Partner with placefirst

March 2026

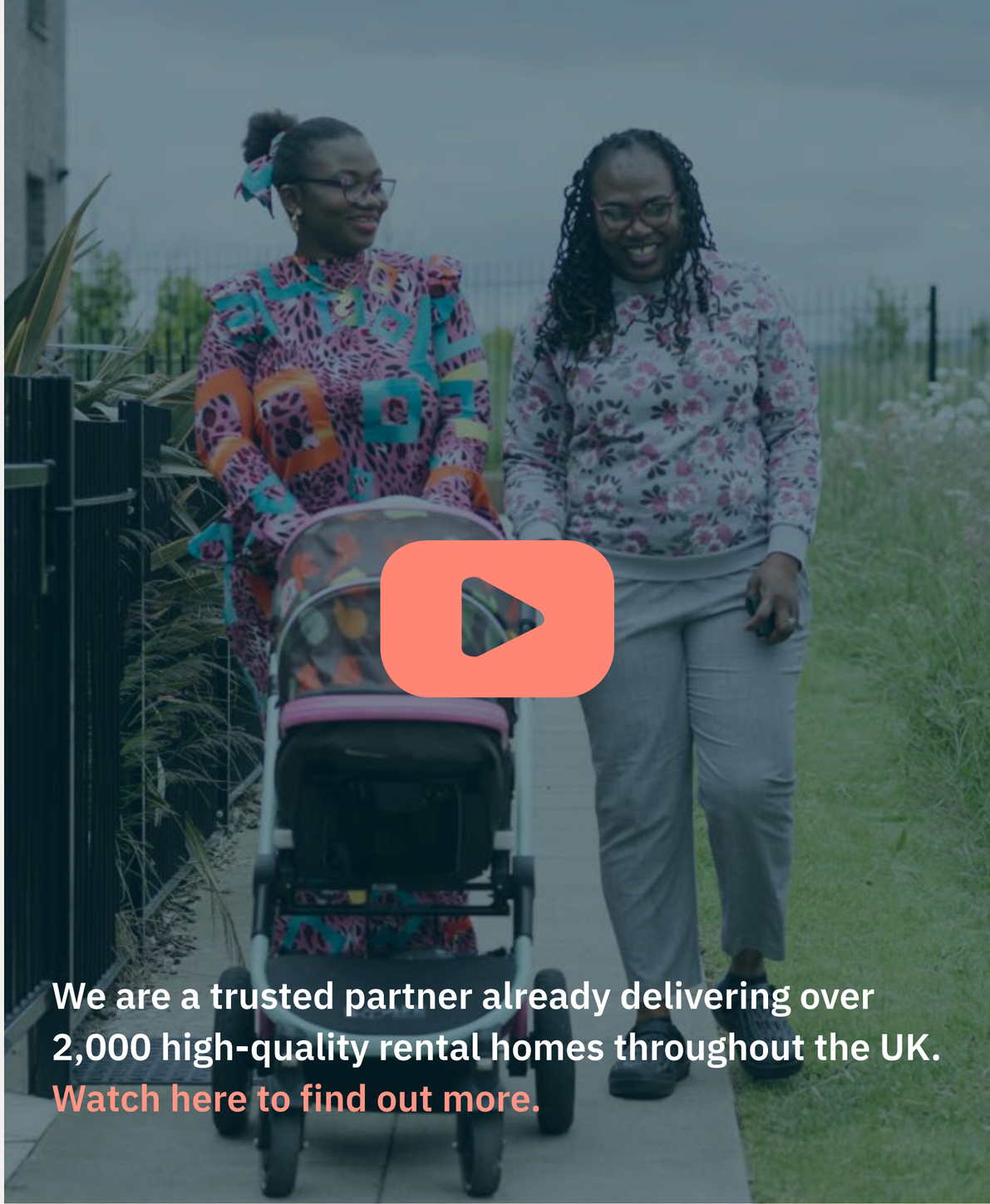


Why placefirst?

Placefirst is a leading build-to-rent provider with over 15 years of experience creating high-quality homes that transform challenging areas into thriving neighbourhoods.

Working with councils and communities, we design developments that meet local needs and support a variety of lifestyles.

Unlike traditional landlords, we manage every aspect of maintenance and customer service after move-in. With a proven track record of delivering successful build-to-rent projects across the UK, Placefirst is reshaping rental living for the better.



Tackling the *housing* challenge

The missing middle - homes designed specifically for rent.

The UK’s housing crisis leaves many stuck between unaffordable home ownership, inaccessible social housing, and poor-quality private rental accommodation

Placefirst bridges this gap by providing high-quality, professionally managed rental homes for those who don’t qualify for social housing but can’t or choose not to buy.

