

Knowsley

Regeneration & Investment Briefing



Funding, places and delivery.

A briefing for the organisations bringing forward homes and regeneration across Kirkby, Huyton, Prescott and Halewood.

Inside this briefing

A practical guide to funding routes, local programmes and the organisations turning sites and neighbourhood priorities into delivery.

For organisations delivering housing and regeneration in Knowsley.

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Shakespeare North Playhouse, Prescot

DATES AND DECISIONS TO WATCH

As at 19 September 2026	Published position
Kirkby Pride in Place	Regeneration and Investment Plan approved by government 22 March 2026; delivery from April 2026. £19.5m over ten years. As a phase 1 place, Kirkby has no further Pride in Place Plan deadline. [5,35]
Page Moss & Fincham Pride in Place	Board to be formed by 17 July 2026; Pride in Place Plan due to government for assessment and approval by 30 November 2026. £20m over ten years. [6,7]
Huyton / St Michael's Place	Grant Funding Agreement with Homes England signed, £19.14m, announced 1 April 2026; demolition of the Computer Centre and Huyton Annexe from September 2026. [11,12]
Pride in Place Impact Fund	£750,000 for 2026/27 (determination 8 April 2026) on top of £750,000 for 2025/26; national guidance requires commitment by 31 March 2027. [13,14,15]

Figures in this briefing cover different programmes, geographies and periods. They should not be added into a single borough investment total.

Up to £46 billion over ten years

Homes England and its subsidiary, the National Housing Bank, have up to £46 billion to deploy across England to 2036. These are the principal streams. [1]

The joint Investment Prospectus, published on 31 March 2026 ahead of the Bank's opening on 1 April, brings grant, land and finance into one framework. The Bank aims to attract more than £50 billion of additional private capital over the decade.

Stream	Amount	What it funds / who it reaches
Social and Affordable Homes Programme 2026–2036	At least £27bn outside London £39bn nationally, including London	Capital grant for social and affordable rent, shared ownership, supported housing and estate regeneration. Registered Providers, councils, housebuilders and community-led organisations, through continuous market engagement or strategic partnerships.
Housing and Infrastructure Capital Grant	About £3.1bn Homes England's share of the £5bn national pot*	Land assembly, remediation and strategic infrastructure; dedicated viability-gap support planned for later in 2026/27. Councils, developers and landowners with sites the market cannot unlock alone.
National Housing Delivery Fund Debt, equity and guarantees	Up to £16bn	Loans, equity and guarantees, including funding that may be devolved to mayoral authorities. Housebuilders, Registered Providers, funds and lending partners.

*The prospectus describes the agency's share as £3.1bn, subject to final confirmation. These are programme envelopes, not a ring-fenced allocation to Knowsley.

PROGRAMME MILESTONES

Date	Milestone
31 March / 1 April 2026	Investment Prospectus published / National Housing Bank opens
25 August 2026	First wave: £9.58bn to 33 strategic partners outside London [2]
Later in 2026/27	Dedicated viability-gap grant planned [1]
To 2036	Ten-year programme period

Land, grant and finance can be combined around the needs of a scheme.

Grant, land and finance

Which support fits a scheme depends less on its size than on what is holding it up: a funding gap, a difficult site, or the tenure of the homes to be delivered. [1]

Family	Product	Purpose	Typical user
Grant	Social and Affordable Homes Programme	Affordable tenures, supported housing and estate regeneration	RPs, councils, developer partners
Grant	Housing and Infrastructure Capital Grant	Viability gaps, infrastructure, land assembly and remediation	Councils, landowners, master developers
Land	Homes England land	Acquisition, enabling and disposal through sale, lease, development agreement or joint venture	Developers of all sizes
Finance	SME Accelerator Loan	Site finance for smaller builders establishing a track record	SME housebuilders
Finance	Revolving credit facility	Multi-site support alongside commercial lenders	Growing builders
Finance	Senior and mezzanine debt	Project funding for build to rent, later living and brownfield schemes	Developers and funds
Finance	Corporate lending	Balance-sheet finance for growth, including modern methods of construction	Housebuilders
Finance	Infrastructure loans	Long-term finance, up to 15 years, for upfront infrastructure	Developers and councils
Finance	Low-interest RP loans	Unlocking capital investment in social and affordable homes	Registered Providers
Finance	Equity	Minority investment in vehicles typically delivering more than 3,000 homes	Funds and partnerships
Finance	Guarantees	Bonds and loans to reduce institutional financing costs	Funds and RPs

Two grant routes in the Liverpool City Region. Land, remediation and infrastructure grant normally comes first through the Combined Authority: the Brownfield Land Fund, the Housing Investment Fund and the integrated settlement that LCRCA has held since 1 April 2026. Social and Affordable Homes Programme grant remains administered by Homes England, shaped by LCRCA's published strategic priorities. The National Housing Bank makes its own finance decisions while working alongside the agency.

