



MEETING OF THE NEWTON-LE-WILLOWS NEIGHBOURHOOD BOARD

Date: Friday, 6 March 2026

Invitees

Name	Role	Organisation
Board Members		
Chris Hickey	Chair	Mercury Hampton
Councillor Kate Groucutt	Cabinet Member for Business & Inclusive Growth and Deputy Leader	St Helens Borough Council
Ian Lewis	Investment Manager	Liverpool City Region Combined Authority
Jon Julian Smith	Chief Inspector, St Helens	Merseyside Police
Community & Co-Opted Board Members		
Alex Myhill	Community Representative	Willow & Ram
Debbie Taylor	Business Representative	Es Paradis Salon & Domestic Abuse WA12 CIC
Paul Romanko	Business Representative	United Utilities Water Ltd
Fiona Ruddy	Third Sector Representative	Newton Community Centre
John Unsworth	Cultural, Arts, and Heritage including Sports Groups Representative	Sea Cadet Corps
Local Authority Representatives		
Mary Jefferson	Head of Regeneration and Growth	St Helens Borough Council
Matthew Valentine	Programme Lead	St Helens Borough Council
Rachel Bebb	Project Officer	St Helens Borough Council
Apologies Received		
David Baines MP	Member of Parliament, St Helens North	Member of Parliament, St Helens North
Councillor Anthony Burns	Leader of the Council	St Helens Borough Council
Mark Palethorpe	Chief Executive	St Helens Borough Council
Amie Louise Parsonage	Portfolio and Partnerships Officer	Merseyside Police and Crime Commissioner
Joanne Edge	Community Representative	Newton Sports Club
Rev Chris Stafford	Faith Representative	Team Rector at St Peters, Emmanuel Wargrave, and St John's



ST HELENS
BOROUGH COUNCIL

MEETING OF THE NEWTON-LE-WILLOWS NEIGHBOURHOOD BOARD

Friday 6 March 2026

AGENDA

Item	Title	Lead
1.	Welcome and Introductions	CH
2.	Declarations of Interest	CH
3.	Minutes of the previous Neighbourhood Board meeting held on 16 January 2026	CH
4.	Appointment of Branding Specialist	MV
5.	Recruitment Approach	MV
6.	Investment Theme Sub-Group Formations	MV
7.	Plan for Neighbourhoods / Pride in Place Programme Update	MV
8.	Any Other Business	All

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1. Purpose of the Report

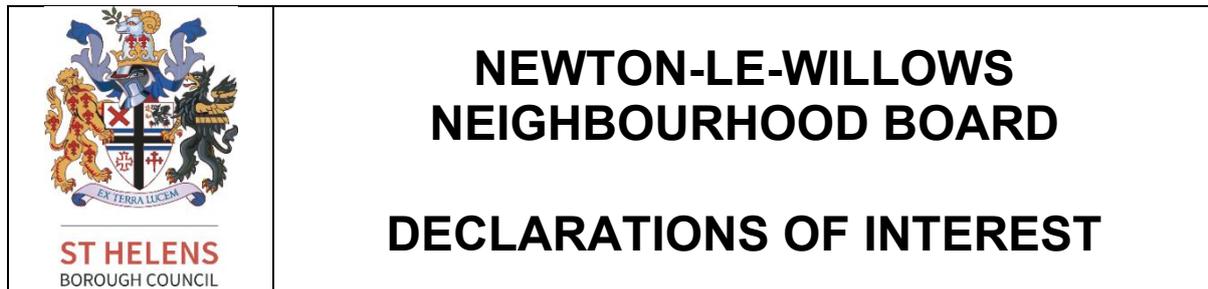
1.1 The purpose is to welcome Board members and make introductions.

2. Recommendations for Decision

Board is recommended to:

1) Note the apologies received.

