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We've had an incredibly exciting year at Moda Living – a year of steady, continued growth and brilliant new projects coming to fruition.

We took on 45 new team members during 2021, and continued to grow the core integrated services we offer. We also had an exceptional year operationally, opening Moda, The Lexington in September at 40% pre-let, well ahead of its business plan, and reaching 99% occupancy at Moda, Angel Gardens.

One of our most important focuses was redesigning Moda Living’s core Environmental, Social and Governance (ESG) strategy, pulling together all the valuable work that’s happened across the business into one place. We need to protect the world around us, ensuring that clean air, land, water and resources remain accessible for future generations. We are living in a climate emergency, and we have a responsibility to make sure we do our part. Becoming net carbon zero is at the top of our agenda and we have committed to significantly reduce our carbon emissions.

Our new ESG strategy, Next Generation Futures, will build on everything we’ve achieved to date and streamline our efforts. By pulling our work into a single strategy we can more efficiently track our ESG progress and make sure we’re doing the very best we can.

The starting point is right here, with this end of year ESG report. In the pages that follow you’ll find an overview of Moda Living’s ESG activity to date, and crucially, a roadmap for how we’re going to build on our existing efforts and achievements in the months and years to come.

We want to get this right—for the business, for our communities, and for the world.

MESSAGE FROM OUR HEAD OF ESG, LUCY EAGLESFIELD

Welcome to Moda Living’s first ESG report, a summary of everything we have been doing to drive positive change to our environment, communities and business governance during the last 12 months.

At Moda, acting sustainably and responsibly is woven into all areas of our business.

We are uniquely positioned to enhance our local communities by including environmental and social considerations into our design, build and operations. For example, reducing our embodied and operational carbon levels, hiring locally and offering skills, training and real career opportunities, promoting physical, mental, social and financial wellbeing and scrapping rental fees and deposits, and making our homes accessible for all.

We put in the time and effort to secure accreditations so we can prove with evidence that we are committed to a strong ESG performance.

Moda has a secured pipeline of more than 18,400 homes worth a combined £6bn. With growth comes the opportunity and responsibility to proactively maximise our positive impact, so we’re excited to have committed to this brand new ESG strategy.

We’ve worked hard up until now, but we know we can do better, and our Next Generation Futures strategy is going to help us do this.

Going forward, Moda Living will be publishing KPIs and reporting regularly on its ESG performance. There’s still plenty to be done, and we’re getting stuck right in. We look forward to sharing our progress with you.
Moda Living is the UK’s leading developer and operator of rental communities. Founded in 2014, the business has built a UK-wide pipeline of more than 18,400 homes with a combined GDV in excess of £6 billion.

Moda operates a family of living sector platforms with leading global institutional investment partners, developing and operating in the build-to-rent, co-living and single-family housing spaces. Our vertically integrated model designs, builds and operates next generation spaces to live, work and play.

Moda continues to push the boundaries of style, service and innovation to craft considered, diverse residential communities providing different products at a range of price points for all lifestyle requirements. Its core brand foundations focus on outstanding customer service, integrated technology and health and wellbeing, to provide an optimum rental experience and a better quality of life.

The Moda team is growing in line with the business, which currently employs 60 people based across the UK, with offices in Harrogate, Birmingham, Manchester and London.

As custodians of the communities we operate in, our aim is to positively impact the way people live by enhancing the communities in which we build and operate, and preserving the environment around us for future generations.
### MODA 2025 Targets

#### ESG Strategy

<table>
<thead>
<tr>
<th>Certification Targets</th>
<th>Environmental Targets</th>
<th>Governance Targets</th>
<th>Social Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>100%</strong> BREEM Excellent on co-living projects</td>
<td><strong>70kWh</strong>* For operational energy use</td>
<td><strong>0</strong> Gender and diversity pay gap</td>
<td><strong>150</strong> people supported in apprenticeship and training programmes</td>
</tr>
<tr>
<td><strong>100%</strong> Home Quality Mark Level 4 on Prime and Select projects</td>
<td><strong>1.5%</strong> Annual reduction in operational carbon emissions, water and waste</td>
<td><strong>50%</strong> Increased engagement in our annual employee engagement survey</td>
<td><strong>100</strong> people employed from our local communities that face employment difficulties</td>
</tr>
<tr>
<td><strong>100%</strong> Contractors to achieve Silver or higher on Considerate Constructors programme</td>
<td><strong>0</strong> Single-use plastic in communal residential areas</td>
<td><strong>100%</strong> Score for positive team inclusivity</td>
<td><strong>150</strong> events 100% to promote physical, mental, social and financial health to the Moda community</td>
</tr>
<tr>
<td><strong>B or Higher EPC Rating</strong> across all projects</td>
<td><strong>80%</strong> Waste to be diverted from landfill on construction projects</td>
<td><strong>100%</strong> Apprentices in Moda’s operations management</td>
<td><strong>300</strong> Days volunteered by our team members</td>
</tr>
<tr>
<td><strong>TOP LEVEL</strong> 3 STAR Fitwel targets across all projects</td>
<td><strong>100%</strong> Of buildings to include active EV points</td>
<td><strong>100%</strong> Team members to complete personal development reviews every year</td>
<td><strong>100%</strong> Silver or higher on the Considerate Construction Programme</td>
</tr>
</tbody>
</table>

