

PLAN FOR NEIGHBOURHOODS

Newton-le-Willows, UK

Regeneration Plan Vision Document

*Prepared on behalf of Newton-le-Willows
Neighbourhood Board*

Date: October 2025

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Foreword

In Spring 2024, St Helens Borough Council was proud to secure Plan for Neighbourhoods status for Newton-le-Willows, unlocking £20 million in investment over the next ten years to support local priorities and tackle long-standing challenges. This will build on the momentum of the £29.7m regeneration of Earlestown Town Centre, following £20m Levelling Up Fund investment secured, with £8 million in St Helens Borough Council match funding, and £1.286 million from Public Sector Decarbonisation Scheme (PSDS) for the Town Hall and secured Section 106 Contributions.

To oversee the development of the Newton-le-Willows Regeneration Plan, we have created the Newton-le-Willows Neighbourhood Board, a diverse and dedicated group of local representatives from the community, businesses, sports clubs, third sector, faith groups, and public sector agencies, alongside the local MP and representatives from the Liverpool City Region Combined Authority and St Helens Borough Council. The Board has been entrusted with developing a 10-Year Regeneration Plan and a 4-Year Investment Plan, and our approach is that this is rooted in meaningful engagement. We are committed to ensuring every resident can contribute to the future of their neighbourhood.

As the Chair of the Neighbourhood Board, I know that at the heart of every thriving community lies a shared vision - one that reflects the hopes, needs, and aspirations of its people. This Newton-le-Willows Regeneration Plan will be a testament to our commitment to inclusive, transparent, and forward-thinking community development. The Plan will mark a significant step in shaping the future of Newton-le-Willows, but for me it is not just a document; it is the start of a conversation – one that will continue to invite every resident, business owner, and stakeholder to contribute their voice to the evolving story of Newton-le-Willows. It is only through conversations that we will build a stronger, more connected community that honours our heritage and embraces innovation to shape our future.

Today, we are publishing the Newton-le-Willows Regeneration Plan, a key output from the engagement with our communities. This Plan sets out the vision for Newton-le-Willows across the next ten years and outlines the priority Investment Themes that will be focused upon for the first four years of the programme, from April 2026 to March 2030. We have ensured that our investment priorities align with the will of the community and provide a strong evidential case for change, to build a better and brighter future.

Plan for Neighbourhoods seeks to empower local communities, and with your help we will identify and deliver projects that will tackle local challenges and inequalities for the people in Newton-le-Willows.

Together, we can ensure that Newton-le-Willows remains not only a place to live, work, or visit, but a place to thrive.



Chris Hickey

Chair

Newton-le-Willows Neighbourhood Board

01 Introduction	04	06 4 Year Investment Plan	35	11 Assurance	59
1.1 Introduction	05	6.1 Priority Plan for Neighbourhoods	36	11.1 Overview	60
1.2 Understanding the PfN Framework	06	6.2 4-Year Investment Plan	37		
1.3 Programme Timeline	07			12 Appendix	61
02 Local Context	08	07 Strategic Alignment	39	12.1 Overview	62
2.1 Overview	09	7.1 Overview	40	12.2 Supporting Data & Evidence	63
2.2 Community Identity & History	10	7.2 Alignment with Local Strategies and Plans	41	12.3 Regeneration, High Streets & Heritage	64
2.3 Key Demographic & Economic Features	11	7.3 Regional & National Government Programmes	43	12.4 Housing	67
2.4 Current Regeneration & Momentum to Date	12			12.5 Work, Productivity & Skills	69
2.5 Unique Local Assets	13	08 Match Funding & Investment	44	12.6 Cohesion	71
		8.1 Overview	45	12.7 Health & Wellbeing	73
03 Spatial Targeting	14	8.2 The Wider Investment Landscape	46	12.8 Transport	76
3.1 Geographic Focus & Boundary Definition	15	8.3 Future Leverage	47	12.9 Safety & Security	78
				12.10 Education & Opportunity	79
04 Vision	18	09 Community & Stakeholder Engagement	48	12.11 Engagement Findings	80
4.1 Crafting a Strong Vision	17	9.1 Overview	49		
4.2 Vision Statement	18	9.2 Board Representation	50	13 Glossary	87
4.3 Detailed Vision	19	9.3 Board Engagement Approach	51	13.1 Glossary of Terms	86
4.4 What Does Success Look Like?	20	9.4 Community Engagement Approach	52		
		9.5 Stakeholder Engagement Approach	54		
05 Strategic Case for Change	21	9.6 Plans for Ongoing Engagement	55		
5.1 Overview	22				
5.2 Strategic Case for Change Methodology	23	10 Governance	57		
5.3 Socio-Economic Need in Newton-le-Willows	25	10.1 Overview	58		
5.4 Summary of Material Socio-Economic Needs	26				
5.5 Strategic Local Opportunities	30				
5.6 Priorities for Change	31				
5.7 Delivering on the Newton-le-Willows Vision	32				
5.8 Intended Use of Powers	34				

01 Introduction

01 Introduction

1.1 Introduction

Newton-le-Willows - Proud Past, Prosperous Future

This document sets out the 10-year vision and strategic plan for the regeneration of Newton-le-Willows, developed through the Plan for Neighbourhoods (PfN) programme. It represents a shared commitment between the local community, the Newton-le-Willows Neighbourhood Board, St Helens Borough Council and regional and national partners to deliver long-term, transformative change.

Located in the Borough of St Helens and positioned between two major cities (Liverpool and Manchester) Newton-le-Willows has a rich industrial past, a proud civic identity and strong potential for future growth. Figure 1.1.1 shows Newton-le-Willows in the context of the wider borough of St Helens.

This plan outlines a bold and practical strategy, backed by evidence, community engagement, and a clear framework for delivery. It builds on current regeneration momentum, aligns with regional development priorities and seeks to unlock new investment, jobs and local pride.

The PfN programme offers Newton-le-Willows a unique opportunity to lead regeneration from the ground up - guided by local voices, supported by national resources and grounded in the objectives of "Thriving Places", "Stronger Communities" and "Taking Back Control".

Purpose of this Document

This document fulfils the requirements set out by the Ministry of Housing, Communities and Local Government (MHCLG) for PfN 10-Year Vision submissions. It includes:

- A clear vision for the future of Newton-le-Willows
- Targeted areas for investment and intervention
- A strategic case for change, informed by local data and engagement
- Governance, funding and delivery frameworks
- Commitment to ongoing community involvement and transparency

Document Structure

The plan is organised into the following sections:

- Local Context
- Spatial Targeting
- Vision
- Strategic Case for Change
- 4 Year Investment Plan
- Strategic Alignment
- Match Funding & Investment
- Community & Stakeholder Engagement
- Governance
- Assurance
- Appendix
- Glossary

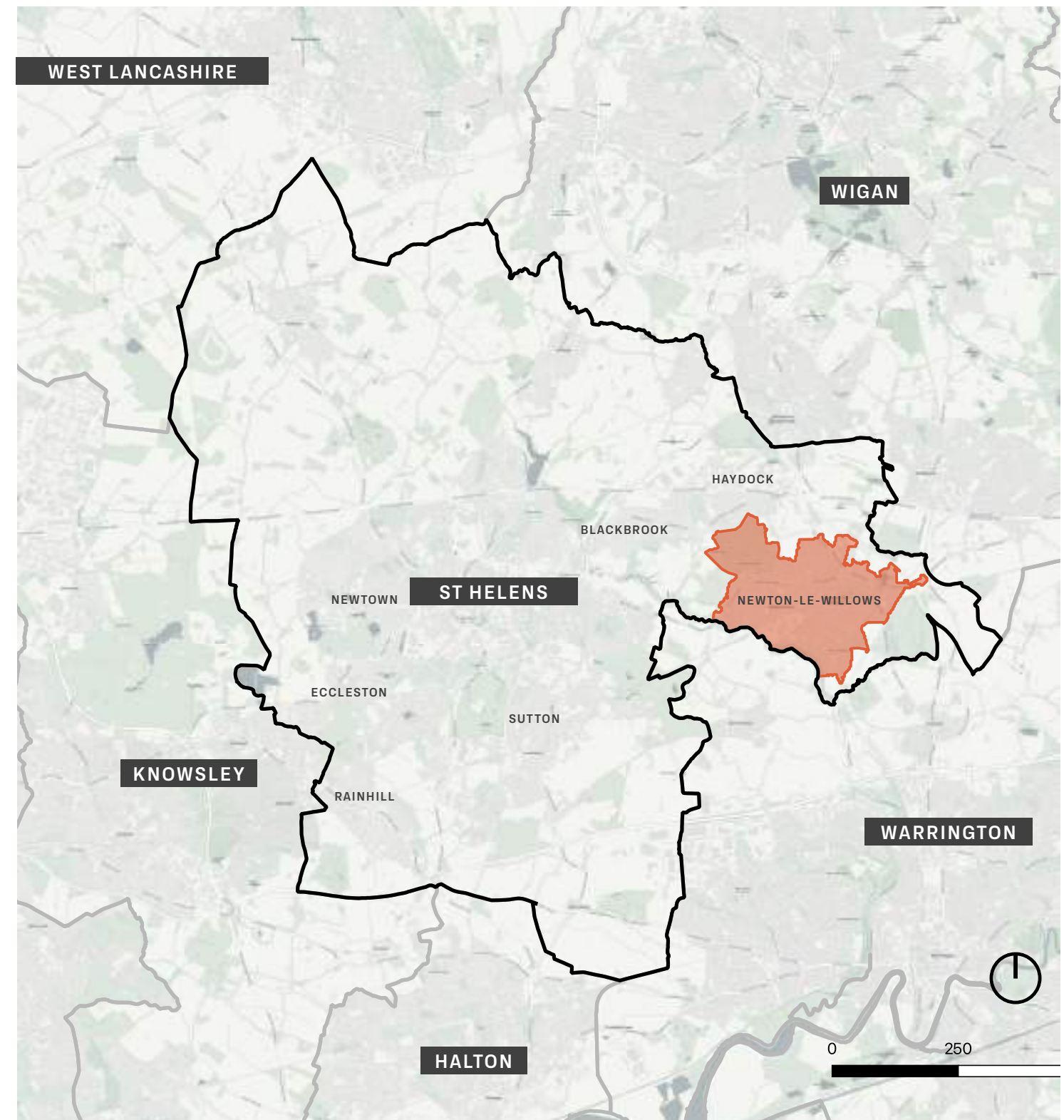


Figure 1.1.1: Map showing Newton-le-Willows in the context of the wider borough of St Helens

01 Introduction

1.2 Understanding the PfN Framework

Understanding the PfN Framework

How This Plan is Structured

The 10-Year Vision for Newton-le-Willows is built directly upon the national Plan for Neighbourhoods Framework, which provides a clear structure for achieving place-based change. The framework centres on two core elements that guide our entire approach:

The PfN Objectives: These define our overarching strategic goals - what we aim to achieve.

Investment Themes: These outline how we will achieve those objectives through focused actions, projects, and investments (see Figure 1.2.1).

Every project or intervention we undertake will align with one or more of these themes, directly contributing to the wider PfN objectives. This ensures our plan is both strategically coherent and responsive to local needs, grounded in evidence and shaped by our community.

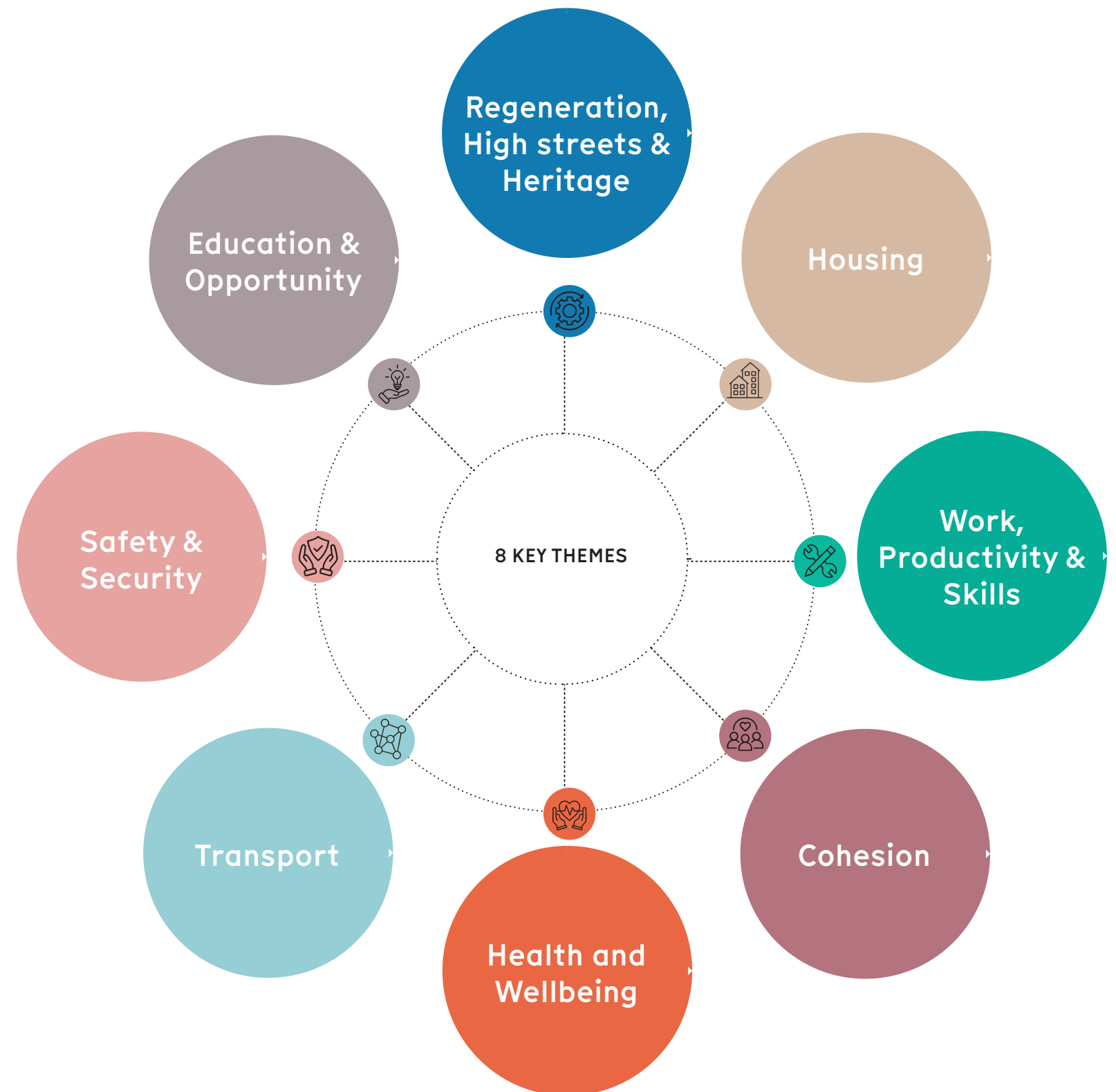


Figure 1.2.1: The Eight Key Investment Themes

01 Introduction

1.3 Programme Timeline

PfN Programme Timeline

In Spring 2024, St Helens Borough Council secured up to £20 million in funding to support local priorities over a 10-year period in Newton-le-Willows, as part of the Government’s former Long-Term Plan for Town’s initiative. On 4th March 2025, the programme was re-branded as Plan for Neighbourhoods (PfN) following its expansion by the new UK Government, which introduced five new Investment Themes, bringing the total to eight broad Investment Themes aligned with national missions.

Following funding allocation in Spring 2024, St Helens Borough Council began scoping an initial scoping phase in Winter 2024. The Neighbourhood Board, working in partnership with St Helens Borough Council, then commenced a planning phase in Spring 2025. This included:

- Desktop baseline analysis to identify critical challenges and opportunities for targeted interventions across Newton-le-Willows
- Community engagement, strategic stakeholder engagement, and Neighbourhood Board engagement to understand priorities for change and opportunities for interventions
- Case for change, highlight priority outcomes for delivery
- Visioning to set the strategic vision for the next 10 years, informed by the baseline analysis, community and strategic engagement
- Intervention planning to deliver upon the vision

The Neighbourhood Board, in partnership with St Helens Borough Council, led the development of this 10-year Regeneration

Plan and a 4-year Investment Plan, using the outcomes of the planning phase, shaped by local priorities, and informed by national and regional objectives.

This Regeneration Plan submission marks the culmination of the planning phase and the transition into delivery. The time between November 2025 and March 2026 (the detailed planning phase), will be used to focus on finalising delivery plans, engaging delivery partners, and securing match funding (as appropriate).

Practical implementation will commence from April 2026 onwards. This will be split into three key investment periods:

- Investment Period 1 – 2026-27 to 2029-30 (4 years) (guided by the 4-year Investment Plan)
- Investment Period 2 – 2030-31 to 2032-33 (3 years)
- Investment Period 3 – 2033-34 to 2035-36 (3 years)

The Neighbourhood Board, in consultation with their local community, will be asked to develop a new Investment Plan at the start of each period. Each Investment Plan should detail the priorities identified by their local residents, how that fits with the delivery of their overarching 10-year vision, the interventions they wish to pursue, and how the programme delivery funding will be spent and managed across the next investment period.

Scoping Phase (Winter 2024)

Planning Phase (April to November 2025)

- Desktop baseline analysis
- Community engagement
- Strategic stakeholder and Neighbourhood Board Engagement
- Case for Change
- Vision
- Intervention Planning

Detailed Planning Phase (November 2025 to March 2026)

- Delivery plans
- Engaging delivery partners
- Securing match funding (as appropriate)

Investment Period 1 (2026-7 to 2029-30)

- Practical delivery guided by the 4-year Investment Plan

Investment Period 2 (2030-31 to 2032-33)

- Practical delivery guided by a new Investment Period 2 Investment Plan

Investment Period 3 (2033-34 to 2035-36)

- Practical delivery guided by a new Investment Period 3 Investment Plan

Figure 1.3.1: The PfN Programme Timeline

02 Local Context

Local Context

To truly shape a credible and locally rooted 10-year vision, it's essential to understand Newton-le-Willows' unique past and present. This section explores the community's identity and history, key demographic and economic features, Current Regeneration and Momentum to Date and distinctive local assets.

What This Section Covers

- **Community Identity and History:** An overview of the town's development from a medieval market settlement to a hub of the early railway age, and its evolution into a modern commuter town with a strong working-class heritage
- **Key Demographic and Economic Features:** A snapshot of the town's population, employment trends, local economic sectors, and spatial inequalities, including pockets of deprivation and skills gaps
- **Current regeneration and Momentum to Date:** A summary of recent investment, physical regeneration, and community-led activity, demonstrating local appetite and capacity for transformation
- **Unique Local Assets:** A summary of distinctive assets that define the town's character and provide a strong foundation for regeneration.

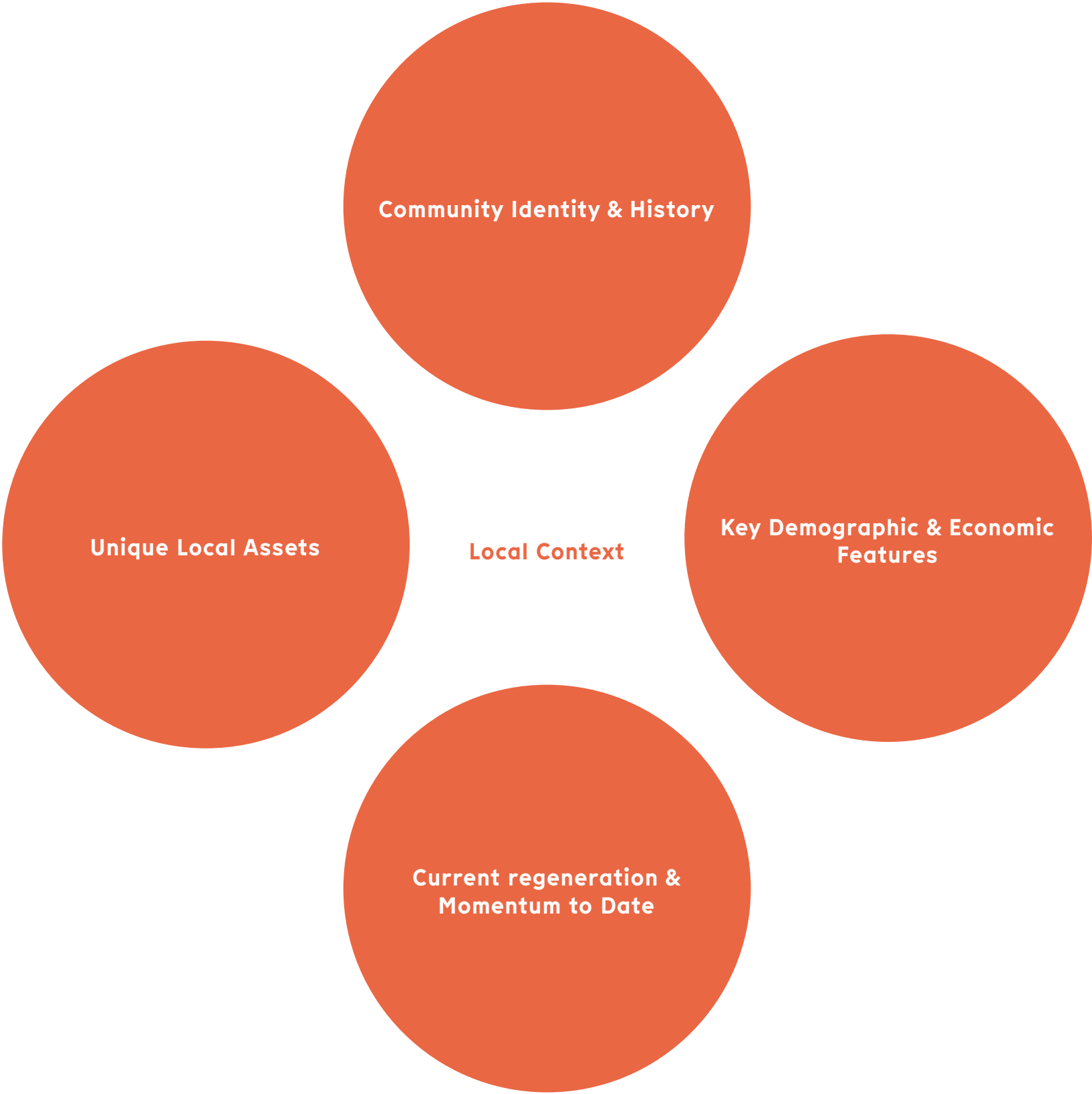


Figure 2.1.1: Components of Local Context

02 Local Context

2.2 Community Identity & History

Community Identity & History

Overview

Newton-le-Willows evolved from a medieval agricultural settlement and market town into a pivotal centre for early railway and industrial growth. It played a key role in pioneering industrial progress with the construction of the Liverpool and Manchester Railway, the world's first intercity passenger railway, and the first modern canal of industrial age in England. The nearby Sankey Viaduct, which is still in full use today, is a lasting symbol of that engineering achievement.

Newton-le-Willows was once home to major wagon works and coal mining operations. The Vulcan works in Newton-le-Willows, opened by the Stephenson family in 1830, built and exported over 6,500 locomotives nationally and internationally, while the Viaduct Works in Earlestown was the UK's biggest wagon works. Both the Vulcan Foundry and the Wagon Works provided nationally significant rail manufacturing capacity and employment. Earlestown's character and growth was fundamentally shaped by these Victorian roots.

Earlestown rail station was the world's first railway junction, opened in 1831, and today is one of only two triangular stations in the UK. Its station building is the world's oldest station building still in operational use. The community takes pride in its tradition of innovation and contributions to the region's industrial heritage.



Figure 2.2.1: Market Roots: Earlestown Market Square - a nod to Newton-le-Willows' medieval origins.



Figure 2.2.2: Railway Innovation: The Sankey Viaduct - the world's first railway viaduct is still in full use today.



Figure 2.2.3: Terrace Housing: Vulcan Village - built in 1835 to accommodate the workers of the Vulcan Foundry, it reflects the town's industrial past.



Figure 2.2.4: Earlestown Role: Historic Earlestown Station - a key node on the Liverpool and Manchester Railway.



Figure 2.2.5: Heritage Assets: Grade II listed Earlestown Town Hall - one of the many heritage assets within Newton-le-Willows



Figure 2.2.6: Heritage Trail: The Newton Heritage Trail showcases iconic landmarks of Newton-le-Willows.

02 Local Context

2.3 Key Demographic & Economic Features

Key Demographics & Economic Features

Newton-le-Willows' demographic and economic profile is summarised below:

Population and demographics:

Newton-le-Willows has a population of approximately 25,350, with a demographic profile spanning different age groups and backgrounds. The area accounts for 14% of the wider St Helens population and households. (ONS, Census, 2021)

See Figure 2.3.1 for a map of demographics.

Diversity:

Newton-le-Willows population is 96% white, with a small ethnic minority population of round 1,000 residents. (ONS, Census, 2021)

Employment Patterns:

Employment patterns reveal a shift from traditional industrial jobs to a broader mix of sectors, including logistics, retail, healthcare and professional services.

- The local economy supports around 650 businesses, and 11,400 jobs (ONS, Census, 2021)
- It accounts for just under a fifth (18%) of all jobs in St Helens. Its share has increased from 13% since 2019 (pre-covid) (ONS, Census, 2021)
- Key employment areas in Newton-le-Willows include Earlestown Town Centre, Newton High Street and Sankey Valley Industrial Estate, all of which serve as important hubs for employment, retail, industrial activity and community services
- Employment has grown by around 40% since 2019 (pre-covid) (BRES, 2023)

Key sectors include:

- 1,400 jobs – public sector, health and education
- 1,300 jobs in retail and food & beverage
- 700 jobs in construction
- 700 jobs in business and professional services
- Around 90% of businesses are micro businesses employing fewer than 10 people, 7% small businesses 10-50 employees, 2% medium (50-250) and 1% large (>250+)

Economic challenges and deprivation:

Parts of Newton-le-Willows face significant economic challenges, with pockets of deprivation concentrated in neighbourhoods such as Earlestown, Wargrave and Vulcan Village. These areas form part of Section 3, page 15 - Spatial Targeting. (MHCLG, 2019)

See Figure 2.3.2 for a map of deprivation.

Skills gap and inequalities:

Skills gaps and limited access to high-quality employment and higher education opportunities contribute to persistent inequalities. Addressing these disparities is critical to ensuring inclusive growth and improved quality of life for all residents. (ONS, Census, 2021)

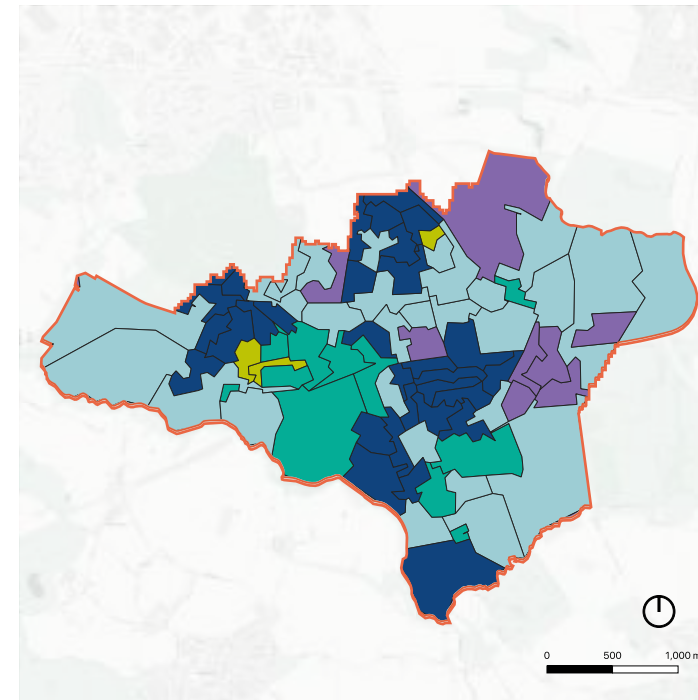


Figure 2.3.1: Map of Demographics

— PfN Boundary

2023 OAC Pen Portraits:
(dominant group/census area)

- Retired Professionals (RP)
- Suburbanites & Peri-Urbanites (SPU)
- Multicultural & Educated (ME)
- Low-Skilled Migrant & Student Communities (LSMSC)
- Ethnically Diverse Suburban Professionals (EDSP)
- Baseline UK (BU)
- Semi- & Un-skilled Workforce (SUSW)
- Legacy Communities (LC)

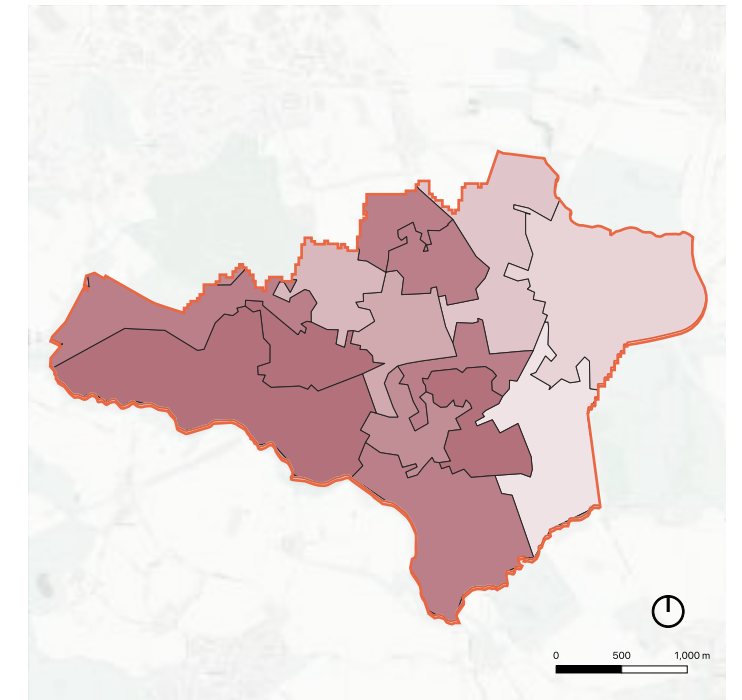


Figure 2.3.2: Map of Deprivation

— PfN Boundary

Index of Deprivation Rate Decile:

- 1 (most deprived)
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (least deprived)

02 Local Context

2.4 Current Regeneration & Momentum to Date

Current Regeneration and Momentum to Date

Despite persistent challenges, Newton-le-Willows has experienced significant recent investment and regeneration, demonstrating its readiness for further transformation. These initiatives include:

- **Physical Improvements:** Planned upgrades to public spaces, transport infrastructure, and community facilities, such as the transformation of Newton-le-Willows railway station into a fully accessible transport interchange, enhancing regional connectivity and passenger experience
- **Community-led Activities:** Initiatives like the Wargrave Big Local have fostered local engagement and development
- **Earlestown Town Centre Regeneration:** St Helens Borough Council was awarded £20m from the Levelling Up Fund to support the delivery of its £29.7m Earlestown Town Centre regeneration plans, with a focus on revitalising the historic market square, Town Hall, Earlestown Railway Station and wider public realm. £20m was successfully secured from the Levelling Up Fund, with £8 million from St Helens Borough Council match funding, and £1.286 million from Public Sector Decarbonisation Scheme (PSDS) for the Town Hall and secured Section 106 Contributions.
- **Parkside Regeneration:** This significant former colliery site holds strong potential for manufacturing, logistics, and employment. As the largest designated site within the Liverpool City Region Freeport, Parkside is a strategically important location poised to offer major opportunities for investment, job creation, and regional economic growth by leveraging its advantages in trade, manufacturing, and logistics. The wider site consists of two distinct developments, with Parkside West

a 50:50 Joint Venture between St Helens Borough Council and developer Langtree, bringing forward 2.6m sqft of development. Intermodal Logistics Park North sits to the East of the site, with developer Tritax Big Box Developments currently progressing through the Development Consent Order process to deliver 8.6m sqft of employment space alongside a Strategic Rail Freight Interchange. The new Parkside Link Road, opened in May 2025, further enhances its connectivity to the M6 corridor

- **Residential Developments:** Housing developments such as the former Deacon Trading Estate in Earlestown. Once a major hub of industrial activity dating back to the early 19th century, the area has since transformed into a thriving residential neighbourhood, forming a key part of the wider visionary redevelopment strategy for Earlestown
- **High Street Task Force:** In 2021, Earlestown was selected by St Helens Borough Council as the focal point for support from the national High Streets Task Force, a government-backed initiative aimed at revitalising town centres across the UK. The Task Force composed of placemaking experts, providing strategic guidance to help local authorities unlock the potential of their high streets. They conducted an “Unlocking Your Place Potential” visit, engaging with local business owners, community groups, and stakeholders to identify the key barriers to transformation

These initiatives complement existing regeneration efforts, ensuring new investments build upon previous successes without duplicating funding opportunities. This collective momentum provides a strong foundation for delivering the 10-year vision and unlocking new economic and social opportunities for Newton-le-Willows.



Figure 2.4.1: Map of Proposed Regeneration Areas

Data source: Office for National Statistics (2024) - Contains public sector information licensed under the Open Government Licence v3.0.

02 Local Context

2.5 Unique Local Assets

This momentum is further supported by the town's unique local assets, which provide a strong foundation for future growth.



Rich Industrial Heritage

Newton-le-Willows boasts a rich industrial heritage that is a source of pride and identity for the community. The Sankey Viaduct, the world's first major railway viaduct, stands as a landmark symbolising British engineering excellence and global transport innovation, with an official bid for World Heritage Status launched to recognise its historical significance. The Vulcan Foundry site, once a nationally significant locomotive works, also produced exports worldwide and now represents a key opportunity for sensitive redevelopment.



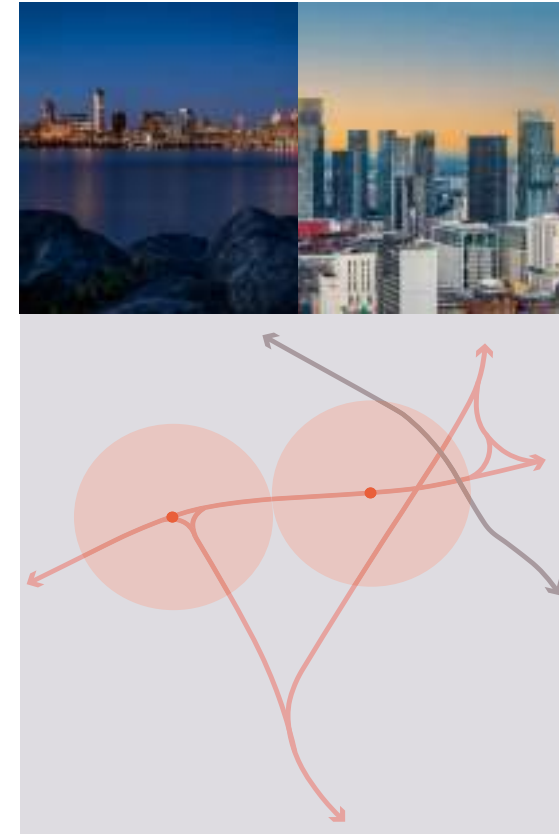
Strong Green Infrastructure Network

The town benefits from a well-established green infrastructure network, providing residents with access to green corridors and urban fringe landscapes. Key spaces such as Mesnes Park and the Sankey Valley trail, which follows the historic Sankey Canal opened in 1757, offer valuable recreational and environmental assets. Emerging opportunities exist to enhance sustainable transport routes and boost biodiversity, supporting the town's ambitions for a greener, healthier future.



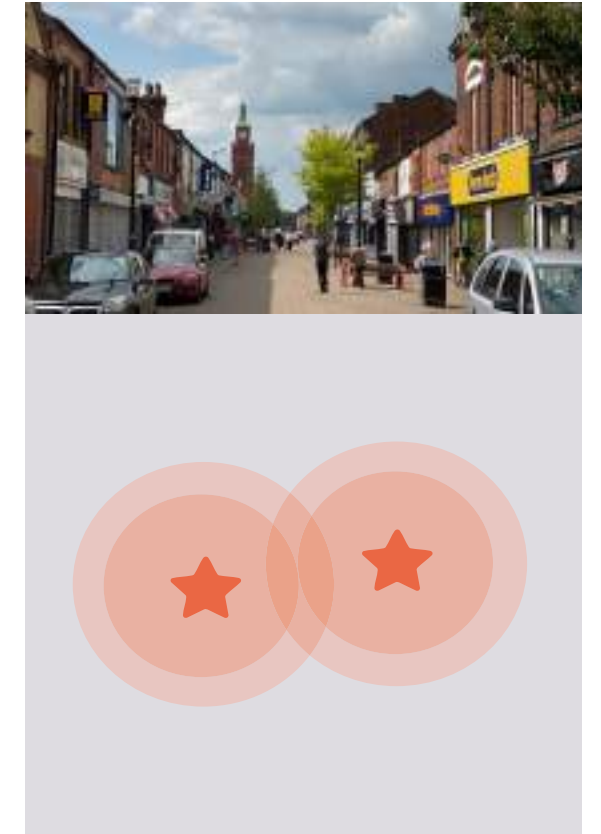
Market Town Identity

Earlestown Market is one of the oldest and most historic open-air markets in the region, playing a central role in the town's character and economy. The civic and commercial heritage centred around Earlestown Town Hall and Market Square reflects a longstanding tradition of local enterprise and community gathering. These spaces continue to shape town life today, underpinning a sense of place and community cohesion.



