



# New Ferry Phase 1

Social Value Impact Report

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**March 2025**

IN PARTNERSHIP WITH



Homes England



Funded by  
UK Government



**WIRRAL**

POWERED BY  
**LEVELLING  
UP**

This is a fully interactive document. Hover over, click and tap to reveal more.

**As a family  
run business,  
with 40 years'  
experience**



## COMMITTED TO **MAKING A DIFFERENCE**

M&Y Maintenance and Construction are a leading maintenance and construction company in the North-West.

As a family run business, with 40 years' experience of serving local communities, we truly believe that our purpose is to support local people, and businesses in a way that is sustainable for our planet. Our commitment to this is set out in our Environmental, Social and Governance

(ESG) Strategy and reflected in the quality and customer-centric approach we take to deliver our services.

As part of the Regenda Group, we are a profit-for-purpose contractor, supporting their mission of regenerating places to create opportunities for people. We empower our team members to be involved in our journey to make our communities better places to live and work.



**"...this project is another milestone...  
it's fantastic to see the new high-  
quality affordable homes!"**

**COUNCILLOR MARK SKILLICORN**  
CHAIR OF THE COMMITTEE AT WIRRAL COUNCIL

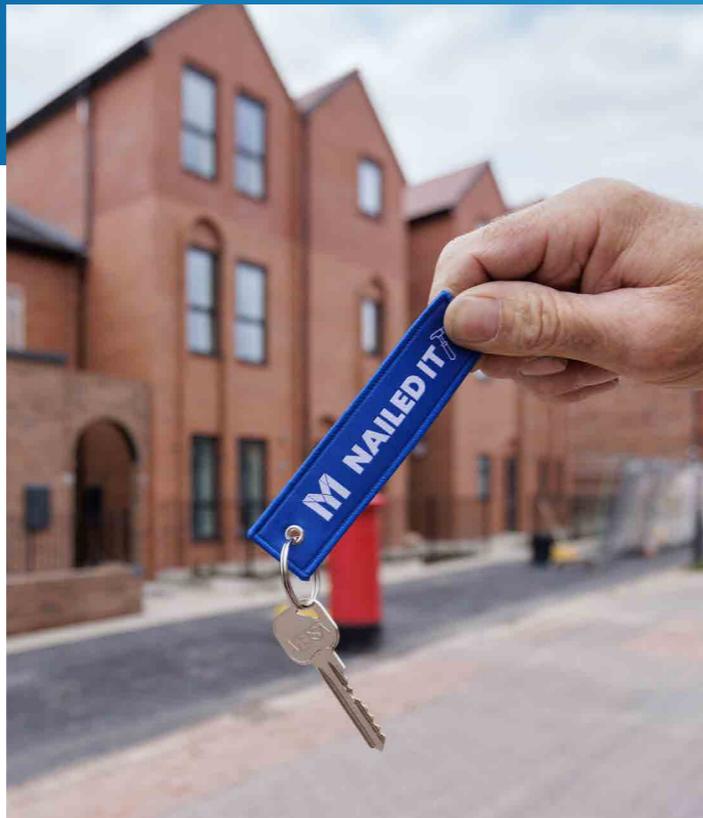
THE NEW FERRY REGENERATION PROJECT

# WHERE IT ALL BEGAN

In March 2022, Wirral Council appointed The Regenda Group as its development partner for the New Ferry regeneration project.

The multi-site project aims to rebuild the area following a 2017 gas explosion, delivering more than 70 new homes across two phases.

The first phase of the project is now complete, and residents are living in the first new homes in the heart of New Ferry.



## REGENERATION THROUGH COLLABORATION

This regeneration project wouldn't be possible without collaboration. The new homes are:

DEVELOPED BY



BUILT BY



LET AND MANAGED BY



FUNDED THROUGH GRANT FUNDING FROM



Together, we're not just building homes – we're creating opportunities for local people, supporting local businesses, and shaping a brighter future for New Ferry.

# THE HOMES WE'VE MADE

The completed Phase 1 homes are split across two sites at the entrance to New Ferry's high street. Phase 1 includes 34 one and two bedroom apartments. They are at two sites on Bebington Road (Site B) and Boundary Road (Site C).



## BOUNDARY ROAD

Boundary Road offers 20 Rent to Buy apartments through Redwing. The Rent to Buy tenure enables residents to rent affordably (20% reduction on market rent) while helping them to save for a mortgage deposit.

