


# Engagement Summary

## Engagement Opportunities



## 682 People Engaged



 = People engaged at in-person events (433)

 = Young people engaged at workshops (39)

 = Individual online participants (199)

## Most Popular Investment Themes



Regeneration, High Streets and Heritage



Education and Opportunity



Health and Wellbeing



Safety and Security



Transport

**433** people engaged at in-person events

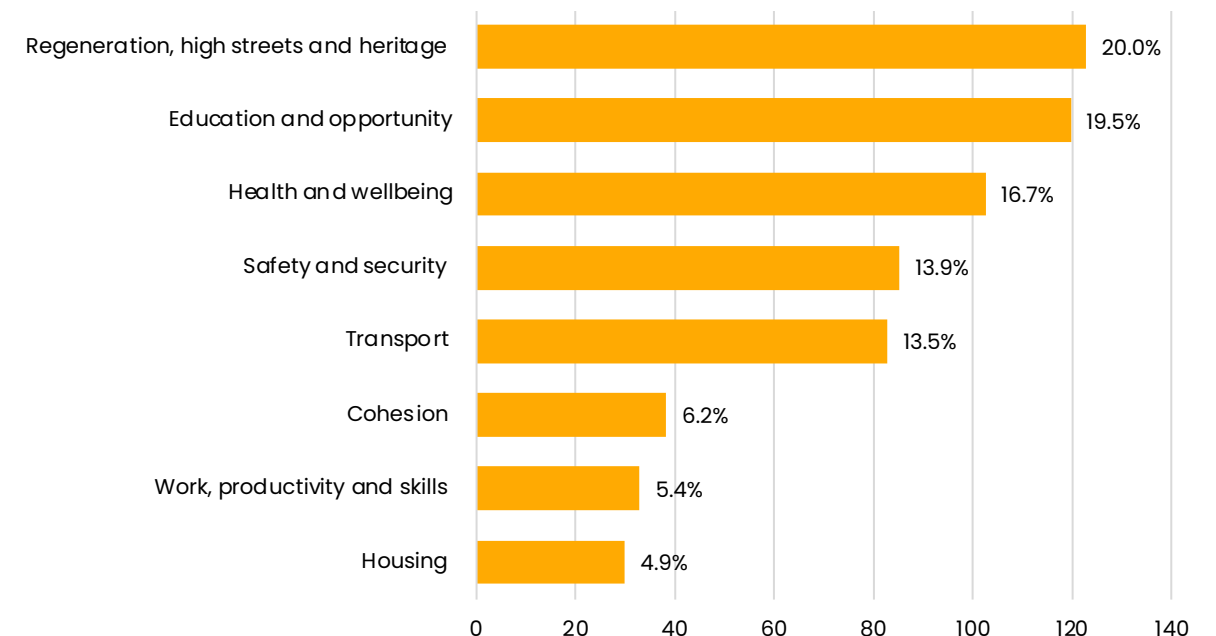
**199** online participants

**39** young people engaged via school workshops

**60,000** people reached

## Key Findings

### % Investment Themes Overall



In no more than three words, how would you like to describe Newton-le-Willows in the future?



# Engagement Overview

In total, PLACED and SHBC have engaged with 682 people via online engagement, in-person events, self-led engagement materials, school workshops, and email correspondence. This number indicates the number of people PLACED and SHBC engaged in substantial conversation or who properly participated in the activities delivered. It does not include those who only viewed PLACED's engagement materials in-person or online, or who were only engaged in shorter, fleeting conversations. In the context of this report, 'engagement' is defined as meaningful, quality conversation and participation.

This final number indicates that the consultation findings are statistically reliable and representative of the population. To achieve a 95% confidence level with a 5% margin of error in Newton-le-Willows (a town with a resident population of 25,350 people), a sample size of 379 people is required. Having engaged 682 people overall, the findings presented in this report are therefore statistically reliable and representative.

Whilst significant effort has been made to reach a broad audience, including hard-to-reach groups through targeted consultation, it should be recognised that there will always be limitations in achieving a fully representative result when working within the constraints of budgets and wider programme timeframes. In addition to this, some audiences may not want to partake, and consultation fatigue can be a barrier. The key aim of this public engagement was to understand common themes and use this to supplement the knowledge and experience of SHBC, Neighbourhood Board and specialist consultants who are producing the Regeneration Plan and 4-Year Investment Plan, as part of the Plan for Neighbourhoods programme.