How the regional routes fit together

For a Knowsley scheme, the first conversation depends on the funding gap; a regional headline figure is not a borough award.

FIRST-WAVE SAHP ESTIMATE FOR THE LIVERPOOL CITY REGION

£380m **c.3,100 homes**

Estimated strategic-partnership spend and homes across the region in MHCLG's regional funding breakdown of 24 August 2026; the companion Homes England release names the 33 partners and gives no totals. Neither gives a Knowsley allocation. [2]

Scheme requirement	Route to establish	What to resolve
Social and affordable homes	Homes England's SAHP, through strategic partnership or continuous market engagement, shaped by LCRCA's strategic priorities.	Eligible tenure, delivery partner, grant requirement and timing. [21]
Land, infrastructure or abnormal costs	Knowsley Council, with LCRCA's Brownfield Land Fund; Homes England for Brownfield Infrastructure and Land grant.	Why the site cannot proceed and what intervention unlocks it. [3,11]
Additional affordable-housing support	The Combined Authority's housing team, via the integrated settlement.	SAHP should be secured or progressing; explain the remaining gap. [4]
Debt, equity or guarantees	National Housing Bank via Homes England.	Borrower or investment structure, security and the route to repayment. [1]

Brownfield Land Fund: current position. LCRCA's £60m programme from July 2020 targets at least 4,000 and up to 5,000 homes; applications go to the Combined Authority's housing team with no standing deadline, and the test is that the scheme is unviable without grant. A further £13.8m for 555 homes was added in November 2025. The Housing Investment Fund, endorsed January 2026, supports stalled and early-stage sites in the LCR Housing Pipeline. [3]

Brownfield Land Fund criteria split Knowsley into multi-tenure housing in the north and high-value residential in the south. Huyton and Prescot are two of the region's 13 SAHP priority places. [3,21]

REGIONAL AMBITIONS TO DESIGN FOR

LCRCA's SAHP strategic priorities seek around 16,000 social and affordable homes over 2026–2036 with at least 60% at Social Rent, across 13 priority places. The LCR Housing Pipeline published in January 2026 carries 64,044 homes on 310 sites. The Liverpool North Docks Mayoral Development Corporation, decided by the Combined Authority on 25 September 2026, could bring forward up to 17,000 homes. These are regional ambitions across delivery routes. [21]

Who decides what

Funding, planning and delivery sit with different organisations. Identify the decision you need before choosing the first conversation.

01

Homes England / National Housing Bank

Final SAHP decisions; the Bank assesses its finance investments; direct funder of the Huyton town centre grant. [1,11,16]

02

Liverpool City Region Combined Authority

Regional priorities and priority places (Huyton and Prescot named); Brownfield Land Fund; Housing Investment Fund. [3,4,21]

03

Knowsley Metropolitan Borough Council

Local housing need, planning authority and council land; accountable body for Pride in Place and the Impact Fund; the Kirkby and Page Moss & Fincham boards sign off their own plans. [5,10,17]

04

Development partners under contract

Genr8 Kajima at Huyton, Cityheart at Prescot and the Halsnead consortium at Whiston — existing appointments, not open opportunities. [10,12,18]

05

Registered Providers

Livv Housing Group (the borough's largest), Torus, Onward Homes, Your Housing Group and Cobalt Housing all develop in Knowsley. [17,19]

PUBLIC ROUTES FOR THE NEXT CONVERSATION

Enquiry	Public route
National grant / finance	enquiries@homesengland.gov.uk
LCRCA brownfield land	brownfield@liverpoolcityregion-ca.gov.uk
LCRCA general	ask@liverpoolcityregion-ca.gov.uk · 0300 131 2881
Knowsley inward investment and regeneration	Invest Knowsley
Knowsley Council general	0151 489 6000 · knowsley.gov.uk/contact-us
Planning policy / new Local Plan	localplan@knowsley.gov.uk · 0151 443 2326
Pride in Place, Kirkby	Kirkby Neighbourhood Board
Procurement	The Chest

A useful first enquiry names the site, landowner, proposed use, delivery lead, funding gap and next decision. Attach a concise programme and explain what the requested intervention changes.