## BEBINGTON ROAD

Designed to echo the Victorian and Edwardian heritage of the high street, with extended fronts reminiscent of historic shopfronts that stood previously, Bebington Road offers 14 Affordable Rent apartments through Regenda Homes.



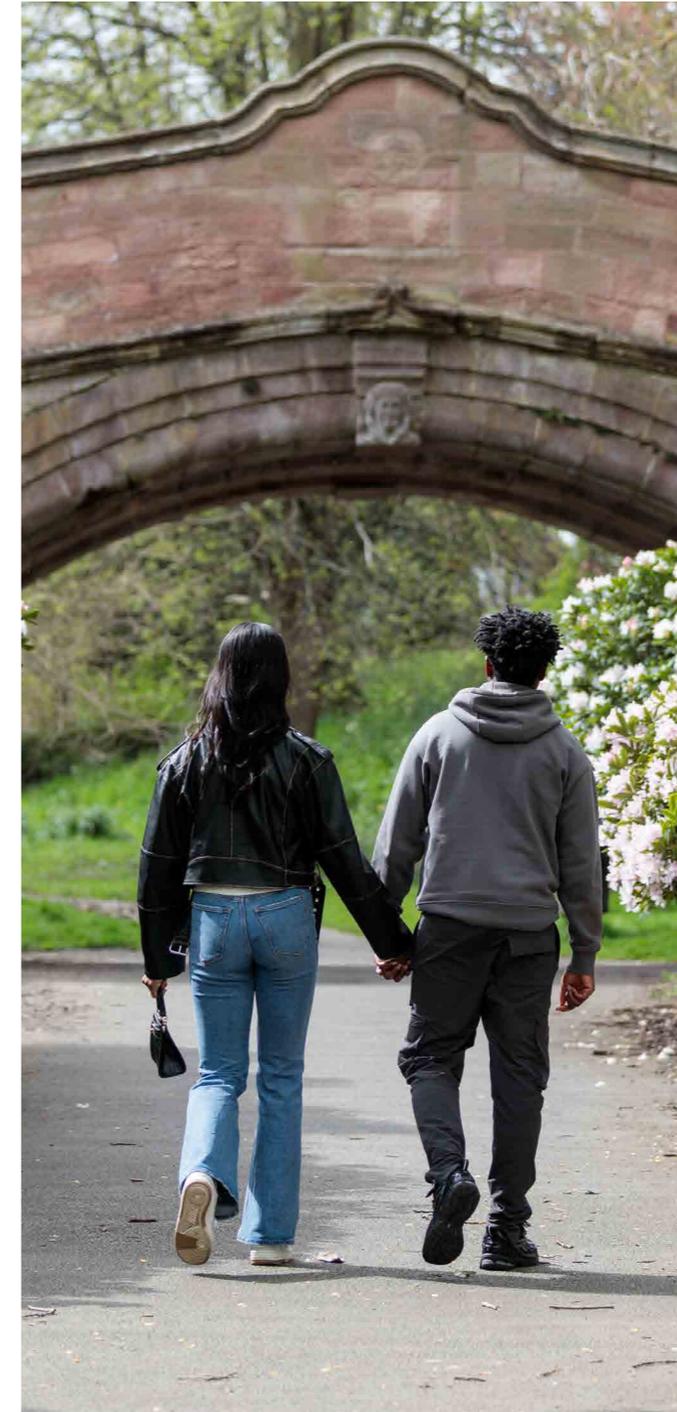
## SOCIAL VALUE IN MOTION

To bring the story of New Ferry to life, we've created a short video capturing some of the incredible social value activity delivered throughout Phase 1.

From community events and school engagement to the partnerships that have strengthened local clubs, charities, and small businesses. The video is a snapshot of the impact created while we built new homes.

CLICK  
HERE

New Ferry  
COMPLETED IT!

