



Customer Annual Report

2024-25 | SHARED OWNERSHIP

Welcome



2024 was a landmark year for all Sage customers. After a great deal of planning and investment, Sage expanded its housing management teams to ensure we can deliver enhanced services to all of our customers. It was also the year in which we saw the UK's largest pension fund the Universities Superannuation Scheme (USS), invest in a large portfolio of Sage shared ownership homes.

This has meant that there has been more focus on how we serve our shared ownership customers than ever before, but we know from the information in this report, there is more work to do. Our people are passionate about using your feedback to improve the quality of your services.

And we're listening. Whether it's you talking to us when we visit, answering our surveys or joining our programme of Insight Groups, we hear every bit of your feedback. Our Customer Scrutiny Panel, made up of customers just like you, also helps direct us on our journey to become one of the country's best affordable housing providers.

This has led to major improvements. We've used your feedback to make changes and improvements to My Sage Home, your online customer account. Thousands of you are now using this service to sort out your issues at a time that suits you. We've improved lots more this year – which you can read about in this report, from making our website more accessible to dealing with nuisance more effectively.

But we're not stopping there. The service we deliver needs to match our behaviours: respectful, responsive and responsible. We want to continue talking to you, getting your opinion on what we can improve to make your life better. Watch out for more opportunities for face-to-face visits and virtual drop-in sessions, making sure you have every opportunity to share what life is like as a Sage customer. We can't wait to hear from you.

Cedi Frederick

Chair of the Customer Scrutiny Panel
and Independent Non-Executive Director
of Sage Homes Board



2024-25 Sage group highlights



Overall
satisfaction
with Sage
services
59%

 **6,004**

Customer surveys
(Apr 24-Mar 25)

 **21**

Hours of customer
scrutiny (CSP and
Insights) sessions

 **117**

Customers involved in
Sage-run community
events

 **4**

Insight group sessions
(discussing Community
Safety, Complaints
Handling, Empowering
Communities and Damp,
Mould and Condensation)

 **1,974**

Homes sold (that's 5
families every day)

 **£430**

saved by each customer
per year due to energy
efficient homes*

 **129,000**

customer enquiries resolved by
Sage this year (about one every
53 seconds)

* Compared to the national average EPC D property. This is based on Ofgem average energy prices for Apr-Jun 2024 and annual average energy consumption figures from National Energy Efficiency Data-Framework (NEED).

BEING THERE FOR YOU

What you say about us

Your feedback makes us better – and we're listening. You've shared your experience of our services and what could improve them through completing regular surveys and meeting us face-to-face at our community events.

We've talked to more of you than ever before, getting your thoughts through our Insight groups. Run by real Sage customers from our Customer Scrutiny Panel, these groups let you share your experiences on topics from feeling safe in your community, to how well you think we communicate with you.



44%

Satisfaction that their landlord listens to tenant views and acts upon them



68%

Treats customers with fairness and respect

"Sage Homes has always been understanding and supportive"

Georgia
Sage customer





Ready to respond

We're here to talk, whenever you need. You can report communal repairs, community safety issues or chat to us online 24/7 through My Sage Home, your online account.

Out and about in your neighbourhood

Our teams are out and about too, making sure you can talk to us face-to-face. We host community drop-in events and check in regularly. If you ever need to talk and we're not in your neighbourhood, our team is there for you.

A faster, more localised service

We've changed how we work; we now have patch-based officers. This means our people are closer to you than ever, able to build local relationships with contractors in your area and make sure you get the support you need, faster.



90%+

calls answered within 60 seconds



129,000

customer enquiries resolved by Sage this year

BEING THERE FOR YOU

Using technology to improve your experience

We're always working to improve your experience with us. We test and implement innovations and updates to keep our website and My Sage Home accessible and with all the information that customers need to manage their homes effectively.

A great online experience

Our website offers ReciteMe, letting you translate information into over 100 languages. It also offers a range of accessibility tools, letting you read the information aloud or change the colour, font, text size and more.

We've worked with the Customer Scrutiny Panel to improve how you navigate our site, making it more user-friendly than ever.