**MODA 2025 Targets**

**Achieve Net Zero Carbon in Operations by 2030 and Drive Industry Transition to a Low Carbon Future**

**Reduce Our Environmental Impact**

**Increase Team Diversity and Inclusion**

**Provide Access to Career Opportunities and Local Employment**

**Promote Professional Training Opportunities and Personal Development**

**Improve the Health and Wellbeing of Our Communities**

**Directly Engage with Our Local Communities**

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**Directly Engage with Our Local Communities**

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*70kWh = m²/year/gross internal area*
Moda was Highly Commended in a one-off special award marking 10 years of Property Week’s flagship award event: Residential Company of the Decade. Moda was praised by judges for its pioneering work to change the rental living landscape in the UK with best-in-class customer service and neighbourhood design.

Moda was also Highly Commended in the new Health & Wellbeing Initiative category. Recognition was given for our work to maximise residents’ wellness, with programmes including resident fitness events and our partnership with mental health business MYNDUP.

Moda Living secured one of just four annual awards given out by build-to-rent trade body the UKAA, winning the Community Initiative Award for our response to Covid-19. When the pandemic hit, Moda Living’s absolute priority was protecting the safety, mental health and wellbeing of the people living across our neighbourhoods.

On site teams arranged digital events to combat loneliness, and even hosted a courtyard workout where residents could participate from their balconies.

Moda, The McEwan was crowned the winner of the Apartment Development of the Year at the Scottish Property Awards. Beating competition from neighbourhoods including Moorfield Group’s Duet and Miller Homes’s Novus scheme, Moda, Angel Gardens was described by judges as an “exemplar” of build-to-rent - “an impressive development of premium build-to-rent”.

The 476-home neighbourhood, which opened its doors in April 2022, was recognised for its design, community focus and high calibre accreditations. This includes the neighbourhood’s three-star Fitwel certification – in 2021, The McEwan became the first residential neighbourhood in Europe to receive the accolade.
Board of Directors

Our Board of Directors is updated at each meeting on ESG KPIs, and actively engaged with the progression of the business’s practices in this area. The Directors are committed to ensuring that Moda Living will be an exemplary ESG business through our direct work, and partnerships with our contractors, supply chain, residents and beyond to embed not only best practice today, but look ahead to achieve a more sustainable long-term future.

ESG Working Group

Our ESG strategy, Next Generation Futures, has been embraced by team members across the business. Our Founders and Board Members, Tony, Dan and Oscar Brooks chair our new ESG working group, which is facilitated by our ESG Director. Representatives from different functions across the business attend the working group meetings on a quarterly basis. A network of sub-working groups on specific issues, such as carbon and supply chain, also report back into the ESG working group.

We engage with our stakeholders through multiple mechanisms, and recognise the critical importance of working collaboratively to ensure we successfully understand and respond to the needs and expectations of our stakeholders and embed sustainability into the heart of our business.

We proactively communicate with all stakeholders honestly and openly, and our stakeholder views are incorporated into everything we do, from high level strategy to onsite delivery. We embed ESG into the heart of our business through a number of groups.

Team Members

We launched Next Generation Futures at our October 2021 all-company event, during which all employees were invited to input into the strategy to ensure it was representative of Moda as a whole.

Looking forward, 2022 will see team members given regular updates on ESG progress and events throughout the year, encouraging all to get involved with our ESG working groups. We will also be implementing our first official employee engagement survey to capture our team’s insights on life at Moda.

Residents

We already undertake a host of surveys with our residents to better understand their needs and preferences. In 2021, in addition to our standard HomeViews survey we added a list of specialised sustainability questions, and have also committed to undertake a further detailed sustainability survey at various sites in 2022.

We also engage with residents on sustainability by offering incentives to encourage long term, community-friendly lifestyles. This includes amenities such as car clubs to minimise car ownership, and cheaper access to local public transport.
TO DELIVER AND OPERATE NEXT GENERATION SPACES FOR PEOPLE TO LIVE, WORK AND PLAY.

In 2021, following a review of our material issues and our alignment with the United Nations Sustainable Development Goals (SDGs), we re-shaped our ESG strategy to focus and report on areas where we can make the most impact. Our new ‘Next Generation Futures’ strategy is a blueprint for positively impacting our environment and communities – for current and future generations.

United Nations Sustainable Development Goals
We have developed our strategy around the UN SDGs. After a full analysis of 17 SDGs, we identified the five goals that most closely align to Moda Living’s purpose and values, and where we believe we can make the most impact. These goals have been agreed by the ESG Working Group and approved by our Board.