Strategic Connectivity

Strategically located between Liverpool and Manchester, Newton-le-Willows offers excellent transport connections, including direct rail services to Liverpool, Manchester, Chester, North Wales, and Leeds. The upgraded Newton-le-Willows Interchange serves as a multimodal hub, enhancing regional mobility and supporting commuter growth. Its proximity to the Parkside Strategic Employment Site and Parkside Link Road provides direct M6 access, while the developing strategic rail freight terminal strengthens the town as a hub for logistics investment and economic growth.



Twin Centres & Distinctive Neighbourhoods

Newton-le-Willows features two historic centres: Newton and Earlestown, which together offer twin focal points for civic, commercial and cultural activity. The town's distinctive neighbourhoods, including Wargrave and Vulcan Village, are characterised by strong community ties and a rich industrial heritage.

03

Spatial Targeting

03 Spatial Targeting

3.1 Geographic Focus & Boundary Definition

Geographic Focus & Boundary Definition

Defining the Boundary

Understanding where to focus efforts is central to delivering impactful regeneration. This Regeneration Plan defines the geographic focus of initiatives within the approved PfN Boundary, which is based on the Built Up Area (BUA) and refined to include key green spaces, ensuring it captures all critical areas for investment. This boundary has been reviewed and endorsed by the Newton-le-Willows Neighbourhood Board and formally approved by MHCLG for implementation.

Spatial Targeting: Focusing Efforts

Funding and investment will be strategically targeted within this boundary to maximise impact. Priority neighbourhoods have been identified through data analysis, community engagement and stakeholder consultation, often exhibiting concentrated deprivation, skills gaps, or underutilised land. This targeted approach ensures a more equitable distribution of benefits and supports the vision for inclusive growth. Spatial targeting is dynamic and will be regularly reviewed to remain responsive to emerging evidence and community feedback.

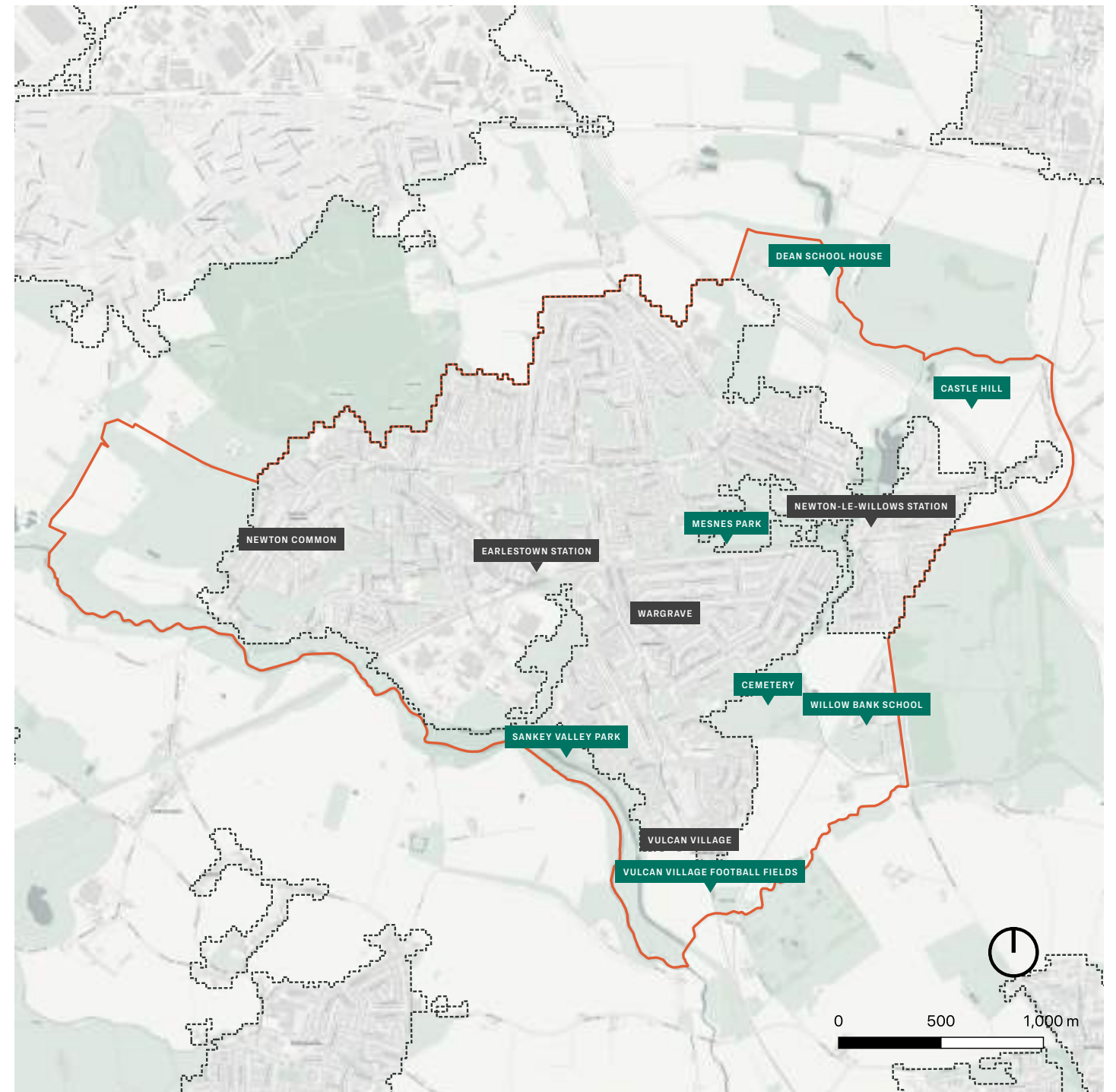


Figure 3.1.1: PfN Boundary for Newton-le-Willows

Data source: Office for National Statistics (2024) - Contains public sector information licensed under the Open Government Licence v3.0.

04 Vision

04 Vision

4.1 Crafting a Strong Vision

Crafting a Strong Vision

Neighbourhood Board Briefing

The Neighbourhood Board received a comprehensive briefing from Layer.studio and St Helens Borough Council on the essential elements that contribute to crafting a strong, effective vision for the community’s future. The session aimed to equip Board members with a clear understanding of what makes a vision compelling, actionable and widely supported.

Elements of a Strong Vision

- **Shared direction & identity:** Fosters a united sense of purpose and pride, creating a strong community identity that guides collective efforts
- **Future-focused goals:** The vision sets clear, long-term objectives that look ahead to desired outcomes and guide strategic planning
- **Inspiring & meaningful:** Motivates and connects emotionally with people by reflecting their values and aspirations
- **Ambitious yet realistic:** The vision balances bold, transformative goals with practical achievability
- **Aligned with broader Plan for Neighbourhood objectives:** Supports and integrates with wider strategic objectives
- **Multi-phase goals:** Combines short-term and long-term goals that deliver early benefits while setting ambitious targets for the future
- **Reflects local need:** Directly responds to the specific challenges and opportunities unique to the neighbourhood, ensuring targeted and meaningful improvements
- **Community-driven input:** Reflects the voices, priorities and lived experiences of local residents

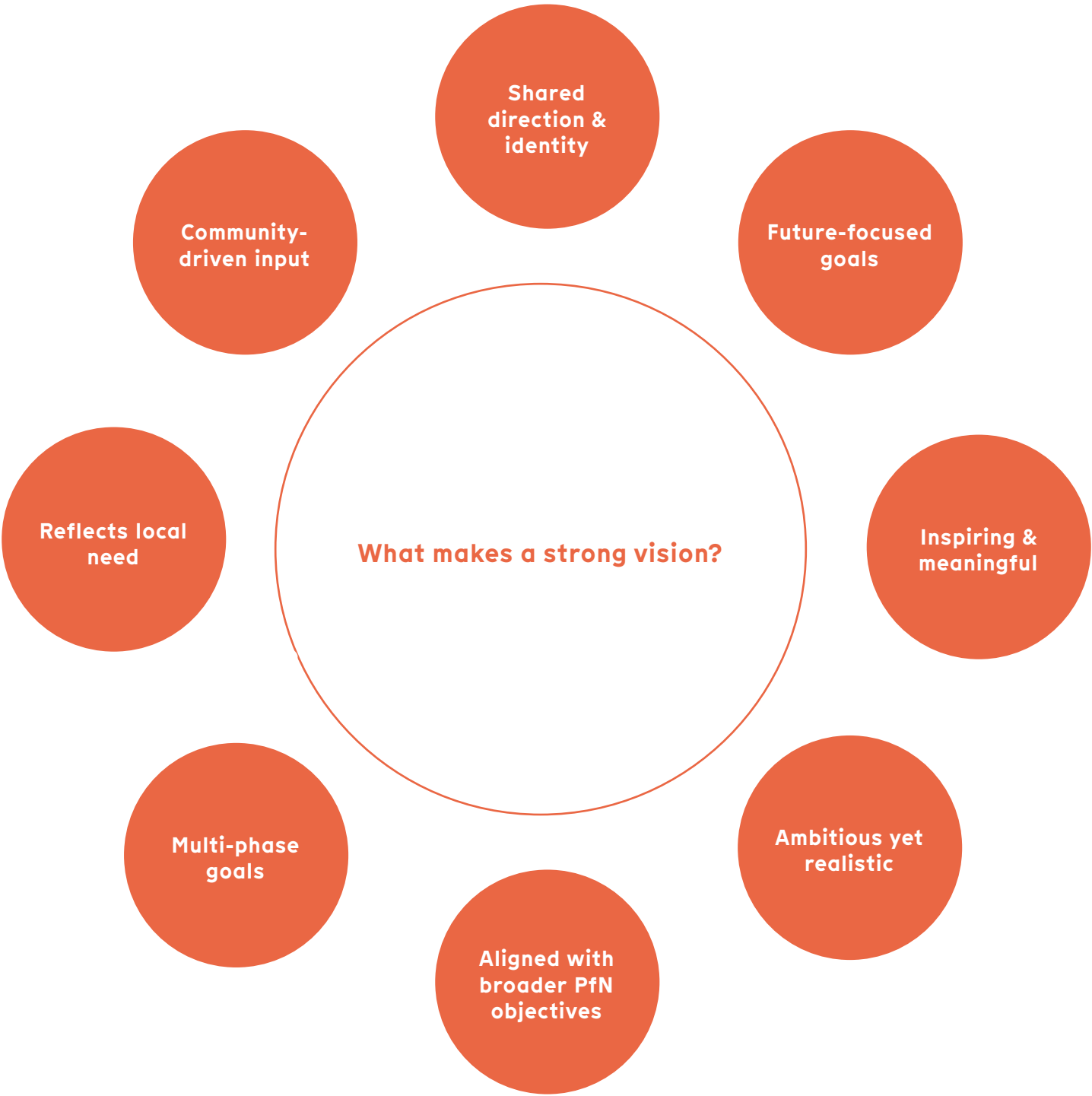


Figure 4.1.1: Element of a Strong Vision



THE VISION

Newton-le-Willows - Proud Past, Prosperous Future

Newton-le-Willows has always been a **town that leads the way**. From the **pioneering Sankey Canal** to the world's **first intercity railway**, we've helped shape how people connect and how places grow. That same **energy, ambition, resilience and community spirit** still drives us today.

We're **proud of our past** - but we're **focused on the future**.

Over the next ten years, we want Newton-le-Willows to be a town where **everyone feels part of the story**. A place that's **fairer, greener, and full of opportunity**. We'll **back local businesses** and create new chances for people to work and thrive. We'll focus investment where it's needed most - starting with Earlestown Town Centre - bringing it back to life with **better spaces to meet, relax and enjoy**.

We'll make it **easier and safer** for everyone to **walk, cycle and get to the services** they need. Our streets **will be brighter and more welcoming**. Our stations, roads and green trails will help people stay connected - whether it's **to jobs, schools, local services, or each other**.

Young people will have **more support**, public services will feel closer to home, and **we'll make decisions together** - listening to residents, learning from lived experience, and **building trust** as we go.

This is Newton-le-Willows: welcoming, forward-looking, and proudly unlike anywhere else.

04 Vision

4.3 Detailed Vision

Detailed Vision for the Next Decade

Newton-le-Willows – Proud Past, Prosperous Future

A Place That Leads the Way

Newton-le-Willows has always been a town of progress, from the pioneering Sankey Canal to the world's first intercity railway. This legacy of connection and growth continues to define us. We honour our past while focusing on a future that prioritises people, restores pride, and unlocks new opportunities for all residents.

A Welcoming, Inclusive Town

We envision a Newton-le-Willows where everyone feels a sense of belonging and opportunity. Building on the success and vibrancy of Newton High Street, investment will focus on areas of deprivation to create better lives, safer streets, and inviting green and public spaces. We will celebrate our strong community spirit, built on neighbourly care and collective resilience.

Earlestown at the Heart

Earlestown, our civic and cultural hub, will be revitalised as a vibrant, people-first destination. We'll leverage its historic market and buildings to redesign streets, support independent businesses, and create welcoming public spaces. Earlestown Town Hall and Market Square will host diverse events, fostering community for all ages. Our focus includes visible improvements, tackling vacancy with new uses like flexible workspaces, and reactivating heritage.

A Town That Works for Everyone

Newton-le-Willows aims to be a place where good lives are built locally. Our vision focuses on fostering work opportunities by supporting

local businesses, attracting new enterprises, and encouraging innovation. We will invest in local education, skills and creative energy, ensuring young people are engaged, valued and have improved access to services, skill-building, and leadership opportunities.

Public services will be more accessible, supporting families, carers and older residents. Together, we aim to create a healthier, thriving and inclusive community where everyone can flourish.

Greener, Healthier, More Resilient

Our town will be greener, cleaner, and climate-ready. We'll invest in accessible green spaces and corridors to encourage walking, wheeling and cycling, connecting key areas and enhancing nature. We will champion green innovation, from tree planting to sustainable drainage, making urban spaces beautiful and resilient against environmental challenges. Building on our historic role in environmental legislation, sustainability will be integrated into all aspects of our town, from energy to homes and public spaces.

Moving Freely, Connecting Easily

Newton's inherent connectivity will expand beyond the railway. We'll enhance mobility through walkable neighbourhoods, bikefriendly streets, bus routes, and safe links between homes, schools, shops, and parks within Newton-le-Willows and to the surrounding Borough. Newton and Earlestown stations remain key assets, with investment in connecting routes. Our goal is for every resident to feel safely connected to important places and people, designing an accessible town that invites exploration and enjoyment.

Proud of the Past, Ready for the Future

Newton-le-Willows has always demonstrated

significant impact. Beyond our "railway town" identity, we are a place of bold firsts, lasting impact, and collective pride. We will celebrate our engineering and transport heritage, while also highlighting our civic independence, cultural identity, and community strength. Heritage will be a dynamic force for progress, fostering the pioneering mindset that has driven our town for centuries. This legacy will be made visible through art, storytelling, and inclusive programmes, engaging future generations. Newton-le-Willows is a place where ideas and futures thrive through culture, enterprise, and community spirit.

Built by Us, for Us

This vision is fundamentally about people and real change. Decisions will be made openly and collaboratively, listening to residents and designing with the community, not just for them. This shared journey will involve everyone, from pop-ups and workshops to Board conversations and youth panels, keeping people involved and in the lead. We will celebrate existing successes, amplify overlooked strengths, and unlock new energy through collective effort.

A Town That's Proud, Positive and Ambitious

Newton-le-Willows is a town with a proud past and a prosperous future. Over the next decade, we will restore pride, grow opportunities, and create a fairer, greener, and more connected community. We believe in the power of our community, the strength of local ideas, and Newton-le-Willows' potential to be a leading example of community-driven progress.



04 Vision

4.4 What Does Success Look Like?

What Does Success Look Like?

To truly embody the spirit of “Proud Past, Prosperous Future,” the vision for Newton-le-Willows by 2036 is defined by tangible achievements that will transform the town and enhance the lives of its residents. The following four outcomes illustrate what success will look like on the ground, representing the culmination of the collective efforts and targeted investments over the next decade.

Outcome 1: A Vibrant, Heritage-Led Town

Earlestown Town Centre will present a high quality, attractive environment, evident through well-maintained and appealing building restoration and repurposing to enhance residential, commercial and social life in the town. Newton-le-Willows’ heritage will be widely celebrated by the community and visitors, acting as a driver of regeneration and contributing to broader social and economic benefits. Historic buildings and spaces will be actively used and fit for modern purposes, with the town’s heritage attracting tourists and boosting the visitor economy. The market will be a thriving, central hub of local activity and enterprise and public spaces will be inviting, accessible and well-supported by the local economy. A stronger sense of community pride and shared identity will be evident among residents and there will be a greater diversity of businesses within the Town Centre.

Outcome 2: A Healthy, Safe and Supportive Community

The community will be more connected, with stronger relationships among residents. Residents will feel an increased sense of safety and security in their neighbourhood. There will be greater pride in the local area and shared responsibility for its upkeep. Public spaces will be welcoming, well-maintained and actively used by a wide range of people. Levels of anti-social behaviour will have declined. The community will show increased resilience and improved social cohesion, with stronger intergenerational and cross-community connections. Residents will experience improved mental and physical wellbeing. Roads and public areas will be safer for all users, including pedestrians and cyclists and children and young people will have access to positive, engaging activities in outdoor/green community spaces, supported by integrated health and wellbeing interventions.

Outcome 3: An Accessible and Well-connected Town

Transport and access will be radically improved. A low-carbon local movement network will make it easier and safer to walk, wheel, cycle and travel by public transport. Earlestown Station will evolve into a modern, accessible hub and new green travel links will connect homes, schools, health services and jobs, particularly to growth sites.

Outcome 4: A Place of Opportunity and Learning for All

Young people and families will have better access to support, education and opportunities. Skills, training and employment pathways will open across diverse sectors, helping all residents reach their potential within a more equitable and dynamic local economy.

Distinguishing Outcomes from Investment Themes

These four outcomes describe the desired future state of the town and are distinct from the eight “Thematic Investment Areas” outlined in Section 1.3. While the outcomes may relate to aspects of the themes, they are presented as high-level aspirations for the town as a whole, rather than being exclusively linked to a single thematic area. The thematic areas explain how the broader Plan for Neighbourhoods objectives will be achieved through specific projects and interventions.



Figure 4.1.1: Four Long-term Outcomes

05 Strategic Case for Change

05 Strategic Case for Change

5.1 Overview

Strategic Case for Change

Overview

This section sets out the strategic case for change in Newton-le-Willows, including evidence showing economic need, market failure, and social disadvantage across Newton-le-Willows.

What This Section Covers

- The underpinning body of evidence highlighting key socio-economic needs in Newton-le-Willows
- The Priorities for Change for Newton-le-Willows and their alignment to the 3 objectives for the Plan for Neighbourhoods programme
- The long-term outcomes intended to be achieved over the next 10 years as a result of the interventions chosen to be funded
- The priority Plan for Neighbourhoods Investment Themes and interventions for Investment Period 1

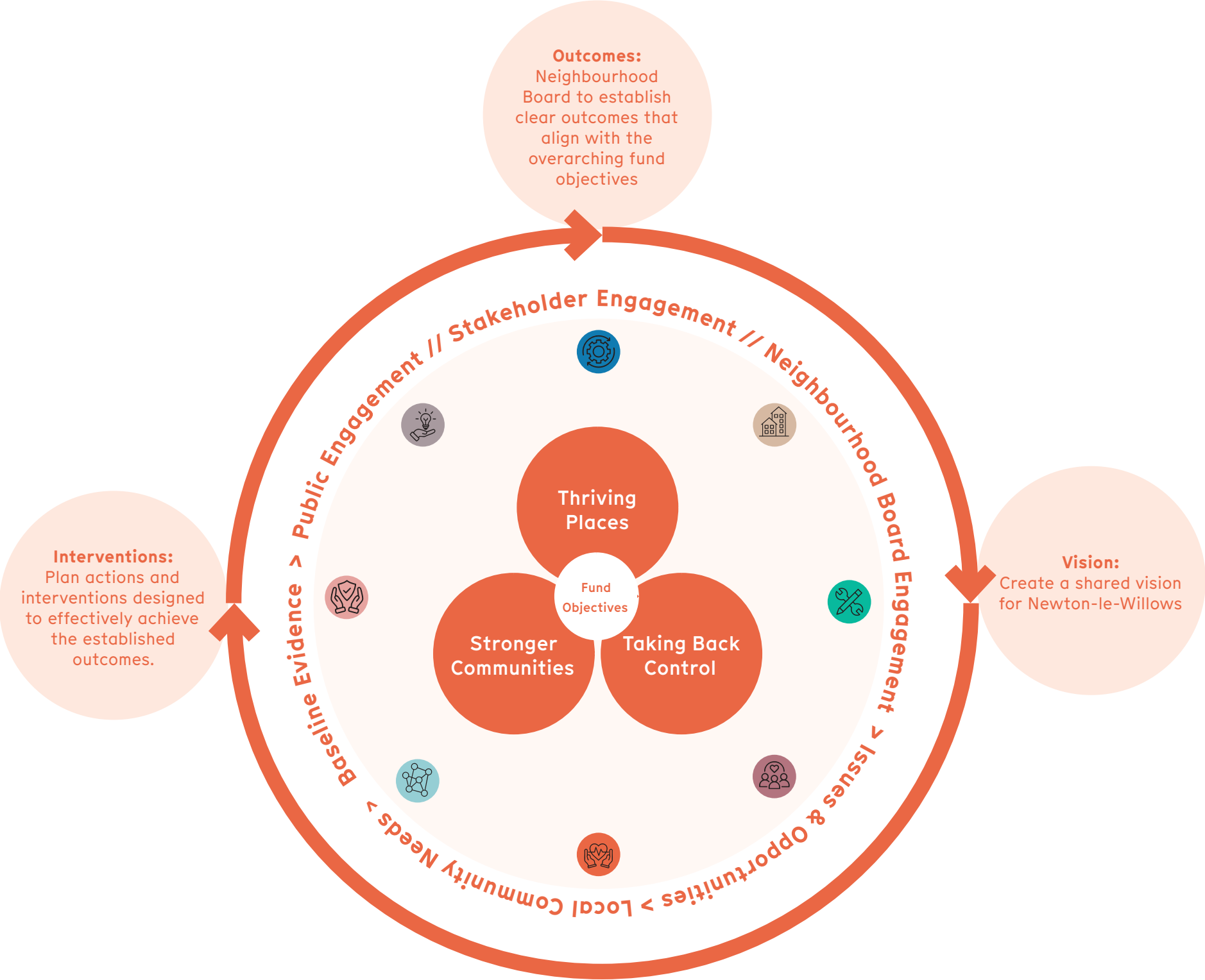


Figure 5.1.1: The PfN Process

05 Strategic Case for Change

5.2 Strategic Case for Change Methodology

Strategic Case for Change
Methodology

Methodology

To best understand the key socio-economic needs in Newton-le-Willows, a variety of evidence sources were collated and analysed. These included:

- Socio-economic data and evidence – including from the MHCLG local data profile as well as additional analysis of publicly available socio-economic data, led by the Layer.studio and Hatch Associates team
- Engagement with the wider public, led by the Placed team and Council, which included 2 in-person pop-up events, 6 drop-in sessions, 2 school workshops, and 1 online survey
- Consultation with strategic local stakeholders, across targeted workshops in June 2025. Attendance included St Helens Borough Council Officers, local Ward Councillors, and external strategic stakeholders (see section 8.5 for further information on the consultation)
- Consultation with the appointed Neighbourhood Board through 6 dedicated workshops (see Section 8 for further information on the public, stakeholder and Neighbourhood Board engagement)

Further information on the evidence sources is provided in the Appendix.

This evidence base shaped the approach taken by the project team to define a vision, key outcomes, and interventions for Newton-le-Willows. This is summarised in the graphic on the next page.



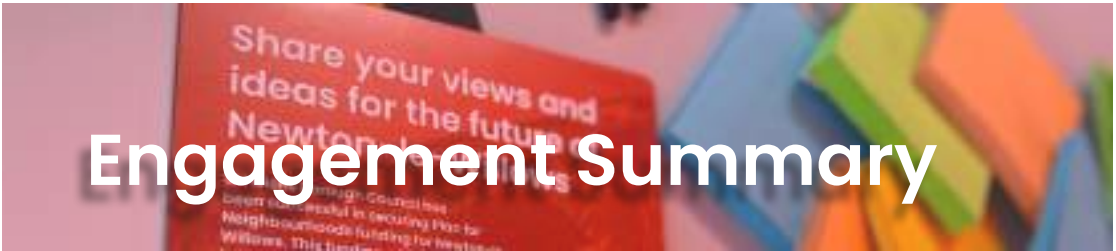
Figure 5.2.1: Methodology to Define the Newton-le-Willows Vision, Outcomes and Interventions

Community Engagement Findings

The regeneration planning process was underpinned by a robust programme of community engagement designed to ensure that local voices, priorities and lived experiences directly shaped the emerging strategy. Engagement activities were carefully structured to capture diverse perspectives and build consensus around shared goals.

Through workshops, interactive tools and ongoing dialogue with key community stakeholders, a wide range of insights were gathered. These findings played a critical role in informing the strategic vision and prioritised interventions included in the Regeneration Plan.

For a full breakdown of community engagement activities and detailed findings, please refer to the Public Consultations Finding Report.



Engagement Opportunities



682
People Engaged



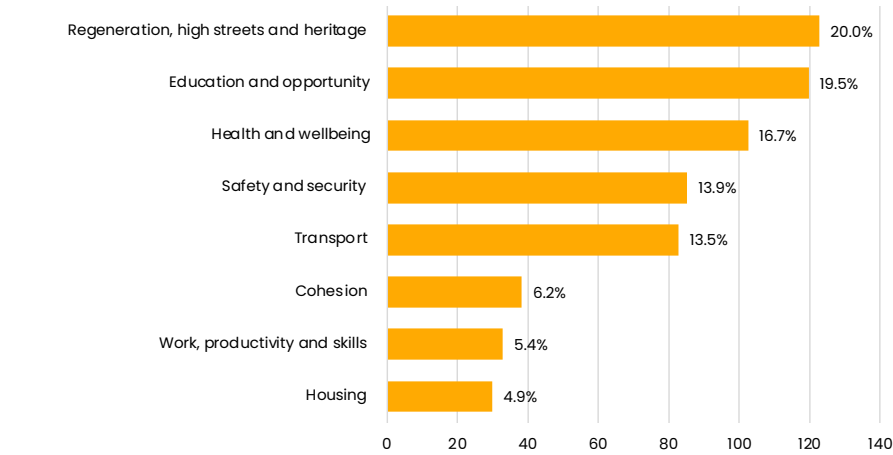
Most Popular Investment Themes



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?



Figure 5.2.2: PLACED Newton-le-Willows Community Engagement Summary

05 Strategic Case for Change

5.3 Socio-Economic Need in Newton-le-Willows

Socio-Economic Need in Newton-le-Willows

Overview

Newton-le-Willows has a rich agricultural and industrial heritage. As one of the oldest settlements in St Helens Borough, it developed as a small market town to service the agricultural community of the surrounding area before becoming a hub of locomotive industry following the arrival of the Liverpool and Manchester Railway in the early 19th Century. As one of the first 'railway towns', Newton-le-Willows saw substantial growth, with the development of Earlestown, Vulcan Village, and the Wargrave residential area.

However, more recently, parts of Newton-le-Willows have experienced significant socio-economic decline, with reduced productivity, economic downturn, and high rates of deprivation locally, including some of the most deprived communities in England.

Newton-le-Willows' socio-economic challenges are also place specific, with both Earlestown and Newton experiencing unique challenges. For example, in and around Earlestown, there are extremely high rates of deprivation (MHCLG, 2019), with some neighbourhoods ranking within the top 10% most deprived in England. Meanwhile, Newton High Street contends with a high volume of HGV traffic, raising concerns about safety and accessibility.

Based upon a thorough review of the evidence base, including socio-economic insights, strategic insights, and public engagement, a summary of the key socio-economic challenges and needs across Newton-le-Willows is presented in Section 5.4.

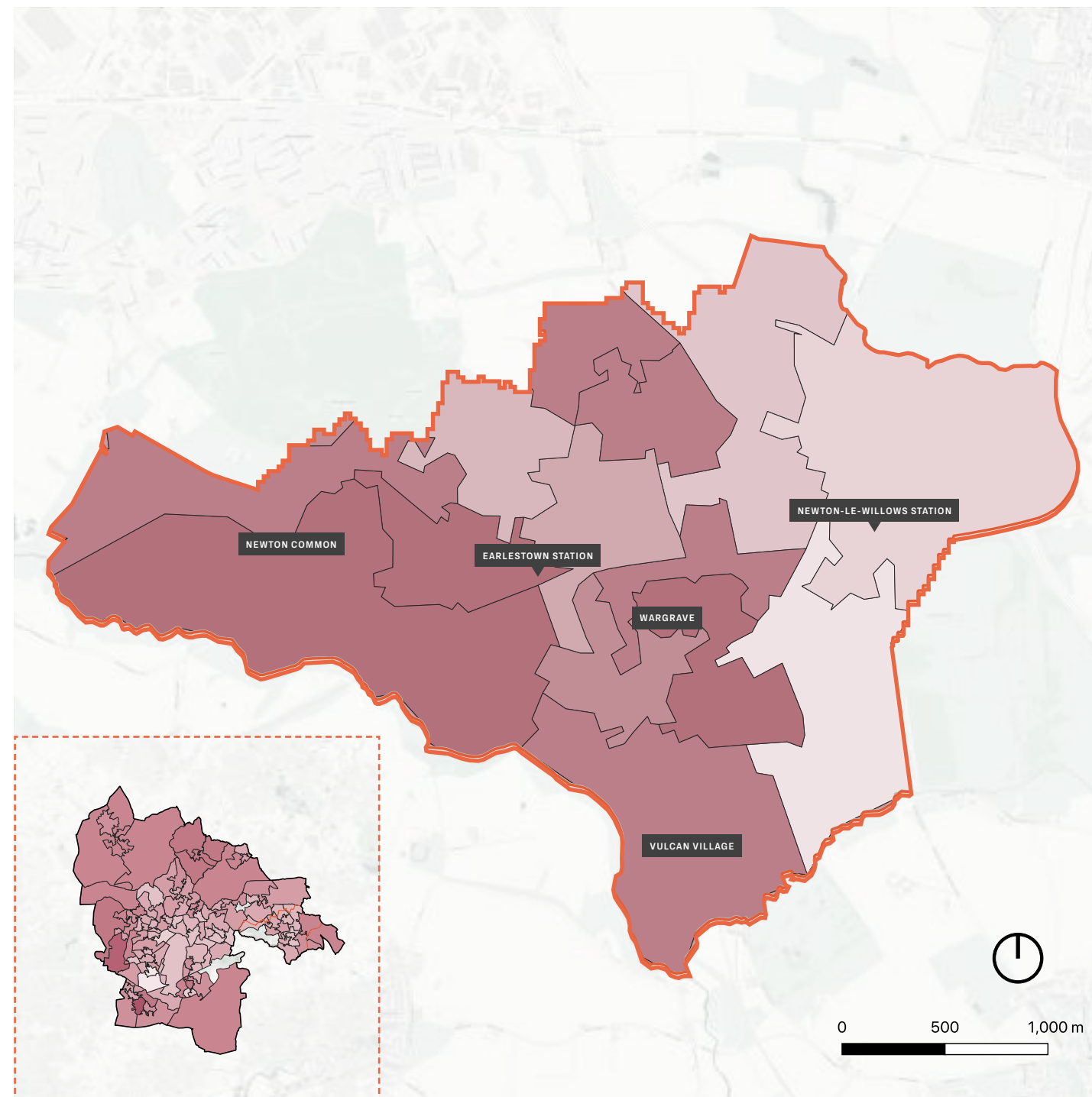


Figure 5.3.1: Map of Deprivation

Data Source: geods.ac.uk - Index of Multiple Deprivation (IMD) (2019). Available at: <https://data.geods.ac.uk/dataset/index-of-multiple-deprivation-imd>

DEPRIVATION IN NEWTON-LE-WILLOWS

— St Helens Borough Boundary
— PfN Boundary

Index of Deprivation Rate Decile:

- 1 (most deprived)
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (least deprived)

05 Strategic Case for Change

5.4 Summary of Material Socio-Economic Needs



Declining Footfall and Limited Offer

Despite strong heritage value across both Earlestown and Newton High Street, Earlestown is seen as run-down, with unattractive shop fronts, unwelcoming security features, poor quality building structures, a lack of business diversity, and poor physical accessibility.

- Regeneration, high streets, and heritage was voted the topmost popular Investment Theme through the public engagement process
- Respondents to the public engagement process consistently highlighted the contrast between Newton High Street and Earlestown Town Centre, with many characterising Earlestown as in need of improvement to the quality of its buildings and a more diverse business base
- Respondents also expressed desires for more independent businesses in Earlestown Town Centre, with the planned regeneration in Earlestown an opportunity for catalytic growth
- Strategic stakeholders noted the lack of evening economy in Earlestown Town Centre and limited space for cultural and community groups
- The Neighbourhood Board highlighted challenges around a poor physical environment in Earlestown Town Centre, with low quality and variety of offerings

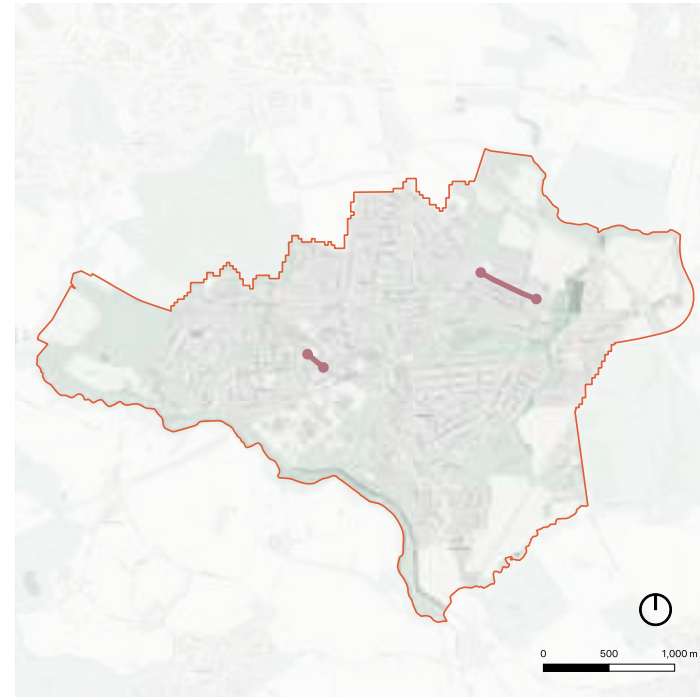


Figure 5.4.1: Map of High Streets

— PfN Boundary
— Existing High Streets

Data source: Ordnance Survey (2022). High Streets Data – Interactive Map. Available at: <https://www.ordnancesurvey.co.uk/demos/high-streets/>



Need for Improved Local Access

Despite strong connectivity to Manchester and Liverpool, via road, rail, and bus, there is poor accessibility within Newton-le-Willows to these connecting travel hubs. Affordable and accessible transport to further education providers is a challenge alongside the safety of vehicular traffic routes.