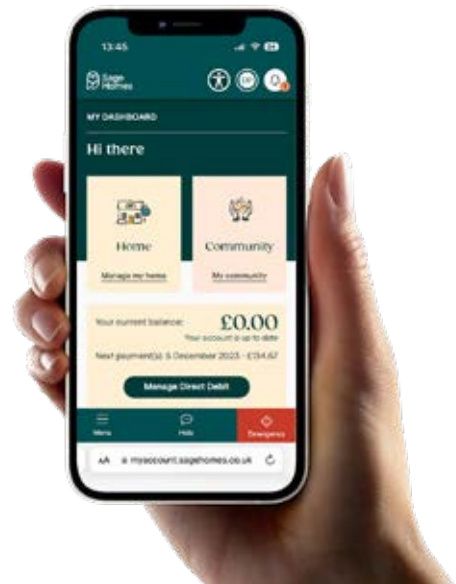
In addition, we've added (and continue to improve) useful tools, including your Community Safety toolkit which helps you understand how to report any issues with antisocial behaviour.

Managing your home from your phone

My Sage Home, your online account, is equally accessible and lets you manage all your requests from your phone. Thousands of Sage customers are now using this as your go-to route to get issues sorted quickly.

Support 24/7

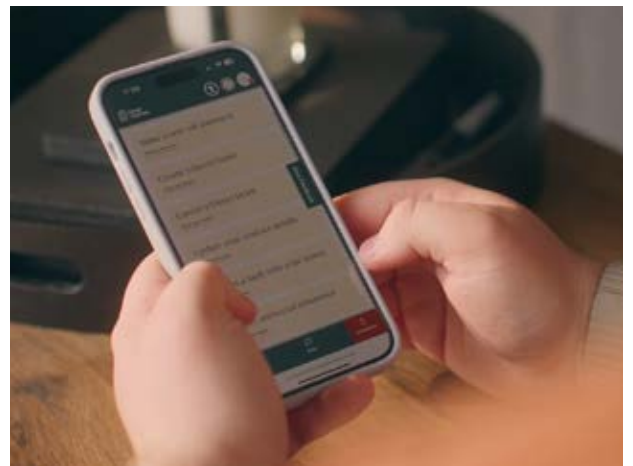
Even when our Customer Care centre is closed, you can get help 24/7, 365 days a year with our livechat technology. This year alone, it resolved 82% of our online conversations, letting our teams focus on complex cases.





"The My Sage Home online platform has been really useful for us... It's far easier than digging through paperwork, to find what you need when it's all online."

James, Warwickshire



35,701

live chat conversations, of which 82% were resolved by automated technology



87%

of Sage Homes customers are registered for My Sage Home

Recite.^{me}

100+

Languages, read aloud and text formats available for translation using ReciteMe on our website and My Sage Home

ENGAGING WITH YOU AND YOUR COMMUNITY

Our critical friends

We've got a team of superheroes supporting us all the way. They're the Customer Scrutiny Panel (CSP) – customers, just like you. They meet regularly to help shape our communications, processes and policies. In short, they guide how we work and meet your needs head-on.

Onsite in Northampton

This year the Customer Scrutiny Panel members joined our customer service teams in Northampton for an away-day.

They got to work face-to-face with our Customer Care team, understanding the processes we use and feeding back on their experiences from the other end of the phone.

They also sat down with our digital teams to give their feedback on our existing technology and help us find new ways to improve these to give you the best service possible.

CSP in action

They've helped design our services and technologies, including My Sage Home, as well as telling us what's good and bad about the letters, emails, brochures and posters we send to you.

But that's not all. They chair our Customer Insight Groups, taking deep dives on specific topics. This year, they've chaired four groups where 27 of you joined us to talk about community safety, complaints, damp, mould and condensation, and how we can help empower communities.

Adding greater focus on shared ownership

In January 2025 we were delighted to bolster the representation at CSP on the topics that matter to you, with the addition of two new shared owner members. James (pictured above) and Karen both bring a wealth of experience, and have previously been active with our customer insight sessions, providing value feedback which led to service improvements.





Our Customer Scrutiny Panel's meeting at our Northampton office in August 2024
Sadiqul, Nina, Natalie and Mark

"As a Customer Panel member, you put ideas forward, and then you see the changes - it's incredible."

Natalie, CSP member



82

customers, actively participated in shaping Sage's services



5

areas of focus for CSP in 2024:

- Customer experience
- Communications
- Policies
- Sage operations
- Training

ENGAGING WITH YOU AND YOUR COMMUNITY

Keeping you up-to-date



You've told us you want to be more informed on the issues that matter most to you. That's why we send you regular e-newsletters, jam-packed with a mixture of news about your communities and activities as well as important information you need to know. We send you a longer, printed newsletter at the end of the summer, sharing positive news and our initiatives and future work.