Materiality Assessment
In 2021, we undertook a light-touch materiality assessment to identify the most important issues to our stakeholders and our business. A long-list of material issues were identified through peer and industry benchmarking, reporting standards, a review of the SDGs, and Moda Living’s strategic priorities. These were reviewed by stakeholders from the ESG Working Group, to produce a shortlist of issues. We then invited a diverse group of stakeholders to complete a survey and share their views on our most material issues. The outcomes of the assessment formed the basis of our recommendations within this strategy and informed the development of targeted programmes focused on key issues, designed to maximise our impact in a meaningful and focused way.
WE USED OUR UPDATED MATERIALITY ASSESSMENT AND REVIEW OF THE UNITED NATION SDGS TO CREATE OUR NEW ESG STRATEGY, NEXT GENERATION FUTURES.

Our strategy takes a three-pronged approach, focusing on Next Generation Spaces, Next Generation Communities and Next Generation Moda. Our vision is for the strategy to empower Moda to enhance its positive impact and provide the business with the milestones and reporting tools it needs to hold itself accountable for its actions and report regularly on its progress next year and beyond.

IN 2022, WE WILL CONTINUE TO DEVELOP AND FINALISE OUR GOALS AND REPORT ON OUR PROGRESS AGAINST THE SDGS.
As long-term custodians of the places we create, we are committed to driving down our environmental footprint. Designing and developing buildings sustainably has been at the forefront of our team’s agenda.

Last year, we saw world leaders come together to form a new global agreement on climate change at the COP26 Summit with the aim to reduce the worst impacts of climate change. At Moda, we have a responsibility to our employees, residents, communities and beyond to do our part and have committed to significantly reduce our carbon emissions.

In particular, we identified an opportunity to reduce our operational and embodied carbon. We are currently undertaking detailed carbon modelling on our business, and working on a net zero carbon roadmap that will put measures in place to improve the way we design, construct and operate our buildings.

Moda Living prides itself on developing properties in central locations with good local amenities, and access to public transport. We take sustainable transport and air quality seriously, making sure we design and incorporate sustainable features into each building.

All our operational sites have full travel management plans in place to minimise traffic and pollution through double occupancy vehicle trips.

We also encourage our teams and residents to take trips through more sustainable modes of transport. For example, promote walking and cycling to improve health, fitness, and wellbeing.

Our buildings have secure cycle hubs with extensive bike storage, and residents are actively encouraged to take part in Moda’s cycle club. All of the onsite cycle hubs include taps and drainage for cleaning bikes and a cycle repair stand with a tyre pump and tools.

Where sustainable transport can’t be used, Moda offers a Car Club - a more environmentally friendly method of having access to a car. Our parking areas have electric vehicle charging points to encourage residents that do run their own cars to pick less impactful vehicles.
We are currently working on a carbon scenario model that will calculate our emissions over the next 60 years under different scenarios. The outcomes of the model will inform our design and development plans, help us to define targets, and enable us to identify effective programmes that will significantly reduce our operational carbon.

We partner with Community Utilities, an energy management provider with exemplary social impact values. Community Utilities works with our residents to reduce their utility bills, providing advice on energy usage and equipment to maximise in-home efficiencies. In 2022, one of our key projects will take energy consumption data and looking at how we can create meaningful communications so residents can make more informed and sustainable life choices.

Our resident engagement work is supported by regular checks to ensure all heating and cooling equipment in our buildings is highly specified, that buildings are fitted with low-energy lighting, and that targets are set for natural light in all areas of the neighbourhoods. In 2022, updates to our systems means that we will be able to remotely control utilities in amenity spaces and review consumption in real time.

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**ENERGY AND CARBON**

We proactively assess and reduce our carbon emissions to make sure all of our future buildings operate with the least environmental impact.

In 2021, we committed to developing a comprehensive roadmap to net zero carbon. This will focus on minimising both embodied and operational carbon at all Moda Living sites.

A dedicated working group has been set up to drive this forward and hold the business accountable for its progress on the roadmap. This roadmap will be published in 2022.

We are pleased that we have already made substantial progress in this space. In order to reduce our embodied carbon, we have committed to undertaking whole-life carbon assessments on all of our projects, to ensure they perform as well as modern, evolving technology will allow.

At Moda, The Mercian, our 42-storey Birmingham neighbourhood, which opened in June 2022, we completed a cradle-to-completion assessment of the building’s embodied carbon.

THE RESULTS SHOWED AN EMBODIED CARBON TOTAL OF 319KGCO₂E/M², DRAWING VERY CLOSE TO THE LETI 2030 TARGET OF 300KGCO₂E/M².

Operationally, we have committed to providing renewable energy to Moda, Angel Gardens and have further agreements in place for the rest of our portfolio.

Furthermore, working with our smart tech partner Utopi, we will use specialist building sensors and data technology to help residents reduce their energy bills.

**Angel Gardens kWh & tCO₂e**

<table>
<thead>
<tr>
<th>Emission Type</th>
<th>Current reporting year 2021 (kWh)*</th>
<th>Current reporting year 2021 (tCO₂e)*</th>
<th>Comparison reporting year 2020 (kWh)</th>
<th>Comparison reporting year 2020</th>
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</thead>
<tbody>
<tr>
<td>Scope 1 (Gas)</td>
<td>968,162</td>
<td>178.1</td>
<td>884,417</td>
<td>206</td>
</tr>
<tr>
<td>Scope 2 (Electricity)</td>
<td>213,365</td>
<td>49.7</td>
<td>185,454</td>
<td>43</td>
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<tr>
<td>Total</td>
<td>1,181,527</td>
<td>227.8</td>
<td>1,069,871</td>
<td>249</td>
</tr>
</tbody>
</table>

*In 2021, our emissions increased due to the opening of two new properties.

