as the environment.



Geeta Nanda  
OBE, Non-Executive Director

## Reflections a Year On



Niamh Waldron  
ESG Director  
Sigma Capital Group

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

A year on, June 2022, the world faced new hurdles as we tackled the global, economic and energy challenges, but ever resourceful, we demonstrated a resolve and ability to come through adversity. In my role as ESG Director with Sigma Capital I have the very great privilege of meeting and working with wonderfully inspirational people and teams - people whose focus is other people, making a difference for good, and simply doing what is needed. This aligns with the values of Sigma Capital and Simple Life Homes. My job description to “make people’s lives a little better or easier by what we do” puts the focus firmly on people and our environment, the planet.

Spending money wisely is so important and something we all aim to achieve, and this extends well beyond our own personal cash, to the position of responsibility for spending others’, something taken very seriously and carefully. Looking for clever ways to make

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

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

We have clattered pans and clapped to show our appreciation and gratitude, and we saw our communities pull together and thrive. We had a positive impact during a time of challenge. Can we build further on this? I believe we can and we are already doing so, but it will take effort and change, not least in mindset and actions. It will also take time, patience and collaboration,

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



# ESG statement

The Company's Investment Adviser ("IA"), Sigma PRS, undertakes the day-to-day management of The PRS REIT plc's (referred to in this document as the "Company", "PRS REIT" or "Group") ESG strategy and takes responsibility for managing the Company's ESG priorities at both a Company level and an asset level. Sigma PRS reports on ESG matters to the PRS REIT's Board on a quarterly basis.

Sigma PRS also utilises the services of EVORA Global, a leading sustainability consultant specialising in real estate solutions, to assist with the analysis of the Company's ESG performance and ongoing strategy.

## Approach

The Company recognises that it is a long-term stakeholder in the communities and neighbourhoods it creates and takes this responsibility very seriously. In order to better achieve its ESG goals, its IA engages with leading industry bodies that seek to promote high ESG standards and best practice.

- The IA is a signatory of the United Nations Global Compact ("UN Global Compact"), a voluntary initiative designed to encourage business leaders to implement universal sustainability principles and, in particular, the UN Global

Compact's Ten Principles. These are derived from the Universal Declaration of Human Rights, the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption. To further target and focus strategic development on the UN Sustainable Development Goals (SDGs) the IA has committed to completing the UN Ambition Accelerator Programme, focusing on setting ambitious corporate targets and accelerating integration of the 17 SDGs into its core business management.

- The PRS REIT is a member of European Public Real Estate Association ("EPRA"), a not-for-profit association that represents the publicly-traded European real estate property sector. Its mission is to promote, develop and represent the European public real estate sector by, amongst other things, providing better information to investors and stakeholders, actively engaging in the public and political debate, and promoting best practices.

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

It also uses the Social Value Portal ("SVP"), an online platform, which procures, measures, manages and reports social value and validates data.



The IA has incorporated ESG factors into its decision-making processes and operations.

## Processes and strategies

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

In the real estate sector, there is a need for action in areas such as energy and water consumption, non-fossil fuel heating provision and, biodiversity. In working towards further developing the Company's ESG agenda, the IA has embedded best practices, and works closely with supply chain and construction partners to ensure that their policies and activities comply with the PRS REIT's commitment to the UN Global Compact.

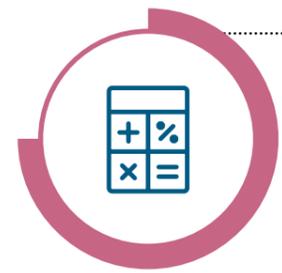
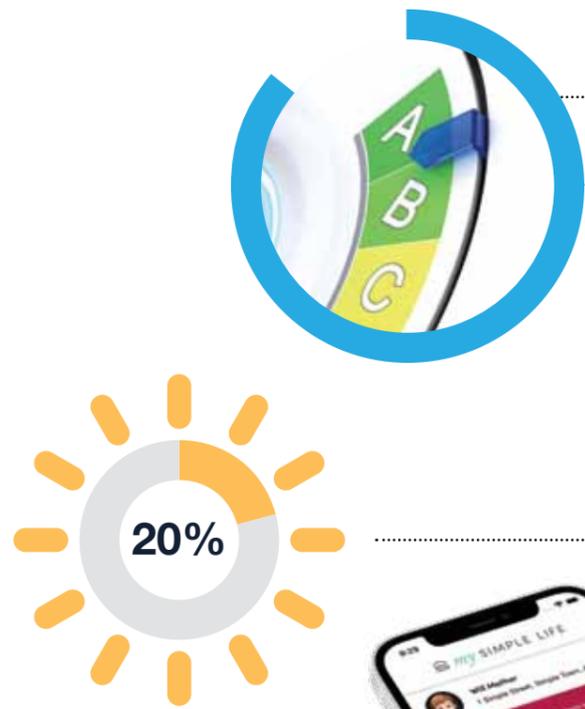
The Company recognises that the work it undertakes has a direct impact on the environment, and also the lives of those with who it engages and operates, its residents, the wider community and stakeholders. We therefore incorporate environmental, social and governance (ESG) factors into decision-making processes and the way in which we operate. We believe that the three elements of ESG are keenly interconnected and must be viewed as one entity, but for the purposes of this report we will report upon each element separately, with clear links and overlaps.



# FOUR THOUSAND, SEVEN HUNDRED & EIGHTY-SIX COMPLETED HOMES 2021-22

LET

## Highlights



my SIMPLE LIFE



- **4,786** Completed homes 2021-22
- **98%** Units Let
- **100%** of homes are rated EPC C or above
- **86%** homes EPC B and above
- On average, the Company's homes were **74%** cheaper to run on an annual basis than homes built between 1900-1929, with running costs **25%** lower compared to homes built in 2011.
- **100%** family homes have a private garden
- **20%** of homes benefit from access to solar electricity through photovoltaic panels
- **34%** residents registered with My Simple Life App
- **500** reviews on Trust Pilot and with an overall rating of 4 stars out of 5 (compared to the average for our business category at 3.7)
- a score of **4.2** out of 5 across just under 600 resident reviews on Home Views platform (compared to BTR benchmark at 4.18)
- Property Week RESI Awards – Simple Life Homes Winner of the **Landlord of the Year Award 2022**
- **95%** of residents said they would recommend Simple Life and 62% of residents see themselves staying with Simple Life for 4+ years, and 78% for 3 or more years\*
- 2022/23 commitment to **£250,000** REIT Community Fund to support residents and the wider community