- Motor vehicles are disproportionately used as the primary method of travel to work in Newton-le-Willows compared to St Helens, the North West, and England (ONS, Census, 2021)
- Newton-le-Willows needs a better connected and expanded cycling network, with only suggested cycle routes identified in the study area
- Respondents to the public engagement process recognised Newton-le-Willows train stations as a key asset but highlighted the poor accessibility of Earlestown Rail Station
- Strategic stakeholders noted poor pedestrian safety within the Town Centres and limited transport links to education providers
- The Neighbourhood Board highlighted inconsistent train services, limited bus coverage and poor station maintenance

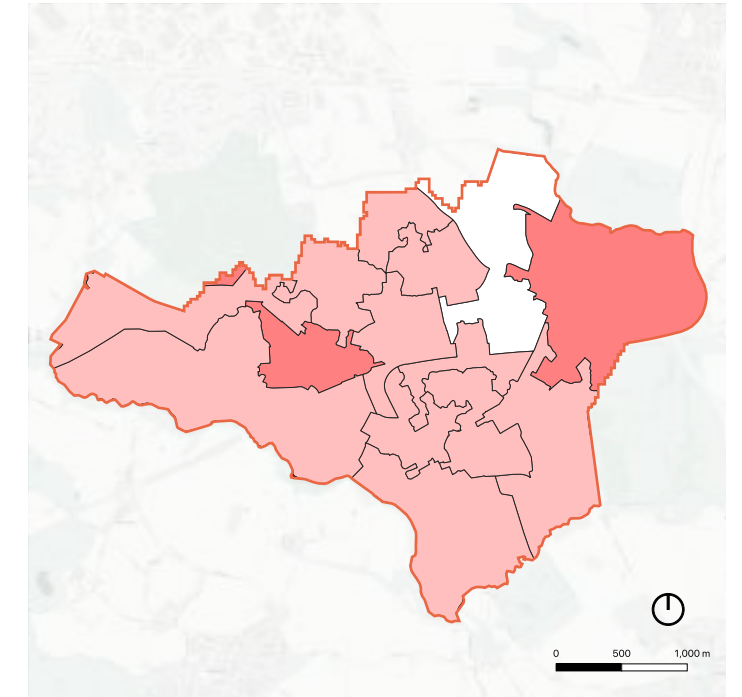


Figure 5.4.2: Map of Traffic Accidents

— PfN Boundary
○ <0.4
● 0.4 - 0.5
● 0.5 - 0.6
● 0.6 - 0.8
● 0.8+

Data source: Ministry of Housing, Communities and Local Government (MHCLG) (2019). English Indices of Deprivation 2019: Underlying indicators – road traffic accidents involving death or personal injury to a pedestrian or cyclist (2015–2017). Data published at local authority level; sub-local authority data not publicly available.



Safety & Anti-Social Behaviour

There is a relatively high crime rate in and around Earlestown Town Centre, with particular challenges around anti-social behaviour. Feelings of unsafety, particularly whilst walking and cycling, is exacerbated by quiet and inactivated spaces, especially during the evening.

- Crime rates in St Helens are above the national average, with notable hotspots in central Newton-le-Willows, particularly around Earlestown (data.police.uk)
- Social trust in Newton-le-Willows is lower than St Helens and England (OECD, 2021)
- There are notably higher rates of road traffic accidents involving deaths or personal injury of pedestrians and cyclists in the area near Earlestown Station (MHCLG IMD, 2019)
- Respondents to the public engagement process highlighted feelings of unsafety, in particular for women walking alone at night, with inactive environments in the evening. Respondents felt insufficient activities for young people contributed to anti-social behaviour
- Both the strategic stakeholders and the Neighbourhood Board noted particular concerns around crime and anti-social behaviour hotspots, particularly in Earlestown Town Centre

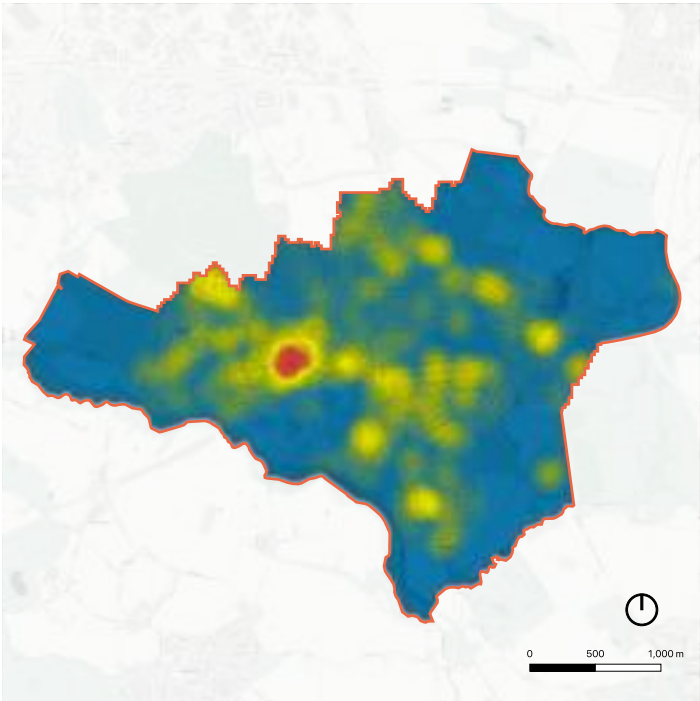
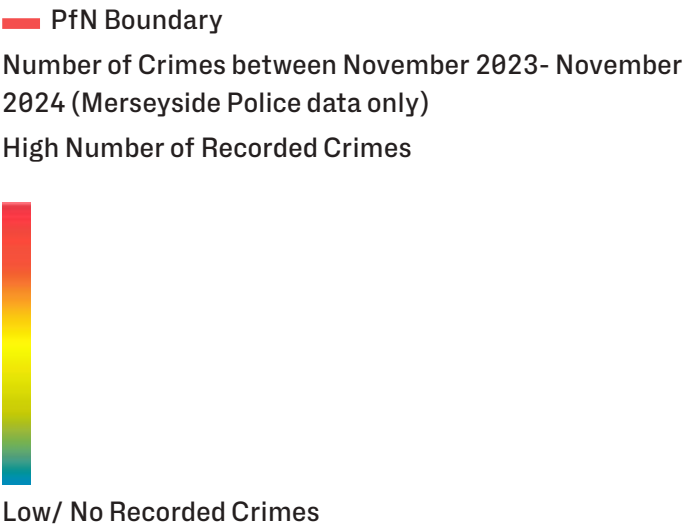


Figure 5.4.3: Map of Reported Crime



Data source: Contains public sector information licensed under the Open Government License v3.0 / Data.police.uk (2024) Available at: <https://data.police.uk/data/>



Health Inequality & Access

Challenges around reduced life expectancy and increasingly poor health outcomes are intensified by a perceived poor provision of healthcare services, the prevalence of unhealthy food environments in the Town Centres and limited active travel uptake.

- Low scores for Access to Healthy Assets & Hazards indicate poor access to health-promoting infrastructure (CDRC, 2022)
- An Air Quality Management Area near the M6/Newton High Street highlights ongoing risks from traffic related pollution, especially near junctions
- Newton-le-Willows has fewer GP appointments per 1,000 patients than the St Helens, North West, and national averages (NHS Digital, 2025)
- Average life expectancy in Newton-le-Willows is 3 years lower than in St Helens (78 compared to 81) (ONS, 2023)
- Health and wellbeing was voted the third most popular Investment Theme to be funded through the public engagement process
- Respondents to the public engagement process highlighted challenges in accessing health services, including GPs and NHS dentists
- The strategic stakeholders noted a prevalence of unhealthy food environments, particularly in Earlestown Town Centre
- The Neighbourhood Board highlighted the challenge of unequal access to health services and spaces due to long mental health wait times, lack of inclusive facilities, and underused green areas

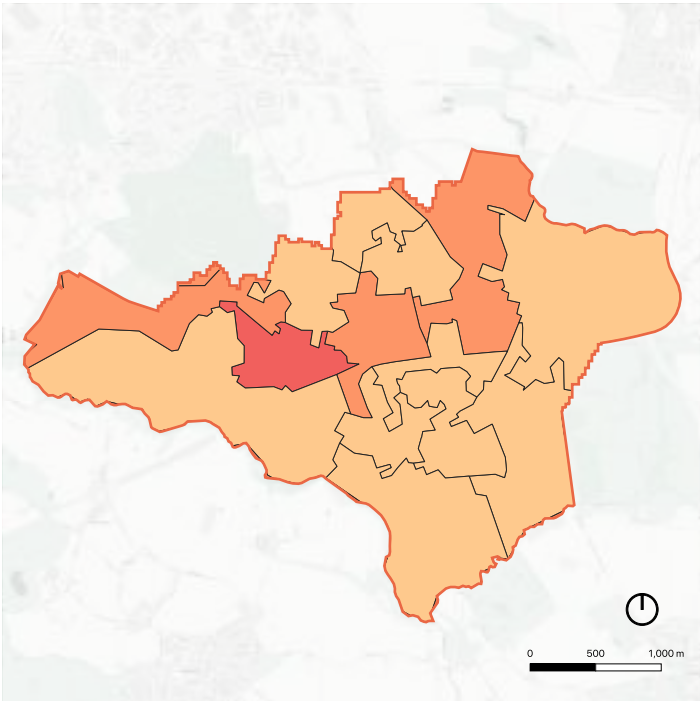
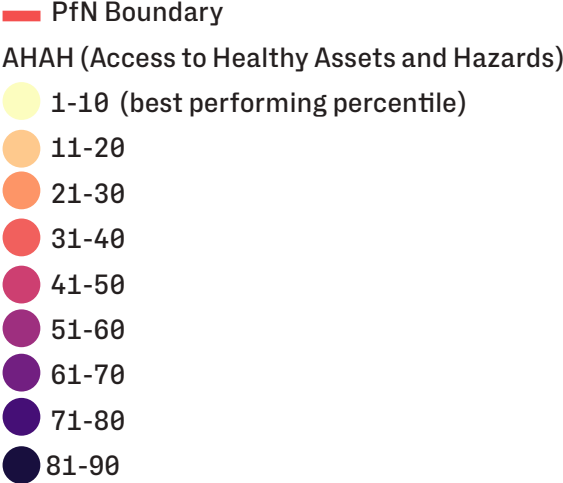


Figure 5.4.4: Map of Access to Healthy Assets & Hazards



Data source: Contains public sector information licensed under the Open Government Licence v3.0 / CDRC (2024) Available at: <https://data.cdrc.ac.uk/dataset/access-healthy-assets-hazards-ahah>



Social Infrastructure Gaps

Despite some well-established and successful community centres, there are significant gaps in the provision of social infrastructure, particularly in Earlestown. Youth disengagement and a low level of civic pride compound these challenges.

- The percentage of adults who engaged physically with arts, heritage, or libraries is lower in St Helens than the North West and England
- Earlestown in particular performs poorly on OSCI’s Community Needs Index (2023), which ranks local community need across three key domains (community assets, connectivity, and active & engaged community)
- Respondents to the public engagement process noted community centres such as Newton Community Centre and Crownway Community Centre as assets that deserve more support and highlighted that community projects could help to address community divisions
- Respondents also highlighted the need for improved youth engagement, with environmental activities and sports proposed to engage young people
- The Neighbourhood Board highlighted a low level of civic pride and connection driven by neglected environments, misinformation and a lack of positive, unifying local narratives

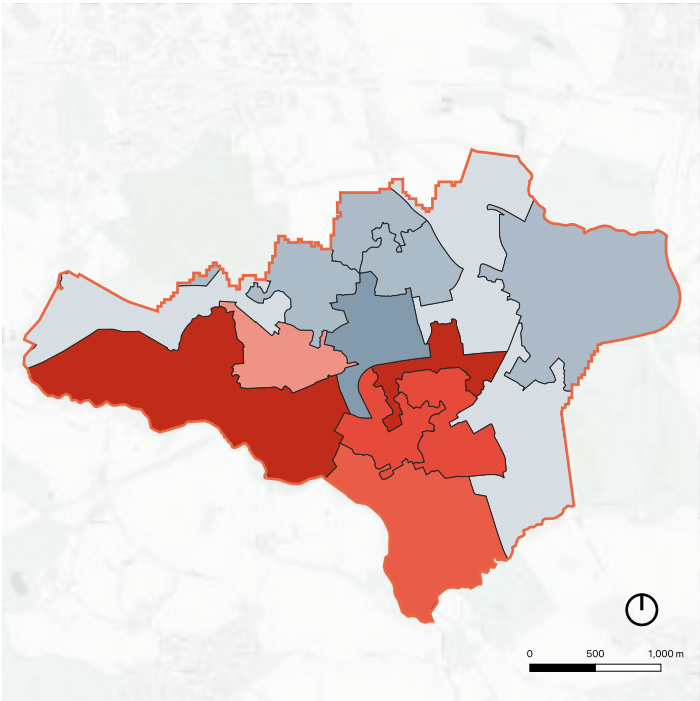
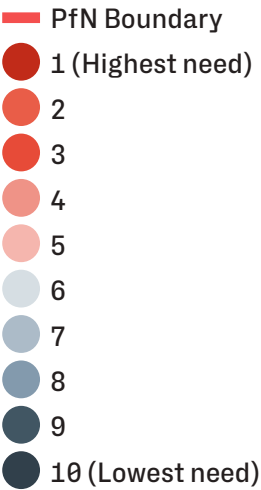


Figure 5.4.5: Map of Community Needs Index



Data source:OSCI (2023). Available to Hatch via a licence through Local Insight.



Economic Inactivity and Challenges

Limited local employment opportunities have increased the reliance on out-commuting for employment from Newton-le-Willows. Persistent challenges with economic inactivity alongside gaps in education to employment pathways contribute to local inclusion and growth challenges.

- Some areas of Newton-le-Willows experience significant levels of deprivation, and there is a clear East-West divide, with the West experiencing significantly higher levels of deprivation than the East (MHCLG, IMD, 2019)
- Some areas within Newton-le-Willows, especially in the West, have higher levels of economic inactivity, linked to long-term sickness and disability (ONS Census, 2021)
- ONS BRES data suggests the Newton-le-Willows economy supports 11,400 jobs, circa 18% of St Helen’s overall employment (BRES, 2023)
- Unemployment is lower in Newton-le-Willows than St Helens, the North West, and England (ONS, BRES, 2023)
- The Neighbourhood Board highlighted low aspirations and confidence as particular challenges, with barriers to inclusion and business growth limiting economic resilience

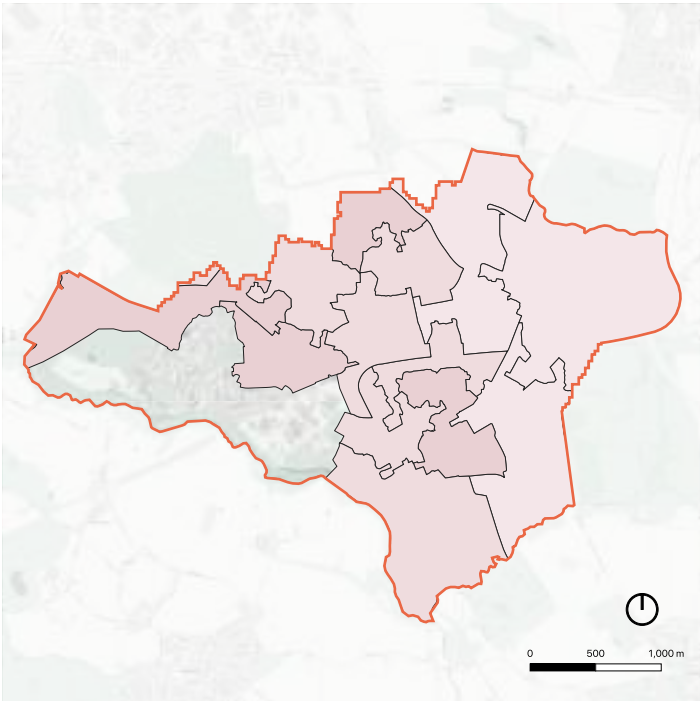
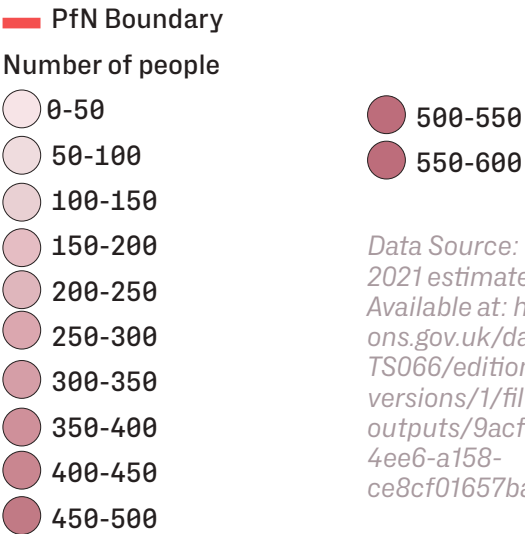


Figure 5.4.6: Map of Economic Inactivity (Long Term Sick or Disabled)



Data Source: ONS - Census 2021 estimates (2021). Available at: <https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/1/filter-outputs/9acfa907-83c9-4ee6-a158-ce8cf01657ba#summary>



Limited Option for Further Education

Despite a relatively highly skilled resident base, there are limited options for further and higher education locally, with few pathways between education and local employment opportunities.

- Earlestown in particular has significantly higher levels of child poverty, which can contribute negatively to educational outcomes (MHCLG, IMD, 2019)
- 31% of residents in Newton-le-Willows hold a Level 4+ qualification, compared to 27% across St Helens (Census, 2021).
- Most primary schools in Newton-le-Willows underperform the national average in reading, writing, and maths attainment levels (DfE, 2024)
- Education and opportunity was voted as the second most popular Investment Theme to be funded through the public engagement process
- Respondents to the public engagement process highlighted a lack of further education opportunities in Newton-le-Willows, creating significant barriers to accessing further education. Students in particular noted a lack of career development opportunities, including apprenticeships
- The Neighbourhood Board discussed the barriers to inclusion and support due to gaps in SEND, mental health services, ESOL provision, and inflexible schooling opportunities
- The Neighbourhood Board also highlighted the problem of low aspirations and careers awareness driven by intergenerational unemployment, lack of role models and uneven support across schools

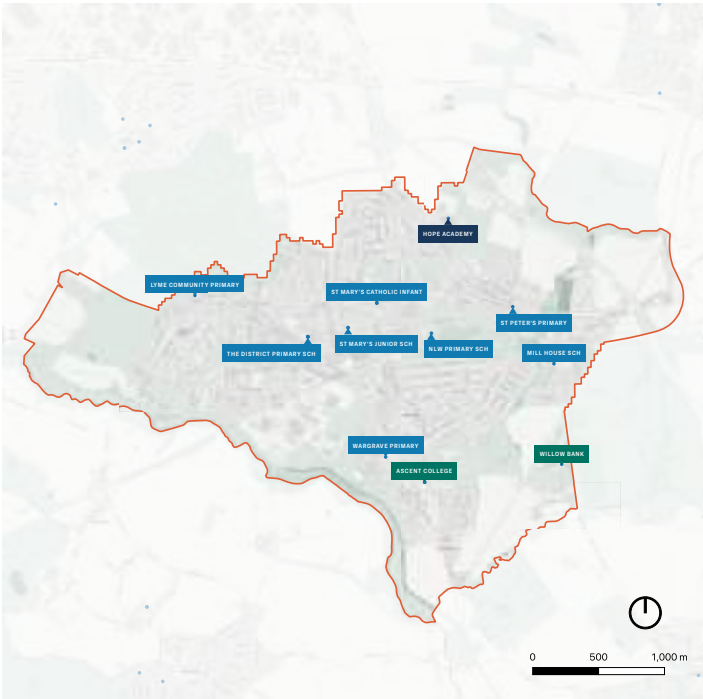


Figure 5.4.7: Map of Educational Establishments

- PfN Boundary
- Primary School
- Secondary School/College
- Special Needs School

Data Source: Department for Levelling Up, Housing and Communities. (n.d.). Educational establishments dataset. Planning Data. Available at: <https://www.planning.data.gov.uk/dataset/educational-establishment>



Housing and Accessibility Challenges

Despite high levels of home ownership in St Helens, Newton-le-Willows has relatively low residential density creating challenges around the accessibility of high quality and affordable homes.

- 25% of households in Newton-le-Willows are owned outright, which is lower than the England average (Census 2021)
- Housing in St Helens is more affordable (as a ratio of earnings to median house price) than the regional and national averages but has a lower percentage of non-decent dwellings (Census, 2021; ASHE, 2022)
- Within Newton, demand for housing is high, given its strategic commuting location and proximity to high street amenities, resulting in higher house prices in Newton, compared to Earlestown (ONS, 2023)
- Strategic stakeholders noted that there is particular strain on social housing provision
- The Neighbourhood Board highlighted issues around infrastructure and sustainability gaps as new developments often lack sufficient transport links, community amenities and sustainable design features. They also noted poor housing quality and variety in the local area

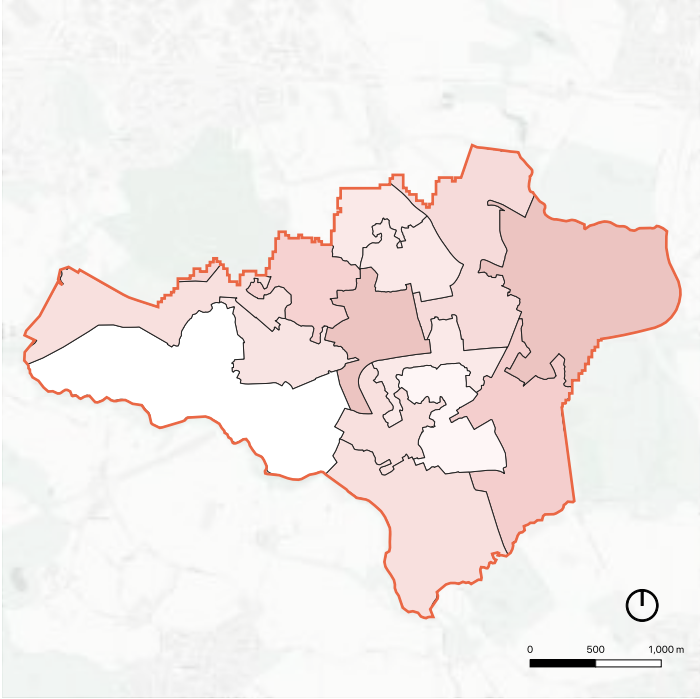


Figure 5.4.8: Map of Home Ownerships (Owns Outright)

— PfN Boundary

- 0-25
- 25-50
- 50-75
- 75-100
- 100-125
- 125-150
- 150-175
- 175-200
- 200-225
- 225-250
- 250-275
- 275-300
- 300-325
- 325-350
- 350-375

- 375-400
- 400-425
- 425-450

Data source: Contains public sector information licensed under the Open Government License v3.0. Available at: <https://www.ons.gov.uk/datasets/TS054/editions/2021/versions/4/filter-outputs/2eb5bd9a-b57b-4ef3-a2b9-54ed52c7fa83#get-data>

05 Strategic Case for Change

5.5 Strategic Local Opportunities

Strategic Local Opportunities

Earlestown Levelling Up Fund

St Helens Borough Council was awarded £20 million from the Levelling up Fund to support the delivery of its £29.7m Earlestown Town Centre regeneration plans.

This funding will deliver three bold and transformative interventions within Earlestown's Town Centre, in line with the ambitious vision of St Helens Borough Council and its development partner, the English Cities Fund (ECF), articulated within the Earlestown Masterplan Development Framework (MDF).

The major investment will:

- Revitalise Earlestown's historic market square, canopy and surrounding public realm
- Reimagine its Grade-II listed derelict Town Hall as a community and workspace hub
- Improve Earlestown Station through improved access, safety, lighting, and restoration of the heritage building

These projects, supported by secured match funding including from St Helens Borough Council, are complementary to one another and are already providing a focused regeneration effort for the town. While these projects are playing a key role in driving substantial regeneration in the Town Centre and will reinvigorate Earlestown as a place in which to live, work and invest, the strategic regeneration opportunity for Earlestown is far greater.

With additional regeneration funding available through the Plan for Neighbourhoods fund, there are further opportunities to build upon the town's initial

regeneration momentum and to use some of the funding, during the first investment plan period, to deliver complimentary 'quick win' regeneration projects. These additional projects would further support the delivery of the town's masterplan and development framework.

Parkside Regeneration

The Parkside site is located just outside of the Plan for Neighbourhood (PfN) boundary for Newton-le-Willows. As a former colliery site, employing up to 2,000 local workers at its peak, the 205-hectare derelict site has a close connection to Newton-le-Willows and to the wider St Helens area.

Parkside is now one of the most significant regeneration sites in the UK, with the opportunity to develop this strategic site for a wide range of uses. This site has the potential to transform the economy of St Helens, including Newton-le-Willows.

The site is designated in the Local Plan and consists of:

Parkside West – 79.5 ha being developed as part of a 50:50 joint venture (Parkside Regeneration LLP) between St Helens Borough Council and Langtree. Parkside West could deliver 2.6m sqft of employment space, including advanced manufacturing, and logistics space, with the potential to support around 4,000 jobs once fully developed and occupied.

Parkside East – 145ha of development with a reservation for a Strategic Rail Freight Interchange, and the remainder of the site developed for a wider range of employment uses. This development is being proposed by Tritax Big Box Developments, who currently

own the majority of the site along with a landholding owned by Hartworths. The development can accommodate over 6m sqft of warehousing and ancillary buildings, 2m sqft of mezzanine floorspace, with the potential to support around 6,000 jobs once fully developed and occupied.

Parkside is also strategically well connected to the motorway network. The site now has direct access to junction 22 of the M6, via the new Parkside Link Road which opened in May 2025, while junction 9 of the M62 is 1 mile away providing connectivity to Liverpool and Manchester.

The site is also the largest designated tax site within the Liverpool City Region Freeport. This designation brings a range of benefits from any development within the tax site boundary, including Tax Increment Financing (TIF) which supports the Parkside Freeport Investment Fund (FIF). The TIF will become unlocked once vertical build commences on site and will expire in April 2028. Under this designation, St Helens Borough Council will benefit from retention of 100% business rates, which can be borrowed against for future growth.

St Helens Borough Council will take a tiered and spatial approach to its FIF investment decisions across the lifetime of the TIF. Tier 1 investments can fund on-site projects, Tier 2 investments can fund projects in Newton-le-Willows, and Tier 3 investments borough wide. With significant funding available for investment within Newton-le-Willows there will be further opportunities for the Board to work closely with St Helens Borough Council to understand how further investment can be leveraged to support local projects and the achievement of the long-term vision and outcomes for Newton-le-Willows.

In addition, the Board will work closely with St Helens Borough Council and both Parkside developers to further build on the current local engagement that has taken place to date. Opportunities to maximise the benefits that Parkside can bring for Newton-le-Willows residents and businesses, including skills and careers out-reach, work readiness support, and local supply chain support, is critically important.



Figure 5.5.1: Improvements to Earlestown Town Centre



Figure 5.5.2: CGI of Parkside Regeneration Site

05 Strategic Case for Change

5.6 Priorities for Change

Priorities for Change

Responding to Local Needs

Based on the material socio-economic needs, derived from the detailed and robust evidence base, the Priorities for Change have been identified. These directly respond to:

- The key challenges highlighted within the socio-economic evidence base
- The insights gained from the strategic stakeholder consultations
- The priorities of the Neighbourhood Board
- The priorities of the public engagement process

These priorities directly align with the overarching ambitions and objectives of the Plan for Neighbourhoods, including Thriving Places, Stronger Communities, and Taking Back Control, as shown in the diagram.

**Priority 01**

An attractive, well-maintained town, supporting a diversity of businesses and celebrating local heritage

Thriving Places: Enhances public realm, business vitality and placemaking, with increased visitors and tourists

Stronger Communities: Reinforces pride and local identity

Taking Back Control: Enhances diversity and growth of businesses

**Priority 02**

Safe, well-maintained and affordable travel routes

Thriving Places: Supports access to jobs, services and education

Stronger Communities: Reduces isolation and improves mobility

Taking Back Control: Improves accessibility to education and employment opportunities

**Priority 03**

Welcoming, safe and activated public spaces

Thriving Places: Improves perception of place and liveability

Stronger Communities: Fosters interaction, trust and cohesion

Taking Back Control: Enables inclusive participation through access to places for civic life and opportunity

**Priority 04**

Green, healthy and resilient spaces

Thriving Places: Enhances placemaking

Stronger Communities: Fosters social connection and pride

Taking Back Control: Enhances health and wellbeing and supports sustainable futures

**Priority 05**

Improved health, wellbeing and quality of life

Thriving Places: Encourages healthy lifestyles and reduced inequalities

Stronger Communities: Builds resilience and social capital

Taking Back Control: Contributes to an equitable community

**Priority 06**

Well-integrated and accessible social infrastructure and services

Thriving Places: Improve access to public services

Stronger Communities: Increases community connection

Taking Back Control: Builds a responsive neighbourhood, aligning infrastructure and services to community needs

**Priority 07**

Locally relevant and accessible employment and training opportunities

Thriving Places: Supports dynamic local economies

Stronger Communities: Builds community resilience

Taking Back Control: Improves economic prospects, empowers communities, and supports economic mobility

**Priority 08**

Inclusive and accessible education and learning pathways

Thriving Places: Builds a future-ready local economy

Stronger Communities: Increases opportunity and inclusion

Taking Back Control: Provides equal opportunity to education and training

05 Strategic Case for Change

5.7 Delivering on the Newton-le-Willows Vision

Delivering on the Newton-le-Willows Vision

Long-Term 10-Year Outcomes

Based on the above key socio-economic needs and Priorities for Change, four key outcomes for Newton-le-Willows have been co-produced and endorsed by the Neighbourhood Board. These long-term outcomes reflect the priority aims for Newton-le-Willows over the next 10 years. These are directly informed by the key socio-economic needs identified through the evidence base and the Priorities for Change.



Newton-le-Willows is a... Vibrant, Heritage-Led Town

Long Term Outcomes:

- The Town Centre presents a high quality, attractive environment through well maintained and appealing shop frontages
- The town's heritage is widely celebrated by the community and visitors
- Heritage acts as a driver of regeneration, contributing to broader social and economic benefits
- Historic buildings and spaces are actively used and fit for modern purposes
- The town's heritage attracts tourists and boosts the visitor economy
- The market is a thriving, central hub of local activity and enterprise
- Public spaces are inviting, accessible and well-supported by the local economy
- A stronger sense of community pride and shared identity is evident among residents
- There is a greater diversity of businesses within the Town Centre



Newton-le-Willows is a... Healthy, Safe and Supportive Community

Long Term Outcomes:

- The community is more connected, with stronger relationships among residents
- Residents feel an increased sense of safety and security in their neighbourhood
- There is greater pride in the local area and shared responsibility for its upkeep
- Public spaces are welcoming, well-maintained and actively used by a wide range of people
- Levels of anti-social behaviour have declined
- The community shows increased resilience
- Social cohesion has improved, with stronger intergenerational and cross-community connections
- Residents experience improved mental and physical wellbeing
- Roads and public areas are safer for all users, including pedestrians and cyclists
- Children and young people have access to positive, engaging activities in outdoor/green community spaces
- Residents experience improved mental and physical wellbeing, supported by integrated health and wellbeing interventions



Newton-le-Willows is an... Accessible and Well-connected Town

Long Term Outcomes:

- Key employment sites are easily accessible to residents and workers
- Rail stations are modern, fully accessible and well-integrated into the transport network, with improvements focused on Earlestown Station.
- Roads are safer for all users, including pedestrians, cyclists and drivers
- There is a comprehensive and well-used network for walking, wheeling and cycling
- Reliance on private vehicles has decreased, with more people choosing sustainable travel options
- Residents and visitors have access to a range of improved, environmentally friendly transport choices
- There are seamless, convenient connections between where people live and key destinations such as schools, shops, workplaces and leisure facilities



Newton-le-Willows is a... Place of Opportunity and Learning for All

Long Term Outcomes:

- The town offers a thriving education and lifelong learning environment
- Aspirations are raised across the community, especially among young people and under-represented groups
- There are more opportunities for workplace-linked learning, benefiting people at all stages of life
- Skills training is widely accessible and better aligned with local economic needs
- Vulnerable learners are supported to achieve positive educational and life outcomes
- Strong, effective partnerships exist between the community, schools, colleges and local employers
- Inclusive and accessible pathways to employment are available for all residents
- Local people benefit from employment and STEM learning opportunities connected to the Parkside development
- Families and young people are better supported, leading to improved early development, raised aspirations and greater engagement in education and community life
- Access to employment opportunities

Intended Use of Powers

Targeted use of Powers to Support Community-led Regeneration

Community-led regeneration sits at the heart of Newton-le-Willows’ Plan for Neighbourhoods vision and is the Board’s priority both over the longer-term and during the first investment period. By bringing together residents, business leaders, and community figures, Plan for Neighbourhoods funding can effectively respond to identified local needs and begin the process of delivering positive tangible change for local residents, community groups, and businesses over the next 10 years.

In addition to funding, the UK Government is also encouraging all Boards and local authorities to make the most of the powers and tools available to them, where applicable, to maximise local impact and shape change in their areas. The Plan for Neighbourhoods prospectus provides Boards with a comprehensive summary of the available powers and tools currently accessible to local authorities. A summary of the intended use of these powers by the Newton-le-Willows Neighbourhood Board is set out in Figure 5.8.1.

To date, there has been a clear focus for the Neighbourhood Board on engaging with the community and listening, ensuring the Regeneration Plan responds to local needs and challenges, which has guided the Board’s focus on identifying priority investment interventions for the first four-year investment period.

Following the submission of the Regeneration Plan, the Neighbourhood Board will focus on working collaboratively with the local authority, stakeholders, and local community on identifying, developing and delivering priority investment projects, including ‘Quick Win’ projects, across the next ten years. The Neighbourhood Board will work closely with St Helens Borough Council to better understand where, if required, there are opportunities to use available powers to support the successful enablement and delivery of the Board’s priority investment projects, as well as support the Board’s long-term vision and outcomes for Newton-le-Willows.

There is a wide array of powers and tools available to Neighbourhood Boards covering interventions across all eight themes. While many of the powers and tools are already available to local authorities through existing legislation, they are potentially under-utilised within local communities (e.g. powers under the Levelling-up and Regeneration Act 2023, the Localism Act 2011, the Local Government Act 2000, the Town and Country Planning Act 1990). There are also some powers which may also come forward in the future, through emerging legislation (e.g. Community Right to Buy assets as part of the English Devolution Bill 2025), which may also be of benefit to the Neighbourhood Board in due course.

The Newton-le-Willows Neighbourhood Board will provide further updates to government and the local community regarding the targeted selection and use of any powers or tools to support the successful delivery of projects under their priority interventions.



Figure 5.8.1: Intended Use of Powers

06 4 Year Investment Plan

06 4 Year Investment Plan

6.1 Priority Plan for Neighbourhoods

Investment Themes for Investment Period 1 (from April 2026-March 2030): The key socio-economic needs in Section 5.4, Priorities for Change and long-term outcomes (derived from the community, strategic, and Neighbourhood Board consultation) were presented to the Neighbourhood Board. Based on this information, and guided, in particular, by the outcomes of the community consultation, the Neighbourhood Board selected the following priority Investment Themes for Investment in Period 1.



Regeneration, High Streets and Heritage

This Investment Theme was voted as the highest through the public engagement process, accounting for 20% of responses to the question “Out of the eight Plan for Neighbourhoods Investment Themes, where would you most like to see investment?”

In addition, the Investment Theme has the potential to respond to multiple Priorities for Change, including:

- Attractive, well-maintained Town Centre, supporting a diversity of businesses and celebrating local heritage
- Safe, well-maintained and affordable travel routes
- Welcoming, safe, and activated public spaces

Given other strategic activities being brought forward in Newton-le-Willows, including the Levelling Up Fund backed £29m package bid in Earlestown Town Centre, this Investment Theme also enables the delivery of complementary activities which are already costed and deliverable, supporting the existing vision for the programme and town regeneration. It is intended that these activities will be quickly deployable, meaning the Newton-le-Willows community will see tangible and meaningful change quickly, thus building community confidence and buy-in through the first investment period.



Education and Opportunity

This Investment Theme was voted the second highest through the public engagement process, accounting for 19.5% of responses to the question “Out of the eight Plan for Neighbourhoods Investment Themes, where would you most like to see investment?”

In addition, the Investment Theme has the potential to respond to multiple Priorities for Change, including:

- Locally relevant and accessible employment and training opportunities
- Inclusive and accessible education and learning pathways



Health and Wellbeing

This Investment Theme was voted the third highest through the public engagement process, accounting for 16.7% of responses to the question “Out of the eight Plan for Neighbourhoods Investment Themes, where would you most like to see investment?”