**Footprint+**

Moda is proud to be a founding member of Footprint+, with our Planning Director, James Blakey taking a seat on the advisory board. Footprint+ is an annual conference bringing together forward-thinking business and authorities, collaborating to find economic and sustainable solutions that will help us reach a shared goal of accelerating climate change.

In March 2022, we signed up as a Gold Leaf member of the UK Green Building Council along with our parent group, Caddick Group, joining their mission to radically improve the sustainability of the built environment, by transforming the way it is planned, designed, constructed, maintained and operated.

Moda has been leading on the development of a UKAA ESG best practice guidance document for its build to rent members. The document was published in March 2022.
In 2021, 98% of our residents at Angel Gardens participated in our carbon offsetting programme with Community Utilities, by adding a small donation onto their monthly payments.

**CIRCULAR ECONOMY AND OUR SUPPLY CHAIN**

Waste reduction, reuse and recycling is considered throughout the business. From the very start of our projects, wherever possible, we seek to use consultants, suppliers and sub-contractors local to site to reduce transport journeys and minimise carbon emissions. And last year in all our operational properties, we stopped using single-use plastics in our resident amenity spaces across our developments.

To further our commitment to direct and supply chain waste reduction, a Working Group has been established, which is chaired by a member of the Board. Since its inception in mid-2021, the group has been reviewing designs to ensure that residents have better access and usability of spaces to reduce waste, as well as ensuring that minimum standards are raised and maintained across the portfolio and supply chain. In 2022, we will be trialling a new way to measure our waste and, if successful, this will be rolled out across our entire portfolio with ambitious targets.

Where possible, we seek to work with SMEs and local businesses that share our values. Our ethical procurement practices mean that we consider the impact of environmental, economic and social factors along with price and quality when selecting suppliers. Any impact we do have, we proactively minimise through our procurement decisions both locally and through the supply chain.

Cleaning products

Our cleaning partner was chosen based on its environmental credentials and its focus on tackling climate change, as well as investing in its employees.

Our partner holds the Planet Mark certification and only uses green cleaning products, accredited to the EU Eco Flower Benchmark. Cleaning products are packaged in 100% biodegradable plastics.

We use paper products from sustainable sources, with recycling operated as a matter of course.

WELLBEING PARTNERSHIPS - UTOPI

Working with our innovative technology partner, Utopi, Moda will help to create sustainable communities and provide accurate, granular ESG reporting data aligned to our net zero carbon and ESG strategy.

**WORKING TOGETHER, WE ARE ABLE TO GATHER VITAL REAL-TIME BUILDING PERFORMANCE DATA FROM OUR NEIGHBOURHOODS TO MEASURE, MANAGE AND IMPROVE SUSTAINABILITY AND RESIDENT WELLBEING ACROSS MODA’S ENTIRE DEVELOPMENT PORTFOLIO.**

Our Space Performance Dashboard (above) shows the average and range data for environmental and wellness metrics in a typical apartment.

Utopi uses its multi-sensor technology and SD data model to augment and enhance utility metering data, providing context on energy consumption as well as valuable real-time operational insight and alerting for the Moda Operations team. Such data provides efficiencies in terms of cost and carbon emissions by revealing ESG opportunities that would otherwise remain hidden amongst averages and estimates.

The multi-sensor technology, first trialled at Moda, The Lexington and The McEwan neighbourhoods, will become part of the base build for all future homes and amenity spaces. The sensors measure environmental and wellbeing data such as temperature, humidity, CO2, light level, noise level, air quality and motion, creating an overall wellness score. We are also using Utopi’s industry-leading occupancy technology to allow us to track usage across the developments and manage the utilisation of amenity spaces including the gym and co-working areas.
Next Generation Communities

Fitwel

All Mada developments are in the process of going through Fitwel certification. Fitwel is the world’s leading building certification that supports healthier environments to help improve residents’ overall health and productivity. Fitwel rates an environment’s performance across 12 categories and offers 63 design and operational strategies to drive improvement.

In 2021, Mada, The Mercian became the first residential building in Europe to be awarded the highest Fitwel certification – three stars – officially making it the healthiest building to live in in the continent.

All future Mada Living neighbourhoods will target this exemplar level of recognition as a priority.

Mada, The Lexington currently has a Fitwel two-star certification, with work underway to improve this to 3 Stars.

Mada, The Mercian secured Mada’s second three-star Fitwel rating – the highest level of recognition from the world’s leading certification system for healthy buildings and communities. The achievement is a first for Birmingham and the development is one of the first to be granted to a residential building in Europe.

The Fitwel certification was secured by a dedicated team that worked throughout the development to ensure every element of Mada, The Mercian embodied the philosophy of health and wellbeing in all aspects of the neighbourhood – from its good walking routes due to its central location to optimal conditions throughout both its shared and private living spaces.