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1. Purpose of the Report

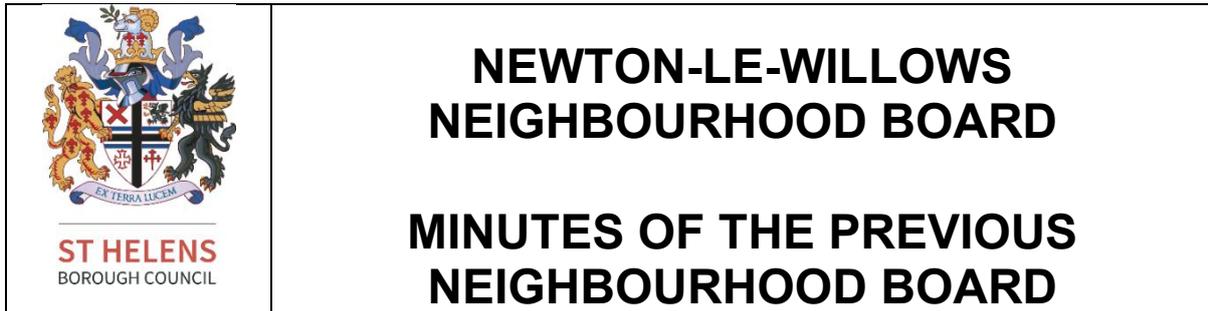
- 1.1 The purpose is for Board Members to declare any disclosable pecuniary and/or non-pecuniary interests.

2. Recommendations for Decision

Board is recommended to:

- 1) Note the declarations of interest.

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1. Purpose of the Report

- 1.1 The purpose is to give an overview of the previous Board meeting, as agreed by the Board verbally.

2. Recommendations for Decision

Board is recommended to:

- 1) Note the previous minutes.

Appendices

Appendix 1: Minutes of Newton-le-Willows Neighbourhood Board

Appendix 1 – Minutes of Newton-le-Willows Neighbourhood Board

 <p>ST HELENS BOROUGH COUNCIL</p>	<h1>Minutes of Newton-le-Willows Neighbourhood Board</h1> <p>Friday 16 January 2026</p>
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Invitees			
Name	Initials	Role	Organisation
Board Members			
Chris Hickey	CH	Chair	Mercury Hampton
Ian Lewis	IL	Investment Manager	Liverpool City Region Combined Authority
Jon Julian Smith	JJS	Chief Inspector, St Helens	Merseyside Police
Community & Co-Opted Board Members			
Alex Myhill	AM	Community Representative	Riddling Rack
Debbie Taylor	DT	Business Representative	Es Paradis Salon & Domestic Abuse WA12 CIC
Paul Romanko	PR	Business Representative	United Utilities Water Ltd
John Unsworth	JU	Cultural, Arts, and Heritage including Sports Groups Representative	Sea Cadet Corps
Reverend Chris Stafford	CS	Faith Representative	Team Rector at St Peters, Emmanuel Wargrave, and St John's
Local Authority Representatives			
Mary Jefferson	MJ	Head of Regeneration and Growth	St Helens Borough Council
Matthew Valentine	MV	Programme Lead	St Helens Borough Council
Rachel Bebbby	RB	Project Officer	St Helens Borough Council
Glenn Taggart	GT	Project Manager	St Helens Borough Council
Donna Wilby	DW	Finance Business Partner - Regeneration	St Helens Borough Council
Matthew McHale	MM	Principal Accountant	St Helens Borough Council
Apologies Received			
David Baines MP	DB	Member of Parliament, St Helens North	Member of Parliament, St Helens North

Councillor Anthony Burns	AB	Leader of the Council	St Helens Borough Council
Mark Palethorpe	MP	Chief Executive	St Helens Borough Council
Councillor Kate Groucutt	KG	Cabinet Member for Business & Inclusive Growth and Deputy Leader	St Helens Borough Council
Amie Louise Parsonage	ALP	Portfolio and Partnerships Officer	Merseyside Police and Crime Commissioner
Joanne Edge	JE	Community Representative	Newton Sports Club
Fiona Ruddy	FR	Third Sector Representative	Newton Community Centre

AGM AGENDA		
Item	Title	Lead
1.	Welcome and Introductions	CH
2.	Declarations of Interest	CH
3.	Neighbourhood Board Progress Report	CH
4.	Neighbourhood Board Membership	MV
5.	Plan for Neighbourhoods Finance Report	DW
6.	Updated Terms of Reference	MV

1. Welcome and Introductions

Chris Hickey (CH) welcomed the Board, advising that this was the Neighbourhood Board's first AGM (Annual General Meeting) and would be followed by a Neighbourhood Board business meeting.