Working with local authorities and communities, we deliver energy-efficient homes at scale and speed - creating vibrant, long-term neighbourhoods where people can put down roots for as long as they’d like.



2,296

Built and managed in-house

215

In the pipeline with planning

1,201

Under construction

Who are placefirst's Keyworker residents?

Placefirst have undertaken significant research to understand who our residents are, their background, why they choose to rent our homes, and how long they rent our homes. You can hear from some of our key worker residents here.

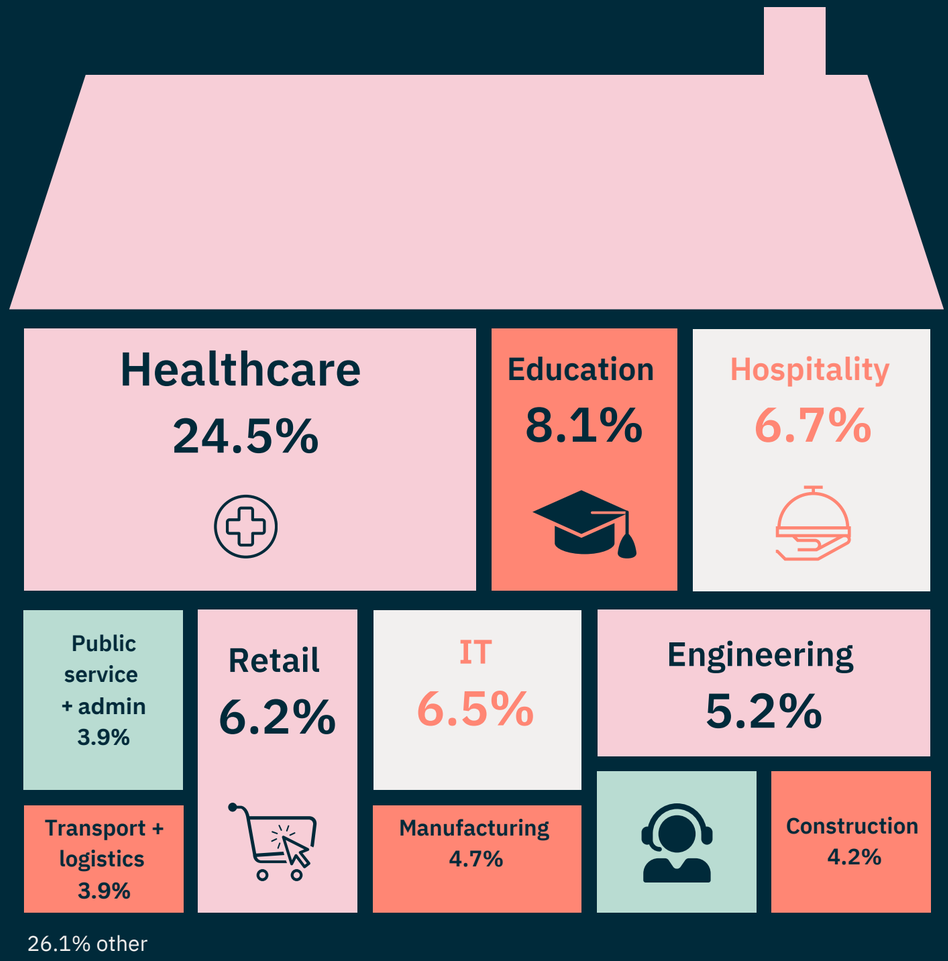
Age:

25-54

Location:
Already lived in locality (38%), from within the region (c.17%), from outside the region (c.45%), larger skilled workforce having a booster effect to authorities.

Occupations:
Key workers (incl. healthcare & police), retail, education, hospitality and IT.
Hear from some of our key worker residents here.

Why they rent with Placefirst: Good locations, affordable rents, quality product, unable to buy property, family breakdown (divorce), later life get togethers etc.



26.1% other

Average tenancy term: **3.3 Years**

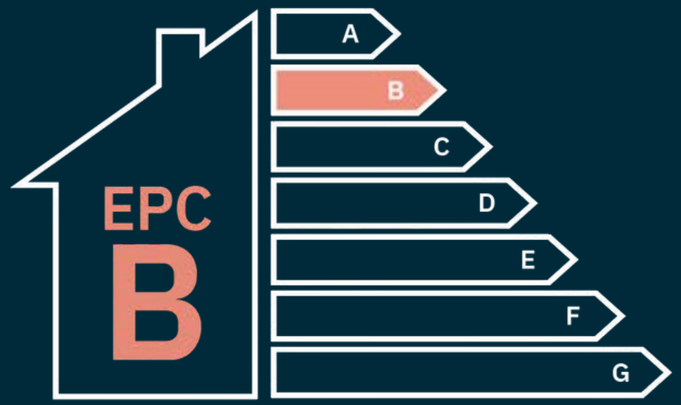
Enquiries per unit available: **19.2**

We work best in *partnership*



Bolton Council
Sunderland City Council
West Yorkshire Combined Authority
NE North East Combined Authority
GMCA Greater Manchester Combined Authority
Sheffield City Council
Calderdale Council
SKY-HOUSE.co
Liverpool City Council
Homes England
strata
miller homes
Lancaster City Council — Promoting City, Coast & Countryside
Newcastle City Council
Durham County Council
City of Wolverhampton Council
Hyndburn — The place to be an excellent council
Lovell Homes
Vistry Group
Keepmoat