This year we've talked to you about:

Health and safety

Our priority is keeping you safe and we've shared essential reminders about preventing condensation, damp and mould, the importance of fire safety and keeping communal areas clear.

Tenancy and money matters

We shared key information in February about your rent and service charge review ahead of it changing in April, making sure you understood what was happening and why. You told us you appreciated this and it helped you stay on top of the change.

Fun and games

We've run competitions, as well as sharing great ways to access funding from Sage to run your own community events. In 2024, this saw almost 150 Sage households take part in your own Olympic and Paralympic celebrations.





"I am very satisfied with the overall experience,
[Sage] keeps me informed, which is very important"

Kateryna*, Chipping Norton

Your thoughts on your newsletter

We can see you're reading our newsletters which is great, but we want to keep improving them. Let us know if there's anything you think we should be sharing or talking about. If you aren't receiving them for any reason, and would like to, please let us know.

Get in touch at: communications@sagehomes.co.uk



40+

topics covered in one printed,
and five email, newsletters
keeping you informed



200%

your 'click through' rate, to read stories
from our email newsletters, is double the
industry benchmark**

* Customer's name has been changed for their anonymity

** Source: MailChimp 2025 email benchmark report: mailchimp.com/resources/email-marketing-benchmarks/

READ ALL ABOUT IT: SHARED OWNERSHIP HOT TOPICS

The true value of shared ownership

It's official: shared ownership is a good long-term decision. In March 2024, we shared an independent report from Leeds Building Society with all our shared ownership customers. The report found that shared ownership provides housing security, saves you money and lets you build a property 'nest egg'.





£29,000

average saving after 10 years of living in a shared ownership home versus private rental

A secure home

Unlike privately rented homes, your rent is strictly controlled and only increases in line with inflation – so it should always be in line with your salary and not suddenly increasing. The report found it was more affordable to be a shared owner than to privately rent in 77% of all England's 294 local authorities – rising to 93% after 10 years.

You're also more secure because no one can suddenly end your tenancy or ask you to leave. So, you're supported by Sage, but with all the security of an owner.

Saving you cash

After 10 years of living in a shared ownership home (rather than renting privately), you'll save on average £29,000 (£42,000 in London). This is owing to the money you save from private rent, along with paying off your mortgage and growth of your home's value.

Every monthly mortgage payment goes towards your homeownership, rather than into a private landlord's pocket. And don't forget: you can decrease the amount of rent you pay, by staircasing (buying more shares of your home), right up to 100% ownership.

Building your nest egg

You truly benefit from house price appreciation. If your home's overall value grows, so will your share's value. The property market has continually risen in price, meaning your home's overall value is likely to rise too.

Read the report in full

Want to read the full report for yourself? Check it out here, or scan the QR code below: www.thinkhouse.org.uk/site/assets/files/3151/lee0225.pdf



READ ALL ABOUT IT: SHARED OWNERSHIP HOT TOPICS

Spotlight on service charges

When you told us you found service charges a bit confusing, we sent you a clear breakdown of how they work, well before the annual rent and service charge review. You said the information was helpful, and as a result, we received far fewer calls and queries than usual on these topics this year.

Service charges simplified

In brief, your monthly service charge covers your building insurance and our management fee. If you live in a flat or have communal areas, you will also pay for estate and communal services.

Getting a good deal on building insurance

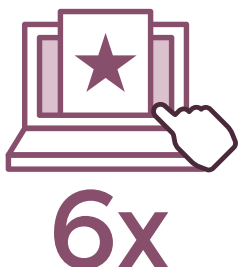
Your building insurance is a legal requirement, protecting you against structural damage to your home. We work with specialists to get you the best value possible and, as we purchase cover for thousands of homes, your premiums won't increase if you need to make a claim.

How the service charge cycle works

We send you a service charge estimate at the end of February each year. This sets out what we believe it will cost to deliver your services from April to the following March. You pay this in small monthly amounts, providing you the services you need without demanding a large, one-off cost.

In the September of the following year, we check our estimate against the actual cost. If we've spent less than estimated, we give you a credit on your rent account. If we've spent more, we give you a debit note, asking you to pay the difference.

For example, if you paid £20 a month from April 2023 to March 2024, and we then found the actual cost was £18 a month, we'd contact you in September 2024 to credit you £24 (£2 a month). We work hard to keep your estimate as accurate as possible and never take any profit from your service charges.



Our service charge update was popular with you:

- its 43% open rate was 8% above the industry benchmark*
- and its 15.4% click through rate was nearly 6 times the industry benchmark*

* Source: MailChimp 2025 email benchmark report: mailchimp.com/resources/email-marketing-benchmarks/



Did you miss our service charge update?