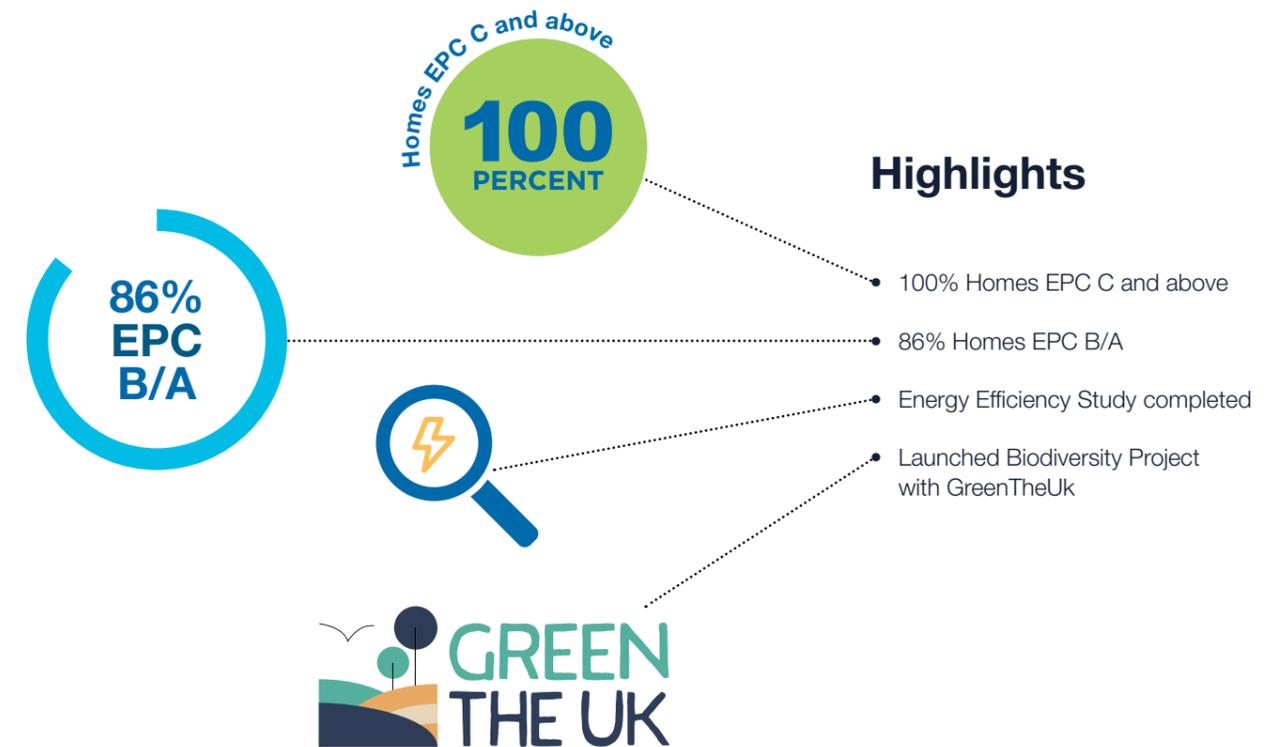
\*Based on Simple Life satisfaction survey results July 2021-June 2022 (move in survey and renewal survey)

# »» ENVIRONMENTAL

## Environmental Impact and Data

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

|               | Goal/Strategy  | 2021  | 2022 Update                | Comments  |
|---------------|--|---|----------------------------|---|
|               | Benchmark all properties with valid EPCs                             |   | Complete                   | 100% homes EPC C and above<br>86% homes EPC B/A   |
|               | Work with construction partners to measure carbon footprint          | Gather Scope 1, 2, 3 emissions  | Ongoing                    | We have been taking steps to engage with partners to better understand the impact of construction of our homes. To date Countryside Partnerships have been able to share construction data in this area |
|               | Applicable properties with a valid gas safety certificate            | 100% of applicable properties with valid gas safety certificates        | Complete                   | 100% compliance for Gas Safety Certificates   |
|               | Properties with a valid electrical safety EICR certificate           | 100% of applicable properties with valid EICR certificates              | Complete                   | 100% compliance for EICR Electrical Safety Inspections  |
|               | Apartment blocks with a valid fire risk assessment                   | 100% of applicable properties with valid fire risk assessment           | Complete                   | 100% compliance for Fire Risk Assessments   |
|               | Properties with a valid Legionella safety certificate                | 100% of applicable properties with valid Legionella safety certificates | Complete                   | 100% compliance for Water Risk Assessments for applicable buildings   |
| Future Target | Increase biodiversity projects with community, schools and residents |   | 2022/23<br>Ahead of target | Partnership with GreenTheUK established and project underway  |
| Future Target | Develop supply chain sustainability questionnaire                    |   | 2022/23                    | Aim to ensure suppliers align with our ESG strategy and requirements  |
| Future Target | Set out a PV performance monitoring programme                        |   | 2022/23                    | To install a data gathering and monitoring platform system, eMIG, across the portfolio's apartment blocks, to support greater understanding of impact and performance.                                  |
| Future Target | Develop a future upgrade strategy and timeline for oldest stock      |   | 2023/24                    | Set out an initial time frame and cost exercise for refits and upgrades   |



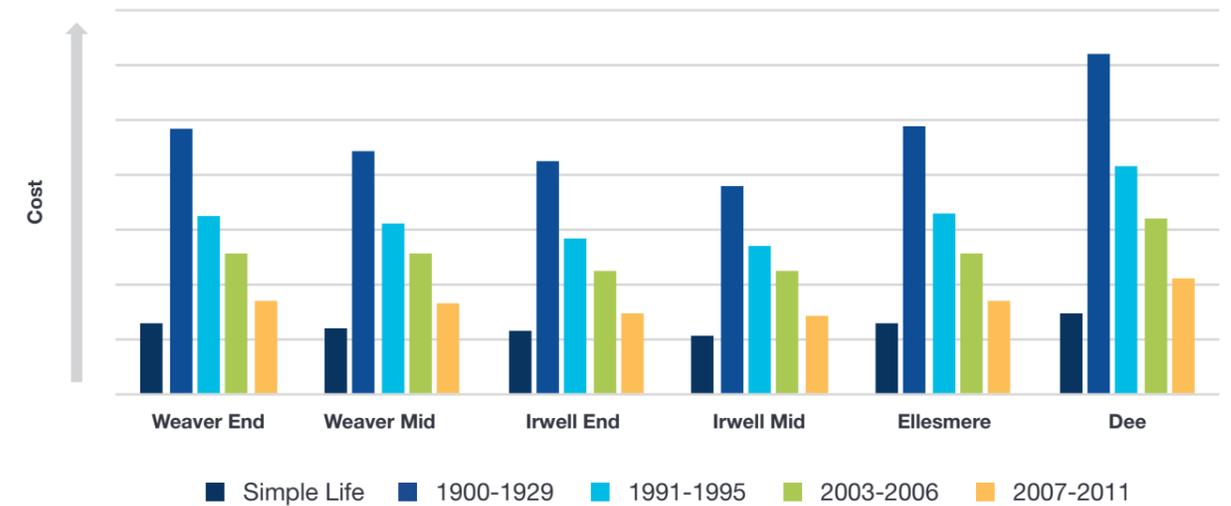
A particular focus for the Company is ensuring that the homes in its portfolio are highly energy efficient. As a result its portfolio more than meets the Government's requirement for all private rented sector (PRS) homes to have an energy performance certification ("EPC") rating of at least 'C' by 2030. The EPC data of the Company's' homes is as follows:

| EPC Rating | Total Plots | %    |
|------------|-------------|------|
| A          | 47          | 1%   |
| B          | 4058        | 85%  |
| C          | 681         | 14%  |
|            | 4786        | 100% |





ESG ))) ENVIRONMENTAL



Energy

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

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

The findings and data will be shared in the next report.

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

As the graph above demonstrates, the study showed that the running costs of the Company’s homes were markedly favourable than comparable homes built between the 1900s and 2011. This is primarily due to their energy efficiency. On average, the Company’s homes were 74% cheaper to run on an annual basis than homes built between 1900-1929, with running costs 52% lower compared to homes built in 2011. With the recent increases in energy prices, the efficiency of the Company’s homes is not only a major environmental positive, but also a benefit to residents.