Placemaking & *sustainable* regeneration



88% of Placefirst homes have an EPC rating of C or higher and 36% are rated B or higher (with a target of 100% where works will be carried out according to a schedule that minimises disruption to residents)

Our portfolio of sustainable homes incorporates a range of features inspired by the LETI Climate Emergency Design Guide principles.

All our developments adopt a fabric first approach to maximise thermal efficiency, and while not every home includes every feature, technologies such as photovoltaic panels, waste water heat recovery, electric vehicle charging, resident car clubs, air source heat pumps, and mechanical ventilation with heat recovery (MVHR) are used across the portfolio to support low-carbon living.

75%

Of our homes are located in areas of high deprivation

370 FTE

Direct construction jobs supported in 2025

£13.6m

Construction wages supported each year

57%

Construction labour produced locally

181 EPC

Improvement to existing homes

75

Solar PV installed on existing homes in 2025











Putting *Place .... first*

The importance of green spaces within our neighbourhoods goes beyond connecting people with nature.

It’s a focus on creating vibrant, friendly environments that help build cohesion by encouraging people from different backgrounds to explore hobbies, enjoy community events, and gather together for greater levels of social interaction in our community spaces.

Dedicated *Resident Services*

Neighbourhoods managed in house by Placefirst

A dedicated asset management plan with long term investment

On site Resident Services Managers, overseeing everything from lettings to community events

Regular landscaping maintenance to ensure the neighbourhood flourishes

Resident Portal with virtual home user guides to encourage sustainability and energy efficiency

Homes designed and built specifically for rent, with the long-term modern renter in mind



Everything under one roof

Placefirst is a vertically integrated company, with expert in-house teams working closely together across every stage of the process - from investment and development to customer service roles such as lettings and maintenance.



David Mawson
Executive Chair



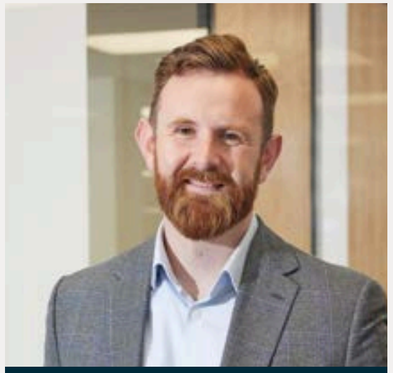
Anna Hwang
Chief Investment Officer



Lukman Sabir
Chief Financial Officer



Henry Marshall
Investment Director



Phil Jones
Project Director



James Roxborough
Head of Development



Graeme Mill
Head of Technical



Dom White
Head of Project Management



Ian McDonald
Head of Facilities, Maintenance & Compliance



Rachel White
Design Coordinator



Sheryl Ainsworth
Head of Resident Services



Eleanor Hughes
ESG Manager



Kirsty Jolley
Head of Marketing



Matthew Rudolph
Associate



Oliver Baldwin
Investment Manager



Tom Evans
Portfolio Manager




Your *trusted*
partner

The Welsh Streets, Liverpool

LIVERPOOL CITY COUNCIL

£41m investment and £2.5m in construction

Investment new build: £12.1m + 2.5m in construction

297 homes with a mix of 1-5 bed homes

682 People housed

Residents spend **£1.7m** annually in the local economy

Average time taken to occupy a property: **6 days**

**Information taken from a social impact report from The Good Economy, October 2021. Further homes and investment has been delivered subsequently.*



NORTH WEST HOMEBUILDER AWARDS 2023
COMMUNITY IMPACT
WINNER!
PLACEFIRST - WELSH STREETS

insider RESIDENTIAL PROPERTY AWARDS 2022
WINNER

2016
Contruction Started

2024
Construction Completed



Before 400 empty houses before refurbishment



After 93% of exisiting properties retained and remodelled.



Before



After

80% of properties are refurbished and 20% are new- build

Deansgate Gardens
Bolton

Bolton Council

GMCA GREATER MANCHESTER COMBINED AUTHORITY

Deansgate Gardens is one of the latest schemes to join the Placefirst portfolio. We are incredibly proud of the development, as it brings much-needed, high-quality housing to the centre of Bolton. Residents can enjoy a range of amenities, including a rooftop terrace, communal gardens, bike storage, and an energy-efficient design that helps keep bills low. The building also features a stylish reception area, along with the high standard of management and service that Placefirst is known for.