CH acknowledged that apologies had been received from David Baines MP, Councillor Anthony Burns, Councillor Kate Groucutt, Mark Palethorpe, Joanne Edge, and Fiona Ruddy.

Amie Louise Parsonage (ALP) remains on maternity leave and is anticipated to return to board meetings on her return.

CH expressed his apologies to not be able to attend the full Neighbourhood Board meeting but recorded in person his formal endorsement for all decisions contained within the report, pertaining to both the AGM and the Neighbourhood Board meeting to follow.

2. Declaration of Interest

No declarations were declared.

3. Neighbourhood Board Progress Report

MV thanked Board for their dedication and commitment to the programme to date, with brilliant progress made for the programme in the past 18 months as follows:

- May 2024 – Appointment of CH as Chair.

- June 2024 - First mandated Board meeting.
- Summer 2024 - Recruitment of the full Board.
- 22 April 2025 - First major milestone (submission and subsequent approval of proposals to alter the 'default' area boundary, governance arrangements and Board composition to the Ministry of Housing, Communities and Local Government).
- Spring 2025 - Public consultation (recognised as best practice). The consultation reached approximately 60,000 people
- July 2025 - Public consultation findings report published.
- 3 October 2025 - Board approval of the Newton -Le-Willows Regeneration Plan and 4-Year Investment Plan
- 19 November 2025 - Cabinet approval of the Regeneration Plan and 4-Year Investment Plan
- 28 November 2025 – Submission of Regeneration Plan and 4-Year Investment Plan to MHCLG.

The Board progress has been exceptional, with the Board recognised both regionally and nationally as best practice.

MV highlighted the timeline in Appendix 1. This can be used as part of Neighbourhood Board branding to demonstrate progress and milestones achieved. Future timelines will be produced as the full programme develops.

NOTE: Board noted the progress made to date.

4. Neighbourhood Board Membership

A summary of Board membership as of 16 January 2026 was provided. Proposed updates to Neighbourhood Board membership and governance were outlined. Within the current Terms of Reference:

- **Mandated Members:** the duration of Board membership is for an initial period of 36 months, with options for extension on agreement of the Board.
- **Co-opted Members:** Board membership term is for 12 months which an option to extend subject to Board approval.

In March 2025, Board agreed to freeze membership until such time that the Regeneration Plan was developed, and a Skills Audit could be undertaken.

MV provided an update of current Board membership, including those members who had left the Board due to job changes and the Board position being to the role rather than the individual, this included Kath O'Dwyer and Councillor Richard McCauley who vacated the Board as former Chief Executive of the Council and former Portfolio Holder for the programme. Their roles have been taken up by Mark Palethorpe as the new Chief Executive of St Helens Borough Council and Cllr Groucutt as the Portfolio Holder for Business and Inclusive Growth. The Board sent its thanks to

Kath And Cllr McCauley for their service at such a critical stage in the Board creation.

The report also detailed proposal, to align board membership with the 4-Year investment plan priorities, it was proposed to:

- Appointment 1 representative from an 'Education and Opportunity' background and
- Appointment of 1 representative from a 'Health and Wellbeing' background

Section 4 of the report 'Newton-le-Willows Board Membership- Past and Present' detailed the terms of non-mandated members. The existing Terms of reference outlines that following the recruitment freeze and submission of the Regeneration Plan, Mandated members terms can be extended for 12 months. After which, the full Board can vote to extend all Board membership until March 2030 to align with the end of the first investment period.

A Board discussion confirmed the procedure for Board recruitment (through asking for nominations from Board members, senior council officers and Ward Councillors) before final appointments are decided by the Board Chair (CH). The timescale for recruitment was confirmed to be by April 2026 via an expression of interest to outline nominee's previous experience. It was outlined that Representatives must live or work within the area to understand the community.

MV updated that the Chair has appointed Ian Lewis (IL) as Deputy Chair of the Neighbourhood Board due to his previous relevant experience.

DECISION: Mandated Board members approved the extension of community positions for a period of 12 months in line with existing Terms of Reference.