Unique wellbeing features of the neighbourhood include Birmingham’s first 200m rooftop running track with views over the city centre. There is also a 24/7 gym furnished with the latest exercise equipment and technology, along with access to personal trainers and wellness experts and bookable gym and studio spaces. Mental health and wellbeing were also core to the neighbourhood’s design, which includes a range of social spaces to foster communities and combat loneliness, while Mada’s partnerships with wellness businesses including Hero and MYNDUP bolster residents’ healthy living experiences even further.

Foreword by Lydia Whitaker, Marketing Director and Head of Wellbeing

Wellness in the built environment must be stitched into the very fabric of every building if it is to make a significant and lasting impact on people’s daily lives. At Mada Living we are 100% committed to creating an incredible living experience for our residents to support a wellness-focused lifestyle.

There is no facet of Mada Living’s decision making that does not include consideration of health and wellbeing. From how and where we select our development sites to the way we interact with residents and provide onsite services, wellness-optimised living is the driving factor.

Our neighbourhoods are designed with wellbeing at their heart, from the layout and decoration of the apartments to state-of-the art facilities and services including gyms, sports pitches, co-working spaces and partnerships with leading health and fitness providers.

Mental health is also an important aspect of wellbeing, and our staff and residents have access to subsidised services from specialist MYNDUP. We allow pets as standard at all Mada sites, and have a regular programme of community events to bring residents together and combat loneliness.

This and more is included in Mada’s wellbeing offer. Our aim is to raise the standard and service of renting in the UK.

"Mada is supporting people to lead happier and healthier lives"
Health and wellbeing is considered in all aspects of our neighbourhoods’ design, including structure, light, air, water, materials, thermal comfort and sound.

In 2018, Moda was one of the first companies in the UK to undertake a rigorous wellbeing benchmarking process. Working with industry experts JLL, Moda assessed its entire portfolio through the lens of health and wellbeing.

Scoring highly on ‘community’, Moda has since introduced the findings of the study into our planning, construction, operations and our supply chain, as well as working on further industry accreditations.

The findings of the study were applied to the design of Angel Gardens and all subsequent Moda Living neighbourhoods, influencing factors from using warm, welcoming colours to using five decibel improvement on building regulations for noise pollution between apartments.

Alongside this, we recognise the importance of nature to our health and wellbeing. During the planning stage, we proactively look to create new outdoor spaces for the community with residents have access to the outdoors.

In 2018, we partnered with wellness company, Hero. The partnership provides a market-leading wellbeing strategy, including a wide range of services to our residents focusing on physical, mental, social and financial health.

Physical Health
Exercise can have a huge impact on a person’s wellbeing, both physically and mentally.

To support their physical health goals, Moda residents have access to a range of Hero services, including 3D body scan technology, bi-annual health and cholesterol checks and custom-designed diet plans. All Moda Living build-to-rent developments have a 24/7 residents’ gym, and access to Hero personal trainers and online weekly fitness classes.

In addition, Moda Living team members have been given Fitbits to track their physical health. We set challenges and competitions to encourage our teams to get active!

Nutritional Health
Moda Living supports its physical health offering with a range of nutrition-focused services and amenities for residents to help them maintain healthy relationships with their diets. Large, easy-to-use kitchens are provided as standard in all Moda Living homes, to encourage residents to spend time in the area preparing healthy meals for themselves, friends and families. Amenity areas in the neighbourhoods are fitted with complimentary tea and coffee stations stocked with high quality products. Our onsite private dining rooms all come with tap of the range appliances and plenty of space to encourage food-based events and gatherings. Moda also hosts a programme of events to promote healthy eating throughout the year, including cooking classes and pop-ups from local eateries.

Mental Health
Loneliness and poor mental health are significant issues facing society. Research from the Office for National Statistics has previously shown that up to 60% of people that rent their homes feel lonely. National Statistics has previously shown that up to 60% of people that rent their homes feel lonely. Moda Living’s aim is to create happy, healthy and productive communities that can help alleviate the daily pressures of modern living.

Our onsite teams host a programme of events throughout the year, with in-person and virtual options available to cater to different comfort levels, particularly during the Covid era where some have been overwhelmed by reintroducing in-person contact. Ranging from parties to calming art classes, Moda’s events programme is designed to facilitate our community spirit and combat loneliness.

During the Covid-19 pandemic, Moda Living launched a partnership with mental health support organisation MYNDUP. Moda subsidises 20% towards mental health sessions, making counselling, life coaching, psychotherapy and mindfulness accessible to our residents.

In 2021, Moda Living teamed up with fitness sensation Barry’s UK, bringing the world renowned workout brand to Liverpool for the first time ever.

In a sold out day-long pop up at Moda, The Lexington, the Barry’s team turned our basement into their famous red room to deliver a series of four high-energy HIIT classes to residents and the wider Liverpool community. The event continued with one of the celebrated Barry’s shakes up on Level 17, where participants were able to cool off taking in the views, enjoy a healthy drink and learn about the benefits of protein in the diet.