Further initiatives and actions to drive high standards and encourage energy efficiency include the installation of energy efficient light fittings in our homes, with 75% of these classified as low. Inclusion of time-sensitive, switch-operated and energy efficient LED ensures efficiency is a key consideration in our construction. Partners, Countryside Properties, energy use on sites has been reduced through the provision of passive infrared sensor (PIR) lighting, with local generator switch to energy efficient mode during site closures. Such positive actions benefit all stakeholders, reducing costs, consumption and

light pollution, whilst maintaining appropriate levels of security. Where planning dictates photovoltaic panels are installed on family homes, and where present on apartments these support energy needs in communal areas including sensor lighting. Insulation standards are such that there is no requirement for heating in communal spaces, a further energy and cost saving.

|   |         |
|---|---------|
| Homes with PV panels installed                    | 966     |
| % of portfolio with PV panels installed           | 20%     |
| Estimated generated kWh/yr                        | 592,584 |
| Estimated avoided CO <sup>2</sup> emissions kg/yr | 148,864 |

**Water**

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

**Emissions and Waste**

The IA is also working closely with the Company’s construction partners to monitor and reduce the greenhouse gas emissions and waste in the construction of homes. Data on waste and emissions for construction completed with Countryside Partnerships in FY21 can be found below.

As we improve our understanding of this aspect of our work we are working collaboratively with partners to monitor such data. These three scopes are a way to categorise the different types of emissions we create as part of our operations and in regard to the ‘wider chain’ suppliers in relation to the construction of our homes. Scope 1 and 2 emissions are those owned or controlled by a company, with Scope 3 emissions resulting from the activities of the company but occur from sources not owned or controlled by it. Examples of Scope 1 include direct emissions from fuel combustion on site such as boilers and fleet vehicles; Scope 2 relates to indirect emissions generated from purchased energy such as electricity; and Scope 3 relates to the emissions created by the products we buy and use from suppliers. The Company continues to work closely with the IA and its partners to improve and target such relevant and important data gathering, and reducing its impact where possible.

|                                  |       |
|----------------------------------|-------|
| No. of units completed in FY21   | 1,050 |
| Waste (tonnes)                   | 8,301 |
| Waste diverted from landfill (%) | 99.8  |
| Scope 1 (tCO <sub>2</sub> )      | 1,212 |
| Scope 2 (tCO <sub>2</sub> )      | 257   |
| Scope 3 (tCO <sub>2</sub> )      | 395   |



## Recycling

Ensuring residents can make informed decisions and take positive actions with regard to waste and recycling, provision for clothing recycling is provided with White Rose recycling bins and lately a new addition from a second provider, Fire Fighters. We are looking forward to expanding our provision in this area with The Fire Fighters Charity.

| Clothes Bank Location        | Projected re-sale Value £ | Offset kg of CO <sub>2</sub> emissions | Avoided landfill kg |
|------------------------------|---------------------------|--|---------------------|
| <b>TOTALS</b>                | £23,764.50                | 15,551.2                               | 4,301               |
| CORAL MILL, NEWHAY RESIDENTS | 3,316.50                  | 2,170.2                                | 583                 |
| FENMAN MEWS RESIDENTS        | 6,599.50                  | 4,320                                  | 1200                |
| EARLE STREET RESIDENTS       | 2,089.50                  | 1,367.2                                | 380                 |
| PRESCOT PARK RESIDENTS       | 2,986.50                  | 1,954.4                                | 543                 |
| CANALSIDE RESIDENTS          | 665.50                    | 434.8                                  | 121                 |
| HAVENSWOOD RESIDENTS         | 1311.75                   | 858.4                                  | 238.5               |
| BROOKSIDE GRANGE RESIDENTS   | 946                       | 618.6                                  | 172                 |
| REYNOLDS PLACE RESIDENTS     | 893.75                    | 584.2                                  | 162.5               |
| EMPYREAN RESIDENTS           | 4,680.50                  | 3,063.4                                | 851                 |
| STONEFIELD EDGE              | 275                       | 180                                    | 50                  |

Results from July 21 - June 22

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

Charlotte Waldram  
Business Relations Manager  
White Rose



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

Kevin Biles  
Sales & Recycling Manager  
The Fire Fighters Charity

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

# THANK YOU!

**TO SIMPLE LIFE PROPERTY MANAGEMENT AND PRESCOT PARK RESIDENTS FOR DONATING YOUR CLOTHES**

For Quarter Two, 2022, from your White Rose clothing bank, we have collected an incredible **94kg** which now won't be going into landfill!

with the potential to generate a revenue of **£517**

You have offset **338kg of CO<sub>2</sub> emissions**

This is all for the life-saving work of Aegis Trust which builds peace in places at risk of genocide and violence.

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**To find out more or to get involved, please visit our website.**

www.whiterosefashion.com  
or www.aegistrust.org

WhiteRoseRecycledFashion  
 WhiteRoseShops

Aegis Trust, Registered UK Charity: 1082856  
White Rose, Registered UK Charity: 1167035

**WHITE ROSE WR**  
SUPPORTING THE AEGIS TRUST

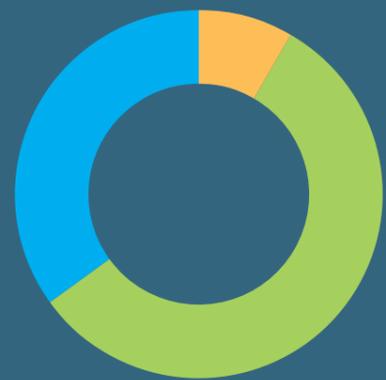
As a business the IA is aware of our use of paper and printing, and in partnership with Pinksheep and their ORA Sustainability Scheme we have offset our carbon impact in this area through tree planting and ocean plastic recovery.

The stats displayed are representative of all work carried out by Sigma, a significant proportion of which is generated for The PRS REIT plc.

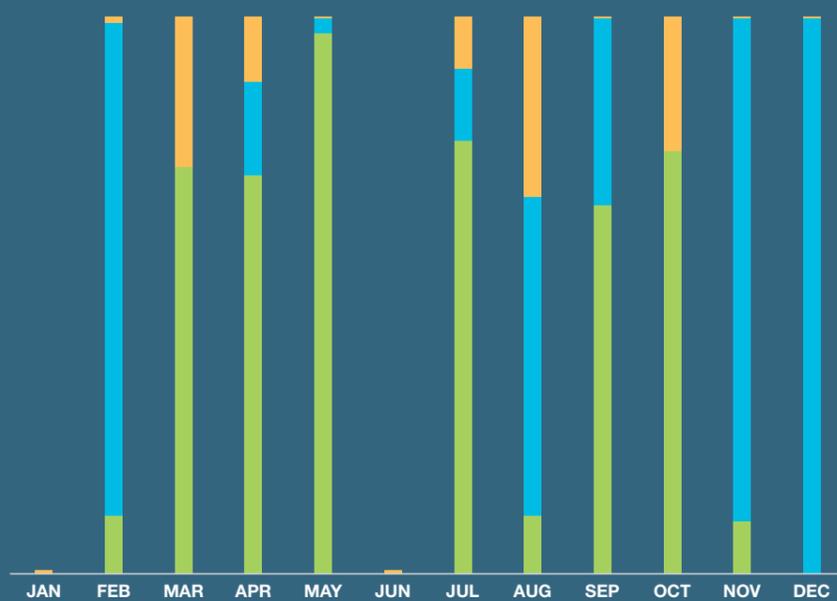


## SUSTAINABILITY PERFORMANCE

% of sustainable printing



- Non-Sustainable: 8.5% (£6,545.35)
- Highly Sustainable: 56.7% (£43,792.63)
- Partly-Sustainable: 34.8% (£26,848.55)

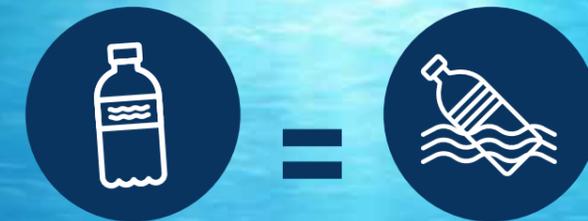


Data reflective of Jan-Dec 2022

44.45T of CO<sup>2</sup> offset year to date  
**444 TREES PLANTED TO DATE**



## OCEAN PLASTIC RECOVERY



**41,431**  
plastic bottle collected

**828**  
kg of ocean bound plastic recovered

## OUR 44.45T CO<sup>2</sup> OFFSET ACHIEVEMENT IS EQUIVALENT TO ONE OF THE BELOW:



**51**  
Long haul flights



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



**165,482**  
miles driven in a car

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

**Ground Neutral – Sustainability in action**

Opportunities to contribute to our communities in a sustainable way with a focus on re-purposing, re-using and the circular economy are very important to us. Achieving this with our partners Ground Neutral adds value to people and the planet. The positive impact is clear.