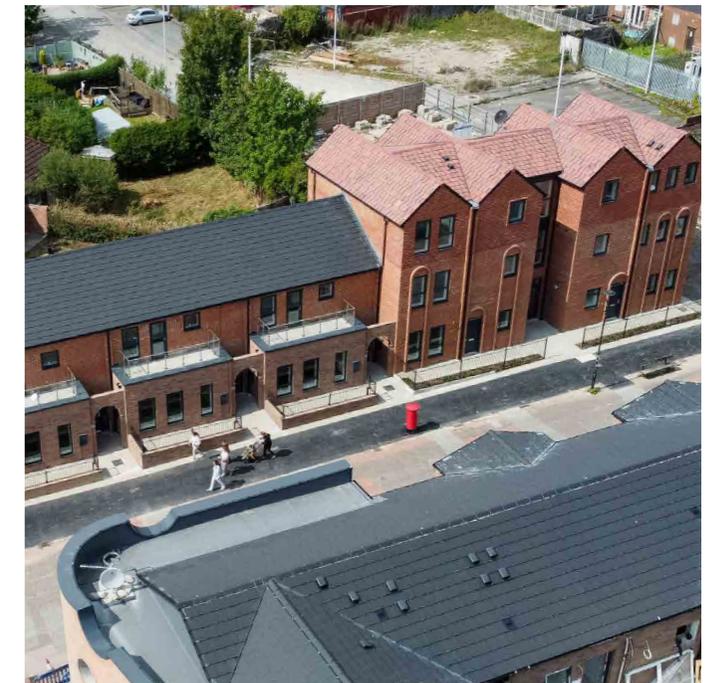


## WELCOME HOME

All 1- and 2-bedroom homes have been described by residents as "not just grey apartments" but homes full of character.

As one new family put it:

“We’re over the moon to have found a home in a beautiful area where our daughter can play and explore safely... we’re excited to make our lovely new apartment into our home.”



# BEYOND BUILDINGS

Regeneration is about more than bricks and mortar. Since we started on site in March 2024, the project has generated **£1,480,792\*** in social value.

## WHAT IS SOCIAL VALUE?

Social value is a measurement of the benefits of the work we do for people and communities. It quantifies how different interventions affect people's lives, their wellbeing, or their quality of life.

## HOW DO WE CALCULATE SOCIAL VALUE?

The Social Value in this report has been calculated using the HACT metric system\*. HACT partners with organisations across the housing sector to drive value for residents and communities through insight-led products and services encouraging innovation and fostering collaboration.

Built Environment Bank – HACT



# CONSCIOUS CONSTRUCTION

SUPPORTING LOCAL, SPENDING LOCAL AT NEW FERRY.

Its our responsibility to procure ethically, setting an example by operation fairly and responsibly. We work with local subcontractors and suppliers to deliver excellent projects and support SME's as much as we can:

100% of our supply chain on 30-day payment or less.

86% of subcontractors who we worked with to deliver this project were SME's.

£4.4m spend with local SME's to help them thrive and grow.

# £1,480,792

**LET'S BREAK IT DOWN!**

**£464,988.14**

Through M&Y's **EXCELLENT**  
Considerate Constructors Audits

**£11,055.02**

Through local school engagement - directly  
impacting 193 students in the New Ferry area

**EPC B**

All properties are energy efficient  
and affordable

**0% waste**

Sent to landfill, with over 105,61 tonnes  
of waste reused and recycled

**£298,581.36**

In fair payment terms with our  
supply chain partners

We recognise how important it is to always  
pay people on time!

**£31,469.18**

In community donations

The Hive, PLACED, Complete Works Performance  
School, The Belvidere Centre, Rakers JFC

**3**

Consecutive years of hanging  
Christmas lights in New Ferry

Plus 1 cherry picker donated by AB Electrical  
bringing the festive spirit!

**20**

Young people who benefited from  
the PLACED programme

**86%**

Of our supply chain last year were SME's

**64**

Hours of volunteering in the community



# HELPING NEW FERRY STAY EN POINTE

We provided ballet barres for a local dance school with help from AHS Plastering Systems who work with us on the new homes.

Complete Works Performance School lost its studios in the 2017 gas explosion. The team couldn't resist striking a few poses themselves!



"Watching all our hard work crumble to the ground was absolutely heartbreaking... But we pushed on, determined to succeed. Now, with your kind donation, we can continue to help the children grow in their training - we're so very grateful!"

- THE FOUNDERS,  
VICTORIA CHARLTON AND KIM ASHWIN



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## PLACED ACADEMY

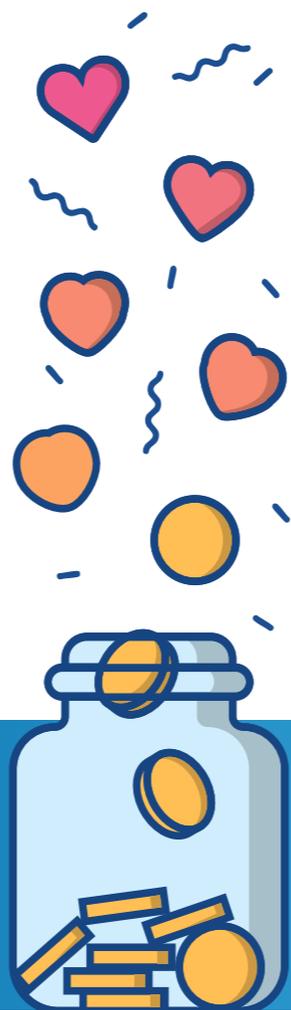
We funded a flagship programme to empower young people from Liverpool and Wirral to develop skills, explore careers in the built environment, and influence live regeneration projects through site visits to New Ferry and creative workshops on design, public spaces and the development process.