Barry’s Bootcamp
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teams. All of our onsite teams are mental health first aid trained to be able to spot the first signs of poor mental health and support people to access the right help.

There’s also nothing like a snuggle from a furry friend to give an endorphin boost, so pets are always welcome at Moda Living neighbourhoods at no additional cost.

**Health and Wellbeing During Lockdown**

Maintaining our normal levels of wellbeing services was a challenge. During the Covid-19 lockdowns in 2020 and 2021, residents were forced to isolate in their individual homes.

In response to this, Moda and its partners launched a number of new services, to protect the physical and mental wellbeing of its residents and team members. These included:

- Online workout sessions streamed across social media platforms and virtually attended by over 4,000 people.
- Uplifting and high-energy workout sessions hosted by one of our personal trainers in the Angel Gardens courtyard, where residents could take part from their individual balconies. The session was streamed more than 15,000 times.
- Free postural assessments and solutions, to ensure that people having to work from home were able to do so safely and in a way that wouldn’t have negative effects on their long-term physical wellbeing.
- Free nutrition advice and forums to support healthy eating to residents and employees struggling with isolation and boredom during lockdown.
- Free workout advice over the phone with our personal trainers, to encourage residents to remain active.
- Shopping and parcel drops at doors when people were isolating.
- Regular updates and communications with residents to increase their sense of security, with the 24/7 concierge service switched to a digital set up overnight when the country entered lockdown.
- Over the course of the first lockdown, Moda held 78 sold-out virtual events and had 1,926 attendees.
- Delivered in partnership with Property Week, a series of free-to-attend online wellbeing workshops covering topics including stress, self-care and good nutrition, attended by hundreds of viewers.

**Social Health: Moda in Our Communities**

Moda’s commitment to combating loneliness and boosting health and wellbeing extends beyond our physical neighbourhoods and into our local communities. Every year, we work with a range of charities and initiatives at corporate level and at each of our neighbourhoods.

Covering everything from sponsoring sustainability initiatives to team fundraising activities, our aim is to support the communities where Moda Living operates and leave the world a better place than we found it.

**Team Fundraising**

Moda Living supports charities through individual fundraising and business-wide events.

**All charitable donations that employees raise are matched by the Group on a 1:1 basis.**

To support our non-financial giving, in 2021, Moda introduced a new volunteering leave policy, to enable our team members to give their time and skills to local charities of their choice for one-day each year.

As well as supporting Moda Living’s central corporate charities, each of our locations operates its own unique community activities throughout the year, and Moda encourages its wider stakeholders to engage with fundraising efforts to maximise our shared impact.

Although our activities continue to make positive contributions at the local level, we have identified a need for better reporting of our inputs, outputs and impacts, which our new ESG strategy will enable us to deliver on.

To achieve this, in October 2021 we launched our new community investment strategy, which will see Moda focus its community engagement efforts more strategically and in line with our business mission.

All community engagement activities will be focused on one cause-related theme - to support people to lead happier and healthier lives. In 2022, each Moda development will support at least one charity to support our theme, and will decide a long-list that will see residents voting for their favourite.
The Grove Community Garden, based in Edinburgh, is a neighbourhood-driven mobile space that makes use of land waiting to be developed. When Moda purchased the McEwan, it provided an opportunity to continue to support the garden.

“We have been able to provide individuals and community groups access to growing spaces which are at a premium in the city centre. The garden has been open through the pandemic, allowing our gardeners access to a peaceful space to grow and safely meet fellow gardeners - an escape from the outside world. Moda Living has always gone out of their way to help us in any way they can and are always interested and supportive of the garden’s progress. Although our time on the land has now ended, they have moved us to a new site close by. We cannot thank them enough for their support over the years”,

Wendy, Edinburgh Community Garden.

Social Impact Award Sponsorship
At the annual Property Week RESI Awards, Moda Living sponsored the new Social Impact Award to support other businesses going the extra mile to have a positive impact on their communities - something which has long been a core part of our identity as a business. Moda’s sponsorship money was donated to the event’s charity partner, the NSPCC. Combined with a donation on the night of the ceremony, Moda’s contribution to the charity totalled £10,000.

Supporting Women in Sport
Moda is one of the principal sponsors of the Leeds Rhinos Netball Team, encouraging women back into team sport. It is estimated that after secondary school age, 60% of women never play team sports again. In 2021, Moda hosted a day-long netball tournament with teams from a range of UK real estate businesses taking part in a training session with professional players, followed by a competitive netball tournament.

The highly successful event was a precursor to a new corporate netball league that will be launched in 2022 by Moda and the Leeds Rhinos. As well as welcoming women back into team sports and supporting their health and wellbeing, the new corporate league will serve as a networking opportunity for women in business to come together, play sport and share ideas.

2021 COMMUNITY EVENTS AND INITIATIVES
Together with Caddick Group, we donated a total of £220,000 to local charities in 2021. Our teams have worked hard to fundraise throughout the year and our annual charity ball raised a total of £120,000.