You can find all the information about service charges, and other shared ownership costs and responsibilities on our website. Scan the QR code on the right or visit: sagehomes.co.uk/so-costs



ENGAGING WITH YOU AND YOUR COMMUNITY

Heart of Sage

Heart of Sage is our charitable Community Benefit Society, supporting projects, organisations and individuals in your communities across England.

One project saw us providing grants for mental health counselling for children in need across 21 schools in Bishop's Stortford through our work with Aspects. We also helped to raise funds for flowerbeds in Warwickshire's Upper Lighthorne Allotment Association, making sure everyone can have fun gardening.

Bringing communities together for fun

A summer of celebration saw Sage neighbourhoods coming together to hold your own Olympic and Paralympic sports days, with sports equipment, games and vouchers provided by us. Alongside this, you've made use of our regular seasonal funds, organising events in your communities including halloween parties, picnics and litterpicks.

Partnering to empower

We're proud to be collaborating with Women's Aid through Heart of Sage, supporting anyone experiencing domestic abuse. This is a vital topic for us as 1 in 10 Sage customers report experiencing domestic abuse at some time in their life. With a refreshed domestic abuse policy and professional guidance for our colleagues, we can help survivors manage their situation.



YOU SAID, WE DID

We want more community events where we meet the Sage team

We did: created an internal fund for colleagues to organise community events, with two events already run by December 2024.



"We have a real community feel where we live and lasting friendships have been made. If myself or my neighbours need support with something we always help each other out."

Michael, Folkestone, Kent



£50,000

match-funded money raised for charities by our colleagues



60

communities hosted their own community events with our support, involving over 1,000 customers

MAINTAINING GREAT HOMES

Maintaining communal areas and fixing defects

We work hard to keep your homes in a good condition. We've grown our teams and improved our systems. You can now report a communal repair in half the time, thanks to automated reporting processes.

Sorting defects out, faster

We've made it much faster for us to fix your defects (repairs within the defect liability period, for which your house builder is responsible). We've done this by changing our team structure, so we're physically closer to your developers. With stronger working relationships, we're seeing quicker repairs and higher customer satisfaction overall.

In August, we made it possible to report any faults with your home by using your My Sage Home online account. This means that everything you need to manage your home from your phone, is now in the same convenient place.



YOU SAID, WE DID

You're not sorting our defects fast enough

We did: restructured our teams into regional patches, creating closer relationships with developers and getting a higher closure rate, faster.

Clixifix wasn't easy to report defects on

We did: Replaced Clixifix with our in-house system, using My Sage Home, resulting in a better customer experience and only having to use one system.



"From the beginning of reporting my issue, I've been kept up to date with each and every process of getting it done and dusted."

Julie*, Maidstone, Kent



61%

Satisfaction with defect repairs



46%

Satisfaction with time taken to complete most recent repair



65%

Satisfaction that the home is well maintained

We know we need to do more to improve our performance in this area and we've been making real changes in how we manage your repairs. We've restructured how our team works and brought in a new director to oversee the work. In 2025 we're now seeing real change which was made possible by the work done across 2024.

* Customer's name has been changed for their anonymity

PROVIDING GREAT HOMES

Providing safe and efficient homes

We're proud to provide safe and efficient homes. Our homes are all newly built, meaning they meet the most current regulations and are more efficient to run. This means customers save £430 a year in energy bills (compared to the national average EPC D home).

Keeping your homes safe

Your buildings are safe and, where we're responsible for it, we have the certificates in place. Unfortunately some third party managing agents aren't filing their paperwork on time, bringing down some of our compliance figures. We're working closely with them to make sure they get this sorted so the numbers reflect the real situation.

Innovating to tackle condensation, damp and mould

We want your homes to be damp and mould free. We regularly share information on preventing damp and mould alongside reminders to air out your homes.

We introduced Switchee into our homes in 2024. Switchee devices measure property temperature and humidity so we can proactively warn customers that condensation may be building up and to air their home.

YOU SAID, WE DID

We want guidance on how to deal with damp and mould

We did: We updated our webpages on damp and mould to offer clearer guidance as well as sharing updates in our newsletters and introducing Switchee to provide expert guidance.