A place to sit, contemplate, reflect on fond family memories, a spot to enjoy nature, be outdoors and watch the array of wildlife about us.

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

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



Access to books and reading, and the very real and tangible links with sustainable living and community engagement, were the focus of the launch of the Book Guardian project in August 2021. Over 30 residents from across the country volunteered to be the guardians of the sustainably produced book boxes, designed, created and installed in partnership with Ground Neutral. To date 14 boxes have been installed providing a facility for sharing and accessing free books to over 1,417 homes (30%), and enhancing opportunities for community engagement.

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

To build upon this sustainability initiative, plans are underway to offer Book Boxes to schools close to our communities.

# »» SOCIAL

## Social Impact and Data

|                       | Goal/Strategy   | 2021   | 2022 Update                | Comments   |
|-----------------------|---|--|----------------------------|--|
|                       | Supporting local community  | Increase support for local charities, clubs and activities | Complete                   | 20+ charities have benefitted from Sigma Capital Group support<br>Schools Roadshow supported over 1000 children and 29 communities after Lockdown with Wellbeing Roadshow<br>Foodbanks, NSPCC, BHF, Women's Aid<br>Target to cover majority of asset locations achieved. |
|                       | Keeping Residents informed  | Design and launch bespoke 'My Simple Life' app             | Complete                   | Launch of the Simple Life App<br>Social Media platform<br>Events and activities<br>Offers<br>Newsletter  |
|                       | Engage with residents   | Consult residents on charitable donations                  | Complete                   | Residents nominated charities for:<br>£4k for 4k (4000th home)<br>12 Days of Christmas   |
|                       | Increasing sustainable opportunities for residents                  | Provide access to sustainable products                     | Complete                   | Partnership with Save Money Cut Carbon offering 120 annual club memberships<br>Partnership with Oddbox - discount offer  |
|                       | Engage with Energy Support firms                                    |  | Initiated Sept 2022        | Discussions with Pocket Power and LEAP to create platform for our residents to access free, confidential advice and support - update in 2023 Report  |
| <b>Future Targets</b> | Provide access to Wellbeing support for all residents               |  | 2022/23<br>Ahead of target | Research and discussion underway with online provider danceSing and launch date December 2022 - Well-being gift to residents   |
| <b>Future Target</b>  | Increase access to support and funding to more charities and groups |  | 2022/23                    | £250k Community Fund commitment aligned with Social Impact strategy  |

**my SIMPLE LIFE**

**Highlights**

- Development and launch of App
- Resident events
- Podcasts
- Resident nominations to support charities
- Peace of Mind Month & Health and Wellbeing Series
- Over £150K donated to communities, charities and initiatives during this period

**over £150K donated**

**3 GOOD HEALTH AND WELL-BEING**

**8 DECENT WORK AND ECONOMIC GROWTH**

**11 SUSTAINABLE CITIES AND COMMUNITIES**

## Social Engagement – Keeping Connected

### Resident Events and Activities

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

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

### Date Night 2021 – Getting Out Again

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

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



### Pizza Night 2021 – A Slice of Fun with Simple Life

Each year, our pizza nights continue to get bigger and better. Thanks to our friends at the Wood Fired Pizza Company, this year we served over 1300 pizzas to our residents, a record breaking number for Simple Life! The event took place over the period of 2 weekends and in total, our team visited 12 developments:

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

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

We were pleased to bring something even bigger to Empyrean for the first time too, celebrating the completion of all 6 blocks and introducing residents to the Simple Life team as well as their brilliant private garden area. We were delighted to book Rumbi Tauro, resident and professional musician, who performed throughout the day.

The purpose of these events are to bring residents and the community together for a bit of fun and engagement with one another. It’s so lovely to see everyone enjoying themselves and getting involved.



**Christmas 2021 – Let the Band Play**

Following the success of last year’s parade, for 2021 Santa Claus was joined by a brass band of elves as well as a roller-skating, dancing Christmas fairy! Travelling up and down the country throughout the month, we were delighted to see our residents again. As often happens, there were times when the weather was against Santa and his elves – but the team did a fantastic job to keep the show going, and keep the rust off the trumpets! From children big and small, to the ubiquitous festive dogs, we were joined by more people than ever before.

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



**Hindley Christmas Cracker Community Christmas**

The true sense of community is evident we see residents organising events and activities within the community to make a difference. We were delighted to be able to support the Hindley and Hindley Green Christmas Cracker Project run across both towns. The aim of the project was to assist those in need over the festive period by providing food, toys, books, DVD’s, games, clothes, puzzles, toiletries, sweets and chocolates. The group ran this project in 2020 to help support fellow residents through COVID and it was a huge success. Over 100 families were supported on Christmas Day. They were provided with Christmas Parcels which contained presents for all those in the household and ensured they had food to support them over the festive period as well as a Christmas Day meal. An initiative with great impact, and one which the group have fostered and developed to include other community activities and events. Started as an idea by one resident, it soon grew and is now a working collaboratively with Thrive CIC, CRISP Communities CIC and Belmont Community Support to create a joint venture across Wigan. Clear evidence of the power of people.



## Peace of Mind Month

### Peace of Mind Month

Our widely popular Peace of Mind month competition returned for a 4th time this year with a record breaking number of entries received. Nearly 200 deserving residents were nominated to receive a Peace of Mind prize. Our nominees were celebrated for being dedicated family members, supportive friends and caring and conscientious neighbours. As with every year it is been both overwhelming and heart-warming to read about so many of our residents being recognised for the positive impact they have had on those around them.

After careful consideration, 7 REIT winners were selected for 2022 from across the country.

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

Mariah from Norwich Green, was nominated by Sandra because *“She’s a hard working girl, wonderful*

*daughter and very determined in what she wants for life. She’s young but she is very responsible and efficient in whatever she does. At work she always make sure that her colleagues are happy and that the environment is good. For sure she deserves to win!”* Mariah received shopping vouchers, flowers and champagne

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

Kelsey from Bracken Grange, nominated herself, stating that *“It’s not too often people congratulate themselves on their progress and achievements whilst also battling with other hardships including myself. After being in a physically and mentally abusive relationship, I finally gained the courage to get out and escape. I’ve been bringing up my daughter single-handedly for the last 4 years, whilst completing my nursing degree. I finally graduated in September of last year 2021 and I’m now a qualified nurse. I also lost 5 stone last year whilst in the second lockdown. I’ve come such a long way and battled so*

*many inner demons, my mental health hit and all time low but I’ve managed to pick myself back up and couldn’t be prouder of where I am today.”* We agree Kelsey deserved a prize, some vouchers towards a family holiday.