In addition, the Investment Theme has the potential to respond to multiple Priorities for Change, including:

- Well-integrated and accessible social infrastructure and services
- Improved health, wellbeing, and quality of life



Cohesion

The Neighbourhood Board agreed that Cohesion should be a priority Investment Theme. This was due to the strong alignment with the other priority Investment Themes and the potential to develop a ‘community pot’ under this theme, which would allow for community capacity building, building on the strength and diversity of existing third-sector organisations in Newton-le-Willows. These organisations will help to both enhance social cohesion and act as a facilitator for delivery across a broad range of themes directly relevant to the Plan for Neighbourhoods objectives (employment, education, health, wellbeing, community resilience, etc.).

This Investment Theme has the potential to respond to multiple Priorities for Change, including:

- Well-integrated and accessible social infrastructure and services
- Improved health, wellbeing, and quality of life

06 4 Year Investment Plan

6.2 4-Year Investment Plan

Priority Plan for Neighbourhoods Interventions for Investment Period 1

(April 2026-March 2030)

Following selection and endorsement of the Investment Themes, the Neighbourhood Board have collaboratively voted on and selected a series of priority interventions for investment in Period 1 (from April 2026-March 2030). This selection was based upon the detailed evidence-base and rooted in the Priorities for Change.

To guide the Neighbourhood Board's selection of priority interventions for investment in Period 1, they endorsed and made use of an approach to:

- Align funding prioritisation and Investment Theme selection with the outcomes of the community consultation (i.e., selection of the top voted Investment Themes, with the addition of Cohesion)
- To prioritise interventions within the Investment Theme of Regeneration, High Streets, and Heritage as opportunities for 'quick wins' due to well-developed projects. This will enable timely practical delivery of visually prominent projects that meet the Board's aspiration to deliver projects quickly to boost community engagement and confidence. These projects also align with existing strategic investment in Earlestown Town Centre and will contribute to the existing overarching vision for the town's regeneration

- 'High street development' also scored the highest (14.9%) out of the potential project ideas put to the community
- To allow sufficient time for the development of further projects aligned to the other chosen Investment Themes (Education and Opportunity, and Health and Wellbeing) and any further projects in Regeneration, High Streets and Heritage
- To allow sufficient time for the development of a 'community pot' and relevant criteria to be established, aligned with the chosen Investment Themes (Regeneration, High Streets and Heritage, Education and Opportunity, Health and Wellbeing) and with the Cohesion theme selected only for the development of a 'community pot'

Taking into account this approach, the key socio-economic needs in Newton-le-Willows and the Priorities for Change, the Neighbourhood Board voted on their top 3 priority interventions per Investment Theme. The results of this vote are summarised below in ranked order.

Priority Interventions – Regeneration, High Street, and Heritage

- **Intervention 1:** Funding for improvements to Town Centres, neighbourhoods, and high streets, including capital spend and running costs
- **Intervention 5:** Enhanced support for arts, cultural, heritage and creative activities, projects, and facilities and historic

institutions that make up the local cultural heritage offer

- **Intervention 2:** Creating and improving green spaces, community gardens, watercourses and embankments in the local area, along with incorporating natural features into wider public spaces

Priority Interventions – Education and Opportunity

- **Intervention 6:** Support for community-based learning and development
- **Intervention 5:** Support for growing the local social economy, including community businesses, cooperatives and social enterprises
- **Intervention 3:** Support for families and young children

Priority Interventions – Health and Wellbeing

- **Intervention 3:** Funding for local sport and activity facilities, events, teams and leagues to foster community engagement and connection
- **Intervention 1:** Supporting community-level health provision
- **Intervention 2:** Integration and co-location of health and wellbeing services

Priority Interventions – Cohesion (noting these are not ranked and are related only to the development of a 'community pot' project)

- **Intervention 1:** Measures to improve community cohesion
- **Intervention 2:** Funding for impactful volunteering and social action projects to develop social and human capital in local place
- **Intervention 3:** Investment in capacity building and infrastructure support for local civil society, youth and community groups

Areas of Spatial Targeting

Within the broader PfN boundary, a number of locations have been identified where there is the greatest potential (and need) for targeted intervention. These areas align with local ambitions and represent important opportunities to support regeneration, enhance quality of life and deliver long-term benefits for the wider Newton-le-Willows community.

- **Earlestown Town Centre:** With its historic commercial core and established market, there is significant potential to strengthen the Town Centre by enhancing the public realm and supporting local businesses.
- **Green Spaces and Corridors:** Protecting and enhancing parks, canal trails and green corridors offers both environmental value and opportunities for recreation and wellbeing.

Investment Period 1 Delivery Funding Profile			
Year 1 (2026-27)	Year 2 (2027-28)	Year 3 (2028-29)	Year 4 (2029-30)
£0.232m Revenue	£0.256m Revenue	£0.432m Revenue	£0.432m Revenue
£0.360m Capital	£1.736m Capital	£1.605m Capital	£1.605m Capital
Total Allocation per Year			
£0.592m	£1.992m	£2.037m	£2.037m

Figure 6.2.1: Investment Period 1 Delivery Funding Profile

Investment Period 1 Allocations					
Regeneration, High Streets and Heritage	Education and Opportunity	Health and Wellbeing	Community Pot (Delivering projects across priority Investment Themes and Cohesion)	Management Fee	Total Allocation
£2.139m * Financial allocations per Investment Theme aligned to their respective public vote share	£2.085m * Financial allocations per Investment Theme aligned to their respective public vote share	£1.785m * Financial allocations per Investment Theme aligned to their respective public vote share	£0.250m	£0.399m *6% of total allocation taken from total revenue	£6.658m

Figure 6.2.2: Investment Period 1 Allocations

07 Strategic Alignment

Strategic Alignment

Overview

Building on the strategic case for change and the identified priorities, this chapter outlines the framework for delivering the 10-Year Vision.

The Regeneration Plan has been designed to align strategically with a range of existing and planned initiatives at local, regional and national levels. This alignment ensures the Plan complements ongoing investments, maximises value for money and reinforces long-term impact across key priority areas.

By aligning and building upon existing and planned programmes, strategies and funding streams, the Newton-le-Willows Plan for Neighbourhoods offers a coherent, placed-base framework for regeneration. It adds value to ongoing public investment and ensures that local priorities are delivered in step with wider economic, social and environmental ambitions across the region.



Figure 7.1.1: Local, Regional and National Alignment

07 Strategic Alignment

7.2 Alignment with Local Strategies and Plans

Alignment with Local Strategies and Plans

St Helens Borough Strategy (2021-2030)

The St Helens Borough Strategy (2021-2030) sets out the vision for the Borough and the overarching themes that identify the area, alongside the priorities for St Helens Borough Council. The Strategy recognises the importance of working closely with residents and stakeholders, empowering communities to fund and develop joint solutions, and enabling communities to actively shape the services they need, such as the Plan for Neighbourhoods.

The Newton-le-Willows Plan for Neighbourhoods will contribute to this strategy and support delivery of the St Helens Borough Strategy priorities to:

- Ensure children and young people have a positive start in life
- Promote good health independence and care across communities
- Create safe and strong communities and neighbourhoods for all
- Support a strong, thriving, inclusive and well-connected local economy
- Create green and vibrant places that reflect our heritage and culture
- Be a responsible council

The Strategy highlights that the Borough's future depends on an open and honest two-way conversation about ambitions and the role that residents, neighbourhoods, businesses, and partners must play in reshaping service delivery. This same approach will be used to develop the vision for Newton-le-Willows through an inclusive, participatory process.

St Helens Inclusive Growth Strategy (2023-2028)

A core focus of the St Helens Inclusive Growth Strategy is to create a strong, thriving, inclusive, and well-connected economy across the Borough. The actions within the Strategy are designed to support those most in need, while also growing the economy and infrastructure in ways that ensure benefits are widely shared.

The Strategy considers how investment opportunities can be linked to communities and focuses on three key themes with underlying priorities:

- Regeneration, development and inward investment
- Local business growth and new enterprise
- Public and private sector key worker jobs

An example of delivery under the theme of regeneration, development and inward investment is the transformational regeneration of Earlestown and St Helens Town Centres, supported by adoption of the Local Plan to 2037. The Newton-le-Willows Plan for Neighbourhoods will complement this delivery by further building community resilience and providing additional opportunities to strengthen the local economy.

Earlestown Masterplan Development Framework

St Helens Borough Council and the English Cities Fund (ECF)—a partnership between Muse, Legal & General, and Homes England—have entered a 20-year agreement to deliver regeneration across the Borough, with a focus

on the Town Centres in Earlestown and St Helens. Earlestown is the Town Centre of the historic town of Newton-le-Willows.

The Masterplan Development Framework for Earlestown Town Centre includes proposals for a revitalised market square, enhanced public realm and wayfinding, a refurbished and reopened town hall, and the potential creation of a new transport interchange. These developments will help unlock further investment in the Town Centre and restore its reputation as a thriving market town.

The Plan for Neighbourhoods fund will build on the momentum of the £20m Levelling Up Fund investment secured in 2023 for the regeneration of Earlestown Town Centre, providing wider, complementary regeneration ambitions for Earlestown and the surrounding area.

St Helens Borough Wide Policy Links

The Newton-le-Willows Plan for Neighbourhoods aligns with key ambitions and objectives outlined in local policies, directly connecting with the priorities of both the Borough and the Newton-le-Willows area. Several St Helens Borough Council policy documents will be reviewed as part of project development to ensure that selected interventions align with wider Borough policy. The following examples illustrate these links, though the list is not exhaustive.

St Helens Borough Local Plan (2022-2037)

The St Helens Borough Local Plan sets out the framework for the growth and development of the Borough. It identifies how and where new development and regeneration should take place and thereby promotes and manages the future development of the Borough. It will also

shape the investment plans of the Council, other public and voluntary organisations, and the private sector.

The Local Plan includes:

- The vision and objectives for the development of the Borough up to and beyond 2037
- Strategic policies guiding the amount, form and location of new development
- Site allocations for new housing, employment, and other forms of development
- Local policies with additional requirements to guide the consideration of planning applications for new development, and details of where these will apply.

Pathway to Net Zero by 2040: Our Climate Response Plan (2021)

In its Pathway to Net Zero by 2040 – Our Climate Response Plan, St Helens Borough Council reaffirms its bold, borough-wide strategy to confront the escalating climate crisis. The plan, published in November 2021, builds on the council's declaration of a climate emergency on 10 July 2019, and lays out a transformative vision that places climate action at the heart of all council priorities.

It sets a clear and ambitious objective: achieving net zero carbon emissions across the borough by 2040, by embedding climate thinking into service delivery, fostering local innovation, enhancing infrastructure, and forging strong partnerships with communities and industry.

In addition to the key strategies and plans described here, project development will be aligned with other St Helens policies. These are identified in Figure 6.2.1.



Figure 7.2.1: St Helens Inclusive Growth Strategy (2023-28)

07 Strategic Alignment

7.3 Regional & National Government Programmes

Regional and National Government Programmes

Overview

The Plan for Neighbourhoods funding is based on key learning from previous programmes such as The New Deal for Communities, with the approach that this funding should complement and align with wider existing and planned local, regional and national government programmes.

These high-level initiatives provide an overview of the key links to regional and national government programmes, in which the Plan for Neighbourhoods fund will contribute to through wider goals.

Note that Figure 7.3.1 is not meant to be exhaustive, rather it sets out key strategies and plans which are key for delivering on the Plan for Neighbourhood initiatives and/or have strong independencies.

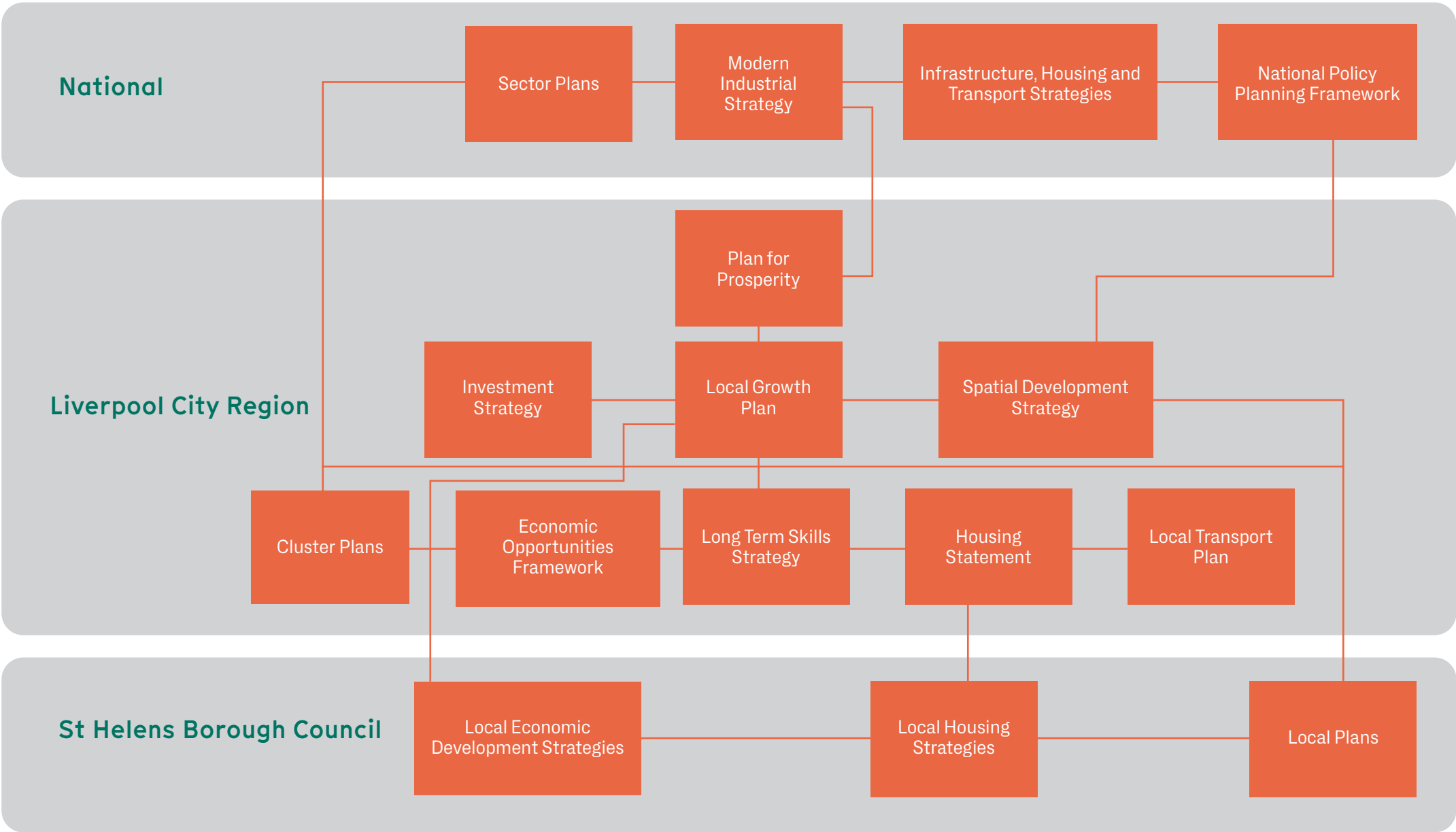


Figure 7.3.1: Key Links to Regional and National Programmes

08 Match Funding & Investment

08 Match Funding & Investment

8.1 Overview

Match Funding & Investment

Overview

This section outlines the approach to securing and maximising additional investment from public, private and philanthropic sources. It includes current funding commitments and strategies for attracting further support over the life of the programme.

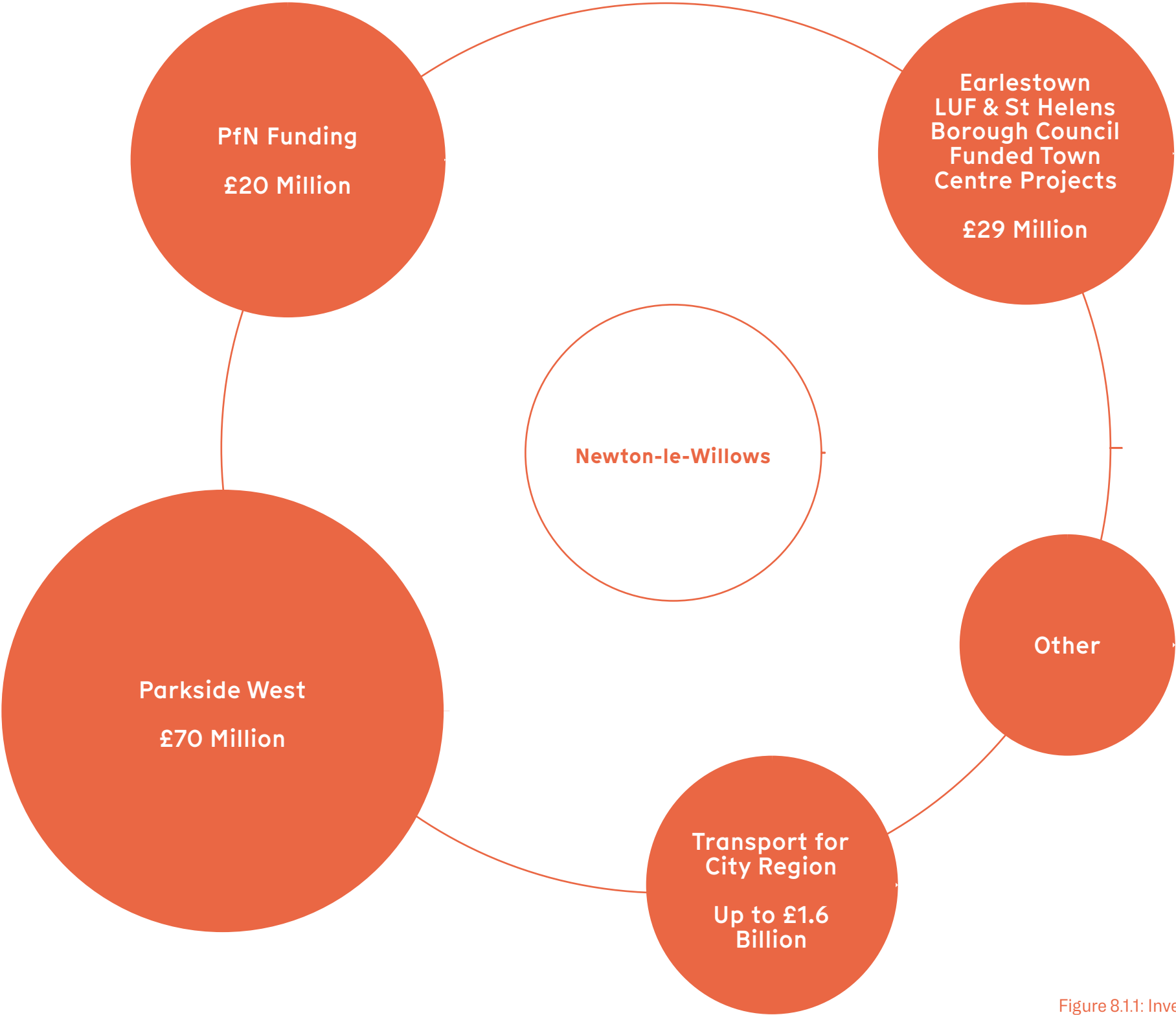


Figure 8.1.1: Investment Orbit

08 Match Funding & Investment

8.2 The Wider Investment Landscape

The Wider Investment Landscape

The wider investment landscape for Newton-le-Willows involves several funding streams and initiatives:

Parkside West Joint Venture:

The site is also the largest designated tax site within the Liverpool City Region Freeport. This designation brings a range of benefits from any development within the tax site boundary, including Tax Increment Financing (TIF) which supports the Parkside Freeport Investment Fund (FIF). The TIF will become unlocked once vertical build commences on site and will expire in 2048. Under this designation, St Helens Borough Council will benefit from retention of 100% business rates, which can be borrowed against for future growth.

St Helens Borough Council will take a tiered and spatial approach to its FIF investment decisions across the lifetime of the TIF. Tier 1 investments can fund on-site projects, Tier 2 investments can fund projects in Newton-le-Willows, and Tier 3 investments borough wide. With significant funding available for investment within Newton-le-Willows there will be further opportunities for the Board to work closely with St Helens Borough Council to understand how further investment can be leveraged to support local projects and the achievement of the long-term vision and outcomes for Newton-le-Willows.

Earlestown Levelling Up Fund & St Helens Borough Council Funded Projects:

This funding runs from the present until March 2028, totalling £29.7 million, with £20 million from the Levelling Up Fund (LUF) and £8 million in St Helens Borough Council match funding. It also includes £1.286 million from Public Sector Decarbonisation Scheme (PSDS)

for the Town Hall and secured Section 106 Contributions. The English Cities Fund (ECF), as the Council's Development Partner, is delivering two projects of the LUF programme: Market Square & Public Realm and renovation of Earlestown's Grade II Listed Town Hall for workspace and community uses. Liverpool City Region Combined Authority, as Passenger Transport Executive for the region, will deliver station improvements at Earlestown's historic railway station (access, safety, lighting, heritage building restoration).

Transport for City Region (TCR):

The TCR programme provides multi-year, consolidated funding settlements to enhance the local transport networks, including investment in public and sustainable transport infrastructure. Liverpool City Region Combined Authority has been awarded £1.6 billion from this fund. The objectives of the fund are:

- Continuing to drive growth and productivity through investment in integrated transport networks
- Transforming infrastructure to support the delivery of new homes and improve access to opportunity for all
- Decarbonising transport and enabling healthy living, including promoting modal shift from cars to public transport, walking and cycling

Other Funding Opportunities:

This category involves horizon scanning for emerging government initiatives, including funding opportunities from Arts Council England and the National Lottery, as well as making use of the Liverpool City Region Strategic Investment Fund (SIF). Additionally, Access for All funding will be pursued for Earlestown Train Station, in line with the Mayor's commitment to improving accessibility across the rail network. Earlestown has been selected as one of 21 stations to be upgraded and nominated to the Department for Transport (DfT) for consideration in the next funding round.

Parkside West
(2026-2048)

Earlestown LUF & St Helens
Borough Council
(Now-2028)

Plan for Neighbourhoods
(2026-2036)

Transport for City Region
(TCI) (2027-2032)

Other Funding
(Ongoing)

08 Match Funding & Investment

8.3 Future Leverage

Future Leverage

To enhance long-term success and impact of the Plan for Neighbourhoods fund, the Council and Newton-le-Willows Neighbourhood Board are committed to considering how best to use the funding to crowd in other investment and match funding, from other public, private and philanthropic sources. This includes the Council taking a proactive approach to horizon scanning for new funding initiatives.

In addition, the Neighbourhood Board will consider building upon established and existing activities to amplify local outcomes, ensuring that current activities deliver a greater value targeted at the Newton-le-Willows community.

This approach not only broadens the impact of the Plan for Neighbourhoods fund, but will also foster cross-sector collaboration, joint stewardship and enable greater regeneration outcomes for the community through maximising value for money.

By taking this approach, it embeds a sense of collective ownership and a long-term commitment to the community of Newton-le-Willows, to ensure we get the greatest benefit.

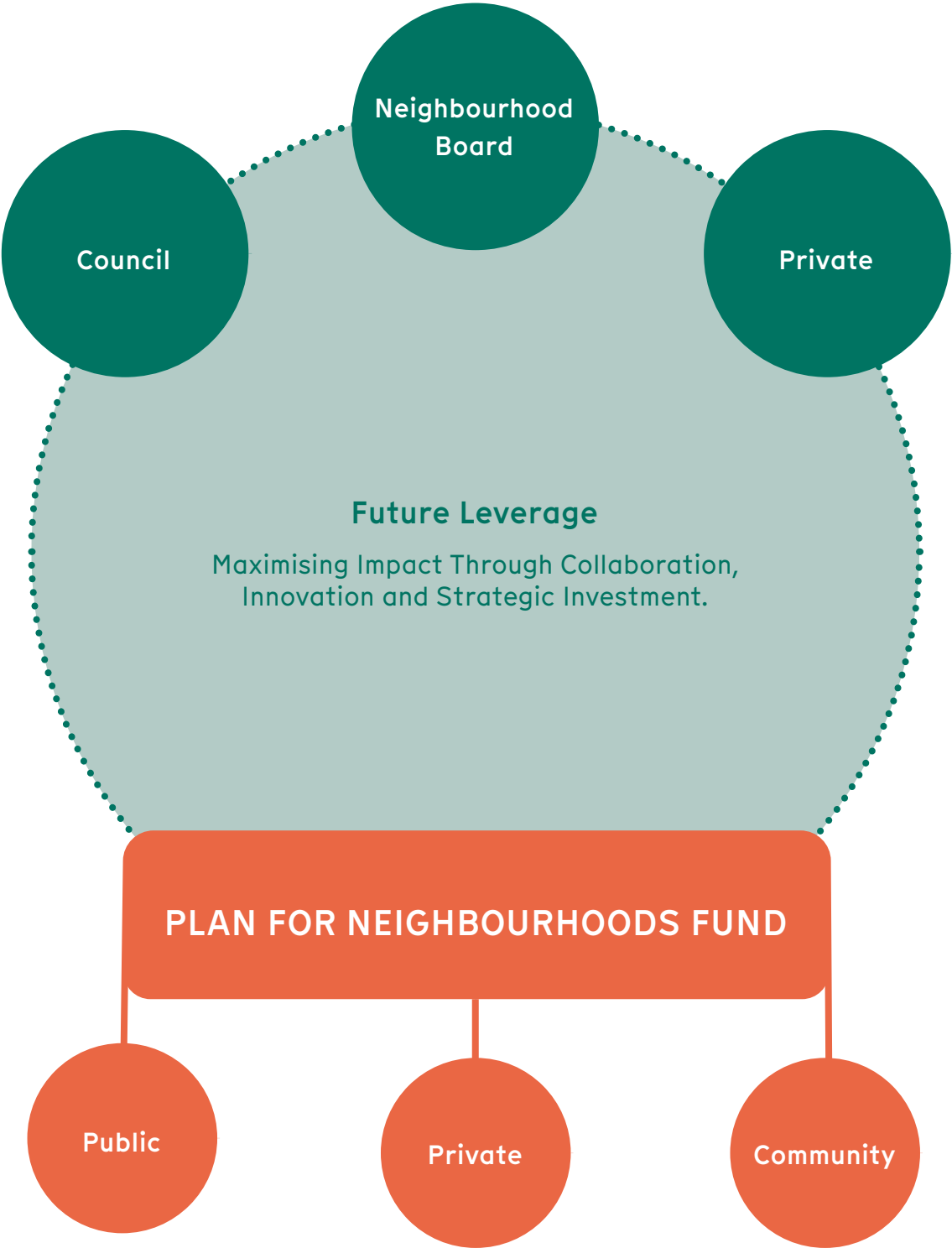


Figure 8.3.1: Future Leverage

09

Community & Stakeholder Engagement

09 Community & Stakeholder Engagement

9.1 Overview

Overview

This section explains how the community and stakeholders will remain at the heart of the Regeneration Plan. It sets out how they will be actively involved in shaping and delivering the vision over the full 10 years.

Over the course of the past months, steered by a dedicated Engagement Sub-Group of the Neighbourhood Board, the community and stakeholders have been central to shaping the Regeneration Plan. Their active involvement has helped refine the Vision and will continue to guide the delivery over the next 10 years.

Engagement Sub-Group and Engagement Strategy

The Neighbourhood Board, alongside the Council, wanted to ensure that local people could contribute to the Plan and share challenges, opportunities, and ideas for the changes.

Prior to delivery of public and stakeholder engagement activities, an Engagement Strategy was established in March 2025 to inform and guide the engagement approach. Informed by an Engagement Sub-Group, (made up of four members of the Board with a dedicated passion for engagement), workshops were undertaken to review the proposed engagement approach and clarify expectations for engagement and shape future consultation by local knowledge and insights.

The Engagement Strategy that was developed was endorsed by the Newton-le-Willows Neighbourhood Board in March 2025 and informed the comprehensive public and stakeholder engagement that has been delivered to date. The sub-group ensured there was a geographic distribution of events, tailored engagement activities and that the hardest to reach communities in Newton-le-Willows were considered.

Stakeholder Engagement

Extensive and well considered engagement with a wide range of stakeholders has been conducted to ensure their perspectives and expertise inform the plan.

Neighbourhood Board Engagement

The Neighbourhood Board has been instrumental in representing local voices, meeting monthly to discuss progress and provide input on emerging proposals. Their involvement has strengthened community trust and helped tailor interventions to reflect neighbourhood needs.

Community Engagement

Public consultation included a series of public facing events, including 2 pop-up events at well-established local events, 6 drop-in sessions targeted for specific stakeholders, alongside 2 school workshops, and an online platform inclusive of an online survey, interactive map, and ideas that will have engaged residents from diverse backgrounds. The input gathered has shaped key aspects of the Regeneration Plan.

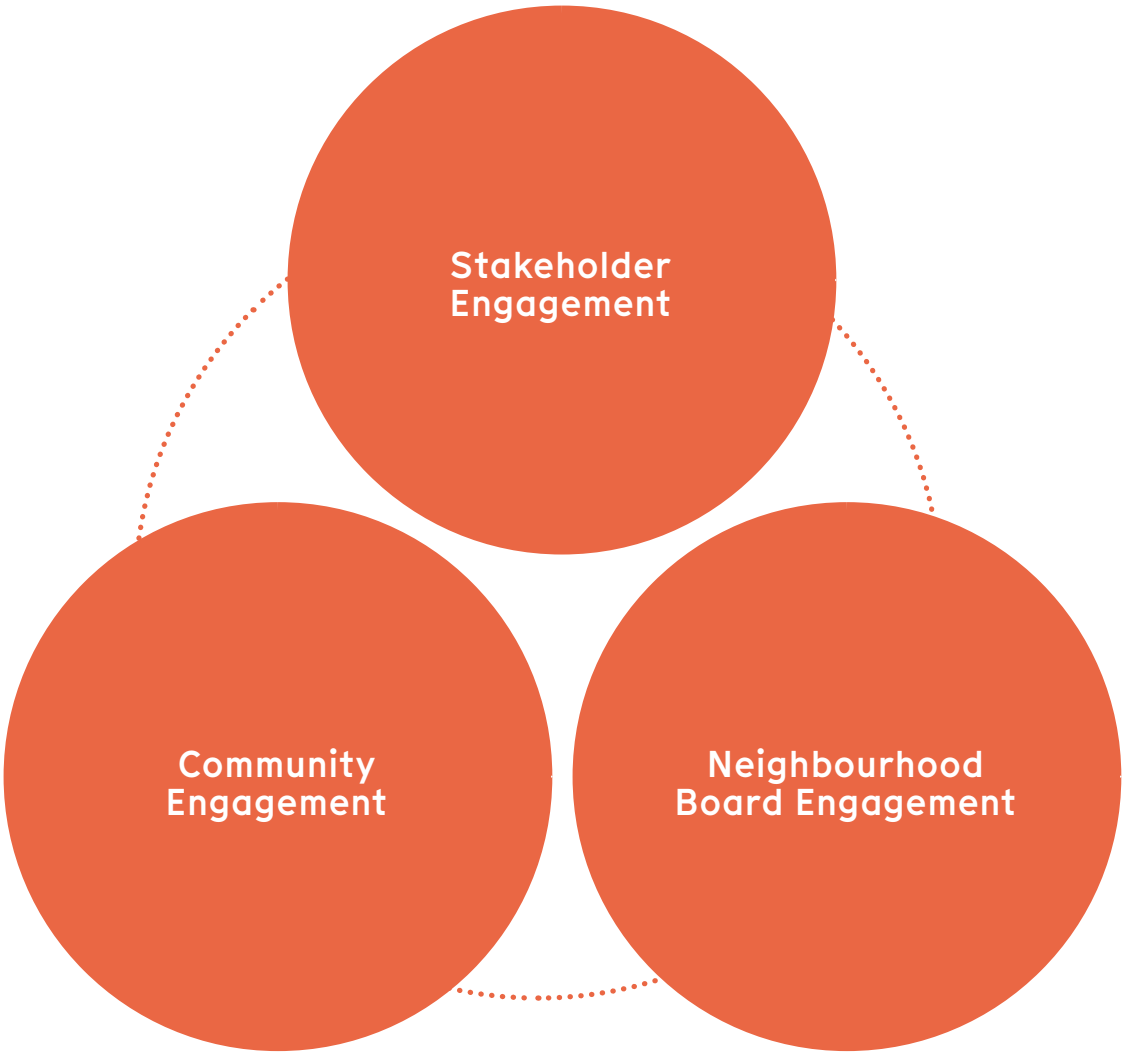


Figure 9.1.1: Types of Engagement

09 Community & Stakeholder Engagement
9.2 Board Representation

Introduction

The Neighbourhood Board has provided strong, representative leadership, guiding the direction and delivery of the Regeneration Plan. The Neighbourhood Board’s membership includes a diverse range of mandated statutory representatives alongside community, business and sector representatives, ensuring broad and inclusive input.

Ways of Working and Distinction from Local Authority

While working constructively with the local authority, the Neighbourhood Board has maintained an independent role in shaping and steering the plan. The Board’s remit has focused on:

- Setting local priorities aligned with community insight
- Advocating for the community in discussions with statutory partners

This distinction has helped ensure the plan remains community-led and reflects local values rather than solely institutional priorities. By balancing collaboration with independence, the Board has ensured local voices remain at the heart of decision-making.

Board Representation & Leadership

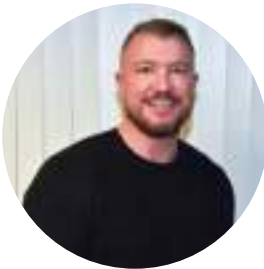
The Neighbourhood Board is composed of a balanced mix of mandated and non-mandated members, representing key statutory bodies, local government and the diverse sectors and communities within Newton-le-Willows.

Mandated representatives include the Chair of the Board, elected officials such as the Leader of the Council and Cabinet member for Business and Inclusive Growth, the Chief Executive of the Council, representatives from regional authorities, statutory partners like the Police and Crime Commissioner and the local Member of Parliament. These members provide strategic oversight and access to critical resources.

Non-Mandated Representatives bring vital community perspectives, business interests and sector expertise from third sector organisations, cultural and heritage bodies, sports, and faith groups. This diversity ensures the plan is informed by lived experience and local aspirations.

Leadership is provided by Chair Chris Hickey, who facilitates inclusive discussion, promotes collaboration between statutory and community members and drives the Board’s collective decision-making and advocacy efforts.

Together, this structure fosters inclusive governance and enables the Neighbourhood Board to effectively guide the Regeneration Plan, balancing strategic priorities with the community’s needs and values.



Chris Hickey
Chair of Newton-le-Willows
Neighbourhood Board



David Baines
Member of Parliament
(St Helens North)



Councillor Anthony Burns
Leader of the Council



Councillor Kate Groucutt
Cabinet Member - Business and Inclusive Growth



Mark Palethorpe
Chief Executive of the Council



Amie Parsonage
Merseyside Police and Crime Commissioner Representative



Jon Smith
St Helens Local Policing Chief Inspector



Ian Lewis
Investment Manager at Liverpool City Region Combined Authority



Alex Myhill
Community Representative



Joanne Edge
Community Representative



Paul Romanko
Business Representative



Debbie Taylor
Business Representative



Fiona Ruddy
Third Sector Representative



John Unsworth
Cultural Arts and Heritage



Rev Chris Stafford
Faith Representative

Figure 9.2.1: Neighbourhood Board Representation

09 Community & Stakeholder Engagement

9.3 Board Engagement Approach

Newton-le-Willows Neighbourhood Board Engagement Strategy

Neighbourhood Board Engagement Overview

This report outlines the Neighbourhood Board engagement approach, a vital component of the regeneration programme. The engagement strategy involved a series of structured workshops and sessions designed to gather detailed input from the Engagement Sub-Group, made up of a small number of Neighbourhood Board members. Utilising interactive tools such as Slido for real-time information collection and display, the process fostered a collaborative environment to identify unique local characteristics, challenges and opportunities. This approach ultimately helped to shape an emerging vision and objectives that align with “on-menu” interventions across each thematic area of the programme.

Engagement Strategy Workshops

- Wednesday 15th January, 2:00 – 4:30pm
- Friday 13th March 2025, 2:00 – 4:00pm

Workshop 01: Baseline

The initial workshop focused on baseline mapping, assessing findings against key themes. Participants contributed information on unique local aspects and key descriptors (captured through the “what 3 words” exercise), as well as challenges and opportunities related to the Fund’s thematic areas.

- Friday 7th February, 2.00 - 4.30pm

Workshop 02: Additional Investment Themes

Workshop 02 focused on baseline mapping, assessing findings against the additional themes Investment Themes.