DECISION: Board approved the extension of the term of office of all current Board members until March 2030, in alignment with the first 4-year investment period cycle. This decision succeeds the previous in relation to community member extension.

DECISION: Following a skills analysis of the Newton-le-Willows Neighbourhood Board it was agreed to appoint two new Board Members with specialisms of Health and Wellbeing and Education and opportunity to align to the 4- Year Investment Plan priorities.

DECISION: Board agreed the recruitment route for the two new Board members as outlined at paragraphs 3.6 and 3.7 of the papers.

DECISION: Board noted the appointment of Ian Lewis as Deputy Chair, in accordance with the Terms of Reference procedures.

5. Plan for Neighbourhoods Finance Report

Donna Wilby (DW) provided a finance update to Board in her role as Finance Business Partner at the Council.

DW provided a position statement on capacity funding spend to until the end of December 2025, utilising Table 1 in the report to demonstrate spend. MHCLG will conduct their analysis in quarters once funding is awarded in April 2026. AGM's will be structured to align with reporting to MHCLG. The Council as accountable body will produce reports to meet the six-month and twelve-month reporting requirements.

Board members queried the timeline that reports are required– whilst not currently defined, it is expected to be aligned with the budget year with meeting dates arranged accordingly.

DECISION: Board reviewed and noted the financial summary report.

6. Updated Terms of Reference

Revised terms of reference were presented to Board, to align to the Governments rebranding of the Programme. In September 2025 Government launched the Pride in Place programme and advised the Board that they were rebranding the Plan for Neighbourhoods Programme as the Pride in Place Tranche 1 programme. Government issued revised guidance that the Board must be compliant with.

The Pride in Place Programme retains the previous core components and core elements of the Plan for Neighbourhoods programme but it has made some key amendments to the terms of reference requirements, these include:

- Strengthening the Board's strategic role and responsibilities.
- Declaration of Interest forms to be populated on an annual basis.
- Strengthening the Board's representation to ensure it has a resident focus.
- Extension of Board membership.
- Inclusion of a Neighbourhood Board meeting quorate.

It is recommended that the Board rebrand the programme as Pride in Place and that a Pride in Place agenda item will be added to a future Board meeting for further discussion. It was also noted that Government have identified a second tranche of Pride in Place areas whose terms of reference and financial award are slightly different to Tranche 1 areas.

In addition to these amendments, it was also noted that Sub committees or sub-groups can be established by the Board to function as Task and Finish Groups, 'delegating tasks and powers. This is to enable the Board to continue with its strategic role whilst moving towards a delivery model based on investment themes and sub-groups. Board members can apply to be part of a sub-group and can function as a 'Project Sponsor' and will be able to invite advisors who would be subject area specialists to the task groups to provide specific skills and knowledge. The task groups will work under the remit provided by the Board. Developed projects may then be brought back to full Board meetings for a strategic consideration and final approval. This was welcomed by Board to ensure appropriate capacity and expertise.

DECISION: Board agreed the updated Terms of Reference, following updated guidance provided by the Ministry of Housing, Communities and Local Government (MHCLG).

Meeting ended at 2:35pm.

NEIGHBOURHOOD BOARD AGENDA		
Item	Title	Lead
1.	Welcome and Introductions	CH
2.	Declarations of Interest	CH
3.	Early Delivery Projects	MV
4.	Building Improvement Scheme	MV
5.	AOB	All

1. Welcome and Apologies

The Deputy Chair confirmed apologies had been received from Chris Hickey, David Baines MP, Councillor Anthony Burns, Councillor Kate Groucutt, Mark Palethorpe, Joanne Edge, and Fiona Ruddy.

Amie Louise Parsonage (ALP) remains on maternity leave and is anticipated to return to board meetings on her return.

NOTE: It was noted that ALP absence from Board during maternity leave does not impact the quorum (providing the remaining number of attending Board members meets the minimum required by the terms of reference).

2. Declarations of Interest

No declarations were received ahead of the meeting.

Debbie Taylor (DT) asked if she needs to declare a conflict with the Building Improvements Programme noting investment interest within Earlestown town centre. It was clarified at this stage it was a non-pecuniary interest and therefore DT would remain in the Board. As the project develops, members with conflicts would be asked to vacate the meeting for the agenda item.