Yorkshire Warrior
A team of Moda HQ staff took part in a local obstacle race, Yorkshire Warrior, in June 2021. Supporting the sporting event, which takes place annually in Moda’s hometown of Harrogate, the Moda team ran 10k and conquered 30 obstacles and two lake crossings.

Run With The Rhinos
Team Moda walked and ran in a 10k race across Leeds on 5 September 2021 to support local rugby club the Leeds Rhinos. The event, called Run with the Rhinos, saw the team take on the Run For All Leeds 10k, raising money for the Leeds Rhinos Foundation and the Rob Burrow Fund, which supports community projects across the city.

Birmingham Toy Drive
Following a successful charity initiative last year, Moda has again partnered with Sisk to raise funds and collect toys for children in need for the University Hospital Birmingham Charity. Toy donations were spread across three Birmingham hospitals - Heartlands, Good Hope and Solihull. Sisk has also donated a set of handcrafted wooden toys, created by Sisk’s apprentice carpenters. The handcrafted toys were donated to Heartlands hospital in time for Christmas.

St Paul’s Church, Birmingham
Ahead of the Jewelry Quarter Makers Market at St Paul’s Church which Moda worked closely with during the planning stages of Birmingham neighbourhood Great Charles Street - Moda Living donated £1,000 to support the church’s fundraising efforts and fund a makers’ market to support local independent businesses.

Edinburgh
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DIVERSITY AND INCLUSION:

Moda prides itself on its diverse customer base, and is committed to providing homes with an intergenerational offer of inclusive living spaces for all lifestyles and requirements, with no fees, deposits or added service charges.

To ensure our inclusive community spirit is truly integrated at all levels, our operational teams are trained in diversity and inclusion, and this year have continued to go above and beyond to support the needs of a diverse range of people living in our buildings.

This year, our Angel Gardens team has been working with a young boy that had recently moved from Brazil with little English language to help him build his vocabulary by setting aside time to help him practice conversations. At Moda, The Lexington, an employee took it upon himself to learn Arabic, so that he could better communicate with residents moving from overseas and help to make them feel at home when they arrived.

While Moda Living operates in a way that celebrates diverse communities every day of the year, we believe widely celebrated community events in mainstream culture should be marked and engaged with, to support ongoing education and give a platform to the wonderful and diverse range of voices within our neighbourhoods.

Black History Month

In 2021, Moda Living marked Black History Month with a celebration of music from across the black community. Our music partner, Open Ear, teamed up with music writer and journalist Marcus Barnes to take a deep dive into the origins of musical genres by exploring the black pioneers that shaped them. From modern dance to classic jazz, Marcus and Moda built a series of curated playlists to celebrate the black heritage of the genres and celebrate the unsung heroes that were pivotal in shaping the music we know and love today.

“I’m especially proud of my Jamaican heritage, and the influence that the nation has had on the UK, and the world. My dad was part of a reggae sound system, and that aspect of Jamaican culture has spawned everything from hip hop to jungle, dubstep and grime. British Caribbean and Africans have made a global impact with their music and that is something we can all celebrate.”

Marcus Barnes

Pride

Throughout the year we’ve curated a series of LGBTQ+ community events. To mark Manchester’s renowned Pride Festival, the Angel Gardens team threw a pre-Pride party for our residents. Moda Living also supports Pride History Month and regularly shares educational content across our social media channels and website.
EMPLOYMENT, TRAINING AND DEVELOPMENT

We want our people to get as much out of their work as they put in and grow with the Moda family. Following a shift in trends post-covid, we hope to help drive employment for those coming out of the hospitality and leisure sectors. We are committed to training, growth, and longevity for every role at every level.

Providing the Moda team with prosperous and enriching career paths is a top priority for Moda Living as an employer, and we are committed to challenging and rewarding all our people across the span of the business as they progress. All Moda team members are trained to the highest standard to ensure they can lead the business towards its goals and fully understand the opportunities and requirements that come from working for the company.

Recruitment
We look to create jobs for local people and to recruit diversely from all areas of the community. We are a Living Wage employer and seek to work with suppliers and partners who are similarly committed to offering employment opportunities on Living Wage terms.

Employing locally means our onsite team members are experts on the cities they live in and already know the local community.

Candidates undergo a three-stage interview process including role play around various scenarios. Brand immersion starts from the day they apply.

Education and Skills
Everyone deserves a fair and equal opportunity to gain the education and skills they need to have the career they aspire to. Working with our construction partners we have been running education programmes with schools in our local communities.

In 2021, Moda Living worked with Part W on a short educational film about the built environment sector and the vast range of career paths available within it. Set to premier in 2022, the film will be shown to students to encourage them to pursue careers in real estate, and the opportunities that the sector could hold for them.

Moda, Edinburgh – The Women Behind the Community
To celebrate the topping out of our 476-home Edinburgh neighbourhood Moda, The McEwan, we created a video series celebrating the women that were bringing the project to life behind the scenes.

Training
All our employees undergo a fun but rigorous two-week induction.