A route for smaller providers

A first-wave strategic allocation is one route into delivery. Continuous Market Engagement also gives eligible organisations a direct route to Homes England.

Continuous Market Engagement

Open for individual schemes and portfolios, while funding remains available. Designed to accommodate smaller partners, new entrants and complex projects. [19]

Strategic partnerships

Programme-level allocations support delivery at scale. The initial bidding round closed on 15 April 2026; future rounds will be announced. [18]

Route	Practical fit and requirements
CME general	A direct scheme bid. Establish eligible tenure, costs, delivery readiness and grant need with Homes England. [18,19]
CME portfolio	Discuss the pipeline before bidding. Initial portfolios normally deliver 300–500 homes; named sites should start by 31 March 2028 and complete by 31 March 2032. [19]
Delivery partnership	An eligible RP or council can work with a strategic partner under the programme's delivery-partner rules. Owning the funded homes is a different role from supplying construction services. [18,20]

BEFORE A GRANT APPLICATION

Organisations need Homes England Investment Partner qualification to receive grant. New partners can apply for that status alongside the funding application. Programme qualification and regulatory registration are separate steps. [19]

The bid should show how it meets local housing need and regional priorities. The Liverpool City Region seeks at least 60% Social Rent through SAHP, with 13 named priority places. [21] Knowsley's own planning-led requirement is lower and much older: Core Strategy Policy CS15 (adopted January 2016) seeks a minimum 10% affordable housing on sites of 15 dwellings or more in the urban area, rising to 25% on the Sustainable Urban Extensions including Halsnead, subject to viability. [26]

HOW TO PREPARE THE DISCUSSION

Bring a site schedule, proposed tenure mix, cost plan, planning position, delivery programme and confirmation of the intended landlord. Explain what is ready now and which dependencies still need resolving.

Places and programmes

Kirkby, Huyton, Prescot and Halsnead sit at different stages, each with its own developer, funder and decision point. Establish the live phase and the organisation commissioning it before approaching a scheme.



Huyton town centre · Cavendish Walk, at the heart of the borough's largest town-centre scheme.

Kirkby — Tudor Place & Gaywood Green

800 homes consented at Tudor Place

Knowsley approved 800 homes at Tudor Place, south of Cherryfield Drive, 3 Feb 2025 — 80 affordable, £7.7m S106; developer Barratt David Wilson Homes. [27]

Livv's Gaywood Green, off Broad Lane, is undetermined; due late 2026/27 (79 homes, press-sourced, unverified). [44]

Kirkby also has the £19.5m Pride in Place plan — page 9.

Huyton — St Michael's Place

Up to 420 homes in outline; £19.14m Homes England grant

Genr8 Kajima and the council submitted a hybrid application 12 Nov 2025 (25/00606/HYB) for St Michael's Place: full permission for Cavendish Walk, council HQ and hotel; outline for up to 420 homes. A £19.14m Grant Funding Agreement with Homes England was announced 1 April 2026. [11,12,42,43]

Demolition of the Computer Centre and Huyton Annexe was due to start September 2026 to clear the site.

Prescot — Cityheart and the shopping centre

£0.6m to RIBA Stage 4; homes number not published

Knowsley Council bought the 90,000 sq ft retail complex in 2022 and selected Cityheart as development partner in September 2024. Cabinet approved £0.6m of capital on 19 March 2026 to take the scheme to RIBA Stage 4, expected to take up to 12 months. Space is allowed for future affordable one- and two-bedroom homes; no number is published. [10,18]

A costed, coordinated scheme falls due around spring 2027.

Halsnead Garden Village, Whiston

Around 1,600 homes across the masterplan

One of 14 Garden Village sites awarded government status in 2017. Parcels under construction or consented include Taylor Wimpey (350), Bloor Homes (330), Your Housing Group's Woodlands (158 of 377) and Vistry's Meadows (120). These are stages of one masterplan and should not be added to the 1,600 headline, which already contains them. [28,29,30]

Enquiries: invest@knowsley.gov.uk · 0151 477 4000.