78%

Satisfaction that
the home is safe



99.97%

Gas safety checks



99.77%

Fire safety checks



0%*

Asbestos



100%

Water safety checks



100%

Lift safety checks

The figures for Gas, Fire, Water and Lift safety are for all Sage Homes, where we're responsible for safety (and all the paperwork). More detailed breakdowns and safety statistics, including properties where third party managing agents are responsible, can be found for each Registered Provider (RP) in the Sage Homes group on our Tenant Satisfaction Measures (TSM) pages at: sagehomes.co.uk/tsm

* None of our homes have asbestos

Extra support and savings

The numbers below show the support and savings we've provided across all of our homes, not just our rental homes.



1,211

customers supported by
our Financial Wellbeing
team in 2024, across
523 households



£20,000

the social value of being a
Sage customer, measured
by State of Life, a social
impact consultancy

PROVIDING YOU WITH QUALITY SERVICES

Doing our bit in your neighbourhood

We've been hard at work building dedicated teams to deliver your services and keep you safe in your home. There are more Sage colleagues than ever visiting your neighbourhoods regularly to make sure everything's okay.

Coming together in your communities

This year we've run community events where you told us they were needed. Bringing together our teams and partners (including the police, charities, local authorities and drugs and alcohol support), we've met you face to face. You've shown up and shared your experiences of Sage with us, helping us to improve how we work for you.

From summer 2025, we're also running online drop-in sessions, where you can chat about your community and ask any questions.

Let us know if you'd be interested in an online event, or you'd like us to bring local agencies together in your community at communications@sagehomes.co.uk.

Closer than ever

We're also making sure our contractors give you the services you need. With your satisfaction for communal area cleanliness staying steady, we're now focusing on making sure contractors do what they say they will. Following your feedback, we're also making it clear what services you should be getting and how often.

YOU SAID, WE DID

We don't know what services we should expect

We did: Sent you a clear guide on what services you're entitled to

Your contractors aren't visiting as often as we needed

We did: Influenced management changes with our contractors, leading to more frequent visits



43%

Satisfaction that the landlord keeps communal areas clean, safe and well maintained



57%

Satisfaction that the landlord makes a positive contribution to neighbourhoods



PROVIDING YOU WITH QUALITY SERVICES

Improving happiness and safety in your communities

Your safety is our biggest concern. It's why we've changed our community safety approach, bringing colleagues closer to you so they know your local services and communities inside out. We've grown the community safety team by 300% and have updated our Community Safety toolkit, devised by customers to help you understand what counts as antisocial behaviour. We're already seeing results, with satisfaction with how we handle antisocial behaviour improving.

Keeping all our customers safe

We're making sure everyone has the right support before they even set foot in a Sage home, working with our partners to meet varied needs straight away. We know new communities can be unsettling at first so we're working hard to build strong relationships with our customers and communities. We have safeguarding expertise in the team to help vulnerable customers manage challenges in their lives. We're improving our technology constantly. You can now record antisocial behaviour incidents live through a dedicated antisocial behaviour app, giving us instant access to your evidence.

YOU SAID, WE DID

You need to let us know what is happening with our raised cases

We did: Made clear what you can expect from us, and when. For example, we'll acknowledge receipt of your enquiry within 24 hours, and inform you of the next steps.*

We want immediate answers to our community safety concerns

We did: Created the Community Safety toolkit, providing quick answers to different issues

Recording numbers carefully

Unlike other organisations, we record each case by the person who raises it, rather than by the perpetrator involved. This means that several cases could be all about one perpetrator. While this means our number for cases per 1,000 homes is high, we think this shows a more realistic view. We're dedicated to investigating any cases you raise and responding to you promptly.

* You can find out more about our commitments to you, and the service we strive to provide, in our Customer Charter at: sagehomes.co.uk/customer-hub/customer-charter



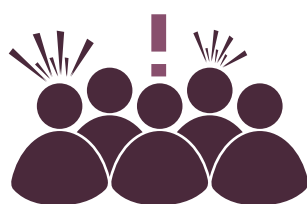
"Our service is driven by what you, our customers, want and need. We use your feedback to make changes in how we work with you."

Becky, Community Safety Manager



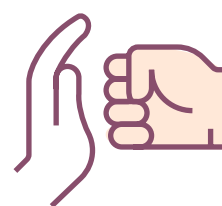
40%

Satisfaction with the landlord's approach to handling of anti-social behaviour



94.1

Number of anti-social behaviour cases, opened per 1,000 homes



0.9

Number of anti-social behaviour cases that involve hate incidents, opened per 1,000 homes

PROVIDING YOU WITH QUALITY SERVICES

Learning from complaints

You wanted complaint responses to be easier to understand, so we've changed our process and made our responses shorter. We also know you want quicker resolution which is why we improved how you report complaints on My Sage Home.