- Friday 9th May, 2:30pm - 4.30pm

Workshop 03: Case for Change

Workshop 03 centred on aligning the emerging vision, outcomes, and objectives with identified opportunities. The Neighbourhood Board evaluated how these opportunities and challenges corresponded with the “on-menu” interventions provided by the programme, and identified the most relevant interventions for each theme.

- Friday 13th June, 2:30pm - 4.30pm

Workshop 04: Visioning

In this workshop, the strategic vision for the next 10 years was defined. The Neighbourhood Board outlined where, why, and how funds would be allocated, ensuring the vision reflected local challenges and opportunities comprehensively.

- Friday 20th June, 2.00 - 4.00pm

Workshop 05: Interventions

The final workshop focused on selecting and prioritising specific interventions to deliver the vision. This follows the Neighbourhood Board being presented with the consultation and stakeholder findings which informed choices to best address the needs and aspirations of the community within the framework of the regeneration plan.

- Friday 4th July, 2.00 - 4.00pm

Workshop 06: Regeneration Plan

The fifth workshop focused on finalising the Regeneration Plan, which serves as the roadmap for implementing and monitoring the agreed interventions. During this session, the Neighbourhood Board reviewed and refined the detailed delivery timelines, responsibilities and key performance indicators. The workshop ensured alignment between the strategic vision and practical steps for regeneration, establishing clear accountability and mechanisms for ongoing community engagement and feedback throughout the project lifecycle.

- Friday 18th July, 2.30 - 4.30pm

Summary

The Neighbourhood Board Engagement Strategy has been instrumental in ensuring that the Regeneration Plan is community-led, inclusive and responsive to local needs. Through a series of six structured workshops, Board members have collaboratively mapped baseline conditions, voiced community priorities, developed a clear case for change, and shaped a long-term strategic vision. The process culminated in the selection of targeted interventions and a detailed Regeneration Plan that sets out clear delivery actions, responsibilities, and performance measures. This approach has fostered strong ownership, transparency and alignment between the Board’s aspirations and practical implementation, providing a robust foundation for successful regeneration in Newton-le-Willows.



09 Community & Stakeholder Engagement

9.4 Community Engagement Approach

Community Engagement Approach

Community Engagement Overview

In total, the Neighbourhood Board and St Helens Borough Council, in partnership with PLACED (a local CIC specialising in community engagement) have reached c.60,000 people and directly 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 St Helens Borough Council 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.

- The key aim of this public engagement was to understand common themes and use this to supplement the knowledge and experience of St Helens Borough Council, the Neighbourhood Board and specialist consultants who are producing the Regeneration Plan and 4-Year Investment Plan, as part of the Plan for Neighbourhoods programme.

- Public 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 programme and collate comments from the community via a survey, comments collection, and mapping tool.

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 St Helens Borough Council and PLACED Ambassadors.

- Saturday 12th April, 10.00 - 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 for varying durations, across the 6-week period of consultation. Locations included areas that would have high footfall and catch different demographics of the community, this 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, St Helens Borough Council hand delivered self-led postcards and letters to hard-to-reach groups such as businesses, retirement homes, and the Muslim Community Centre, to ensure they were given the opportunity to engage. The responses received were largely from businesses and older residents.

School Workshops

School Workshops were full-day structured sessions at a local SEND school and high school with groups of young people. The activities were tailored to include a range of discussion-based and creative activities relating to the Plan for Neighbourhoods funding.

The Workshops started with discussions about opportunities and challenges, and concluded with an activity in which students made collage posters of the Investment Themes.

- 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

Throughout the consultation period, engagement activities and reach were reviewed to ensure our engagement approach responded to feedback from the community whilst also maximising exposure. Targeted drop-ins to reach groups who experience barriers to attending consultation events or who are lesser-heard voices were held (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 from the Sea Cadets, Newton Boys and Girls Club, and Army Cadets)
- Friday 16th May, 12.00pm - 1.20pm, Woods Court Sheltered Housing (7 attendees)



In-person Events

Self-led Engagement

School Workshops

09 Community & Stakeholder Engagement

9.5 Stakeholder Engagement Approach

Approach to Stakeholder Engagement

The development of the Newton-le-Willows Plan for Neighbourhoods has been underpinned by a proactive and inclusive approach to stakeholder engagement. Recognising the value of local insight in shaping a responsive and effective plan, a series of targeted workshops were conducted in June 2025. These sessions brought together a range of stakeholders, including elected councillors, council officers, and key external representatives for each Investment Theme area.

The engagement process was designed to ensure that voices from across the community - particularly those with in-depth local knowledge and on-the-ground experience could meaningfully influence the vision, priorities and direction of future investment. Discussions were structured to identify both short and long-term priorities, uncover key local challenges and surface opportunities for collaborative improvement.

This collaborative approach enabled stakeholders to co-develop a shared understanding of what matters most to Newton-le-Willows. Common themes emerged across all groups, including the need to revitalise the Town Centre, invest in youth and community services, improve transport and infrastructure and support education, training and wellbeing.

By embedding stakeholder insights at the heart of the planning process, the engagement has helped ensure the emerging 10-year vision is not only strategic and forward-looking, but also authentically rooted in the aspirations and lived experiences of the community. The feedback gathered provides a strong

foundation for place-based investment that is locally targeted, inclusive and sustainable.

Each workshop was facilitated to ensure open dialogue and collaborative problem-solving. Participants were invited to identify priority areas for investment, discuss current challenges facing Newton-le-Willows, and propose future-oriented solutions across multiple themes, including economic development, infrastructure, health, and social cohesion.

Stakeholder Workshops and Participants

Officer Workshop

Monday 19th May – 1:00 – 2:30pm

- Mary Jefferson (Head of Regeneration & Growth)
- Tanya Wilcock (Director of Communities)
- Shirley Goodhew (Public Health Consultant)
- Paul Lawrenson (Assistant Director of Highways & Infrastructure)
- Jason Pickett (Head of Access and Sufficiency)
- Lee Norman (Head of Housing)

Ward Member Workshop

Monday 19th May 3:00 – 4:00pm and 4:00 – 5:00pm

- Councillor Terence Maguire
- Councillor Karl Collier
- Councillor Seve Gomez-Aspron
- Councillor David Banks
- Councillor Keith Laird

External Member Workshop

Monday 9th June – 2:00 – 3:30pm

- Matt Whitley (Senior Development Manager at Muse)
- Chris Bowen (Managing Director at Torus Developments)
- Dave Gerwitz (Group Head of Asset Strategy and Planning at Torus Homes)
- Charlie Wignall (Careers Connect Advisor at Hope Academy)
- Stacey Pope (Local Neighbourhood Inspector for Newton-le-Willows)
- Jon Smith (Chief Inspector at Merseyside Police)
- Julia Callaghan (Deputy Principal of Curriculum and Quality at St Helens Wellbeing Service)
- Clare Glover (Operations Manager St Helens Wellbeing Service)
- Lucy O'Doherty (Head of Planning LCRCA)
- Gemma Ireland (St Helens Borough Council Active Lives and Sports Development)
- Victoria Brokenshire (Archivist and Senior Heritage Officer)
- Mandi Brown (Library Operations)

While Gemma Ireland, Victoria Brokenshire and Mandi Brown are listed as participants in the External Member Workshop, they were initially invited to the Officer Workshop but were unable to attend, leading to their participation in the External Member Workshop instead.

Community development workers

Improve quality of green spaces
- seating
- social spaces

Invest in existing Newton Health & Fitness Centre

Match fund Football foundation to get another 3G Pitch.

Create a Housing Investment Fund to support housing development

Invest in Seabury Valley restoration & Heritage project

Invest in a Railway Heritage Museum & interactive space to develop STEM skills

09 Community & Stakeholder Engagement

9.6 Plans for Ongoing Engagement

Plans for Ongoing Engagement

To ensure the Newton-le-Willows Plan for Neighbourhoods remains responsive and community-led, ongoing engagement will be embedded throughout the life of the programme. Building on the momentum and trust established during the initial workshops and public consultation, the following mechanisms will support continued collaboration:

Planned Structures for Continued Engagement:

Ongoing engagement is not a one-off consultation, but a continuous dialogue. By maintaining open, transparent and inclusive communication with the community, the plan will involve local insight - ensuring it remains relevant, supported and sustainable over the long term.

An Engagement Strategy will look to be developed for the duration of the programme, alongside an updated Communications Plan showcasing the engagement activity breakdown and communication opportunities across the 10-years. As such, a series of ideas will be presented to the Neighbourhood Board on ways to continue engagement through the programme. Example initiatives include temperature checks with the community, focus groups, online surveys, workshops, co-design sessions, and advisory boards.

The development of an Engagement Sub-Group proved successful in the development of the engagement approach for the consultation

between April and May 2025. In doing so, there will be an aspiration to continue to develop and further expand this group as required, to ensure any future engagement is rooted in localism.

Engagement Strategy

An Engagement Strategy will look to be developed for the duration of the programme, which will further detail the ongoing expectations for engagement at a high level. This document will provide an overarching framework to steer future engagement and will provide a reference point for the Neighbourhood Board to track delivery.

Communications Plan

A Communications Plan will look to be developed for the duration of the programme, showcasing the engagement activity breakdown and communication opportunities across the 10-years from project development until delivery.

These communication opportunities will not be known in full at this current time but will provide a steer to providing consistent messaging to key stakeholders and the public.

Community Pot Engagement

Following the development of a 'community pot' avenues will be pursued on how we invite community organisations, businesses and charities to access Plan for Neighbourhoods funding.

One successful example of this was led by Kindred in St Helens following the 'Nice Ideas Festival' which provided a platform for people to develop and pitch ideas for social businesses, local projects of solutions to community issues with participants refining their ideas and potentially receiving support to bring them to life.

Another example may be through a structured bidding process, inviting community groups, organisations or businesses to apply to receive funding from a shared pool of community funds (the "community pot") for evaluation and awarding.

Focus Groups

Throughout the programme, we envision 'temperature checks' to be undertaken with the community through focus groups to assess interest, support or any concerns within projects and will provide opportunities to evaluate the success and provide lessons learnt to future project development.

Utilising focus groups will help the Neighbourhood Board to understand early insight into community sentiment and to ensure the wider community is taken on the journey and provided an opportunity to flag potential issues or concerns.

Public Consultation

To inform the subsequent Investment Plans, for investment period 2 and 3, we envision a thorough public consultation to take place prior, showcasing the projects and expenditure

delivered in the previous investment period, and to ask the community how they wish to allocate the remaining funds via the Investment Themes.

This provides a continuous feedback loop with the community and builds trust and transparency that the projects developed are aligned with the communities ask.

Feedback activities

Finally, following consultation and engagement, the Newton-le-Willows Neighbourhood Board recognised the importance and benefit of feedback loops with the community. This provides an opportunity to showcase 'you said, we listened' and update the public on the development of projects.



Figure 9.6.1: Plans for Ongoing Engagement

10 Governance

10 Governance
10.1 Overview

Overview

The Newton-le-Willows Neighbourhood Board has been established to provide strategic leadership and oversight for the delivery of the Newton-le-Willows Neighbourhood Programme. The Board functions as the executive body, supported by a clear governance framework and facilitated by St Helens Council as the accountable body.

In June 2024, at its inaugural meeting, the Newton-le-Willows Neighbourhood Board agreed the Board’s Terms of Reference, Roles and Responsibilities, and a Code of Conduct for Board members - key documents that underpin the operation of the Neighbourhood Board – these documents were subsequently approved by the Ministry of Housing, Communities, and Local Government in June 2025.

St Helens Council, as the accountable body, retains responsibility for ensuring that all activity undertaken by the Board complies with the MCHGL Local Authority Assurance Framework and that the programme will be managed in line with the Nolan Principles and the standards expected for projects and proposals as outlined in Managing Public Money (regularity, propriety, value for money and feasibility). The Council will not only oversee compliance and risk management but also ensure timely and accurate programme monitoring and reporting. In this regard, the Council’s Cabinet will review and subsequently endorse or reject all investment decisions taken by the Board.

To provide transparency to the local community and stakeholders, a dedicated website has been developed providing latest updates alongside key documentation including previous and forthcoming meetings, agendas and minutes, decisions logs, Board membership and accompanying pen pictures, and frequently asked questions. The website will serve as a one-stop-shop for all information relating to the operation of the Neighbourhood Board.

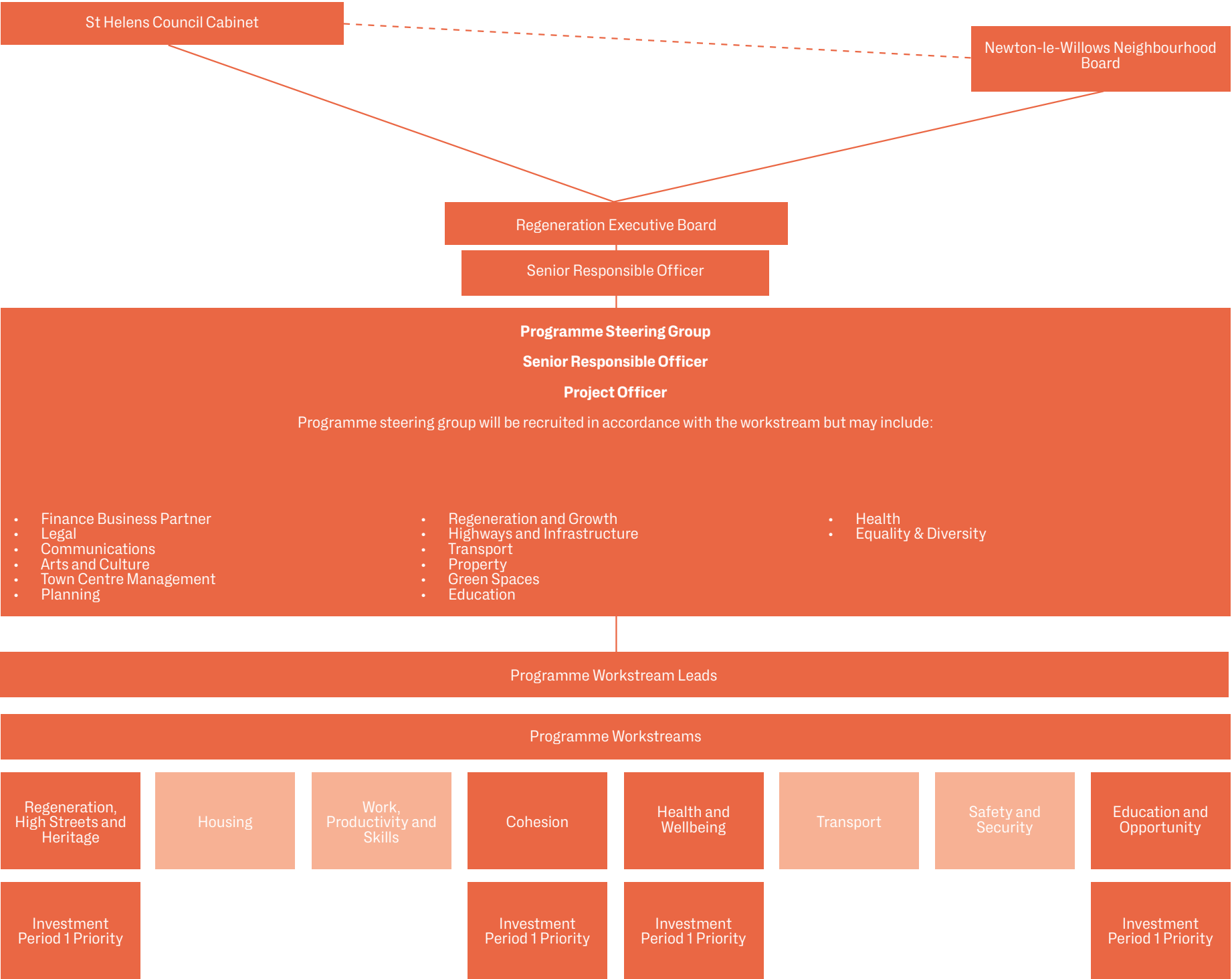


Figure 10.1.1: Governance Structure

11 Assurance

11 Assurance
11.1 Overview

Overview

Programme assurance will follow precedent from existing regeneration schemes within the Council and will involve 3 lines of defence shown opposite.

The Council is required by law to carry out regular internal audits to make sure its systems for managing risk, controlling activities, and overseeing governance are working effectively. This duty is set out in the Accounts and Audit Regulations 2015, which require councils to follow recognised public sector auditing standards or guidance.

In England, the Chartered Institute of Public Finance and Accountancy (CIPFA) sets these standards for local government. Since April 2017, CIPFA has applied the updated Public Sector Internal Audit Standards, which are based on international best practice. These include a clear mission for internal auditing, a professional Code of Ethics, and detailed standards that all public sector auditors must follow.

Internal auditing is an independent, objective assurance and consulting activity designed to add value and improve an organisation's operations. It helps an organisation accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes.

The assurance process confirms that the local authority has the appropriate and effective systems in place to ensure regularity, ownership and value for money when delivering projects.

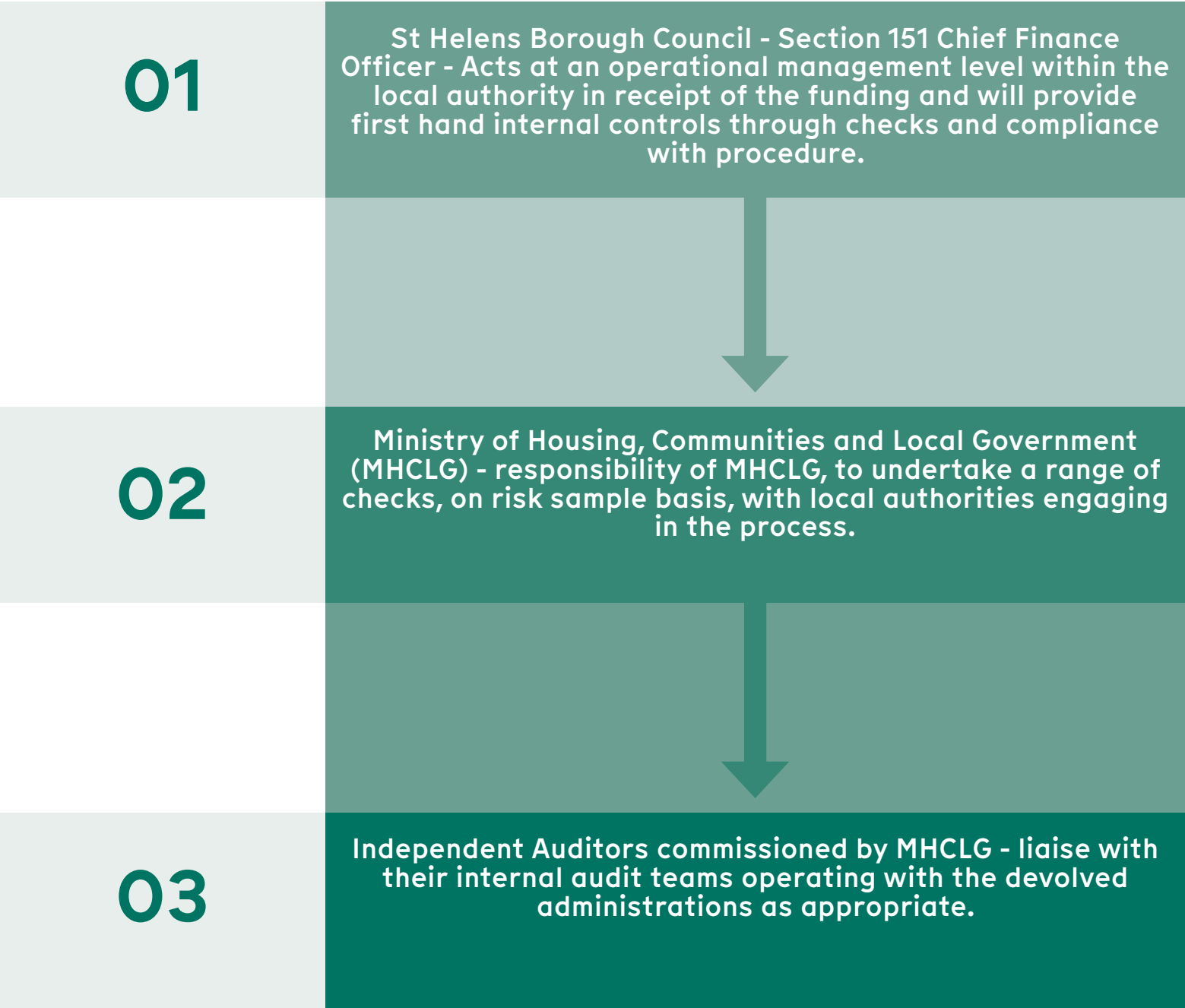


Figure 11.1.1: Lines of Defence Model

12 Appendix

Overview

This appendix contains supporting materials referenced throughout the Newton-le-Willows Plan for Neighbourhoods. It includes detailed data, engagement summaries, maps and additional documentation that underpin the development of the 10-year regeneration vision.

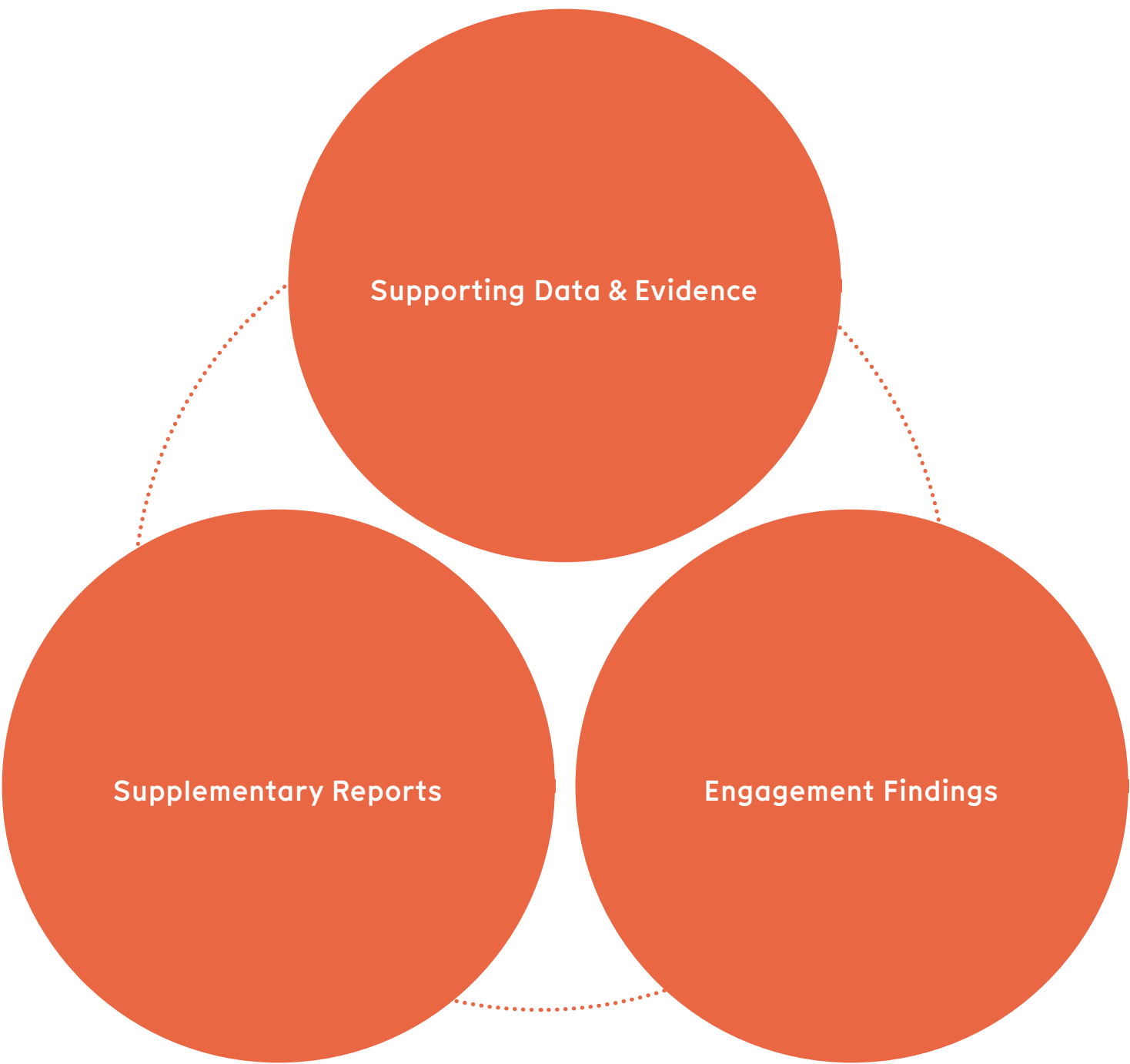


Figure 12.1.1: Supporting Material

12 Appendix

12.2 Supporting Data & Evidence

Overview

This section provides a detailed account of the comprehensive data and evidence base that has informed the development of the Newton-le-Willows 10-Year Vision. It highlights the rigorous approach taken to gather and analyse socio-economic data, integrate findings from extensive public engagement, and incorporate insights from strategic local stakeholders. The aim is to demonstrate that the vision and proposed interventions are robustly grounded in real-world conditions, community needs and expert perspectives, ensuring a data-driven and locally relevant regeneration strategy.



Theme 01

Regeneration, High Streets & Heritage:

- Heritage
- Planning Designations
- High Streets
- Land Use
- Greenspace Typologies



Theme 02

Housing:

- Residential Density
- Deprivation
- Demographics



Theme 03

Work, Productivity & Skills:

- Economic Activity
- Employment Density



Theme 04

Cohesion:

- Community Infrastructure
- Arts & Cultural Institutions
- Community Needs Index



Theme 05

Healthy & Wellbeing:

- Access to Healthy Assets & Hazards
- Air Quality
- Life Expectancy



Theme 06

Transport:

- Strategic Transport
- Strategic Cycling
- Strategic Walking



Theme 07

Safety & Security:

- Crime
- Flooding



Theme 08

Education & Opportunity:

- Access to Education Services
- Child Poverty

12 Appendix

12.3 Regeneration, High Streets & Heritage

NEWTON-LE-WILLOWS

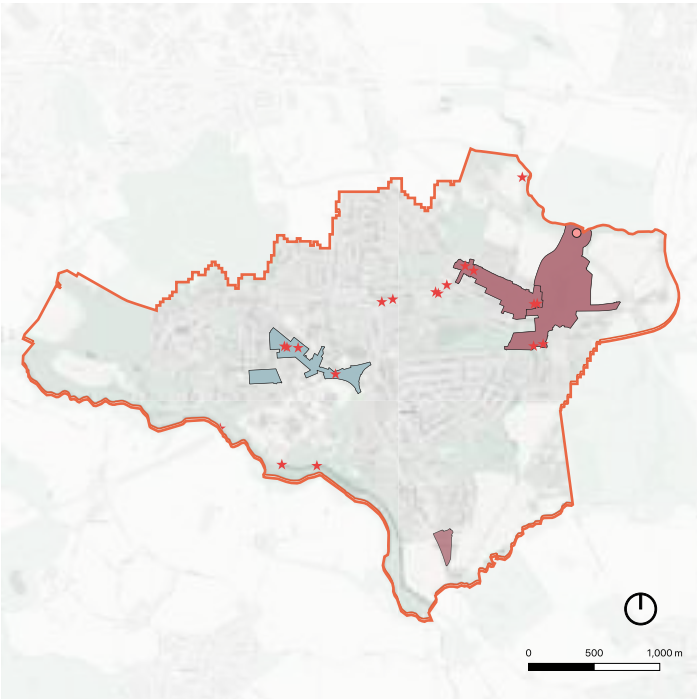
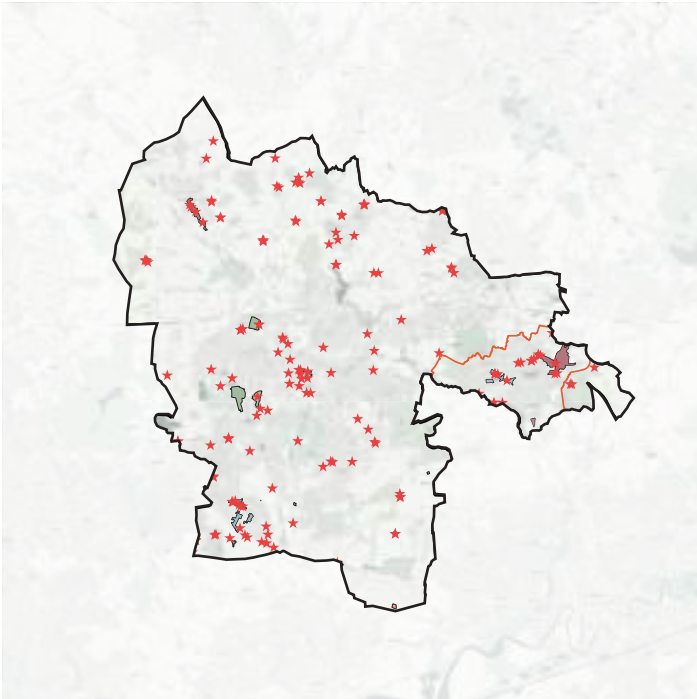


Figure 12.3.1: Map of Heritage

- St Helens Borough Boundary
- PfN Boundary
- ★ Listed Buildings
- Scheduled Monuments
- Registered Parks and Gardens
- Heritage at risk
- World Heritage Site
- Conservation areas

Data Source: planning.data.gov.uk (2024) & [Historic England](https://historicengland.org.uk/) (2025) - Contains public sector information licensed under the Open Government License v3.0. Available at: <https://www.planning.data.gov.uk/dataset/heritage-at-risk> & <https://www.planning.data.gov.uk/dataset/scheduled-monument> & <https://www.planning.data.gov.uk/dataset/world-heritage-site> & <https://historicengland.org.uk/>

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Observations:

- The High Street and Willow Park Conservation Areas protect unique architectural and natural features, including the tree-lined High Street and Scenic Newton Lake
- Newton-le-Willows has several listed buildings, which reflect its historical significance and architectural heritage.
- Heritage features contribute to the character of the place and should be preserved and celebrated

NEWTON-LE-WILLOWS

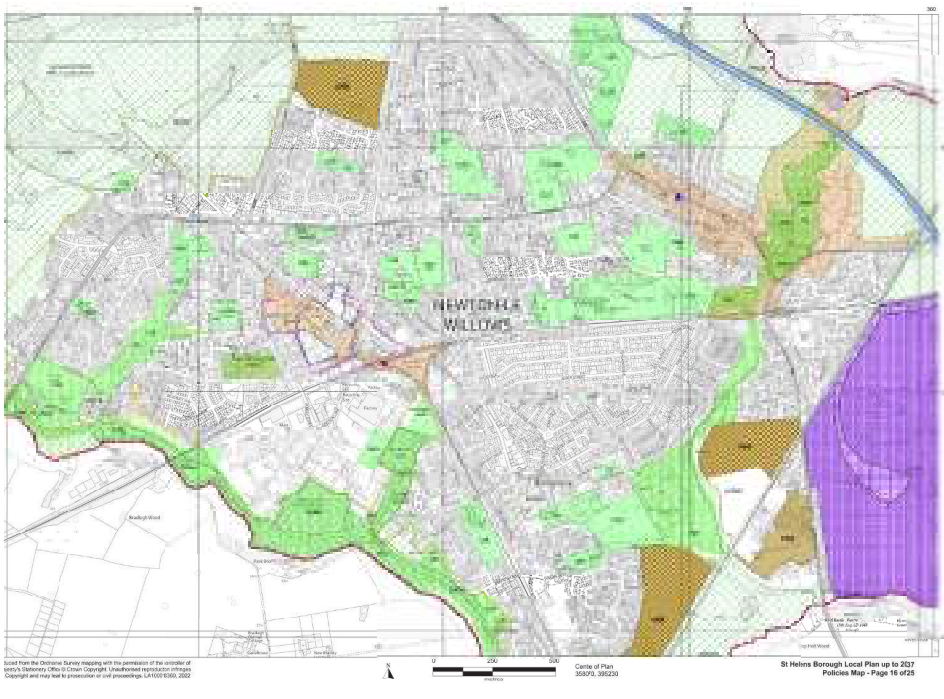


Figure 12.3.2: Map of Planning Designations

- St Helens Borough Boundary
- PfN Boundary

Data Source: [St Helens Borough Council. \(2018\). St Helens Borough Local Plan Policies Map \[PDF\]. Available at: https://www.sthelens.gov.uk/media/4316/St-Helens-Borough-Local-Plan-Policies-Map/pdf/Local_Plan_Policies_Map_-_FINAL_adoption_version_1.pdf?m=1660226471867.](https://www.sthelens.gov.uk/media/4316/St-Helens-Borough-Local-Plan-Policies-Map/pdf/Local_Plan_Policies_Map_-_FINAL_adoption_version_1.pdf)

Observations:

- Greenbelt while protecting urban sprawl, limits opportunities for development within the study area
- Both Earlestown and Newton High Street have heritage value. Any development in these locations will need to consider the setting of the conservation area
- There is good provision of protected open space
- Considerations of the impact of Parkside development

NEWTON-LE-WILLOWS



Figure 12.3.3: Map of High Streets

- PfN Boundary
- Existing High Streets

Data source: Ordnance Survey (2022). High Streets Data – Interactive Map. Available at: <https://www.ordnancesurvey.co.uk/demos/high-streets/>



High Streets

Observations:

- Earlestown Town Centre offers a limited retail environment, dominated by chain stores like Tesco, B&M and Home Bargains, with a focus on essential services but a lack of variety and diversity in its offering
- Newton High Street stands out with a blend of independent shops, local businesses, cafes and pubs, providing a more community-oriented shopping experience

NEWTON-LE-WILLOWS

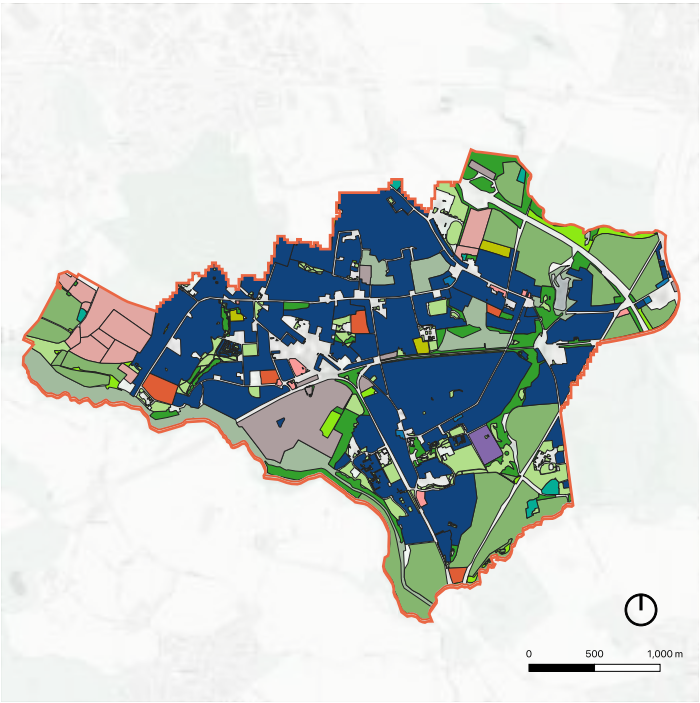
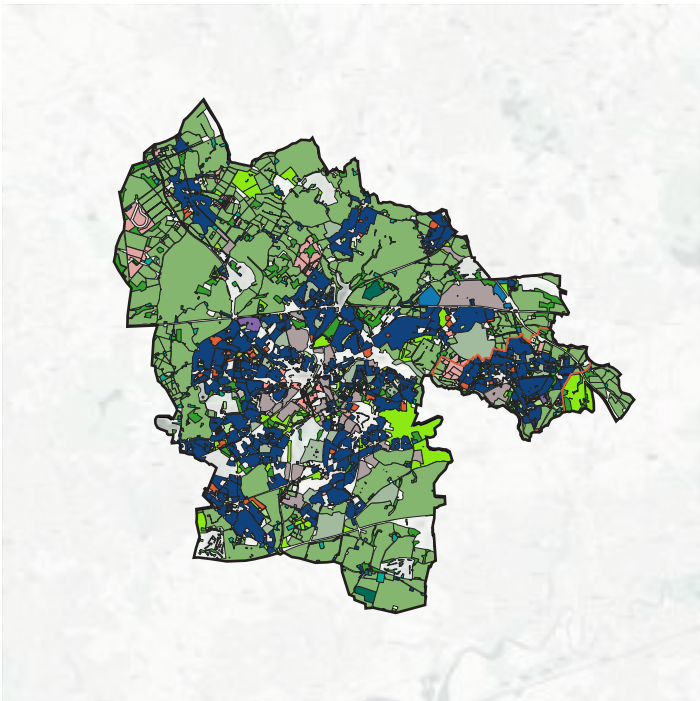