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

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

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

Patrick from Beehive Mill was nominated by Samantha. *“Patrick is my 4 year-old autistic and registered blind son, every day he smiles and every day when he meets his friends who live on the development he is nothing but kind and encouraging to them. Even though he can’t see he tries his best to include them in games*

*and is fantastic to the younger children around him.”* Well done Patrick and we hope you had great fun at Peppa Pig World.

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

Our winners were also offered a free family photoshoot in their Simple Life home and development.



**Health and Wellbeing Series**

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

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

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



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

**Week 1  
Fun Filled Workout With Aimee**

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

**Week 2  
Maintain Your Fitness With Victoria**

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

**Week 3  
Breath Control & Meditation With Tina**

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

**Week 4  
Sensory Activities for Young Children**

Week 4 brought something for families with young children as resident Lauren shared some brilliant sensory activities for toddlers using household items. Sensory play stimulates children's senses whilst improving their motor skills and this excellent video provides ways to help your little ones explore the world through their senses and perhaps create a masterpiece from the mess.

**Week 5  
Stress Management with Adel**

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

**Week 6  
Dance Workout with Jodie**

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



**The Queen's Jubilee**

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

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

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

**definitely helped and we were so grateful for the vouchers!"**

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

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

**"We used the contribution for the bunting, balloons, the BBQ and for the children's Royal Scavenger Hunt prizes. They were gold crowns, bubbles, street chalk and**

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

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



**Ice Cream Dash 2022**

An annual favourite, our ice cream dash made a return in August and it was simply the sweetest! Amongst excited squeals from children, the van's music was heard playing up and down Simple Life streets rounding up residents to go get their Summer treat. British Summer time saw the weather play its unpredictable hand. However with the exception of a few downpours in Merseyside, deliveries were mostly accompanied by glorious sunshine. Spirits remained high as queues of residents formed, eager for something cool and refreshing.



The team visited over 50 developments hoping to bring a 'sprinkle' of happiness to the day. Turn-outs were steady throughout the week, from some welcoming us for their 'Elevensies' to others enjoying a teatime indulgence. Another successful year serving a whopping 3797 ice creams and 409 slushies' over the course of our tour!

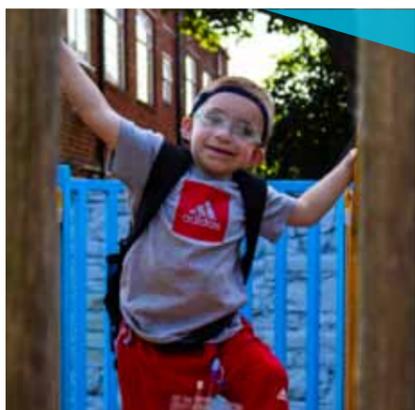


It's wonderful knowing that some of our customers have been joining us for this dash for several years now, with sites spread across the UK we love being able to bring a little joy to doorsteps during the Summer holidays. This year marks the fourth anniversary of this event which would traditionally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

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

**Keeping updated – The Simple Life – Newsletter**





**Community Engagement - Charities, Schools and Clubs**

Engagement with and contributions to the wider community is a key focus for Sigma Capital Group, and the Company recognise the many benefits to residents, charities, clubs and schools of this activity. The strategy to target local activities and causes, undertaken by the IA ensures support and engagement is visible and clear, with direct impact evident where the Company is active.

Over the last 12 months, engagement and activities have been broad, ensuring a positive difference to the lives of people in the community.

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

Visits for charity partners are important, demonstrating active engagement and visible support. During the year visits have been organised with Embassy Village, Atherton and Leigh Foodbank, Salford Loaves and Fishes, Barnardos' Gap Homes Project, Speed of Sight, and Carluke Men's Shed. These visits offer the opportunity for the IA to discuss ongoing engagement and how best to provide support.

David Hughes from Atherton and Leigh Foodbank comments:

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

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

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

Paul Harrison, Head Coach at Doncaster Plant Works ABC said:

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

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

Sara Benson, Corporate and Major Donor Fundraiser for Zoe's Place, Middlesbrough added:

*"Every single penny raised by Sigma Capital will go towards helping us provide these wide range of specialist services to all of our beautiful children for another day."*

12 Days of Christmas

Ensuring we reach local charities close to our communities, and important to our residents, this year we asked for nominations to receive a small Christmas donation, a surprise donation delivered over the festive period. We were thrilled to receive over 70 nominations for a broad range of charities. Learning about each nomination we were inspired by the work done by all those nominated, making it so difficult to select just 12, as all are so deserving. The past two years have been extremely challenging for charities, particularly small charities who rely on donations and the ability and opportunities to be visible in our communities.

Having announced the 12 recipients it was wonderful to hear more and begin to engage with these charities. We are very much about building long term relationships and supporting a broad range of charities, events and activities, both local, smaller charities and national charities with a local presence. Donations are so important to all charities and one cannot underestimate the impact of any donations, whatever the amount. Recent communications highlight this so well.

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

Speed of Sight in Bolton added, *“Thank you for the message you sent before Christmas in respect of the generous donation you want to make to us. That is absolutely fantastic and a lovely message to*

*receive on returning to the office after the Christmas break. This gift will help us to continue to provide life-changing driving experiences for people with disabilities.”*

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

Donna emailed to say, *“On behalf of Beyond Bea Charity I would sincerely like to thank you for the nomination to receive a £1000 donation. We are really pleased and know this donation will ensure that we support further health professionals in training of Baby Loss & Bereavement Care to the many parents throughout the UK.”*

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

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

St Anne’s Hospice at Heald Green expressed the widely shared thanks in their email, *“We are so grateful*

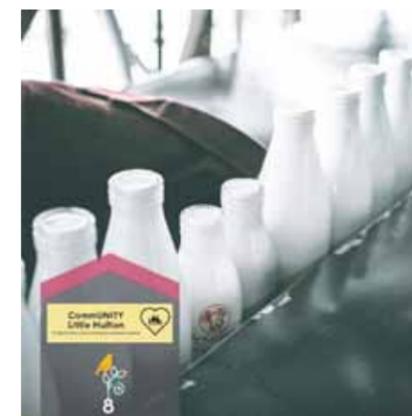
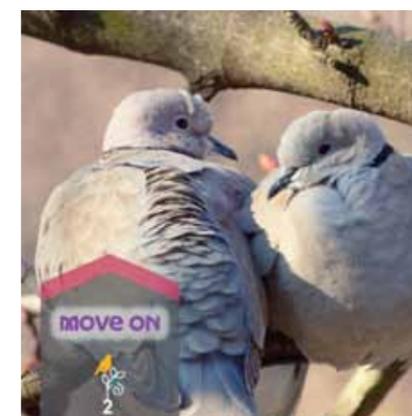
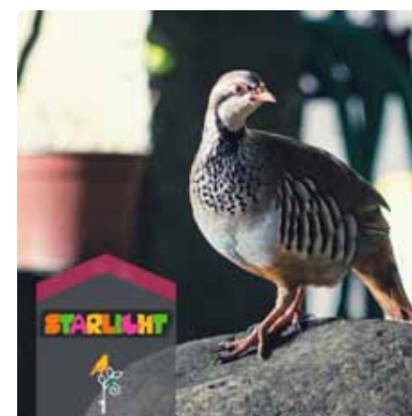
*to have been nominated and selected for one of your 12 Days of Christmas donations.”*