Two boards, two local plans

Knowsley has one phase-one neighbourhood with an approved plan and money moving, and one phase-two neighbourhood still assembling its board against a November deadline. They are at very different stages and should not be approached in the same way. [34,35]



Page Moss, Huyton

Neighbourhood	Published position / next conversation
Kirkby (phase one)	£19.5m over ten years, inherited from the 2023 Long Term Plan for Towns programme. The Kirkby Regeneration and Investment Plan was approved by government on 22 March 2026; delivery from April 2026. Chair: Max Steinberg CBE DL. As a phase 1 place, Kirkby has no further Pride in Place Plan deadline: national delivery guidance treats phase 1 places as already in year 1 of delivery. The board is 66% people who live or work in Kirkby, above the national 51% floor. [5,6,34]
Page Moss and Fincham (phase two, Huyton)	£20m over ten years, announced November 2025. Board membership to be confirmed by 17 July 2026. The ten-year Pride in Place Plan must go to government for assessment and approval by 30 November 2026, with delivery anticipated from 2027. The chair's name is not verified. [6,7,41]

BRING A PROJECT THAT CAN BE DELIVERED

Need, ownership and consent

Explain who benefits and how the proposal responds to residents. Identify land control, a delivery lead, consents and dependencies.

Capital and continuing costs

Set out works, development costs and contingency, then identify the asset owner, operating budget and maintenance responsibility.

Kirkby is roughly two years ahead because it came through the earlier Long Term Plan for Towns programme; phase two operates under guidance that puts more weight on community participation. National guidance sets the 30 November 2026 plan milestone for phase-two areas — Page Moss & Fincham is confirmed in that cohort. Boards must have at least eight members; at least 51% should live or work locally. Public contact routes: page 6. [6,34,41]

Different pots, different decisions

Knowsley's Pride in Place plans, the borough-wide Impact Fund and site-specific grant agreements operate at different scales and on different timetables. Figures should not be added into a single borough total.

£19.14m

Huyton town centre: Homes England Grant Funding Agreement for St Michael's Place, announced 1 April 2026 [11]

Fund	What it covers
£1.5m Pride in Place Impact Fund	£750,000 in 2025/26 and £750,000 in 2026/27, non-ringfenced and borough-wide; no target wards published. Commitment required by 31 March 2027. [13,14,15]
£15.3m Levelling Up Fund Round 2	Halewood district centre, greenspace and active travel; Huyton (£20m) and Prescot (£8m) bids were unsuccessful. [36]
£0.6m LCR Regeneration Capacity Building Fund	Prescot town centre, to RIBA Stage 4; Cabinet approved 19 March 2026. [10]

Do not add these figures together. No UKSPF successor allocation or Town Deal was found for Knowsley; in the Liverpool City Region UKSPF now sits inside the integrated settlement. [4]

PRIDE IN PLACE: TWO NEIGHBOURHOOD TOTALS

Neighbourhood	Published position
Kirkby (phase one)	£19.5m over ten years. Plan approved 22 March 2026; delivery from April 2026; community fund round closing autumn 2026. [5,32]
Page Moss and Fincham (phase two)	£20m over ten years. Board forming; plan due 30 November 2026; delivery from 2027. [6,7]

These are separate ten-year borough programmes and should not be added to each other or to the figures above.

THE KIRKBY COMMUNITY FUND

£132,000	£110,000 capital and £22,000 revenue, from Kirkby's Pride in Place allocation. By 2 September 2026 the board had received over 26 applications seeking about £460,000. Grants are due in October 2026. [32]
0	The only open Knowsley Pride in Place call found; a future round is not announced.

A funding announcement does not itself create an open invitation to tender or an open grant round. Confirm the live call before preparing a bid.

Homes, partners and local need

Core Strategy Policy CS3 sets Knowsley's requirement at 8,100 new dwellings between 2010 and 2028, an annual average of 450, as a minimum net figure. [26] Delivery has recently run above that: 461 net additional homes completed in the year covered by the final Council Plan 2022–2025 update, 283 of them (61%) affordable. [46]



Roby · Terraced streets between Huyton and Roby station.

Partner / example	Documented local delivery
Barratt David Wilson Homes / Tudor Place, Kirkby	800 homes consented 3 February 2025, 80 affordable, £7.7m Section 106. [27]
Genr8 Kajima Regeneration Ltd / St Michael's Place, Huyton	Over 400 homes in a hybrid application with the council; £19.14m Homes England grant agreement, April 2026. [11,12]
Livv Housing Group / Mossborough Drive, Kirkby	20 social rent apartments on a former pub site in Tower Hill; £2.6m; Homes England grant; completed 19 November 2025 — Livv's first social rent new-build in Knowsley. [19]
Your Housing Group / Whitefield Brook, Kirkby	266 homes on the former Kirkby Sports Track site, through Your Housing's Homes England strategic partnership. [17]
Your Housing Group / The Woodlands, Halsnead	158 homes within a 377-home consent; £44m; shared ownership, rent to buy and affordable rent. [28,29]

These are examples of local activity, not a complete provider list, procurement shortlist or evidence of a new SAHP award.