£41m investment and £35m in construction

167 homes with a mix of 1-2 bed properties

Over **300** People housed

4.7 stars out of 5 on Homeviews.com





2020
Planning Submission



2023
Contruction Started



2025
Construction Completed











Deansgate Gardens

Deansgate Gardens is bringing more people into the centre of Bolton, which is a key part of our ongoing regeneration. It’s helping to create a more vibrant atmosphere, boost the local economy, attract further business investment, and generate new jobs.”

- Cllr Nick Peel, Leader of Bolton Council

New Build - key pipeline projects



Benwell Dene, Newcastle

Number of Homes: 146
Investment: £30.2m
Status: Under construction

Planning Submission	Planning Approval	Construction Starts	Development Complete
2023	2023	2024	2027



Galleys View, Sunderland

Number of Homes: 165
Investment: £31.4m
Status: Under construction

Planning Submission	Planning Approval	Construction Starts	Development Complete
2024	2025	2025	2028



Lunts Heath, Widnes

Number of Homes: 76
Partnership with: Miller Homes
Status: Under construction

Acquisition of Units	Development Complete
2024	2026

New Build - key pipeline projects



Nile + Villiers, Sunderland

Number of Homes: 75
Partnership with: Sunderland City Council
Status: Under construction

Acquisition of Units	Development Complete
2024	2027



Portside Village, Eston

Number of Homes: 98
Partnership with: Miller Homes
Status: Under construction

Acquisition of Units	Development Complete
2024	2027



Little Chicago, Sheffield

Number of Homes: 48
Partnership with: Sky-House Co
Status: Under construction

Planning Submission	Planning Approval	Construction Starts	Development Complete
2024	2024	2025	2026

New Build - key pipeline projects



Harlow Vale, Mansfield

Number of Homes: 139
Partnership with: Vistry
Status: Under construction

Acquisition of Units	Development Complete
2024	2027



South Martson, Swindon

Number of Homes: 51
Partnership with: Vistry
Status: Under construction

Acquisition of Units	Development Complete
2025	2027



Norwood Farm, Northampton

Number of Homes: 80
Partnership with: Vistry
Status: Under construction

Acquisition of Units	Development Complete
2025	2027

New Build - key pipeline projects



Top Farm, Nuneaton

Number of Homes: 111
Partnership with: Vistry
Status: Under construction

Acquisition of Units	Development Complete
2025	2027



Kidlington, Oxford

Number of Homes: 44
Partnership with: Vistry
Status: Under construction

Acquisition of Units	Development Complete
2025	2028



Stanton Cross, Wellingborough

Number of Homes: 64
Partnership with: Vistry
Status: Under construction

Acquisition of Units	Development Complete
2025	2027

New Build - key pipeline projects



Castleward, Derby

Number of Homes: 112
Partnership with: Lovell
Status: Under construction

Acquisition of Units	Development Complete
2025	2027



Radial Park, Leeds

Number of Homes: 128
Partnership with: Strata
Status: Under construction

Acquisition of Units	Development Complete
2024	2028



Chingford Meadows, Nottingham

Number of Homes: 104
Partnership with: Strata
Status: Under construction

Acquisition of Units	Development Complete
2025	2028

Recently Completed



Deansgate Gardens, Bolton

Number of Homes: 167
Investment: £35m

Development Complete

2025



The Rise, Newcastle

Number of Homes: 40
Partnership with: Keepmoat

Development Complete

2025



The Oaks, Esh Winning

Number of Homes: 89
Investment: £14.2m

Development Complete

2025

Recently Completed



Bolt Works, Halifax

Number of Homes: 122
Investment: £19.9m

Development Complete

2025



Priors Hall Park, Corby

Number of Homes: 34
Partnership with: Jelson

Development Complete

2024



Bay Mill, Morecambe

Number of Homes: 42
Investment: £5.3m

Development Complete

2024

We want to *work* with you to:

- Facilitate work with local authorities to support housing outputs with delivery undertaken at pace
- Provide high-quality and professionally managed housing for private renters
- Tackle challenging areas and/or development sites in partnership
- Help provide a good housing mix that responds to local need
- Accelerate housing supply and delivery of residential led developments for private rental homes

placefirst





placefirst

Land, Development & Partnership Opportunties

Phil Jones
Project Director
07388 903 846
phil.jones@placefirst.co.uk

James Roxborough
Head of Development
07947568560
james.roxborough@placefirst.co.uk

Forward Fund Opportunities

Henry Marshall
Investment Director
07809627564
henry.marshall@placefirst.co.uk