We've started working more closely with the Housing Ombudsman to make sure our responses are reflecting your complaints accurately. Following your feedback, we now call anyone who's complained, before they receive their official response, making sure they understand our decision.

We know there's more to do

We're disappointed in your satisfaction ratings with our complaints process, which is 2% points behind the sector average score. We're dedicated to improving this and, having cleared the backlog inherited from our former service delivery partner, we're now able to focus solely on current issues.



17%

Satisfaction with the landlord's approach to handling of complaints



27.8

Stage 1 complaints relative to the size of the landlord

YOU SAID, WE DID

Your complaint responses are difficult to understand

We did: Restructured all our complaints, introducing a summary at the start laying out all the information you need

Our issues aren't being resolved quickly enough

We did: Introduced a system where the team who look after the issue raised, call you directly to discuss what actions need to be taken

"We only get involved when things haven't gone as planned, but we're always pleased to be able to make things right for you."

We make sure that lessons are learnt and you're listened to."

Sheldon,
Complaints
Investigator



"The person assigned the complaint was very professional and took great time listening to all the information I gave about the request."

Adrian*, Northampton, Northamptonshire



6.8

Stage 2 complaints relative to the size of the landlord



78%

Stage 1 complaints responded to within Complaint Handling Code timescales



80%

Stage 2 complaints responded to within Complaint Handling Code timescales

* Customer's name has been changed for their anonymity

OUR FINANCES

Managing our money carefully

We spend our money carefully, getting value for every financial decision we make. We’ve spent more than usual this year, but have invested thoughtfully; building teams to better meet your needs today, and into the future too.

Our focus on this is more important than ever, as we follow the Value for Money standards set out by the Regulator of Social Housing. We’re making sure we invest in areas that improve your lives, whether it’s growing the teams that provide your services or improving the Sage technology you use.

Innovating to keep providing

We’re the largest provider of newly built affordable homes in England for the fourth year running and continue to spend money on bringing new, efficient homes into the affordable rental sector. Our investors are working with us to bring new sources of money into this area that needs it, making sure there are more homes for people just like you.

Building on 2024

The Sage Group is well placed to build on the foundations laid in 2024, with increased scale, a strengthened operating model and a stable funding platform. We’ll continue our focus on enhancing service delivery and maintaining financial stability.



Where Sage Homes’ income came from



| Income | £'000 |
|--|---------|
| ● Shared ownership first tranche sales | 268,011 |
| ● Social housing income | 103,330 |
| ● Non social income | 2,137 |
| ● Other social income | 678 |
| Total | 374,156 |

The information and figures presented on pages 28 and 29 are for Sage Homes Group activity (not only shared ownership homes)



£374.2m

turnover
(and other income)



£346.5m

investment in new
affordable homes



£13.8m

Spent on repairs and
maintenance

Where Sage Homes' income was spent



| Expenditure | £'000 |
|--------------------------------|----------------|
| ● Cost of properties sold | 227,773 |
| ● Loan interest payments | 128,672 |
| ● Social housing costs | 59,607 |
| ● Depreciation and other costs | 22,473 |
| Total | 438,525 |

How we use money from Sage Homes customers' rent



| Expenditure* | % |
|--|-----|
| ● Interest we pay on loans | 43% |
| ● Repairs, maintenance, depreciation and other | 30% |
| ● Housing management and administration | 25% |
| ● Service charge costs | 2% |

For more detailed information and explanation of the financial performance of each Registered Provider (RP) in the Sage Homes group, please see our Annual Financial Report and Statements online at: sagehomes.co.uk/performance

* We don't spend any rent money on planned maintenance, major projects or unrecovered service charge expenses.

Making our services and communications work for you

If you need us to make reasonable adjustments so you can get the most from your home, our services or our communications, we want to help.

Please let us know what you need by:

- calling 020 8168 0500
- or emailing communications@sagehomes.co.uk.


For example, we're happy to provide documents in alternative formats (like braille, large print, translations or audio) or adapt the way we do things for customers who need help to access our services physically, because of a learning difficulty, or a difficult situation at home.


Translating this pack, or accessing it in another format online


The information in this pack is available in many languages, fonts and formats, including audio, online using our ReciteMe tool. Click the Accessibility icon to get started.


Visit www.sagehomes.co.uk/customer-report-so or scan the QR code on the right to access it there.





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