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

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

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

1. **Starlight Children’s Foundation**  
London  
[www.starlight.org.uk](http://www.starlight.org.uk)
2. **Move On**  
Scotland  
[moveon.org.uk](http://moveon.org.uk)
3. **Speed of Sight**  
Farnworth Bolton  
[www.speedofsight.org](http://www.speedofsight.org)
4. **SARA Ann Prosser Foundation**  
Redcar  
[www.s-a-r-a.org.uk](http://www.s-a-r-a.org.uk)
5. **The Lily Mae Foundation**  
Birmingham Coventry  
[www.lilymaefoundation.org](http://www.lilymaefoundation.org)
6. **Sheffield Royal Society for the Blind**  
[www.srsb.org.uk](http://www.srsb.org.uk)
7. **Simon on the Streets**  
West Yorkshire Leeds  
[simononthestreets.co.uk](http://simononthestreets.co.uk)
8. **CommUNITY**  
Little Hulton  
[www.communitylittlehulton.co.uk](http://www.communitylittlehulton.co.uk)
9. **Support Dogs**  
Sheffield  
[www.supportdogs.org.uk](http://www.supportdogs.org.uk)
10. **Beyond Bea**  
Stockport, Cheshire  
[www.beyondbea.co.uk](http://www.beyondbea.co.uk)
11. **St Ann’s Hospice**  
Heald Green  
[www.sah.org.uk](http://www.sah.org.uk)
12. **London Youth**  
London  
[londonyouth.org](http://londonyouth.org)



**Circular Economy with Barnardos – Great Business sense**

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

*“We wouldn’t have been able to do this without your support and kind donations and the young person is extremely grateful for everything. The young person’s setting up grant only stretched as far as some paints, wallpaper, and carpet.*

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

*“I started working at Barnardos’ with the aim that I wanted to be type of person I wish I had growing up when coming from a difficult background and you guys have helped me feel like I really have accomplished that with the effort put into this move. I think I threw in the towel 10000 times on this project so I don’t know how it would have been completed if I didn’t have you two!*

*“Please see pictures attached from before and after!*

*“Thank you again!”*

Linda Imade  
Kickstart Futures Support Worker,  
with Barnardos



**Salford Loaves and Fishes**

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

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

*“It was a joy, privilege and absolute pleasure stopping in at RHS Bridgewater to join our friends from Salford Loaves and Fishes, as they tended their beds in the community garden. How lucky was I that it turned out to be harvesting day – an abundance*

*of lettuce, onions, broad beans, spring onions, nasturtiums, rosemary, strawberries and some radishes and the last black currants! All this planned and grown by the team from Salford. Volunteers Anna and Sheila, alongside Faye from the RHS, were all organised. Visitors milled about. Adults and children enjoyed tasting the fruit and veg, and learning about the ease with which they could grow their own produce. A real treat – bunches of sweet pea, a childhood favourite, shared with volunteers and visitors alike.*

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

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

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

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

**Wellbeing Roadshow with Clever Cogz**

What began as an online focussed year consisting of virtual viewings and finding new methods to engage and create a sense of belonging from afar, we were pleased to conclude the year with another in-person event to customers, with over 120 residents taking part across the country.

Joining forces with one of our residents, James Lomax, founder of the mobile escape rooms, Clever Cogz, we launched the innovative ‘Escape with Simple Life’ roadshow.

Over the course of six weekends, the travelling escape rooms, toured the country, covering 28 Simple Life developments in eight locations from Greater London to Yorkshire. Funded entirely by Simple Life, Clever Cogz was able to pitch camp at neighbouring schools and in return, offer the ‘Escape with Simple Life’ experience completely free of charge to pupils, as well as its residents. School years four to six had access to the exercises for a full day, promoting the importance of mental

health, wellbeing, team building and important everyday life skills, as well as having a lot of fun.

Created to resemble a crashed landing in the Amazon rainforest, participants were amongst the wreckage in a race against time to find the lost temple, collect the wellness crystals and return to safety. With each wellness crystal representing a different important part of wellbeing, residents and pupils were able to learn whilst also working together as a team.

Speaking about the initiative, Niamh Waldron, ESG Director at Simple Life, said: **“Following the challenging year faced by all of our residents and schools close to our schemes, we were glad to be in a position to offer some in-person enjoyment for as many people as possible.**

**“By collaborating with James and Clever Cogz, we were able to provide a bespoke experience for all who wanted to get involved. The response has been nothing but positive from both the residents and the schools.**

**“We wanted to bring something new and exciting to the table to provide not only an opportunity for our residents to experience something different but also to promote teamwork and just general neighbourly bonding and I believe we achieved just that!**

**“Simple Life is always keen to showcase different techniques and fun ways to bring residents and communities together, from the introduction of book boxes, to pizza nights and Easter egg hunts that were taking place each year.”**

Commenting on the partnership and wellbeing initiative, James Lomax founder of Clever Cogz, said: **“Since launching Clever Cogz, we have been thrilled to have partnered with many schools up and down the country delivering inspiring and immersive learning experiences and we’re really excited to be making new school connections through Simple Life Homes.**

**“It is great to see brands like Simple Life wanting to go above**

**and beyond for their customers, and really engaging with the wider communities.**

**“I am glad to be part of such a well-regarded and wholesome brand and provide my services for all to benefit from.”**

The roadshow kicked off in Sheffield and concluded in Salford, ahead of the schools breaking up for the winter holidays.

Speaking about the roadshow, Kate from Simple Life’s Stonefield Edge development commented: **“We really enjoyed the escape rooms, they really make you think and work together. My daughter and I had a really good time, neither of us have taken part in an escape room before. Thank you so much Simple Life!”**

**“It really pushed us as a team. We loved it!”** Simple Life Resident St Helens

**“The theme of promoting wellness and well-being to children by finding Crystals which would lead them to The Temple of Wellness, was very fitting in a time when children’s mental health has been adversely affected because of the Pandemic along with the disruption to learning over the past five school terms. We certainly would work with Simple Life Homes and Clever Cogz Learning and Escape Rooms again in the future.”** Gary Gentle, HeadTeacher, Bilston CE Primary School

Commenting on her experience, Hannah, a student in year 6 at Newtons Primary School said: **“I really liked the escape room. I enjoyed working with my class to find the clues and there were lots of obstacles in the way which made it more interesting.**

**“The hints were good too as they gave us a new incentive to find more diamonds. It was really fun!”** Hannah’s teacher said, **“It was amazing – the children coped better than the adults!”**



Overall, the whole experience took place over November and December and provided a positive and hopeful end to an otherwise challenging year.

Our second Roadshow visited schools in the summer term, this time covering the Environment and Literacy topics. The second half of the Roadshow runs through September with reviews on this in the 2023 Report.



**Outward Bound Trust**

Providing opportunities for young people to grow and develop was the aim behind the launch of the Building for My Future course, a new initiative in partnership with The Outward Bound Trust. 10 young people from across the country, sponsored by Sigma Capital Group, aged 15-19 stepped beyond their comfort zone, testing their resilience and learning new skills, as they tackled a series of challenges and activities on the water and in the mountains.

Ayla's story demonstrate the very positive and real impact, and importance of such provision and activities, and we look forward to Ayla joining us again this October to further build upon the benefits and learning this course has afforded her and her family.