No further declarations were received.

3. Early Delivery Projects

An update was provided by MV on Year 1 progress in the development of 'Early Delivery Projects' of the programme.

At the 3 October 2025 Workshop, projects were scored via a matrix, the workshop members endorsed the scoring approach and those ranked highly by the workshop members were prioritised for Board consideration. Three projects were listed for consideration and have since further developed for consideration by Board today, these are.

- St Johns Playground
- Earlestown Town Hall AV and Lighting Enhancements
- Arts on Prescription

A brief overview of the projects was provided.

St Johns Playground was selected due to deprived super output area statistics and the equipment reaching an end-of-life stage. The playground is proposed to be branded as a 'children's playground' including inclusive equipment alongside core play equipment. **Proposed allocation:** £0.203m from the Capital budget.

Earlestown Town Hall AV equipment: This project allows community groups to optimise their use of the space. Community groups have outlined the benefits this project could bring. If endorsed, that this will need to go to competitive tendering and the following informs an indicative budget. **Proposed allocation:** £0.134m with £7,625 match from St Helens Borough Council enabling works from the Capital budget.

Arts on Prescription: Offering arts and creative workshops for adults experiencing mild to moderate mental health issues. The proposed provision would take place in Newton-le-Willows Library with three cohorts of ten people engaging in the programme over a 36-week delivery period. **Proposed allocation:** £0.024m from the Revenue budget.

The recommendation on the Board paper seeks approval of £0.361m but within the table it references £0.386m allocated. It was clarified that the variance relates to the £0.025m allocated for the community pot in Year 1, previously endorsed by the Neighbourhood Board through the Regeneration Plan.

Discussion took place about the method of procurement (confirmed that it was required to be compliant with public sector procurement rules and therefore would be conducted via the Council's appointed procurement provider, STAR procurement). It is expected that delivery be within the first year of the programme, ahead of April 2027.

Following procurement, any unspent budget will be returned to Board for reallocation to alternative projects, or alternatively the scope of the project could be reviewed. A discussion took place relating to the Earlestown Town Hall AV equipment, it was confirmed that the specification has been developed alongside a specialist's provider to ensure suitability for a wide range of community groups. Event planners and dance groups have been contacted for comment, and the specification is futureproofed and adequate for a standard band.

The capacity of the Town Hall was confirmed, and the space may be used for a variety of community uses. Local schools, and choirs have also expressed interest in the room.

Board members discussed the St John's Playground proposal including in relation to nearby car parks and public transport.

No further comments were received on the Arts on Prescription project.

DECISION: Board endorsed £0.361m of Year 1 funding for Early Delivery Projects comprising £0.203m St Johns Playground, £0.134m Earlestown Town Hall AV equipment, £0.024m Arts on Prescription and £0.025m community pot.

4. Building Improvements Scheme

Board was provided with a summary of the Earlestown town centre Building Improvements Scheme. The Board undertook site visits to Tyldesley to see a similar scheme.

This project was brought forward as the public consultation had identified it as a key outcome. The public identified Earlestown town centre as needing visual improvements, such as improved shop frontages and is contained within the published public consultation findings report.

Restoring historic buildings will make Earlestown a more attractive place to live and visit and the Board can provide measurable change for the local community with the core objectives being:

- Increased Economic Activity – by increasing footfall and revenue through new/enhanced retail spaces and hospitality venues.
- Improved Connectivity – enhancing connectivity between the rail station, Town Hall and Market Square.
- Supported Local Businesses – to improve their facilities and create spaces for local enterprises to thrive.

The scheme is contained within the priority area of Earlestown conservation area. Buildings it is proposed that buildings in this area would be eligible to apply for a grant. All applications will be judged against an assessment criterion and scoring matrix (to be developed at the right time with the Board).

Works in schemes of this nature generally fall into two main categories being: the restoration of historical shopfronts and historical building repairs. Other applicable costs include professional fees preliminaries and a contingency budget which can all be capitalised.

A funding allocation of £1.2million is recommended, informed by officer's previous experience and best practice. To ensure the funding pot supports as many eligible projects as possible, the scheme would require a financial contribution from building or business owner (exact contribution rate to be determined). A tiered contribution rate will be explored and developed to provide flexibility for grant applications.