FOR DEVELOPMENT AND ASSET TEAMS

Agree tenure, accessible homes and support needs before fixing the unit mix. Bring the operator into the appraisal: nominations, management, service charges and whole-life maintenance. Keep new-supply budgets separate from existing-stock investment.

From scheme assembly to appointment

The national programme supports delivery through councils, Registered Providers and developers. The local supply chain enters through their projects, procurement routes and contractor packages.

Stage	Lead organisations	Specialist input
01 · Site and viability	Council estates and regeneration, landowner, developer, RP, funders	Land and planning advice, valuation, surveys and abnormal-cost assessment
02 · Enabling	Council, developer, Homes England / the Combined Authority where relevant	Ground investigation, remediation, ecology, civils and utilities
03 · Funding and agreement	RP, developer, public funder, lender	Legal, cost advice, programme and development finance
04 · Design and consent	Client team, architect, planning authority	Architecture, engineering, arboriculture and technical coordination
05 · Construction	Main contractor and client delivery team	Groundworks, structure, roofing, M&E, scaffolding and site services
06 · Handover and operation	RP asset team, council or other operator	Commissioning, landscaping, compliance and maintenance

FINDING THE ACTUAL ROUTE TO WORK

Knowsley Council advertises tenders and quotations electronically on [The Chest](#), the North West's shared procurement portal, hosted on the Proactis ProContract platform. Knowsley's own procurement page sends suppliers to procontract.due-north.com to reach its listings. Above-threshold notices also appear on Find a Tender. [23,37]

The council's contracts register is published through the Due North ProContract platform; registers from before Q1 2024 sit on The Chest. A forward procurement pipeline document was not found. [37,38]

For all contracts above £25,000 the council considers social, economic and environmental benefit, evaluated on price, quality and social value; there is no published standard weighting. [39]

A funding announcement does not itself create an open invitation to tender. At Huyton (Genr8 Kajima) and Prescot (Cityheart) the delivery partners are already appointed; supply-chain work flows through them, not a council tender. [12,18]

A funding announcement does not itself create an open invitation to tender. Confirm whether work is being commissioned directly, through a framework or by a main contractor.

Build the workforce into the plan

Construction skills, training capacity and local employment should be considered while the scheme and its contracts are being assembled.

CONSTRUCTION SKILLS AT KNOWSLEY COMMUNITY COLLEGE

Knowsley Community College, now operating in a group with St Helens College, is the borough's further education provider. The Kirkby campus is the college's centre for skills and employment in the centre of Kirkby, offering vocational and technical courses, T Levels and apprenticeships; a Knowsley-specific construction skills hub is not verified. [40]

The regional North-West Construction Technical Excellence College, one of ten in England, is hosted by Wigan & Leigh College, with delivery partners Blackpool & The Fylde College and the East Lancashire Learning Group; its footprint covers the Liverpool City Region. [47]

01 · Forecast

Trades, numbers and start dates

02 · Agree

Training, supervision and delivery partners

03 · Evidence

Starts, qualifications and sustained work

A PRACTICAL WORKFORCE BRIEF FOR A LIVE SCHEME

Agree early	What to record
Demand and timing	Map likely labour needs to the programme: enabling works, structure, services, finishes and handover.
Employer and supervision	Name the employing organisation, site supervisor and training partner. Allow time for recruitment and induction.
Learning and progression	Identify the relevant qualification, practical experience and route into continuing work.
Evidence of delivery	Agree how starts, completions, qualifications and employment outcomes will be recorded by the contract owner.

Suggested briefing checklist for clients and contractors. Agree the actual commitments through the scheme's procurement and contract process.

CONNECT TRAINING WITH COMMUNITY BENEFIT

Use the college's employer routes alongside the workforce plan, with named responsibilities and outcomes that can be evidenced through the council's social value process. [39,40]

College enquiries: info@knowsleycollege.ac.uk · 0151 477 5850 · Main site: Stockbridge Lane, Huyton, Merseyside L36 3SD

Regional CTEC enquiries: CTECenquiries@wigan-leigh.ac.uk

Evidence and source notes

Research checked on 19 September 2026. Numbered references link to primary sources; public enquiry routes are on page 6.

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