*“My experience at the Ullswater Outward Bound Centre with Simple Life was truly special! As a young female who has suffered with bad mental health from the age of 13, I am someone who is quite introverted and so something like the Building For My Future trip was very much out of my comfort zone and was a huge step, not only for myself, but for my family too. However, with that being said, the support we received right from the off was amazing. Emails back and forth from Niamh in the weeks leading up to our trip were always very sympathetic and reassuring. My mum and I also had the opportunity to meet with Tiffany at the Building For My Future meeting, who we also found to be exceptionally pleasant, reassuring and accommodating.”*

*“My first few days at the Outward Bound Centre were a massive struggle! I was extremely anxious, there were plenty of nerves and lots of tears. Without the support of Niamh and Tiffany, I would most definitely have fallen at the first hurdle.”*

*“Going forward in the future, I know that taking different paths (even if they are out of your comfort zone) can absolutely lead to great success and I know that even when I'm put in the most stressful environments, I can overcome them and that is something to be proud of.”*

*“Every one of our activities definitely pushed me to my limits, especially those involving water as that was a huge fear of mine but this was something that Niamh and Tiffany were also very supportive of. The both of them were there every step of the way with constant reassurance which allowed me accomplish things I could never even imagine.”*

*“I could not have expected anything more from the trip! I'm hugely grateful for being given the opportunity to join the first ever Building For My Future course, especially being slightly older than the age range in which the course specified. Not only did it teach me a lot in such a short space of time, but I also met amazing people and made unforgettable memories. “Thank you to Niamh, Tiffany and all those at the Ullswater Outward Bound Centre for an unforgettable experience.”*

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

*“The confidence I gained was invaluable and it was the type that could only be achieved by taking that leap of faith, meeting new people and committing to challenges fully.”*

*“Going forward in the future, I know that taking different paths (even if they are out of your comfort zone) can absolutely lead to great success and I know that even when I am put in the most stressful environments, I can overcome them and that is something to be proud of”*

*“I never thought one week could change the way I view things so much, but it definitely influenced a self-reflection on myself and my lack of connection with nature and the outdoors, it felt like a hard reset on myself and a detox from technology, even though this was not compulsory I found myself never needing technology while hiking or cliff jumping.”*

**NSPCC**

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

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

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

Jo Burton  
Corporate Partnerships Manager

**Making life easy for applicants**

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

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



my SIMPLE LIFE

ESG ))) SOCIAL

**'My Simple Life' Mobile App**

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

- easy access to all important documents, including tenancy agreements, inventories, EPC, gas and EICR certificates;
- information on homes, including floorplans and measurements
- information on home appliances,

including manuals;

- access to statements of account, with certain payments enabled via the app;
- access to an open forum, enabling residents on the same development to engage with each other;
- the ability to report maintenance problems;
- exclusive affiliate offers and discounts;
- latest news;
- information on the local area; and
- the ability to leave feedback.

Since its launch, Sigma continues to develop the app and will imminently

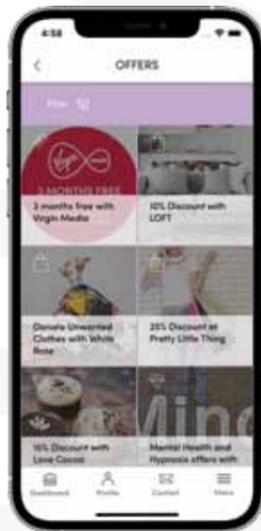
be going live with:

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

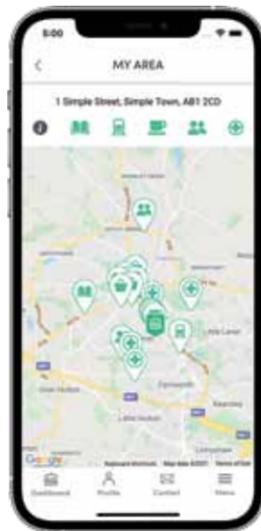
At the time of reporting 2687 residents have registered to My Simple Life App across the country, 34% of our 7881 residents.



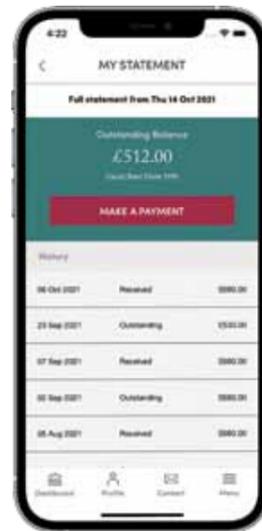
MAINTENANCE



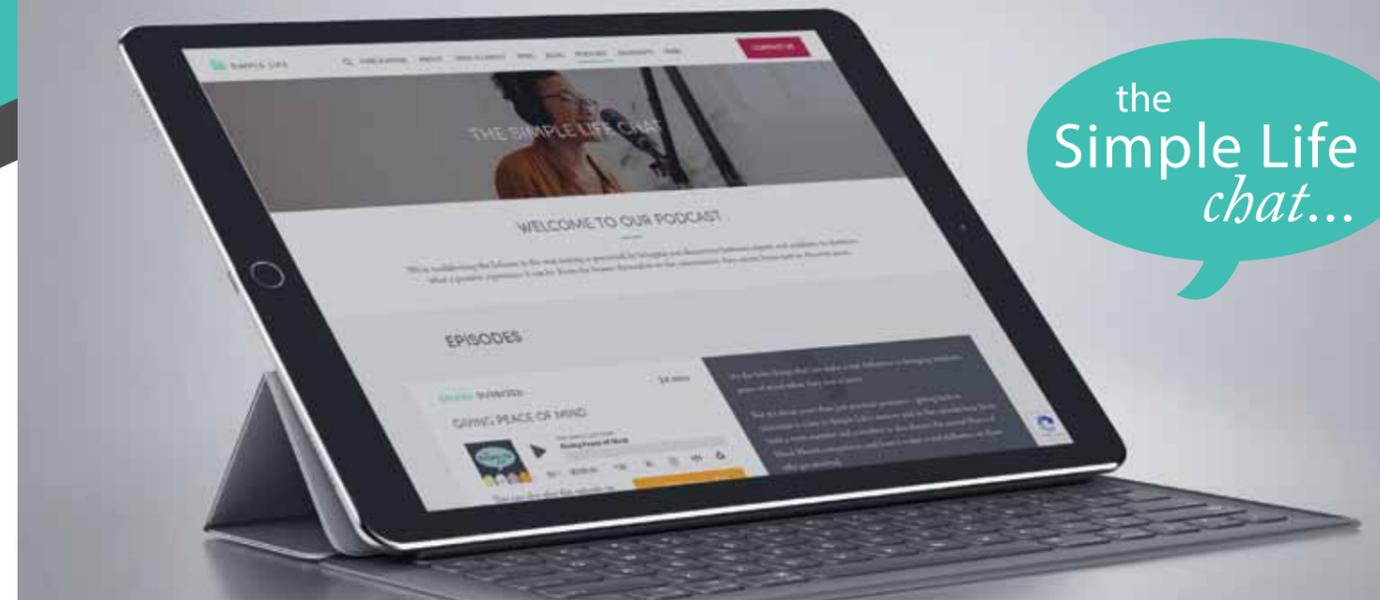
MY OFFERS



MY AREA



MY STATEMENT



the Simple Life chat...

**Resident Affiliate Offers**

The launch of the app allowed for us to have a space to house all our affiliate offers. This has also allowed us to grow our range of discounts for residents which now includes the likes of Oddbox, Sky, Hussle gym passes, Argos, Dunelm, Wayfair, AO, Pretty Little Thing, Appleyard London Florists, The Modern Milkman and much more!