Figure 12.3.4: Map of Land Use

- St Helens Borough Boundary
- PfN Boundary
- Commercial
- Industrial
- Military
- Residential
- Retail
- Allotments
- Cemetery
- Farmland
- Farmyard
- Forest
- Grass
- Meadow
- Nature Reserve
- Park
- Quarry
- Recreation Ground
- Scrub

Data Source: Geofabrik GmbH (2018) - Contains public sector information licensed under the Open Government License v3.0. Available at: <https://download.geofabrik.de/europe/united-kingdom/england/merseyside.html>

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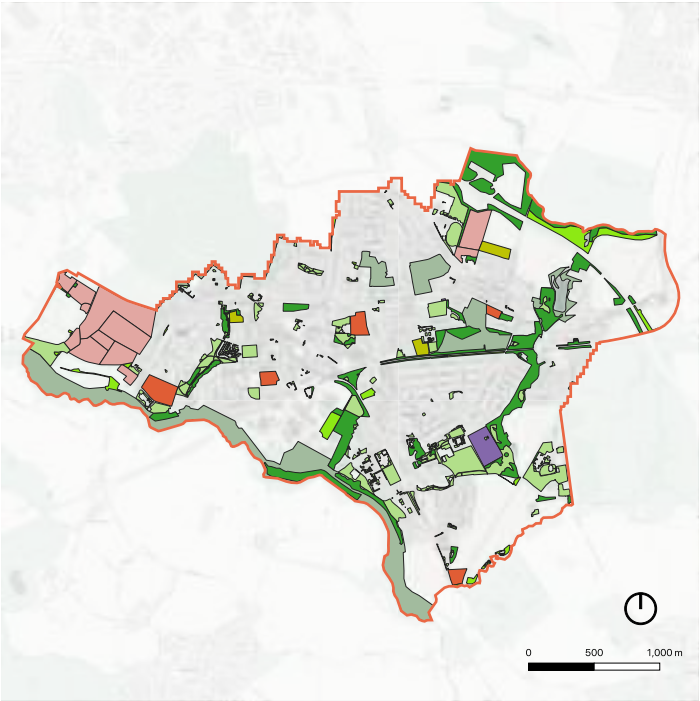
Land Use

Observations:

- Newton-le-Willows has a residential focus, with higher density near the Town Centre
- Parks like Mesnes Park provide key recreational spaces

12 Appendix

NEWTON-LE-WILLOWS



ST HELENS BOROUGH

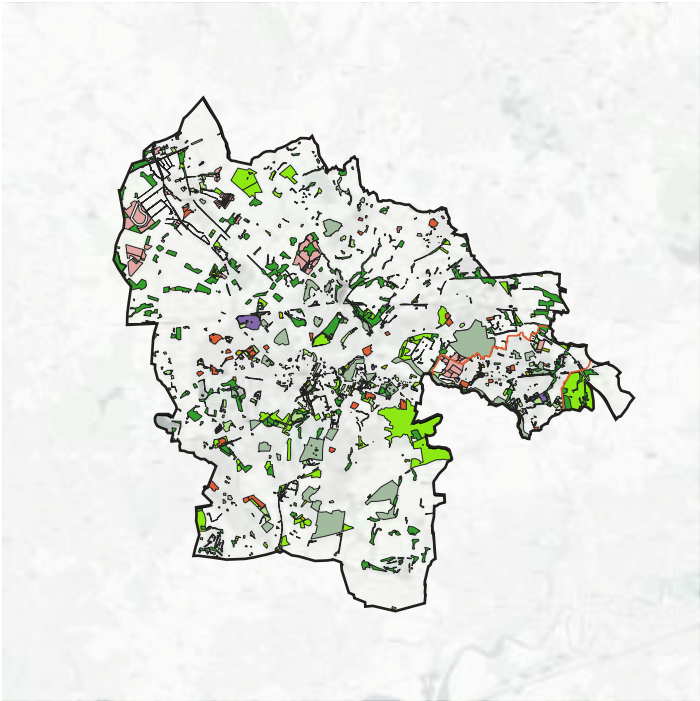


Figure 12.3.5: Map of Greenspace Typologies

- St Helens Borough Boundary
- PfN Boundary
- Land Uses
 - Allotments
 - Cemetery
 - Forest
 - Grass
 - Meadow
 - Nature Reserve
 - Park
 - Quarry
 - Recreation Ground
 - Scrub

Greenspace Typologies

Observations:

- The presence of these green spaces enhances the town’s liveability, providing residents with accessible outdoor spaces for leisure and exercise
- These areas are important for local biodiversity

Data Source: Geofabrik - Contains public sector information licensed under the Open Government License



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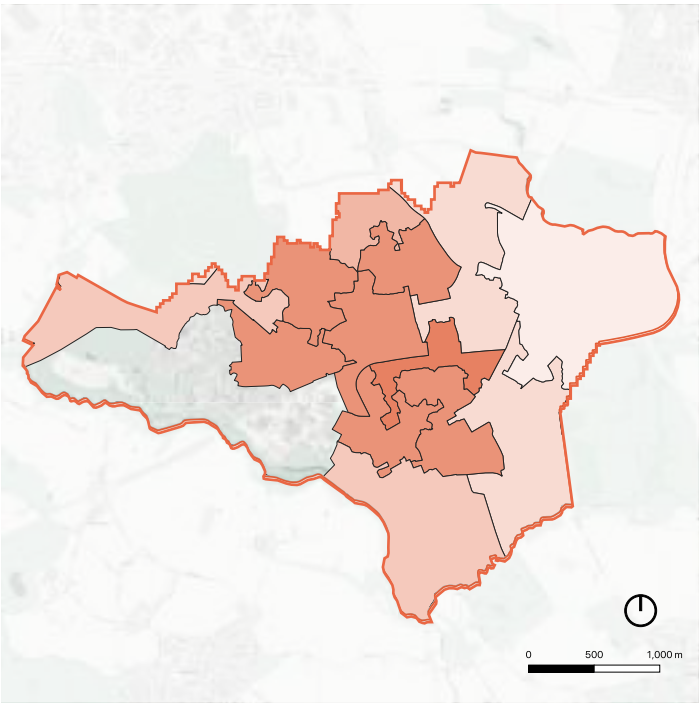
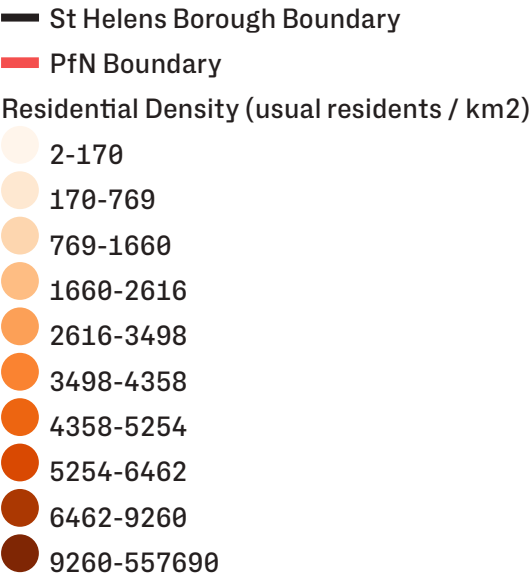
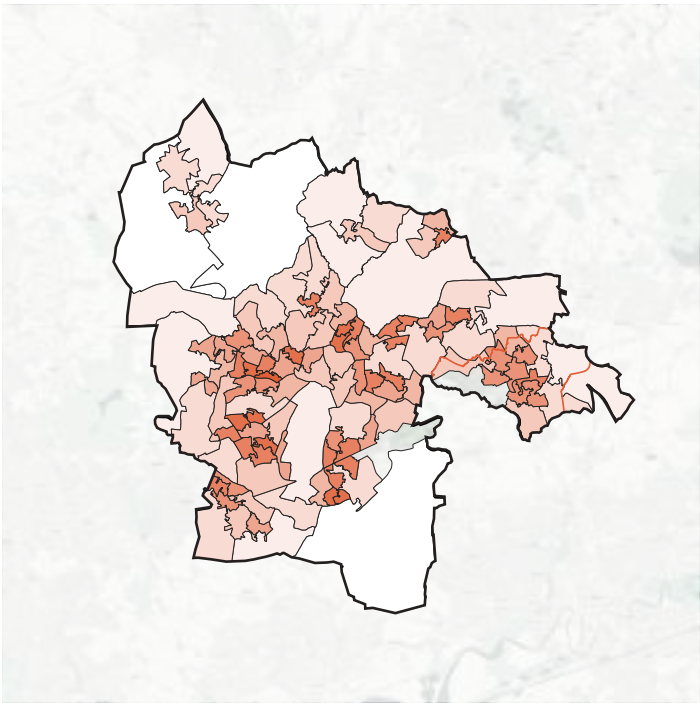


Figure 12.4.1: Map of Residential Density



Data Source: Census (2021) - Contains public sector information licensed under the Open Government License v3.0. Available at: <https://www.ons.gov.uk/datasets/TS006/editions/2021/versions/4/filter-outputs/b933387c-90b9-4183-a2be-ef6eb3414e77#get-data>

ST HELENS BOROUGH



Residential Density

Observations:

- Residential density within the study area is considered to be low when compared to other urban settlements
- UN Habitat recommends densities of 12,500 people per square kilometre for sustainable urban communities
- There are opportunities to increase densities within the Town Centre especially on existing and planned sustainable transport networks

NEWTON-LE-WILLOWS

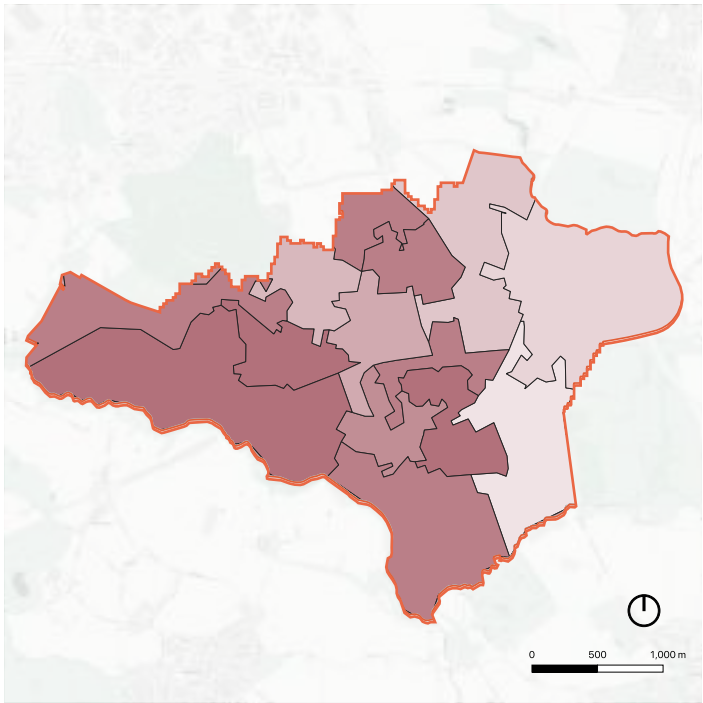
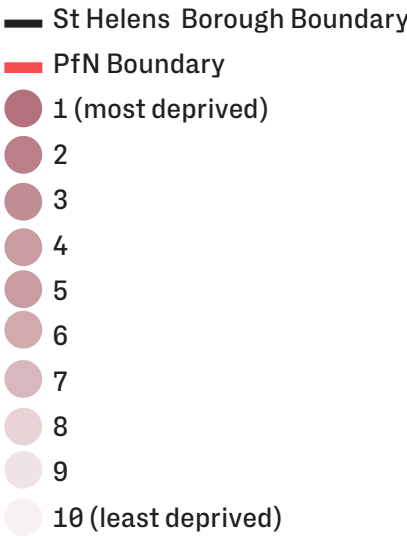
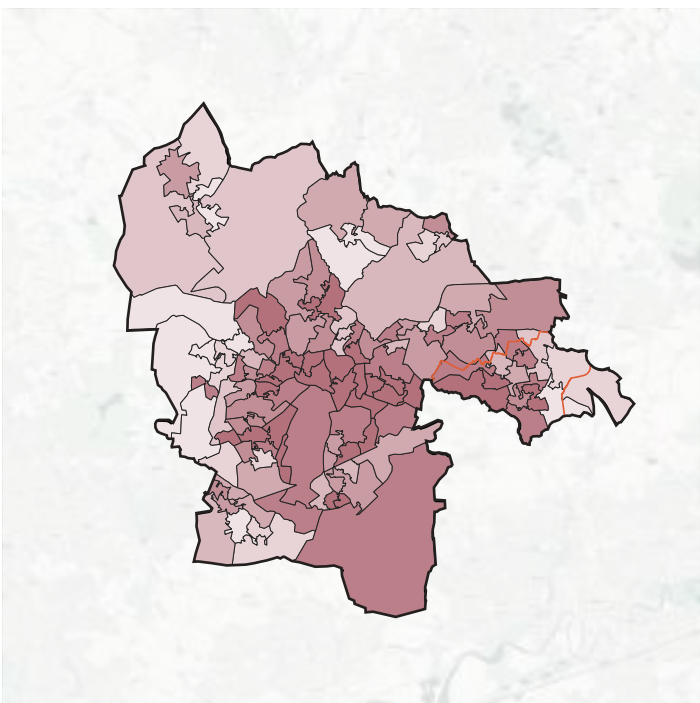


Figure 12.4.2: Map of Deprivation



Data Source: geods.ac.uk - Index of Multiple Deprivation (IMD) (2019). Available at: <https://data.geods.ac.uk/dataset/index-of-multiple-deprivation-imd>

ST HELENS BOROUGH



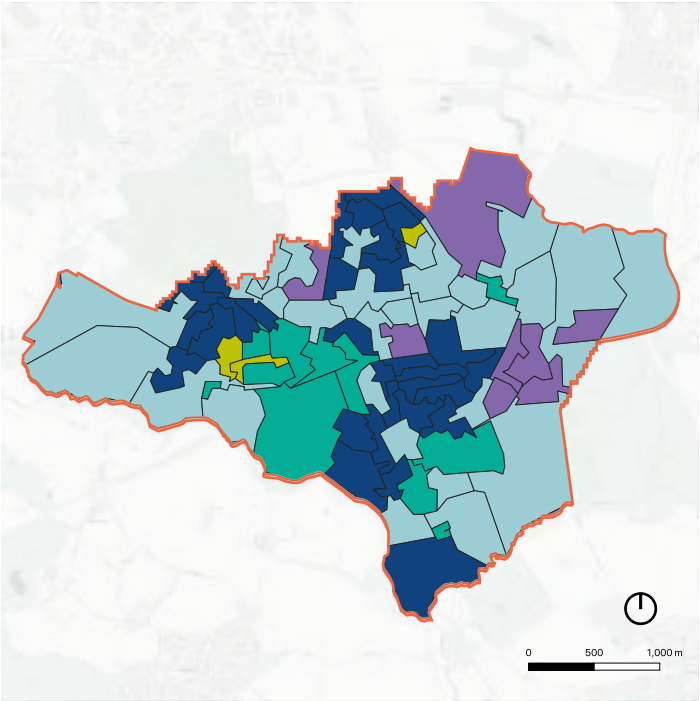
Deprivation

Observations:

- Newton-le-Willows experiences significant deprivation, with a clear socio-economic divide between East and West

12 Appendix

NEWTON-LE-WILLOWS



ST HELENS BOROUGH

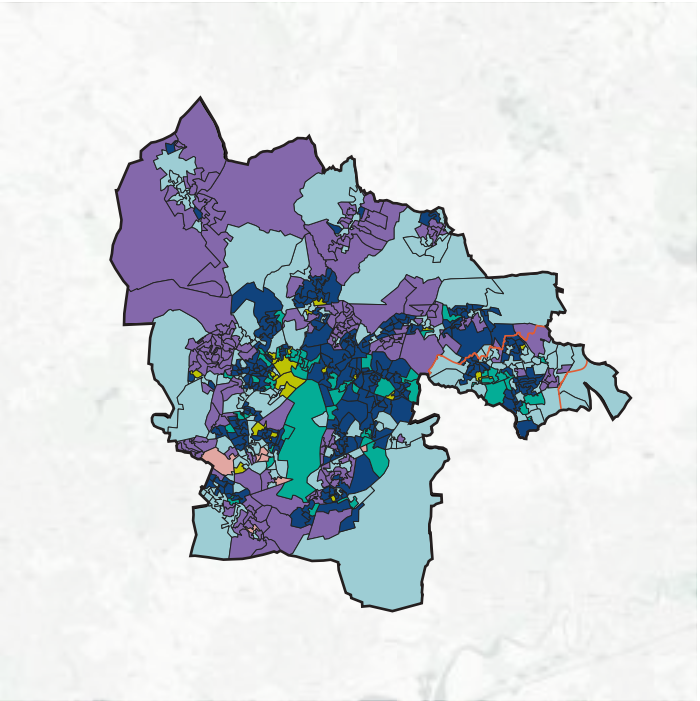


Figure 12.4.3: Map of Demographics

- St Helens Borough Boundary
- PfN Boundary
- 2023 OAC Pen Portraits
(dominant group/census area)
- Retired Professionals (RP)
- Suburbanites & Peri-Urbanites (SPU)
- Multicultural & Educated (ME)
- Low-Skilled Migrant & Student Communities (LSMSC)
- Ethnically Diverse Suburban Professionals (EDSP)
- Baseline UK (BU)
- Semi- & Un-skilled Workforce (SUSW)
- Legacy Communities (LC)

Data Source: Consumer Data Research Centre - Contains public sector information licensed under the UK Open Government License (OGL).

Demographics

Observations:

- SUSW primarily located outside district centres, with large-scale residential estates
- High proportion of RP in St Helens Borough but not represented within this study area
- Limited proportion of RP in St Helens Borough but not represented within this Study area
- Limited diversity and low representation from EDSP group
- SPU typically located on urban peripheries, with a cluster along Crow Lane.
- BU concentrated around Earlestown District Centre



NEWTON-LE-WILLOWS

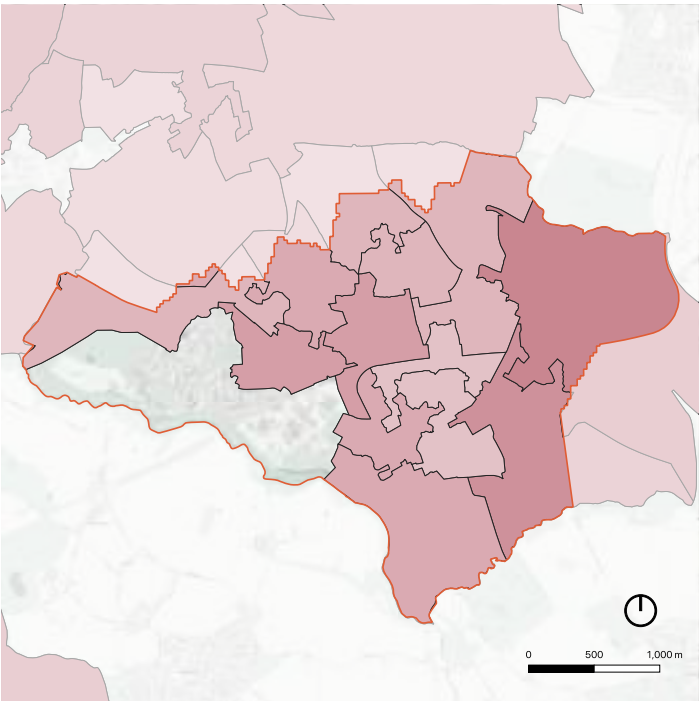


Figure 12.5.1: Map of Economically Inactive - Retired

— St Helens Borough Boundary

— PfN Boundary

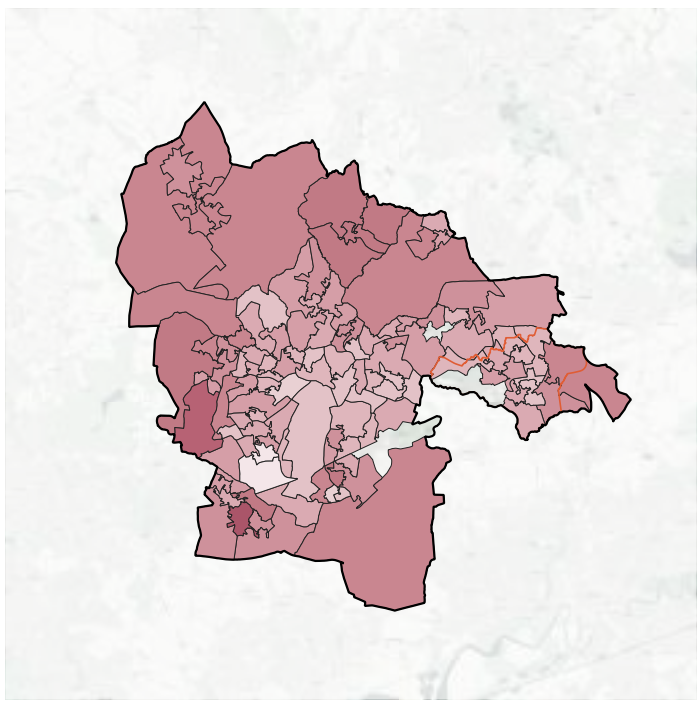
Number of people

- 0-50
- 50-100
- 100-150
- 150-200
- 200-250
- 250-300
- 300-350
- 350-400
- 400-450
- 450-500

- 500-550
- 550-600

Data Source: ONS - Census 2021 estimates (2021). Available at: <https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/1/filter-outputs/9acfa907-83c9-4ee6-a158-ce8cf01657ba#summary>

ST HELENS BOROUGH



Economically Inactive - Retired

Observations:

- A significant portion of the economically inactive population in Newton-le-Willows is retired, reflecting broader regional trends
- The high number of retirees in the area highlights the importance of policies that support older adults

NEWTON-LE-WILLOWS

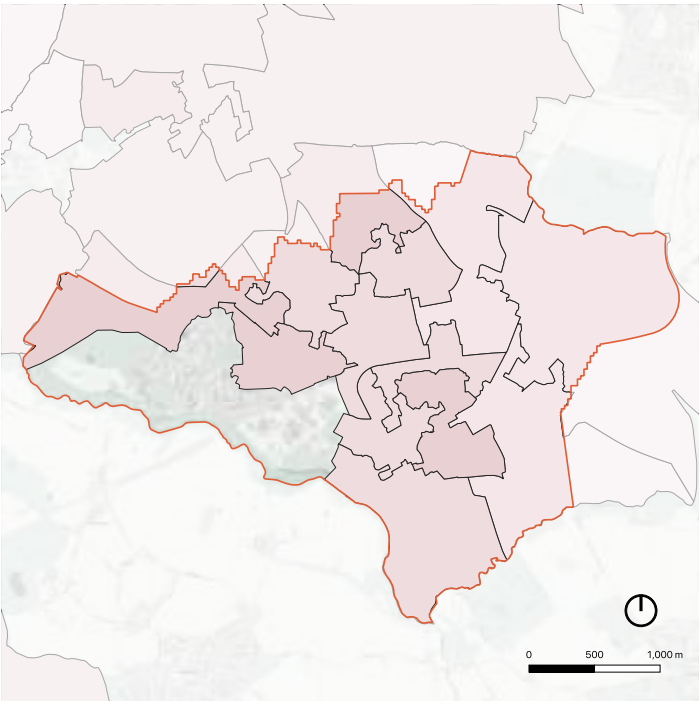


Figure 12.5.2: Map of Economically Inactive - Long-term Sick or Disabled

— St Helens Borough Boundary

— PfN Boundary

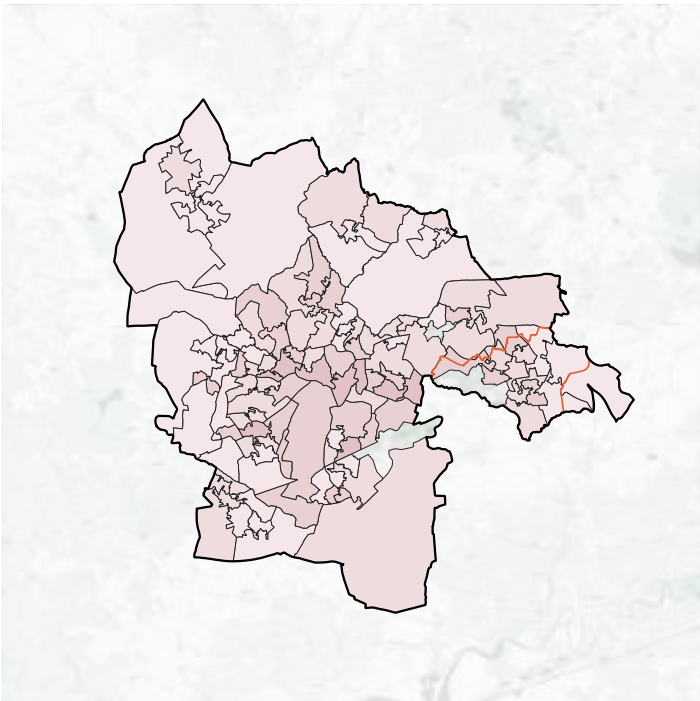
Number of people

- 0-50
- 50-100
- 100-150
- 150-200
- 200-250
- 250-300
- 300-350
- 350-400
- 400-450
- 450-500

- 500-550
- 550-600

Data Source: ONS - Census 2021 estimates (2021). Available at: <https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/1/filter-outputs/9acfa907-83c9-4ee6-a158-ce8cf01657ba#summary>

ST HELENS BOROUGH



Economically Inactive - Long-term Sick or Disabled

Observations:

- There is a clear correlation between areas of economic inactivity in Newton-le-Willows and pockets of deprivation, particularly among individuals who are long-term sick or disabled

Local Economy

ONS Business Register and Employment Survey (BRES) data provides sub-local authority level employment statistics. Based upon Newton-le-Willows LSOA's we are able to estimate the area's business and employment base. Although there are some health-warnings on using the data at a local level given the accuracy of some sectoral data.

Observations

- The local economy supports around 650 businesses, and 11,400 jobs
- It accounts for just under a fifth (18%) of all jobs in St Helens. Its share has increased from 13% since 2019 (pre-covid)
- Employment has grown by around 40% since 2019 (pre-covid)
- Key employment areas in Newton-le-Willows include the Town Centres and Sankey Valley Industrial Estate
- But growth includes significant over-reporting of jobs within the 'business administration and support services' sector
- This sector accounts for around 6,000 jobs arising from businesses supporting cleaning, security and temporary employment agency staff – not necessarily jobs within Newton-le-Willows

Key sectors include:

- 1,400 jobs – public sector, health, education
- 1,300 jobs in retail and food and beverage
- 700 jobs in construction
- 700 jobs in business and professional services
- Around 90% of businesses are micro businesses employing fewer than 10 people, 7% small businesses 10-50 employees, 2% medium (50-250) and 1% large (>250+)

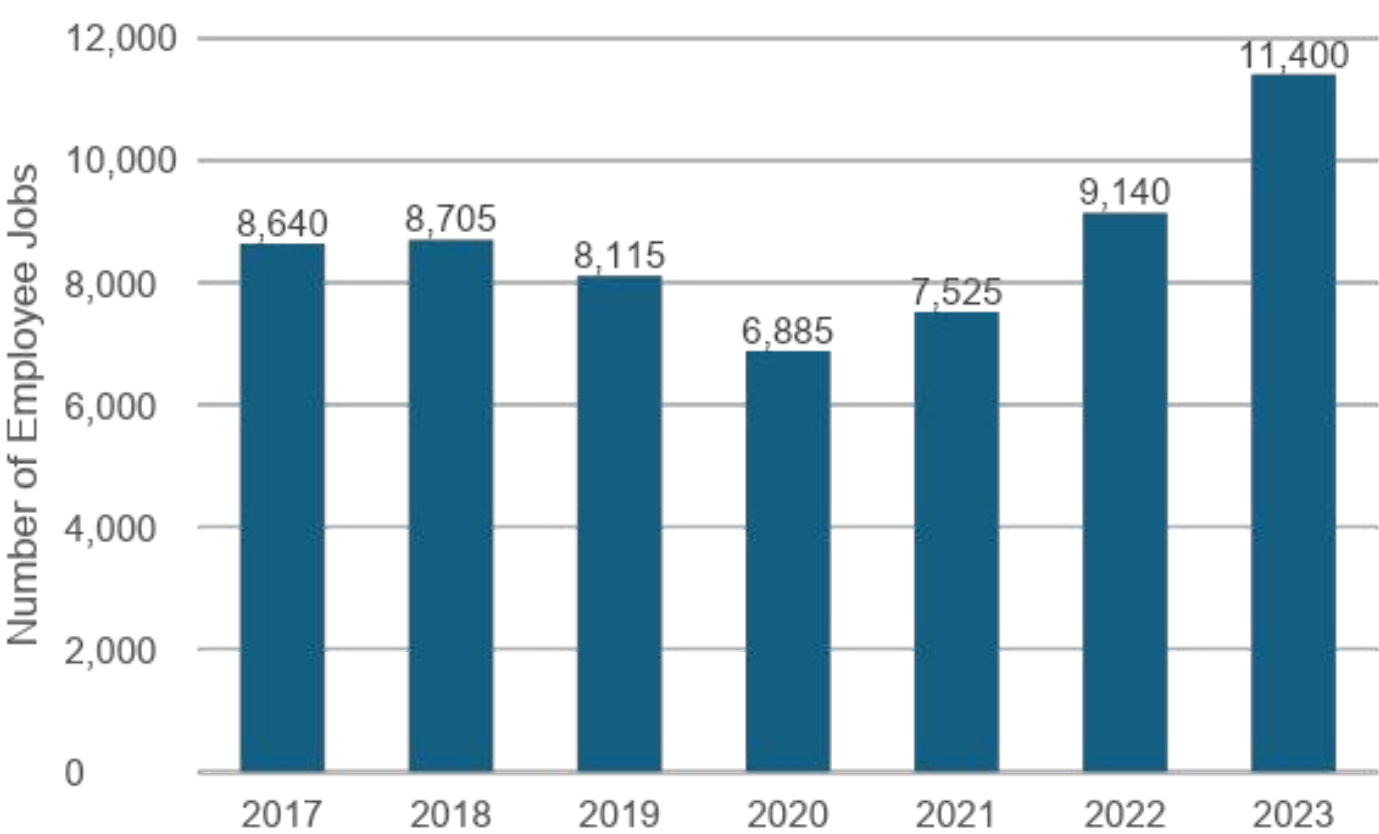
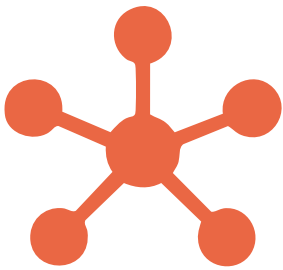


Figure 12.5.3: Number of Employee Jobs from 2017-2023



11,400 Jobs

18% of St Helens' overall employment



650 Businesses

14% of St Helens' business base

NEWTON-LE-WILLOWS

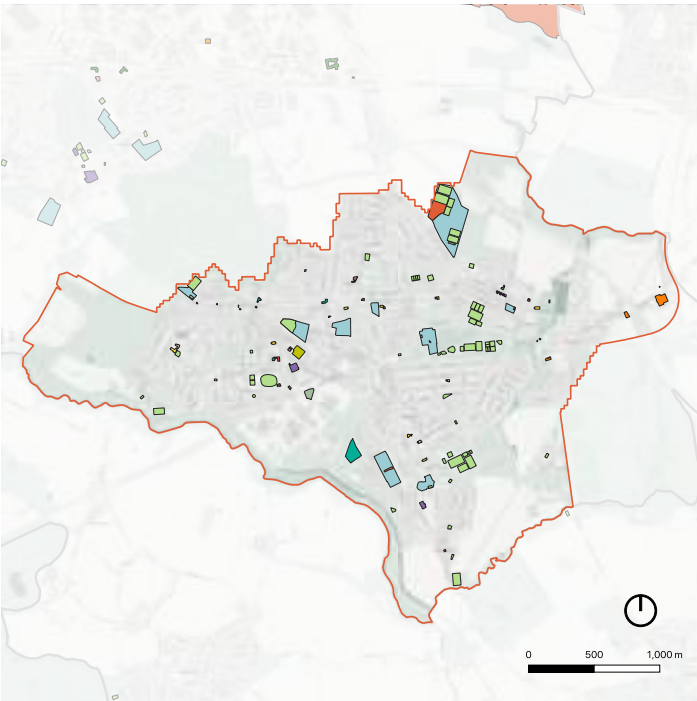
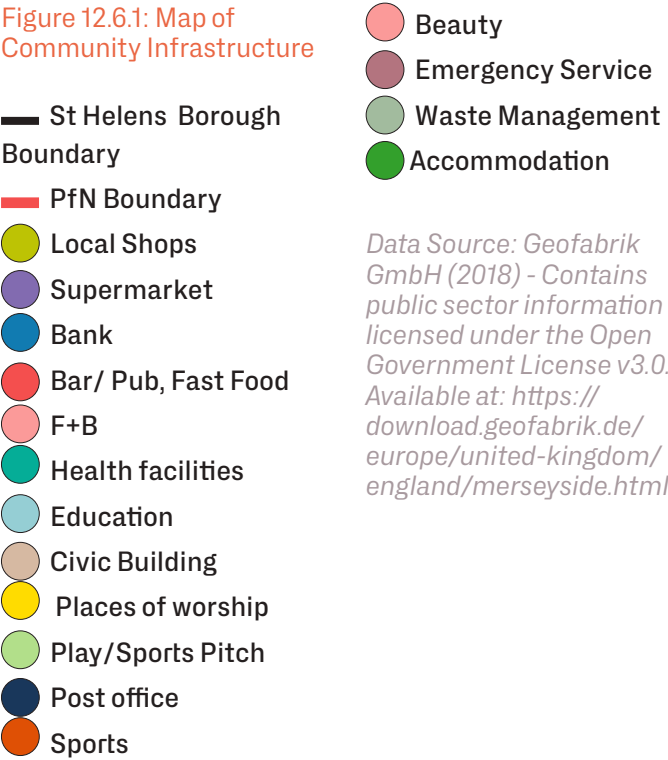
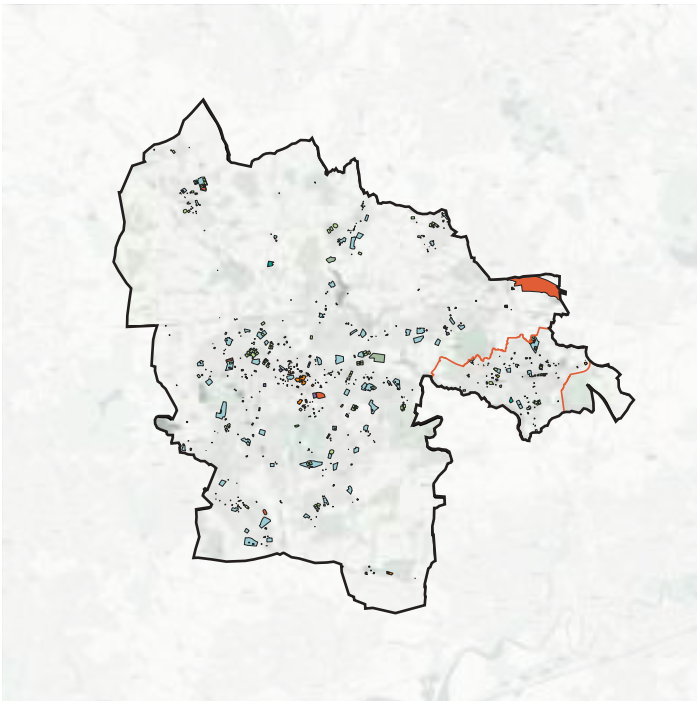


Figure 12.6.1: Map of Community Infrastructure



ST HELENS BOROUGH



Community Infrastructure

Observations:

- Clustering of food and beverage establishments around Market Street and High Street
- Newton-le-Willows is well-served with local primary schools
- Additional facilities could make the town a more “complete community” where residents can access their day-to-day needs within a 15 minute walk