PLACED's engagement for Newton-le-Willows Plan for Neighbourhoods took place for 6 weeks between Monday 7th April and Sunday 18th May 2025 and included the following:

## Online Engagement

*A dedicated online engagement platform to provide information on Newton-le-Willows Plan for Neighbourhoods and collate comments from the community via a survey, comments collection, and mapping tool.*

Monday 7th April – Sunday 18th May, Plan for Neighbourhoods Project Website, <https://placed.mysocialpinpoint.com/newton-le-willows-plan-neighbourhoods>

- **2,297 views** – the number of times people have viewed the platform
- **1,516 visits** – the number of times people have viewed the platform and clicked through the pages and features
- **199 participants** – the number of individual participants (noting individual IP addresses)
- **167 survey responses** – the number of individual survey responses (noting individual IP addresses)

## In-person Events

*These included pop-ups and drop-in events. Whilst pop-ups were visual, interactive displays at high footfall events and locations open to everyone, drop-in events were targeted towards specific groups (e.g., businesses, community, heritage and sports). All events were supported by staff from SHBC and PLACED Ambassadors.*

- Saturday 12th April, 10.00am – 4.00pm, The Pop-up Market (90 attendees)
- Wednesday 23rd April, 4.00pm – 7.00pm, St Peter's Church (21 attendees)
- Thursday 1st May, 11.00am – 2.00pm, Newton Community Centre (17 attendees)
- Sunday 4th May, 12.00pm – 5.00pm, High Street Markets (180 attendees)
- Tuesday 6th May, 2.00pm – 5.00pm, Newton-le-Willows Library (10 attendees)
- Friday 9th May, 5.00pm – 8.00pm, Newton-le-Willows Sports Club (66 attendees)

## Self-led Engagement

*Self-led engagement materials that were accessible at businesses and organisations across the town including A1 boards and postcards.*

- Monday 14th April – Monday 19th May, Various Locations across Newton-le-Willows (11 responses including self-led postcards and email responses)

A1 engagement boards to advertise the scheme, inclusive of a link and QR code to access the online platform, were displayed at various locations and for varying durations, across the 6-week period of consultation. Locations included Newton Community Centre, Crownway Community Centre, Newton-le-Willows Health and Fitness Centre, Newton Community Hospital, Newton-le-Willows Library, Cross Lane Church, Tesco Superstore, and Heald Farm Court.

In addition, SHBC distributed self-led postcards to hard-to-reach groups such as businesses, retirement homes, and the Muslim Community Centre. The responses received were largely from businesses and older residents.

## School Workshops

*Full-day structured workshops at local schools with groups of young people.*

- Tuesday 29th April, 9.45am – 3.00pm, Wargrave House School (26 students, years 7 – 11)
- Wednesday 7th May, 9.10am – 3.10pm, Hope Academy (13 students, years 7 – 8)

## Additional Council Engagement

*Targeted drop-ins to reach groups who experience barriers to attending consultation events or who are lesser-heard voices (e.g., elderly people and young people).*

- Thursday 15th May, 6.30pm – 9.00pm, Newton-le-Willows Sea Cadets (42 attendees, 27 of these being young people)
- Friday 16th May, 12.00pm – 1.20pm, Woods Court Sheltered Housing (7 attendees)



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- Pop-up events**
    - The Pop-up Market, Earlestown
    - High Street Markets, Newton
  - Drop-in events**
    - St Peter's Church
    - Newton Community Centre
    - Newton-le-Willows Library
    - Newton-le-Willows Sports Club
  - School workshops**
    - Wargrave House School
    - Hope Academy

- Business Flyer locations**
  - Earlestown Town Centre
  - Sankey Valley Industrial Estate
  - Newton High Street
  - Wargrave
  - Park Road South
- Council engagement**
  - Newton-le-Willows Sea Cadets
  - Woods Court Sheltered Housing
- A1 self-engagement boards**
  - Newton Community Centre
  - Crownway Community Centre
  - Newton-le-Willows Health and Fitness Centre
  - Newton Community Hospital
  - Newton-le-Willows Library
  - Cross Lane Church
  - Tesco Superstore
  - Heald Farm Court