**The 'Simple Life' Chat**

In June 2021, we launched the 'Simple Life' Chat podcast, hosted by radio presenter and journalist, Jen Thomas. It aims to highlight the positive experiences of renting and address topics of interest. The podcast hosts discussions between experts and residents, and episodes so far have included: interviews with residents examining their reasons for renting and their rental experiences;

interviews with 'Simple Life' employees, discussing their roles; and interviews with mental health advisers, who provided tips on how to cope with the stresses of moving home as well as general life stresses.

To listen to the podcast search 'Simple Life Chat' on your android or apple podcasts, or visit the Simple Life website.



**Customer Reviews and Satisfaction**

As 'Simple Life' gets larger and awareness of the brand increases around the country, more people wish to understand the service offering. Sigma PRS has registered with Trust Pilot and routinely invites residents to leave reviews. This helps to identify any areas that need improvement. We now have just under 500 reviews on Trust Pilot and we have an overall rating of 4 stars out of 5 (compared to the average for our business category at 3.7).

We are also now on Home Views – a dedicated review website for housing developments. Across all Simple Life developments we have a score of 4.2 out of 5 across just under 600 resident reviews (compared to BTR benchmark at 4.18). 98% of residents rated their development average to excellent. Of the reviews to date, over 80% of people have given 'Simple Life' a 3-5 star review, and its total score is 4.2 stars out of 5. For both review websites we maintain a 100% response rate year to date.

**Trustpilot**  
4/5\* on Trust Pilot

**homeviews**  
4.2/5\* on HomeViews

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

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

Ipra, Shrewsbury Close

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

Adam, Durban Mill

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

Amber, Prince's Gardens

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

Theresa, Ribblesdale Place

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

Josephine, on Trustpilot

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

Szymon, on Trustpilot

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

Abbs, Base at Newhall on Home Views

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

Sabrina, Galton Lock on Home Views



# OUR SIMPLE LIFE STORY

## Meet Dr. Murali

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

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

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

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

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

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

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

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



# OUR SIMPLE LIFE STORY

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

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

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

What our residents have to say...

Move in survey

- 93% said the team made it easy to apply
- 88% said they were kept well-informed during the application process
- 84% said they received all the information they required
- 93% said the quality of the home met with their expectations
- 95% said they would recommend 'Simple Life'

6 month survey

- 95% said they are still happy with their home
- 89% said they are happy with the service provided
- 83% said they felt they have been kept well-informed
- 76% said they feel their Asset Manager is responsive and they are satisfied with the service they have provided
- 86% said the communal areas are well maintained
- 85% said they feel part of a community
- 76% said they feel their maintenance requests are fixed in a timely manner
- 94% said they would recommend 'Simple Life'

Renewal survey

- 96% were happy with the experience they had with 'Simple Life' so far
- 49% of people renewed because they love the property
- 40% renewed because they love the area
- 9% renewed because of the rent (value for money)
- 2% renewed because 'Simple Life' offers a better service than a 'one-off' landlord
- 62% of people see themselves staying with 'Simple Life' for 4+ years (or 78% 3 or more years)
- 91% said they would recommend 'Simple Life'

All results are based on responses from neutral – strongly agree

All tenants automatically receive a tenant satisfaction survey email one week into their tenancy and then between 6 and 10 months later. This helps the IA to monitor tenants' experience with the lettings and moving-in team and their later experience as settled residents.

The following information is based on tenant satisfaction results for the 12 month period from July 2021 to the end of June 2022.

Overall results from the latest survey are in line with those of the prior year, with some results showing an improvement in customer satisfaction. A number of new questions were added to the sixmonth survey to better assess customers' views on property management and maintenance.

The strength of the Simple Life brand continues to grow. Over the past 12 months we have had 2 million

page views on our website and over 20,000 enquiry form submissions. We continue to see the number of leads coming through the Simple Life website at the same quantities, if not more than the likes of Rightmove. Site signage, recommendation and online search continues to be our greatest sources of enquiries of those coming through the website.



Real Residents, Real People

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

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

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

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

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

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

# »» 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.

|                      | Goal/Strategy   | 2021                             | 2022 Update                             | Comments  |
|----------------------|---|----------------------------------|---|---|
|                      | Continue to build energy efficient family homes                     | Delivered 3,984                  | 802 completed this period (4,786 total) | Many factors affected delivery rate this period, impact of Covid; availability of materials and workforce; global economic climate.   |
|                      | Development of Environmental Management System (EMS) Framework      | Engaged EVORA                    | Ongoing - initial EMS complete          | July 2021 Workshop with Sigma Team.<br>Behind desired schedule due to impacts listed above and balancing/ understanding measurement possibilities.  |
|                      | Development of Social Value TOMs Measurement Framework              | Engaged SVP                      | Ongoing                                 | Engagement with construction partners to assist with this past developments. Work underway on case studies as exemplars.<br>TOMs matrix in development and discussion.  |
|                      | Make submission to GRESB  | Engaged EVORA                    | Complete                                | Became clear in this process that GRESB framework was not suitable for our residential family home model. Submitted on Management Component. Strong first submission score 24/30. Review ongoing on future framework. |
|                      | Increase provision for colleague wellbeing                          | Train Mental Health First Aiders | Complete                                |   |
|                      | Create Sigma ESG Working Group                                      | Create a committee by March 2021 | Completed                               | Meetings cover topics from ESG, Sustainability, H&S, Wellbeing, Social Impact, etc.<br>Global challenges and pandemic recovery impacted progress.   |
| <b>Future Target</b> | Develop bespoke ESG framework and objectives to align with strategy |                                  | 2022/23                                 | Having reviewed and exhausted the complex variety of frameworks, aim to set company specific framework in place.  |



The Company is subject to statutory reporting requirements and to rules and responsibilities prescribed by the London Stock Exchange and the Financial Conduct Authority. The Board has a balanced range of complementary skills and experience, with independent Non-executive Directors who provide oversight, and challenge decisions and policies as they see fit. The Board believe in robust and effective corporate governance structures and are committed to maintaining high standards and applying the principles of best practice.



**Employee Diversity – Gender**

| Directors of The PRS REIT plc | 2022 | 2021 |
|-------------------------------|------|------|
| Male                          | 80%  | 80%  |
| Female                        | 20%  | 20%  |

**Human Rights**

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

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

**Health and Safety**

In order to maintain high standards of health and safety for those working on sites, monthly checks by independent project monitoring surveyors are commissioned to ensure that all potential risks have been identified and mitigated. These checks supplement those undertaken by development partners. The data is reported to the Board on a quarterly basis in the event of a nil return, and immediately in the event of an incident. There were no reportable incidents over the year.



**Award Winning**

**Scottish Home Awards**

Large Development of the Year 2022 (Bertha Park)  
**WINNER**

**Homes For Scotland Awards**

Large Development of the Year 2022 (Bertha Park)  
**FINALIST**

**NW Insider Residential Property Awards**

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

**CENE Awards**

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

**Property Week RESI Awards**

Health and Wellbeing Award 2021  
**SHORTLISTED**

**Home Views**

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

**Property Week RESI Awards 2022**

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

**NW Insider Residential Property Awards**

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

**CENE Awards**

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

**Property Week RESI Awards**

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

**Property Week RESI Awards**

Best Covid Response 2021  
**WINNER**

**Home Views**

Top 5 National Management Companies (over 2000 units) 2021 (Simple Life Homes)  
**TOP 5 FINALIST**



## Flavour of the future!

- Small Sustainable Homes project – an exciting collaboration with many partners
- Community Woodland
- Orchestra Choir project
- Schools and Community Countrywide Biodiversity Project
- PV Data gathering exercise to fully understand the benefits for residents and the planet
- Continue to build links with local charities, schools and clubs
- Provision of water butts in all resident gardens



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