NEWTON-LE-WILLOWS

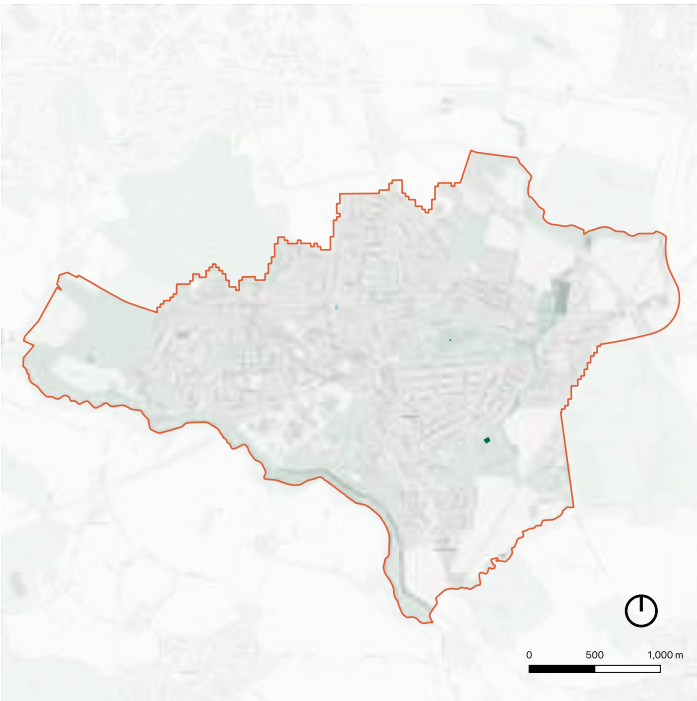
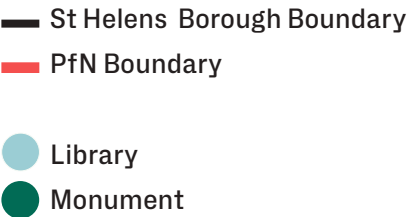
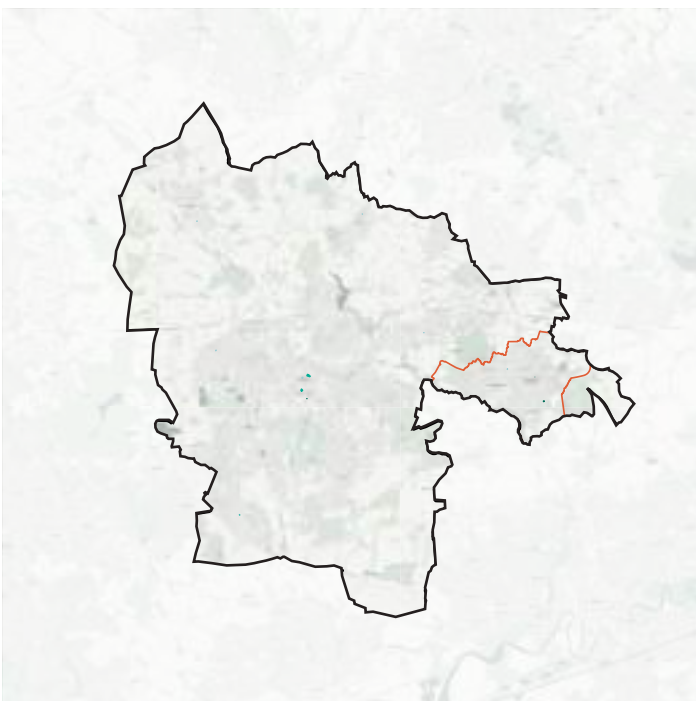


Figure 12.6.2: Map of Arts & Cultural Institutions



ST HELENS BOROUGH



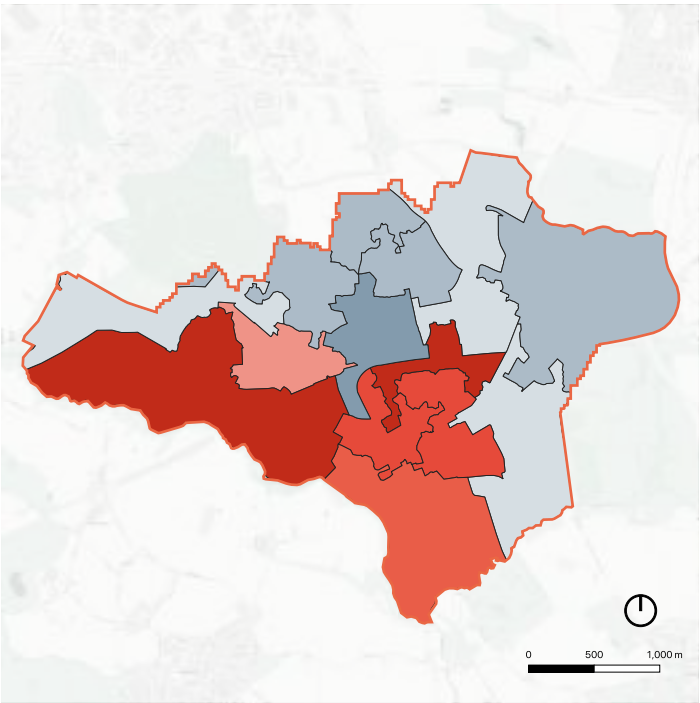
Art & Cultural Institutions

Observations:

- Opportunity to invest in Newton-le-Willows based arts and cultural opportunities
- Celebrating cultural diversity of local communities
- Ensuring inclusive access to cultural provision

12 Appendix

NEWTON-LE-WILLOWS



ST HELENS BOROUGH

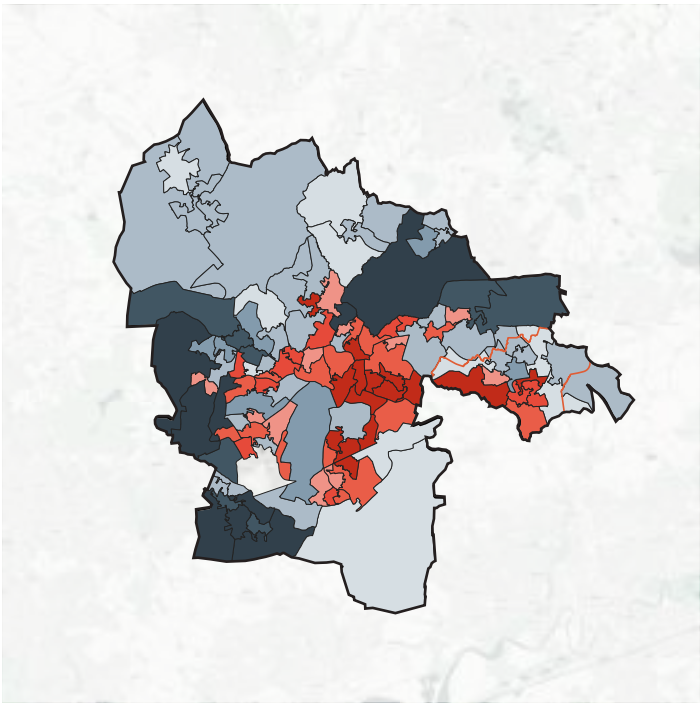


Figure 12.6.3: Map of Community Needs Index

- St Helen's Borough Boundary
- PfN Boundary
- 1 (Highest need)
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (Lowest need)

Data Source: OSCI (2023) - Available to Hatch via a licence through Local Insight.

Community Needs Index

Observations:

- Geographic disparity in levels and types of community need
- Opportunity to ensure inclusive access to community assets



NEWTON-LE-WILLOWS

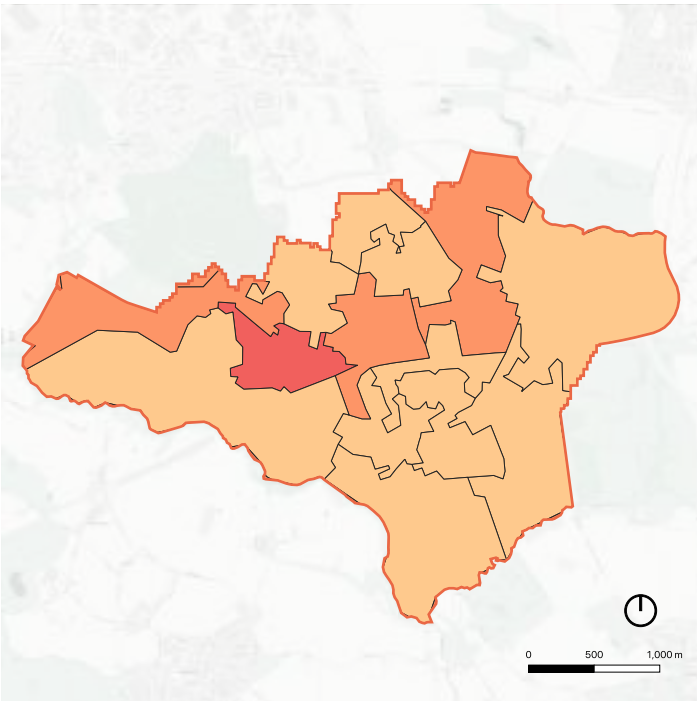
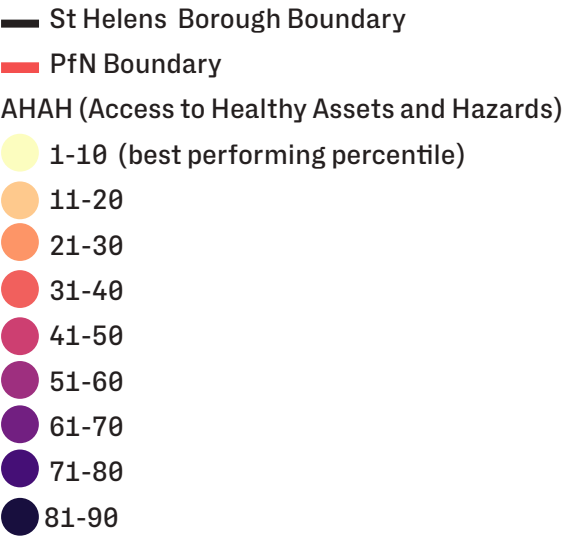
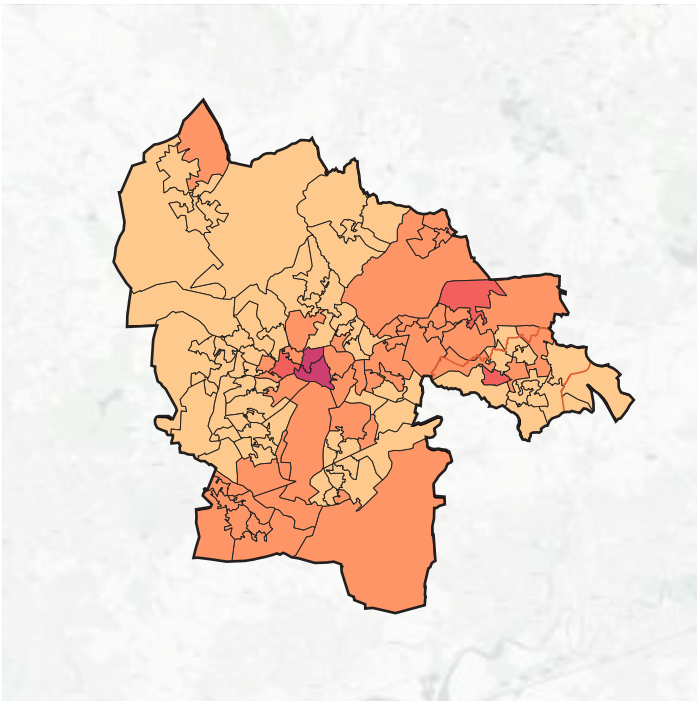


Figure 12.7.1: Map of AHAH



Data source: Contains public sector information licensed under the Open Government Licence v3.0 / CDRC (2024)
Available at: <https://data.cdrc.ac.uk/dataset/access-healthy-assets-hazards-ahah>

ST HELENS BOROUGH



Access to Healthy Assets & Hazards (AHAH)

Observations:

- Improving the AHAH score directly impacts health and deprivation, so efforts should prioritise the worst-performing areas, particularly the district centres of Earlestown Town Centre and Newton High Street

NEWTON-LE-WILLOWS

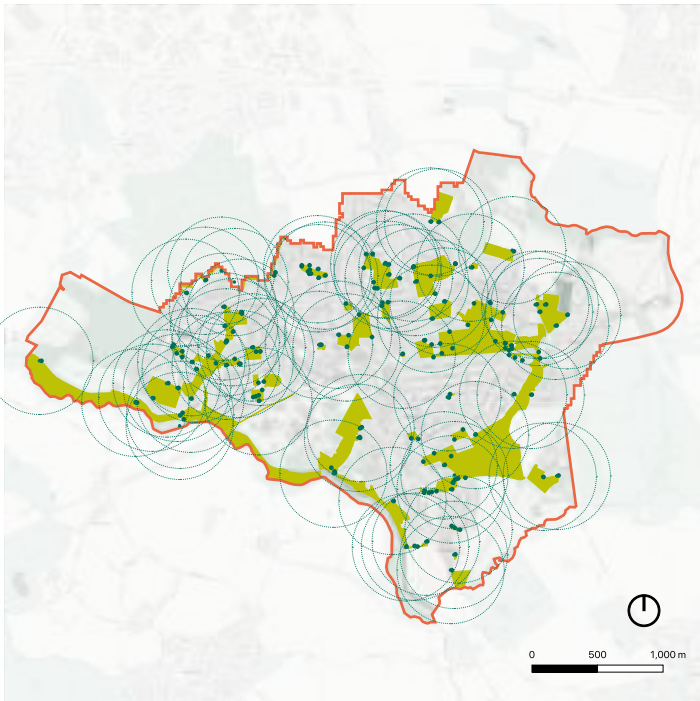
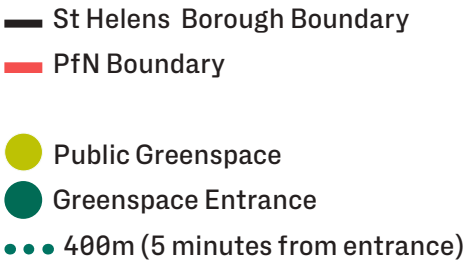
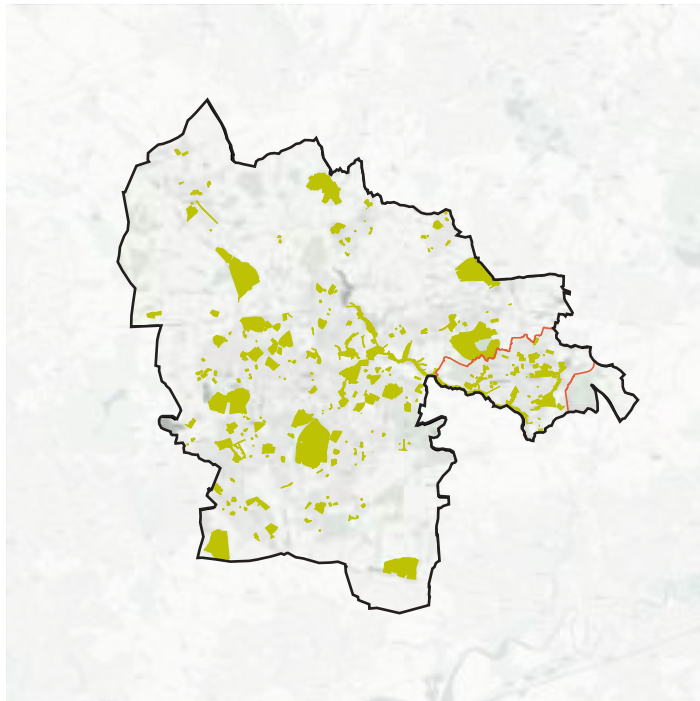


Figure 12.7.2: Map of Public Greenspace



Data Source: Data.gov.uk (2024) - Contains public sector information licensed under the Open Government Licence v3.0. Available at: <https://osdatahub.os.uk/downloads/open/OpenGreenspace>

ST HELENS BOROUGH



Public Greenspace

Observations:

- The variety of parks and greenspaces in Newton-le-Willows provides something for everyone, from sports and family outings to peaceful nature walks
- The town benefits from a well-connected network of blue and green infrastructure
- Safe and direct pedestrian and cycling connections will increase accessibility of these assets for local residents
- The greenspaces illustrated are designated in the local plan and therefore protected.
- Are these open spaces well-maintained and fit for purpose?

NEWTON-LE-WILLOWS

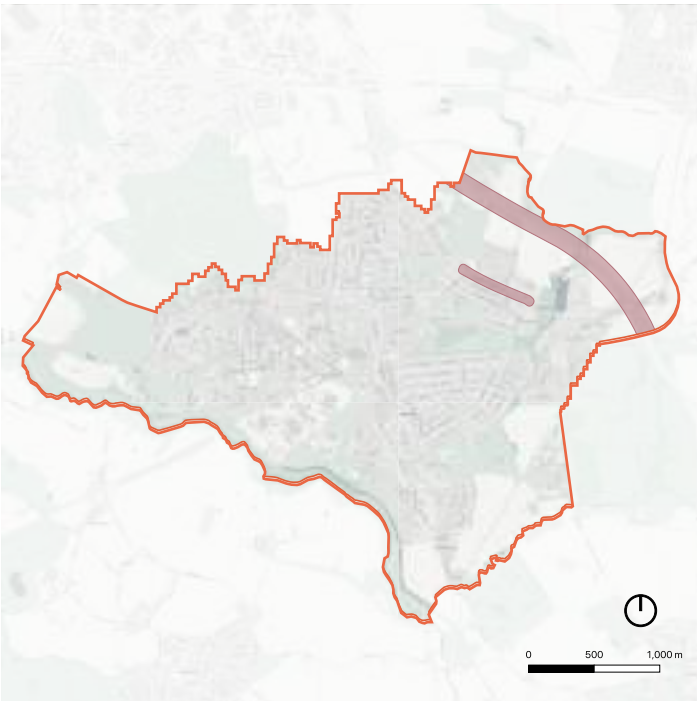
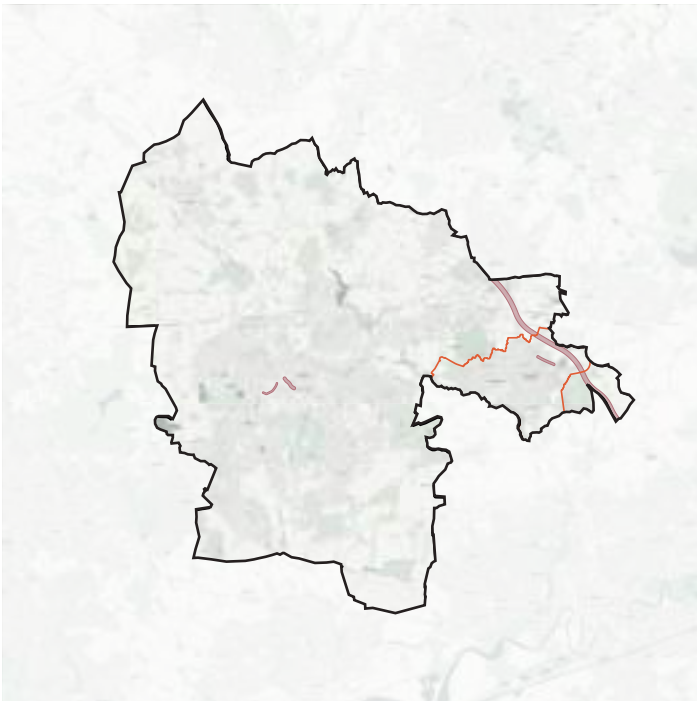


Figure 12.7.3: Map of Air Quality Management Area

— St Helens Borough Boundary
— PfN Boundary
■ AQMA
[Areas where air pollution levels have exceeded the national air quality objectives]

Data source: GOV.UK (2021). Air Quality Management Areas. Available at: <https://www.data.gov.uk/dataset/469cff5a-d6ef-486b-a07dbcc57e6f2972/air-quality-management-areas74>

ST HELENS BOROUGH



Air Quality Management Area

Observations:

- St Helens Borough Council has designated an AQMA near the M6 corridor due to elevated levels of pollution from vehicle emissions
- Despite the generally good air quality, localised spikes in pollution may occur during peak traffic periods, particularly near M6 junction

NEWTON-LE-WILLOWS

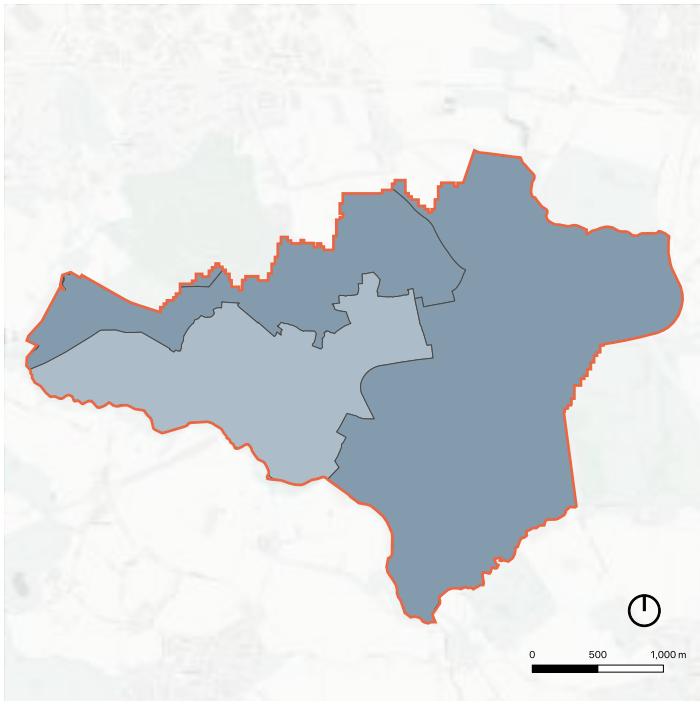


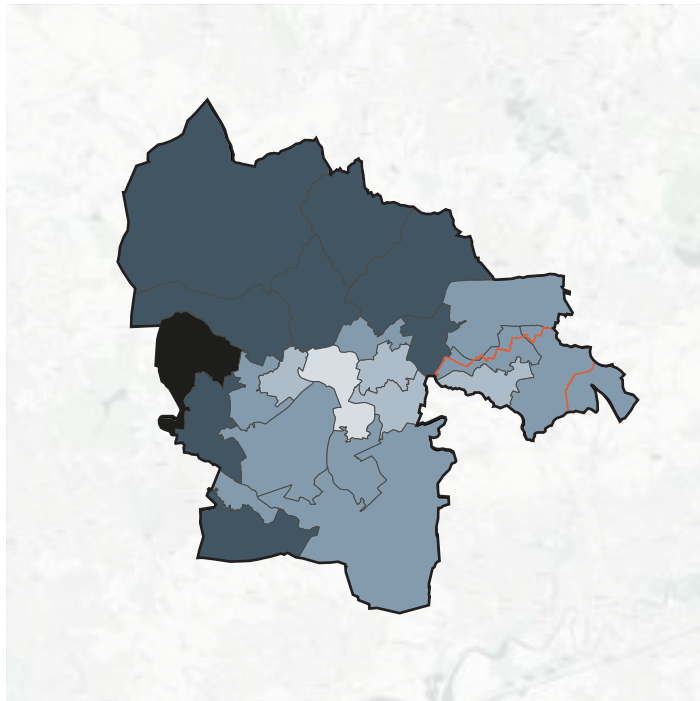
Figure 12.7.4: Map of Life Expectancy

— St Helens Borough Boundary
— PfN Boundary

- 72 - 75
- 75 - 78
- 78 - 81
- 81 - 84
- 84+

Data Source: Department of Health and Social Care. (2023, June 1). Understanding the drivers of healthy life expectancy. GOV.UK. Available at: <https://www.gov.uk/government/publications/understanding-the-drivers-of-healthy-life-expectancy>

ST HELENS BOROUGH



Life Expectancy

Observations:

- Average life expectancy in Newton-le-Willows is 3 years shorter than the average in St. Helens, at just 78.4, compared to 81.4 across St. Helens
- Within Newton-le-Willows, there is also geographic disparity with the central Earlestown MSA (St. Helens 013) recording an average life expectancy of just 77.2, over 4 years shorter than the St. Helens average

12 Appendix

NEWTON-LE-WILLOWS



Figure 12.7.5: Map of Local Sports & Activity Facilities

- St Helens Borough Boundary
- PfN Boundary
- Playground / Sports Pitch
- Sports: Sports Centre/ Swimming Pool / Stadium

Data Source: Geofabrik GmbH (2018) - Contains public sector information licensed under the Open Government License v3.0. Available at: <https://download.geofabrik.de/europe/united-kingdom/england/merseyside.html>

ST HELENS BOROUGH



Local Sports Facilities

Observations:

- Newton-le-Willows benefits from well-established sports infrastructure
- Newton-le-Willows Health & Fitness Centre serves as a key community asset



NEWTON-LE-WILLOWS



Figure 12.8.1: Map of Strategic Transport

- St Helens Borough Boundary
- PfN Boundary
- Motorway
- Primary Road (A Road)
- Secondary Road (B Road)
- Tertiary Road (Local Road, Restricted Local Access Road)
- Minor Road (Minor road, Secondary Access Road)
- Railway Line
- Train Station (Heritage Line)

Data Source: Geofabrik GmbH (2018) - Contains public sector information licensed under the Open Government License v3.0. Available at: <https://download.geofabrik.de/europe/united-kingdom/england.html>

ST HELENS BOROUGH



Strategic Transport

Observations:

- Newton-le-Willows Station and Earlestown Station offer direct services to Manchester, Liverpool and other key hubs, enhancing commuter links
- The A570 connects Newton-le-Willows to St Helens, Wigan and the M6 motorway, ensuring good regional access
- Bus routes link the town only to Warrington, Wigan and St Helens

NEWTON-LE-WILLOWS

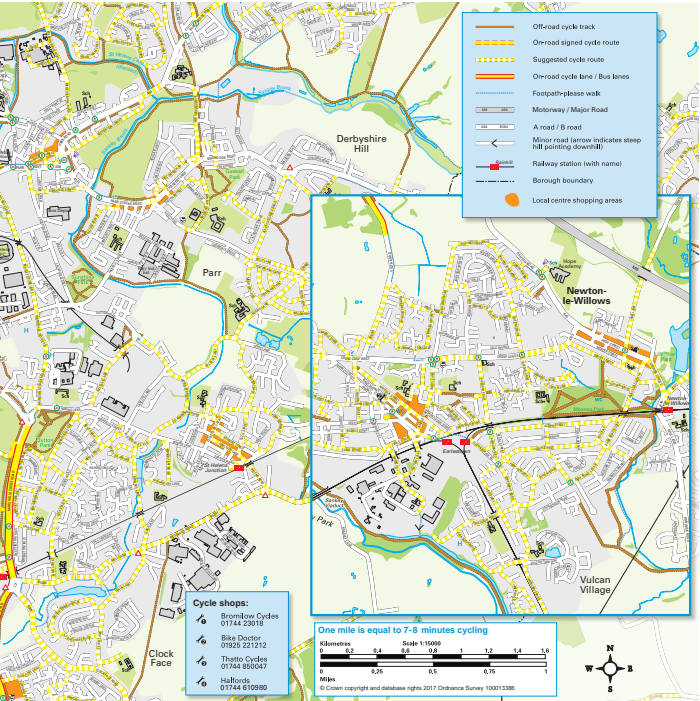
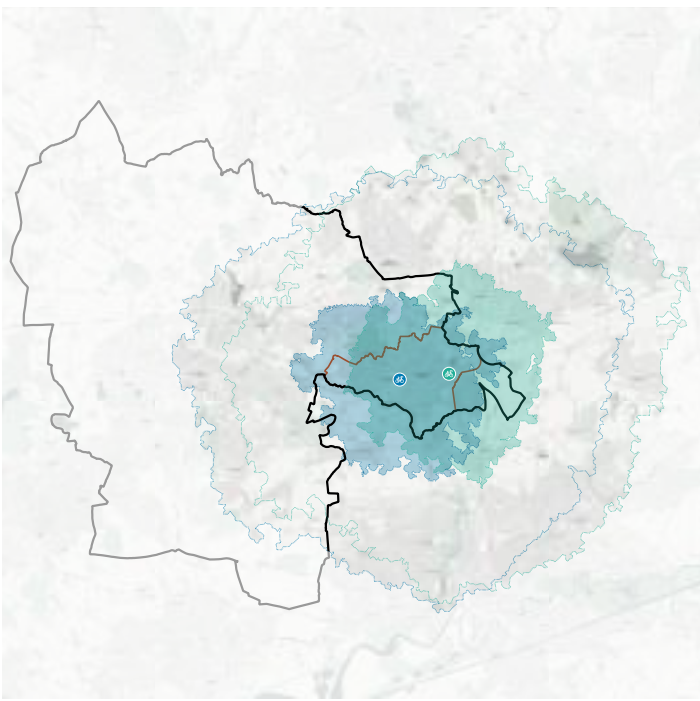


Figure 12.8.2 Map of Strategic Cycling

- St Helens Borough Boundary
- PfN Boundary
- Cycling Isochrone (From Newton-le-Willows Station)
- Cycling Isochrone (From Earlestown Station)

Data Source: TravelTime (2025) - Available at: <https://app.traveltime.com/>

ST HELENS BOROUGH



Strategic Cycling

Observations:

- The entire study area and a number of local towns within the borough boundary are accessible within a 30 minute bicycle ride from Earlestown Station
- A number of rail stations are also accessible by bike, connecting residents to a sustainable network

NEWTON-LE-WILLOWS

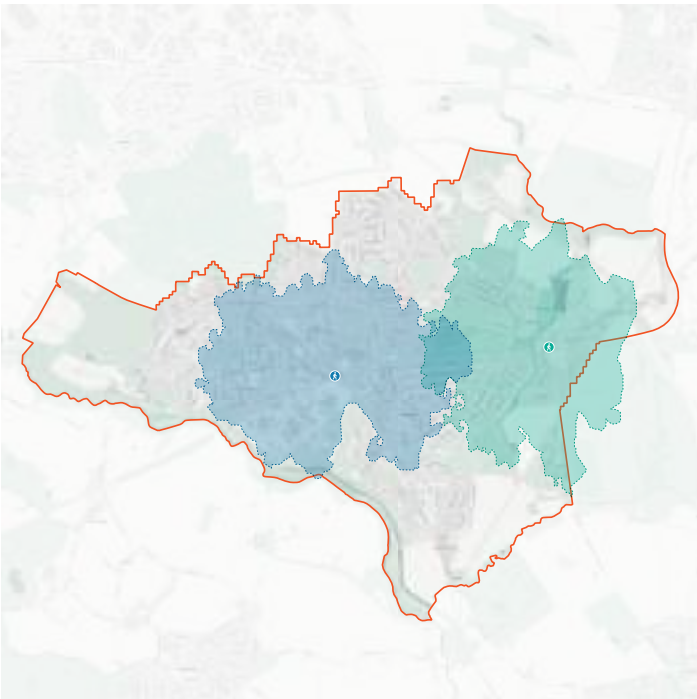


Figure 12.8.3 Map of Strategic Walking

- PfN Boundary
- 15 Minute Walking Isochrone (Newton-le-Willows)
- 15 Minute Walking Isochrone (Earlestown)

Data Source: TravelTime (2025) - Available at: <https://app.traveltime.com/>



Strategic Walking

Observations:

- It is possible to walk to key public parks from the centre of the Study Area (although access is good this study does not assess quality of routes)
- Accessible, inclusive, safe and attractive routes will encourage walking within the study area
- Both/either district centres are accessible from the majority of surrounding residential areas within the Study Area

NEWTON-LE-WILLOWS

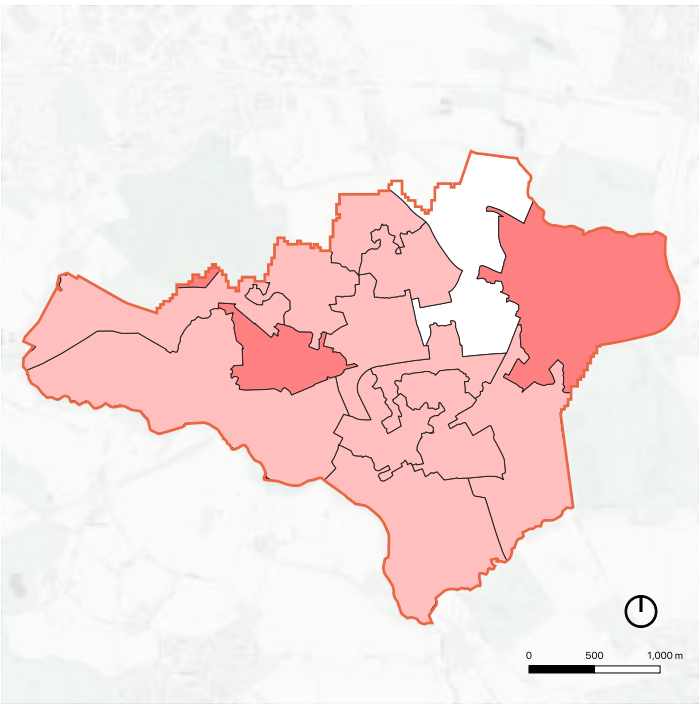
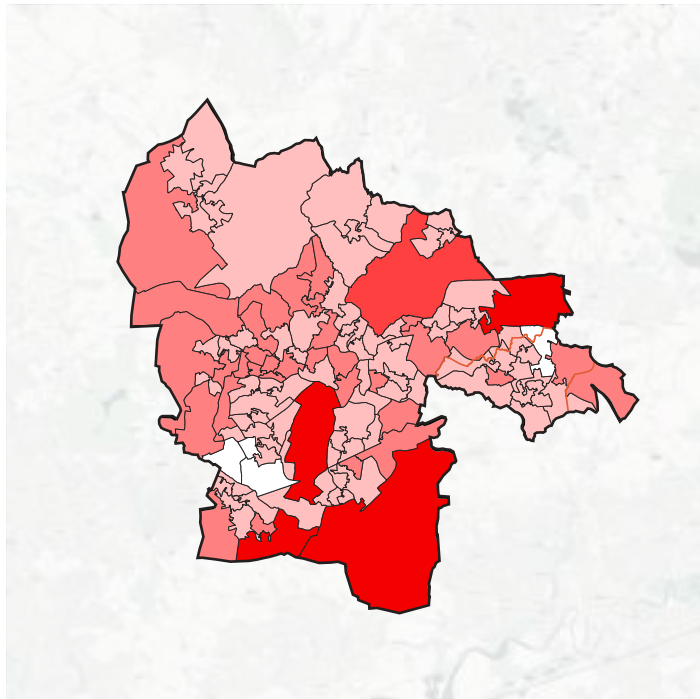


Figure 12.8.4 Map of Traffic Accidents

- St Helens Borough Boundary
- PfN Boundary
- <0.4
- 0.4 - 0.5
- 0.5 - 0.6
- 0.6 - 0.8
- 0.8+

Data Source: Ministry of Housing, Communities and Local Government (MHCLG) (2019) - English Indices of Deprivation 2019: Underlying indicators - road traffic accidents involving death or personal injury to a pedestrian or cyclist (2015-2017). Data published at local authority level; sub-local authority data not publicly available.