OFFERING TRAINING UNDER OUR MODA OPERANDI PROGRAMME HAS BEEN HIGHLY EFFECTIVE IN CREATING A UNIFIED WORKFORCE THAT CAN ACCURATELY REPRESENT THE MODA LIVING BRAND AND IDENTITY ON AN INDIVIDUAL LEVEL.

During the construction phase of our buildings, we seek to create and develop skills in the local community with a commitment to local employment and skills development. Across our construction projects, we have an employment and skills plan in place that includes targets, actions and progress measuring apprentices, work experience, local employment and educational site visits.

Part W
We’re challenging gender inequality in the property sector. In partnership with campaign action group Part W, Moda is on a mission to encourage the next generation of ambitious young women to choose the property, design and construction sector for their long-term careers.

Founded by architect Zoe Berman in 2018, the intergenerational collective Part W is formed by women from diverse backgrounds who are working together to call time on gender inequality, in all its forms, in the built environment.

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Local authority partners
We work with local authority partners across the UK to align our business activities with social and community objectives. For construction of our new building in Birmingham, for example, this included setting, measuring and reporting on targets for:
- Adding local employment opportunities
- Creating apprenticeships
- Providing NVQs for the workforce
- Targeting local suppliers and SME procurement
- A plan for engaging with the community
- Ethical procurement obligations

Moda works closely with its local authority partners during all life stages of our neighbourhoods, from initial planning discussions to long-term operations and community work.

Last year in Hove, Moda signed the largest Section 106 the city has ever had from a private business. Moda has committed to spend £10m over the next 10 years to improve and enrich communities and spaces around Hove, and is leading on the deployment of the funds.

ISO9001
Our growing operations team constantly analyses our data to understand resident wants and needs. We then match that data against operational budgets and rent levels for each community, which, as our pipeline grows, allows us to ensure greater operational efficiency.

In recognition of our clearly defined business processes, we are proud to have achieved ISO9001 accreditation, ensuring we meet exceptional standards and meet the needs of our residents and our stakeholders.

HEALTH, SAFETY AND SECURITY

The health, safety and wellbeing of our colleagues, partners, contractors and workers in our supply chain are of the highest importance to us. We work across our projects to ensure that our contractors implement their health and safety policies including planning the safe implementation of work, recording and responding to accidents and sickness, mitigating the causes and continuing to develop their approaches to the safe delivery of our projects. We monitor accident and incident statistics and share learning across our projects for the continual improvement of delivery.

We ensure that we have a management structure in place to deliver a health and safety driven agenda that prioritises everyone getting home safely every day. We equally focus on the design and delivery of buildings that not only complies with the statutory regulations but also provides homes where our residents can be safe, healthy and focus on their own wellbeing.

All Moda neighbourhoods have a 24hr concierge service and responsive maintenance team that helps to make our residents feel safer. All of our neighbourhoods are designed with resident safety and security in mind, and doors throughout the buildings and entryways require key fobs to gain entry.

CCTV is operational throughout our amenity spaces and exteriors to maximise site security. Our building management software Utopi can also immediately identify cameras that have gone offline and notify maintenance teams, so that they can get the equipment back up and running as soon as possible.

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THE MERCIAN

Construction of Moda, The Mercian has so far created 140 employment opportunities for local people. It has also provided seven apprenticeship courses, which included construction training and a guaranteed job interview after a 20-day course. Local employees at The Mercian have already completed more than 80,000 hours of work combined. When the building reaches completion, at least 240,000 person hours will have been undertaken.

Working with care leavers, Change Grow Live, and ex-military charities including the Poppy Factory and Walking with the Wounded, we supported 10 people facing work challenges into employment.

SACKVILLE ROAD, HOVE

Our £260m, 824-home intergenerational neighbourhood in Hove will create 560 full time jobs on the rundown Sackville Trading Estate next to Hove station.

A SPOTLIGHT ON AN ACTIVE MODA CONSTRUCTION SITE

In 2021, we completed the development of Moda, The Lexington. Over its 3 year development period, together with our contractor BCEGI, we created £1.4 million of social value. Below is a summary of our key activities.

3 COMMUNITY EVENTS INITIATED
7,345 PEOPLE PARTICIPATED IN OUR EVENTS
10 PARTICIPATIONS IN EDUCATIONAL ACTIVITIES

We created new educational and training opportunities for 18 people including:

8 NEW CONSTRUCTION APPRENTICESHIPS
10 FULL-TIME TEMPORARY TRAINING POSTS
7 PEOPLE MOVED INTO FULL-TIME EMPLOYMENT
2 PEOPLE MOVED INTO FULL-TIME EDUCATION/TRAINING
9 PEOPLE CONTINUE IN THEIR APPRENTICESHIPS

£76M LOCAL ECONOMIC BENEFIT MERSEYSIDE
11.5% TOTAL PROJECT TURNOVER SPENT WITH LOCAL SUPPLIERS

THE NEXT GENERATION MODA

GREAT CHARLES STREET, BIRMINGHAM

Moda’s second project in Birmingham will create around 470 new jobs to the area and will deliver £92m in GVA to the West Midlands region. As part of the project, Moda has committed to support 240,000 person hours for local workers, including apprenticeships and graduate roles.

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