It's all about making sure communities benefit from the opportunities created by major development!

## SUPPORT THE LOCAL COMMUNITY

Our Construction Director, Alastair Mail, visited St John Plessington College to deliver careers advice to 60 young people. The team arranged work experience on the New Ferry site with our electrical sub-contractors for a student who was interested in becoming an electrician.

Managing Director, Gill Kelly, spoke to 40 young girls at Co-op Academy, encouraging them to consider a career in construction ahead of making their GCSE choices.



## STRENGTHENING COMMUNITIES

M&Y Maintenance and Construction donated £1,820 to Rakers Junior Football Club, funding weekly pitch hire for Friday Night Football for an entire year.

The Club offers local young people a safe place to play, socialise, and learn new skills. Its sessions have reduced ASB in the area, strengthened community cohesion, and built positive

relationships with local authorities – earning the club an honourable mention award from Merseyside Police.

Our Contractor, APH Plastering donated £500 to The Belvidere Centre – the only weekly youth club for children and young adults with additional needs. The donation will be used to deliver activities to the Monday Children's Club.

## CELEBRATING TOGETHER, IN STYLE!

In the summer, we welcomed new residents to the first completed homes with a street party and ice cream van. This event was attended by new residents, as well as colleagues from Regenda Homes, Wirral Borough Council, local councillors and the police community support team.

In December, we marked the completion of Phase 1 – a huge milestone for the community.

Attended by residents, partners, and the local community, it was an evening filled with festive treats, cheer and carols from Grove Street Primary School pupils.

The school has been closely involved with the regeneration project, having shared their ideas to help name the apartment types and develop a brand that reflects local heritage and identity.





# WASTE

Working with Reconomy, we provide a system-based waste management process. We can report on waste quickly and easily and analyse data based on workstream (including spend, tonnage reports, landfill diversion rates and segregation statistics).

**ON THE NEW FERRY PROJECT,  
WE OUTPERFORMED OUR  
BUSINESS TARGET OF 98%!**

100% of waste was re-used & recycled, **ZERO** went to landfill.



# THANK YOU

FROM ALL OF OUR SITE TEAM, SUPPLY CHAIN AND SUPPORT STAFF  
THAT HAVE BEEN INVOLVED IN THIS PROJECT.

## WE'VE LOVED WORKING ON THIS PROJECT AND MEETING THE LOCAL COMMUNITY!

Our Site Manager personally delivered thank you cards to the local residents for their patience whilst this project was delivered.

Until next time... It's been a pleasure! Thank you to the whole New Ferry community for welcoming us and working with us to deliver impactful social value outcomes that will leave a lasting impact in the area.

# WHAT'S NEXT?



## WHAT'S NEXT?

The regeneration of New Ferry continues! In early 2026, we'll begin phase two, bringing 43 new homes to the former Woodhead Street car park and New Chester Road.

The new homes will be a mix of houses and apartments available for social rent through Regenda Homes and Rent to Buy through Redwing.



"The completion of the first phase of this project is another milestone in the regeneration of New Ferry and it's fantastic to see the new high-quality, affordable homes that have already been completed and are now being lived in across multiple sites in the town.

"We are looking forward to work on phase two getting started in early 2026, continuing the transformation of New Ferry with more homes, complemented by the £5.5m investment from Wirral Council in public realm improvements, including a new car park and highway upgrades."

**COUNCILLOR MARK SKILLICORN,**  
CHAIR OF THE ECONOMY, REGENERATION AND  
TRANSPORT COMMITTEE AT WIRRAL COUNCIL



From creating beautiful, affordable homes to supporting local jobs, schools, and community projects.

This regeneration shows our purpose in action: regenerating places and creating opportunities. As we look ahead to the next phase, our commitment to building thriving communities and brighter futures has never mattered more.



✕ in

[www.my-maintenance.co.uk](http://www.my-maintenance.co.uk)