ST HELENS BOROUGH



Traffic Accidents

Observations:

- Geographic disparity in the rate of accidents resulting in death or personal injury
- Higher rates of accidents resulting in death or personal injury close to Earlestown Station

NEWTON-LE-WILLOWS

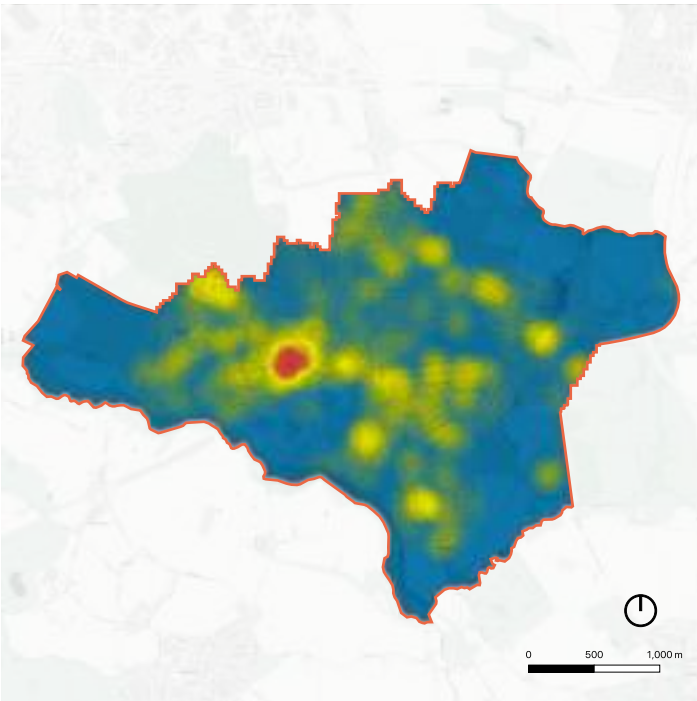
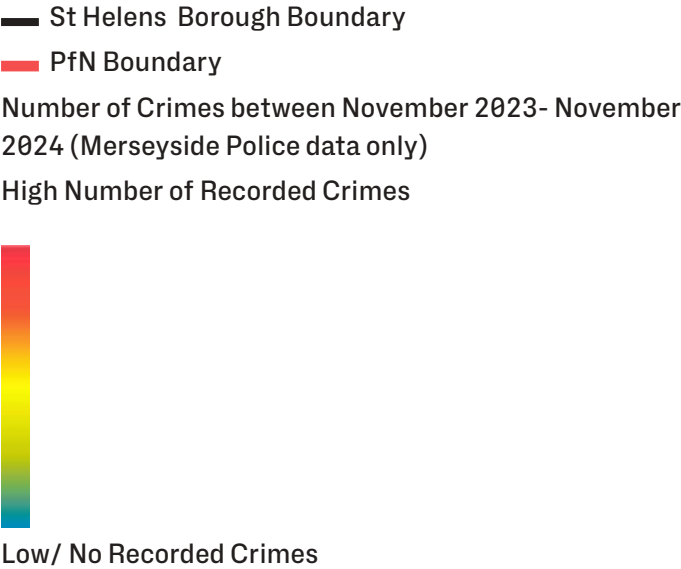
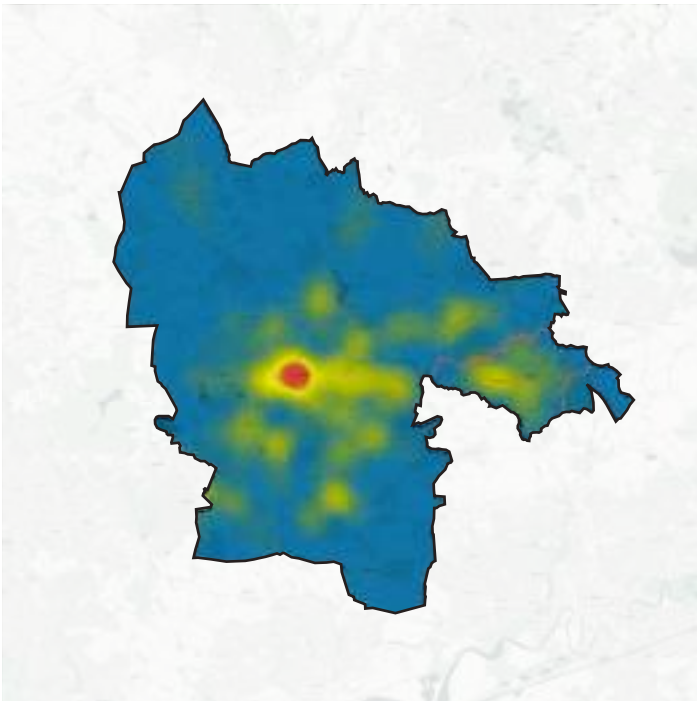


Figure 12.9.1 Map of Crime



Data Source: Data.police.uk (2024) - Contains public sector information licensed under the Open Government License v3. Available at:<https://data.police.uk/data/>

ST HELENS BOROUGH



Crime

Observations:

- Earlestown experiences elevated crime rates, particularly the Market Street area sees higher crime rates
- Urban form plays a role in crime prevention.
- Secure by design principles can assist with retrospective adjustments to residential layouts

NEWTON-LE-WILLOWS

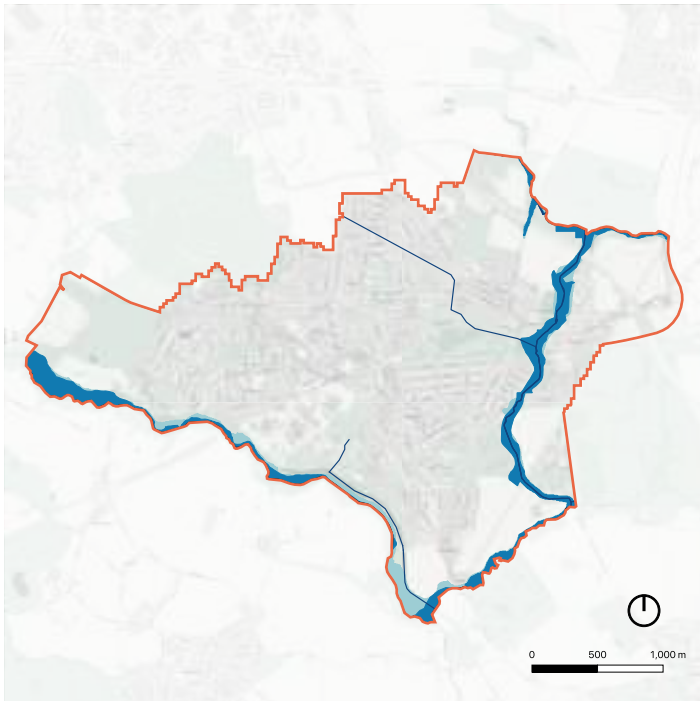
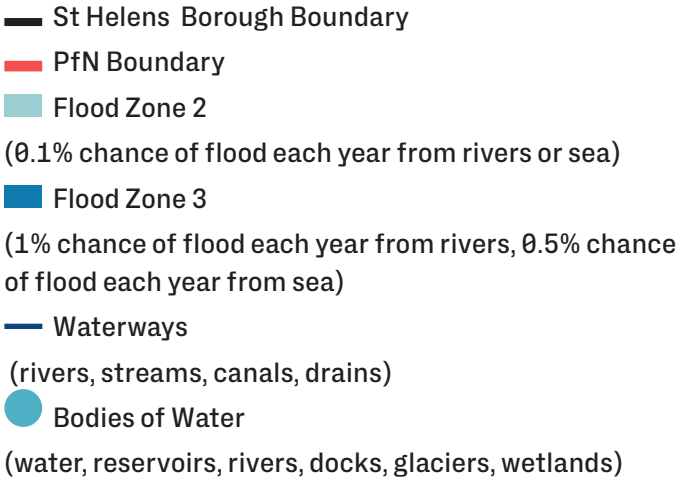
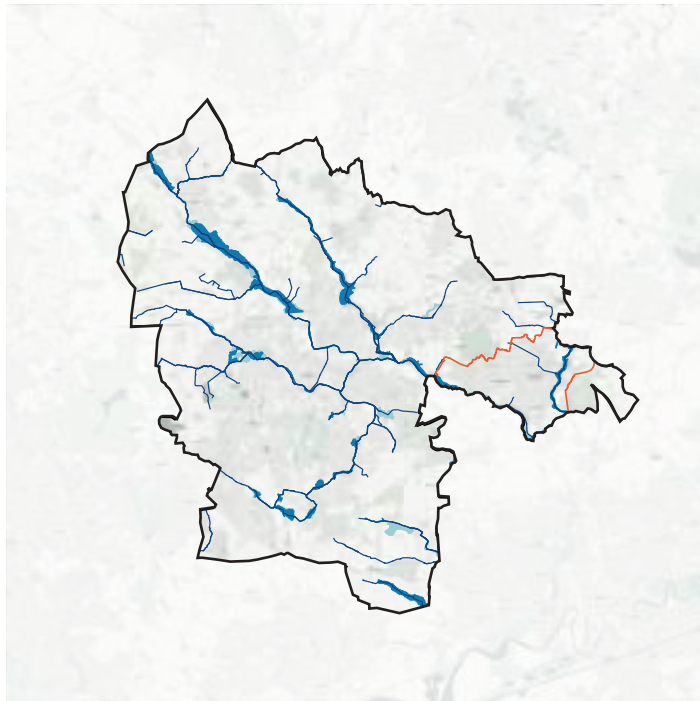


Figure 12.9.2 Map of Flooding



Data Source: Data Source: Data.gov.uk (2024) - Contains public sector information licensed under the Open Government License v3. Available at:<https://www.planning.data.gov.uk/dataset/flood-risk-zone>

ST HELENS BOROUGH



Flooding

Observations:

- Most of Newton-le-Willows is in Flood Zone 1, with a very low likelihood of flooding
- While the majority of Newton-le-Willows is low risk, areas in Flood Zone 2 and 3 require targeted flood prevention measures to minimise potential damage

12 Appendix
12.10 Education & Opportunity

NEWTON-LE-WILLOWS

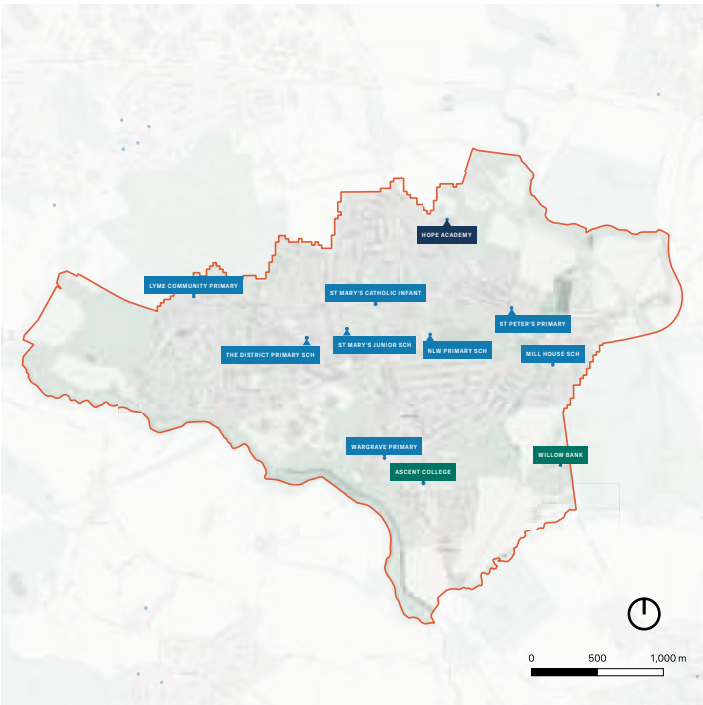


Figure 12.10.1 Map of Educational Establishments

- St Helens Borough Boundary
- PfN Boundary
- Primary School
- Secondary School/College
- Special Needs School

Data Source: Department for Levelling Up, Housing and Communities. (n.d.). Educational establishments dataset. Planning Data. Available at: https://www.planning.data.gov.uk/dataset/educational-establishment



Access to Education Services

Observations:

- Newton-le-Willows has a diverse mix of educational settings, supporting a variety of learning pathways
- The presence of both mainstream and specialist institutions ensures that most families can access appropriate educational options locally

NEWTON-LE-WILLOWS

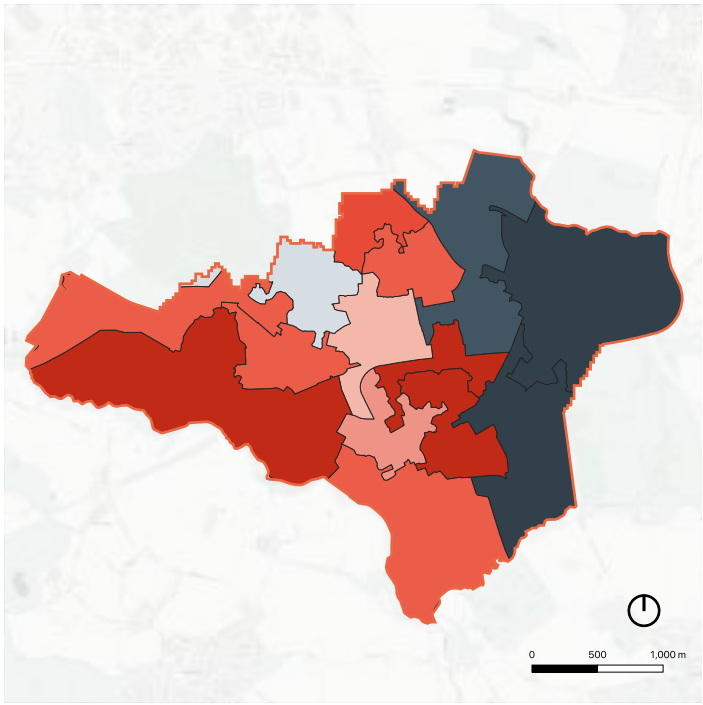
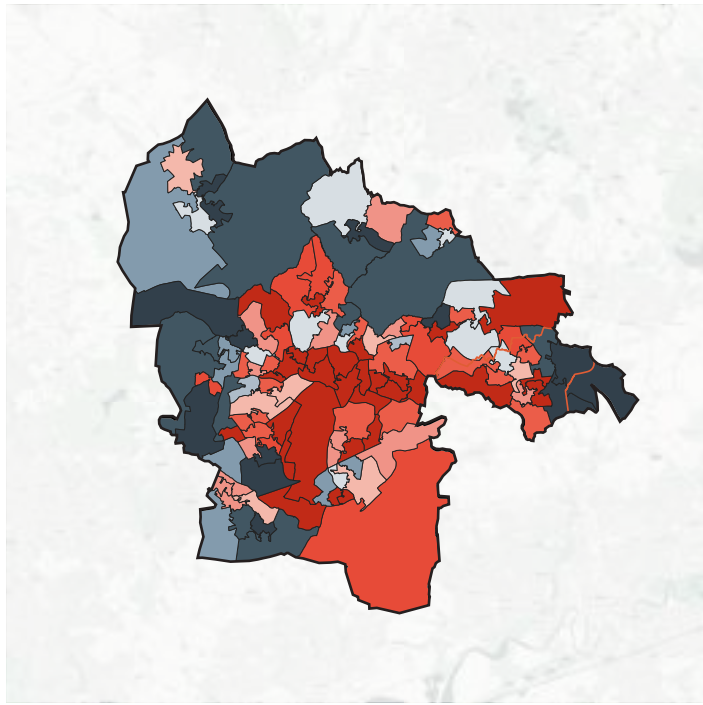


Figure 12.10.2 Map of Child Poverty

- St Helens Borough Boundary
- PfN Boundary
- 1 (Most Deprived)
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (Least Deprived)

Data Source: Ministry of Housing, Communities & Local Government. (2019). English indices of deprivation 2019. Available at: https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019

ST HELENS BOROUGH



Child Poverty

Observations:

- Across Newton-le-Willows the average decile for income deprivation affecting children is 4, where 1 is the most deprived and 10 is the least deprived
- However, there is significant geographic disparity in levels of deprivation across Newton-le-Willows, with Earlestown experiencing significantly higher rates of income deprivation affecting children

12 Appendix
12.11 Engagement Findings

Community Engagement Findings

The regeneration planning process was underpinned by a robust programme of community engagement designed to ensure that local voices, priorities and lived experiences directly shaped the emerging strategy. Engagement activities were carefully structured to capture diverse perspectives and build consensus around shared goals.

Through workshops, interactive tools and ongoing dialogue with key community stakeholders, a wide range of insights were gathered. These findings played a critical role in informing the strategic vision and prioritised interventions included in the Regeneration Plan.

For a full breakdown of community engagement activities and detailed findings, please refer to the Community Engagement Summary Report.



Engagement Opportunities



682
People Engaged



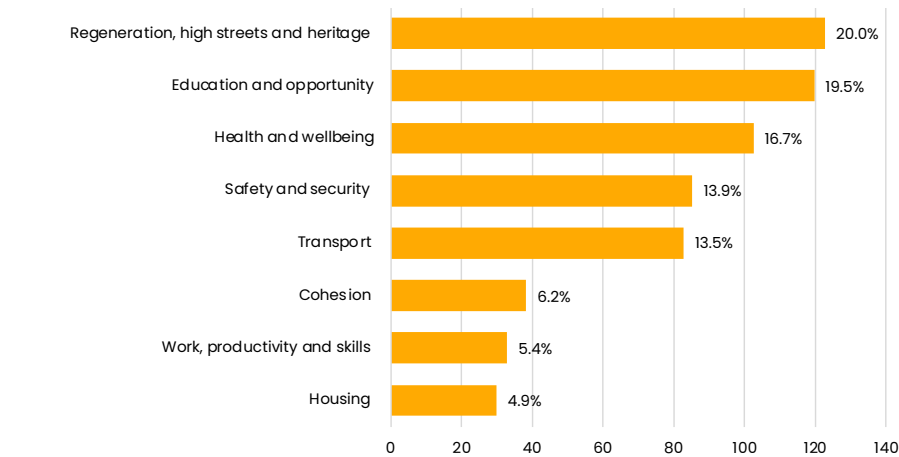
Most Popular Investment Themes



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?



Figure 12.11.1: PLACED Newton-le-Willows Engagement Summary

Neighbourhood Board Engagement Summary

The Neighbourhood Board engagement for the Newton-le-Willows Regeneration Plan was conducted through a series of five workshops designed to capture detailed input from Board members representing statutory bodies, community, business and sector interests. This engagement approach aimed to build consensus on priorities, vision, and interventions that reflect local needs and strategic opportunities.

Engagement Overview:

Total Participants: 14 Neighbourhood Board members engaged across workshops

Engagement Format: Six structured workshops using interactive tools such as Slido for live feedback and collaborative discussion

Purpose: To identify local characteristics, challenges, opportunities and align on vision, objective and interventions for the regeneration plan

Outputs: Emerging vision, thematic objectives, intervention prioritisation and a detailed regeneration plan

Workshop Participation Summary

Workshop 01 & 02: Baseline – Participants mapped unique local features and assessed challenges/ opportunities aligned to key fund themes. Workshop 01 successfully laid the groundwork for community-informed planning by effectively sharing information and actively collecting valuable local perspectives.

- A summary presentation that effectively communicated the initial data and context about Newton-le-Willows to the Neighbourhood Board

- A collection of key insights, perspectives and specific local information contributed by the Neighbourhood Board including perceived local needs and priorities and specific assets or challenges in different neighbourhoods

Key Insights:

High Streets, Heritage & Regeneration:

- **Challenges:** Unloved buildings (particularly in Earlestown Town Centre), quality of offer, parking issues (especially on the high street), landlords not accountable for derelict properties, making a difference with projects, accessibility, supporting local businesses while attracting external investment, lack of culture and heritage not being showcased
- **Opportunities:** Attracting external visitors, diversification of offer, investing in heritage (Victorian streets, Sankey Valley, canal, railway history, former industry), improving offerings to increase jobs and footfall and diversification/beautification of Earlestown Town Centre

Housing:

- **Challenges:** Lack of affordable/social housing, high demand, difficulty for first-time buyers, poor quality housing stock, neglected streets and a need for better design in new homes
- **Opportunities:** Town Centre living, utilising unused/brownfield sites, regeneration, grants for building improvements, improved access to services/public transport and working with developers and providers for social housing

Work, Productivity & Skills:

- **Challenges:** Disconnect between businesses and schools, lack of business

support, image issues, travel challenges to colleges/training, difficulty engaging underrepresented groups, need for upskilling the workforce, lack of higher-skilled jobs and low aspirations among young people

- **Opportunities:** Parkside development to create employment, training grants/ subsidies, improved transport connectivity, promotion of business support initiative and better funding access

Safety & Security:

- **Challenges:** Lack of CCTV, unreported crime, poor lighting, lack of safe spaces for teenagers, antisocial behaviour, burglaries, drug use, littering, rundown buildings and people's perceptions of unsafe areas
- **Opportunities:** Encouraging footfall, creating deterrents for ASP, investing in CCTV and lighting, using police data, education, improving public realm, providing outdoor activities and community buy-in

Transport & Connectivity:

- **Challenges:** Mixed railway services, poor road and footpath conditions, no bus service to the north, unwelcoming cycling routes, issues with Northern Rail maintaining lifts and toilets, disabled access, limited cycle lanes, busy roads and limited parking
- **Opportunities:** Ensuring connectivity enables residents to access opportunities at Parkside (including non-car use), capitalising on excellent rail connections from Earlestown and Newton, better walking and bike routes, improved bus station and cycle links to other towns

Cohesion:

- **Challenges:** Lack of inclusion, town division (e.g. Newton vs. Earlestown), negativity, poor quality buildings/sites, lack of identity and issues with diversity and understanding
- **Opportunities:** Promoting existing activities, investing in community activities, reinforcing a "one town" message, celebrating local history, making residents feel involved, family-friendly events, celebrating diversity and improving community/green spaces

Health & Wellbeing:

- **Challenges:** Views against active travel, unsafe green spaces, air quality, limited access to GP services, fast food outlets, drug/alcohol addictions, long mental health waiting lists, obesity and an aging population with complex needs
- **Opportunities:** Support for social prescribing, cycling support, promotional recreational activities (e.g. on the canal), utilising green assets, restoring heritage assets, improving local parks with various facilities and raising awareness of local facilities

Education & Opportunity:

- **Challenges:** Disparities in PTA support, lack of ESOL provision, barriers to work for non-English speakers, impact of SEND/ neurodiversity, costs of adult re-education, limited local inspiration/training and young people struggling in secondary school
- **Opportunities:** Raising expectations for young people, maximising opportunities from Parkside and SRFT, employers investing in education, supporting pupils to access employment, capturing local opportunities and providing community improvement projects for schools

Workshop 03: Case for Change – The Board aligned vision outcomes with practical “on-menu” intervention options, refining priorities

- A summary presentation of key insights gathered from Workshop 01, which served as the foundation for Board review
- A clear distillation of the most significant themes and aspirations emerging from the engagement
- A preliminary list of the overarching long-term outcomes that the vision would aim to achieve, as shaped by Board discussion

Workshop 04: Visioning – Developed a 10-year strategic vision and clarified funding allocation aligned with local challenges and aspirations.

- Agreement on a long-term vision rooted in community needs and aspirations
- Strategic alignment of investment with local context and opportunities
- Identification of key funding areas to support delivery of the vision

Workshop 05: Interventions – Selected and prioritised specific interventions to deliver the agreed vision.

Focused on selecting and prioritising specific interventions to realise the agreed vision.

Key Outputs:

- Approval of a shortlist of thematic intervention areas
- Development of a prioritised intervention schedule for inclusion in the draft Regeneration Plan

Workshop 06: Regeneration Plan – Finalised the delivery roadmap including

timelines, responsibilities, and key performance indicators.

This session finalised the delivery roadmap for the Regeneration Plan, covering timelines, responsibilities, and performance indicators.

Workshop Objectives:

- Reaffirm strategic direction
- Endorse priority interventions identified in Workshop 04
- Finalise the plan structure and outline next steps

The Neighbourhood Board’s collaborative approach has produced a community-driven set of actionable priorities. These form a strong foundation for the regeneration programme, aligned with investment priorities under three core themes:

Output: Priority Investment Themes and Interventions

Theme 1: Regeneration, High Streets and Heritage

1st Priority – Intervention 1: Funding for improvements to Town Centres, neighbourhoods, and high streets (capital and operational).

- Received 11 first-place votes (12 total), demonstrating strong consensus
- Reflects a shared priority to revitalise public and commercial spaces to improve accessibility, support local economies, and enhance the visitor and resident experience

2nd Priority – Intervention 5: Enhanced support for arts, cultural, heritage, and creative activities and institutions.

- Total of 11 votes (1 first-place, 4 second-place, 6 third-place)
- Highlights the importance of cultural heritage in fostering community identity, tourism, and pride

3rd Priority – Intervention 2: Creation and improvement of green spaces, community gardens, watercourses, and natural features.

- Received 9 votes (1 first-place, 6 second-place, 2 third-place)
- Emphasised for its role in wellbeing, climate resilience, and environmental sustainability

Theme 2: Education and Opportunity

1st Priority – Intervention 6: Support for community-based learning and development.

- Received 11 votes (5 first-place, 5 second-place, 1 third-place)
- Strong support for informal, inclusive education and lifelong learning opportunities

2nd Priority – Intervention 5: Support for the local social economy (community businesses, cooperatives, social enterprises).

- 7 votes (1 first-place, 4 second-place, 2 third-place)
- Emphasised as key to grassroots economic development and inclusive growth

3rd Priority – Intervention 3: Support for families and young children.

- 6 votes (3 first-place, 3 third-place)
- Prioritised for its role in early intervention and long-term family outcomes

Theme 3: Health and Wellbeing

1st Priority – Intervention 3: Funding for local sport and activity facilities, events, teams, and leagues.

- Received 11 votes overall (8 first-place)
- Recognised for its role in fostering community connection and promoting health

2nd Priority – Intervention 1: Supporting community-level health provision.

- Total of 11 votes (6 second-place, 3 third-place)
- Indicates broad support for accessible, locally responsive health services

3rd Priority – Intervention 2: Integration and co-location of health and wellbeing services.

- 6 votes (3 second-place, 3 third-place).
- Valued for improving access through coordinated service delivery

The Community Pot

In addition to the three core Investment Themes, the Board endorsed the creation of a flexible ‘Community Pot’ to support smaller-scale, community-led projects aligned with the broader programme objectives.

Development Timeline

- Detailed design and implementation planning to occur in Year 1 of the programme
- Will operate alongside the top Investment Themes for the first 4 years and the theme of cohesion

Scope of Support

Available for projects under the three core themes:

- Regeneration, High Street and Heritage
- Education and Opportunity
- Health and Wellbeing

The Board recognised the importance of cohesion as a foundation for strong social infrastructure and sustainable community outcomes so included a fourth theme:

Cohesion, encompassing:

- Regeneration, High Street and Heritage
- Education and Opportunity

- Measures to enhance community cohesion and support for volunteering and social action projects
- Investment in capacity-building and infrastructure for local civil society and youth organisations

Conclusion

The Neighbourhood Board’s engagement has delivered a robust, locally grounded regeneration framework. Through a clear, consensus-driven process, the Board has co-produced a set of strategic priorities and actionable interventions. These reflect the unique identity, needs and aspirations of Newton-le-Willows, and form the basis of a regeneration programme that is inclusive, practical, and future-focused.

Regeneration, High Streets and Heritage Prioritised Interventions	
1	Intervention 1: Funding improvements to Town Centres, neighbourhoods, and high streets, including capital spend and running costs.
2	Intervention 5: Enhanced support for arts, cultural, heritage and creative activities, projects and, facilities and historic institutions that make up the local cultural heritage offer.
3	Intervention 2: Creating and improving green spaces, community gardens, watercourses and embankments in the local area, along with incorporating natural features into wider public spaces.
Education and Opportunity Prioritised Interventions	
1	Intervention 6: Support for community-based learning and development.
2	Intervention 5: Support for growing the local social economy, including community businesses, cooperatives and social enterprises.
3	Intervention 3: Support for families and young children.
Health and Wellbeing Prioritised Interventions	
1	Intervention 3: Funding for local sport and activity facilities, events, teams and leagues to foster community engagement and connection.
2	Intervention 1: Supporting community-level health provision.
3	Intervention 2: Integration and co-location of health and wellbeing services.
Cohesion Prioritised Interventions	
1	Intervention 1: Measures to improve community cohesion.
2	Intervention 2: Funding for impactful volunteering and social actions projects to develop social and human capital in local place.
3	Intervention 3: Investment in capacity building and infrastructure support for local civil society, youth and community groups.

12 Appendix

Stakeholder Engagement Summary

This summary reflects insights gathered during the Newton-le-Willows Plan for Neighbourhoods stakeholder workshops held in June 2025. The sessions engaged a range of external stakeholders with deep local knowledge, including councillors, council officers, and community representatives. Their perspectives on priorities, challenges, and aspirations have directly informed the development of a locally grounded vision, helping ensure that future investment is targeted, relevant and impactful.

Top Investment Areas (Officers):

- **Community/Public Spaces:** Improving quality of green spaces and social gathering points
- **Local Transport Options:** Active travel initiatives (making Earlestown and Newton safer for pedestrians and cyclists) and targeted investment in Earlestown to improve infrastructure and access (e.g. Earlestown station accessibility)
- **Town Centre/Shop Front Improvements:** Shop front grants to encourage businesses to invest in their shop fronts, revitalising high streets and supporting markets
- **Youth Provision/Services:** Increased youth provision, addressing community safety and health inequalities for young people and expanding youth education, training and mentoring opportunities

Top Investment Areas (Councillors):

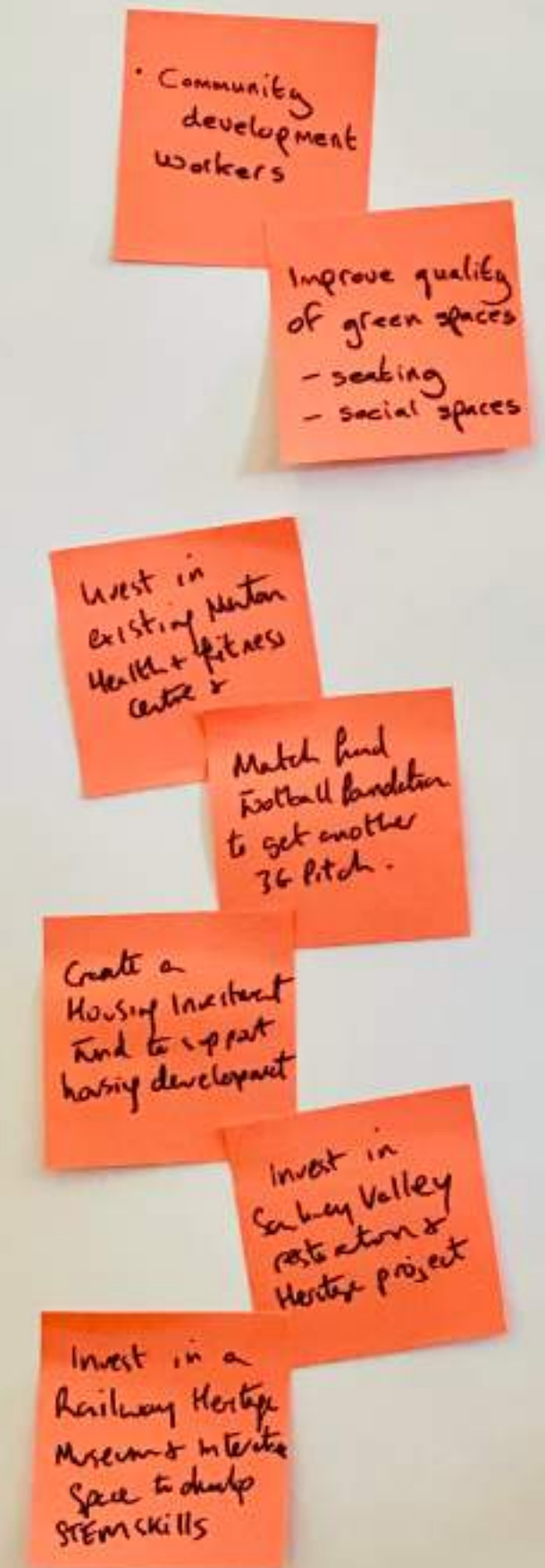
- **Revitalising the Town Centre:** Through regeneration, shop front improvements and a stronger evening economy
- **Youth and Community:** Investing in youth and community facilities, including a community hub and more structured activities
- **Transport and Infrastructure:** Improving transport links, especially access to hospitals/ employment sites and better management of commuter parking
- **Education and Skills:** Expanding education and skills opportunities, including provision for further education within the town

Top Investment Areas (External Members):

- **Revitalising the Town Centre:** Converting vacant properties and enhancing public spaces to create a vibrant, safe and sustainable environment
- **Community Cohesion:** Refreshing local initiatives like 'Big Local' and investing in central spaces such as Market Square
- **Education and Training:** Strengthening links between schools, training providers and employers to better prepare local people for new job opportunities
- **Health and Wellbeing:** Targeted mental health support, peer networks and environmental improvements

Summary:

Stakeholders across all groups shared a strong commitment to revitalising Newton-le-Willows through place-based, inclusive investment. Common priorities - such as Town Centre regeneration, youth services and improved transport - reflect a shared ambition to create a more connected, empowered and opportunity-rich future for the community. Their input lays a firm foundation for a 10-year vision that is not only strategic but deeply rooted in local needs.



13 Glossary

13 Glossary

13.1 Glossary of Terms

Glossary of Terms

This section is dedicated to defining key terms and their specific uses used in the main body of the document, such as:

10-Year Vision: A long-term strategic plan for the regeneration of Newton-le-Willows

Access to Healthy Assets & Hazards (AHAH): An index that combines indicators under four domains of accessibility: retail environment, health services, physical environment, and air quality, to illustrate how 'healthy' neighbourhoods are

Air Quality Management Area (AQMA): An area designated by St Helens Borough Council near the M6 due to elevated levels of pollution from vehicle emissions

Attainment 8 Score: A measure of a student's average grade across a set of eight GCSE-level qualifications

Built Up Area (BUA): The basis for the approved Plan for Neighbourhoods (PfN) Boundary in Newton-le-Willows

Community Needs Index (2023): An index published by OSCI that analyses social and cultural factors contributing to poorer life outcomes, ranking local community needs across three domains: Community Assets, Connectivity, and Active & Engaged Community

Department for Levelling Up, Housing and Communities (DLUHC): The government department that sets requirements for PfN 10-Year Vision submissions. This is now renamed to MHCLG

Earlestown Levelling Up Fund: A £20 million fund awarded to St Helens Borough Council in 2023 to support Earlestown's regeneration

plans, focusing on the historic market square, Town Hall and Earlestown Station

English Cities Fund (ECF): The development partner working with St Helens Borough Council on the Earlestown Masterplan Development Framework

English Devolution Bill 2025: Emerging legislation that may introduce new powers, such as the Community Right to Buy assets

EYFS (Early Years Foundation Stage): A framework related to reading assessments mentioned in an example

Freeport Investment Fund (FIF): A fund from which St Helens Borough Council benefits, allowing borrowing against future business rates growth

Income Deprivation Affecting Children Index (IDACI): A measure of the proportion of children aged 0-15 living in income-deprived families

Index of Multiple Deprivation (IMD) 2019: Highlights significant socio-economic challenges in St Helens, particularly in income, employment, health, and housing

Levelling-up and Regeneration Act 2023: Legislation providing powers and tools to local authorities

Liverpool City Region Freeport: Parkside is the largest site within this Freeport

Local Government Act 2000: Legislation providing powers and tools to local authorities

Local Plan: The framework set out by St Helens Borough for the growth and development of the Borough

Localism Act 2011: Legislation providing powers and tools to local authorities

Long-Term Plan for Towns initiative: The former name of the government program that provided funding to St Helens Council, rebranded as Plan for Neighbourhoods

Masterplan Development Framework (MDF): The framework articulating the ambitious vision for Earlestown's regeneration

MHCLG: Refers to the Ministry of Housing, Communities and Local Government

Middle Super Output Area (MSOA): A geographic unit used for statistical reporting, specifically for life expectancy data

Neighbourhood Board: The executive body providing strategic leadership and oversight for the Newton-le-Willows Neighbourhood Programme, working in partnership with St Helens Borough Council

ONS BRES data: Data indicating that the Newton-le-Willows economy supports a significant number of jobs

Parkside: A significant regeneration site located just outside the Plan for Neighbourhood (PfN) boundary for Newton-le-Willows, with potential for manufacturing, logistics, and employment

Parkside Link Road: A new road providing direct access to junction 22 of the M6 from the Parkside site

Parkside Regeneration LLP: A 50:50 joint venture between St Helens Borough Council (St Helens Borough Council) and developer Langtree, developing Parkside West.

Plan for Neighbourhoods (PfN) programme: A government program that provides 'endowment-style' funding to support local priorities over a 10-year period, rebranded from the Long-Term Plan for Towns initiative

St Helens Borough Council (St Helens Borough Council): The accountable body for the Plan for Neighbourhoods programme in Newton-le-Willows, responsible for securing funding and overseeing compliance

Strategic Rail Freight Interchange: A planned development at Parkside East

Tax Increment Financing (TIF): A process supporting the first phase of development at Parkside West

Thematic Intervention Areas: Eight interconnected themes (Regeneration, High Streets and Heritage; Housing; Work, Productivity & Skills; Cohesion; Health & Wellbeing; Transport; Safety & Security; Education & Opportunity) outlining how PfN objectives will be achieved

Plan for Neighbourhood (PfN) Objectives: Overarching ambitions and objectives of the Plan for Neighbourhoods; Thriving Places, Stronger Communities and Taking Back Control

Town and Country Planning Act 1990: Legislation providing powers and tools to local authorities

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