The management model options for the Building Improvement Scheme are:

Internal Delivery Partner – Option 1:

- Based on a 3-day/week commitment led by the Council's Heritage Project Officer.
- Costs are indicative subject to inflation and will be reviewed annually.
- Provides flexibility to Board, to supplement with external expertise if required.
- Cost to the Board equates to 13% of £1.2million budget = £159,000

External Delivery Partner – Option 2:

- Based on local case study examples, with an external provider leading the project, with fee totalling approximately 27% of the budget.
- Costs are indicative, subject to procurement, with possibility that costs may be higher.
- Cost to Board based on 27% of £1.2million budget = £324,000
- Note - the Board has insufficient revenue funding remaining within the Regeneration, High Streets and Heritage allocation to cover a 27% fee. Any procurement would therefore only relate to available budget. This provides further risks to the Board if procurement at a reduced budget level is unachievable and means there will be no revenue allocation for further projects within this theme.

Option 1 was recommended. This management approach offers a lower-cost baseline, while retaining flexibility to supplement with additional expertise if required.

Board discussed the capacity of the proposed officer for Option 1, and this was confirmed as being available and being fully auditable as part of programme governance. It was confirmed that the officer brings considerable relevant local knowledge and expertise.

A discussion took place on the management of the available budget; it was confirmed that the application process will ensure that funding was not exceeded. Board may evaluate phase 1 and consider whether to continue with additional phases of a Building Improvement Scheme in the following investment periods.

DECISION: Board endorsed the £1.2m funding allocation for a Earlestown town centre Building Improvement Scheme, subject to the Council's formal approvals.

DECISION: Board endorsed Option 1 Internal Council Delivery management approach.

5. Any Other Business

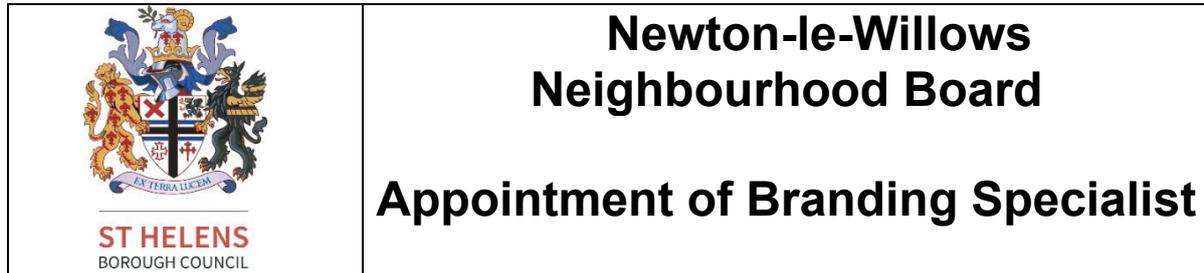
The Deputy Chair thanked Board Members for their contributions inviting any other business.

MV noted branding had been discussed with Board as a priority ahead of the project delivery launch in April 2026. Capacity funding can be used to take this forward promptly; it was agreed to form a Branding Sub-Group and an expression of interest form to be circulated to Board members accordingly. The Branding Sub-Group will bring their findings to the next Board meeting for formal endorsement.

Following discussion, it was clarified that whilst Council Communications Officers could offer advice for this discussion, the branding will be unique to Board, and decisions taken accordingly.

IL closed meeting confirming that the date of the next Board meeting is to be confirmed.

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1. Purpose of this report

- 1.1. The purpose of this report is to update Neighbourhood Board on the progress undertaken to commission a branding specialist to assist in the development of a Brand for Newton-le-Willows Neighbourhood Board, and to note the contents of the Branding Scope created in consultation with the Branding Sub-Group.

2. Recommendations for Decision

2.1. Board is recommended to:

- 1) Note the update on the formation of a Branding Sub-Group.**
- 2) Note the Branding Scope contained at Appendix 1.**
- 3) Endorse the appointment of local branding specialist Notch Digital Marketing to create a logo for the Newton-le-Willows Neighbourhood Board.**

3. Background

- 3.1. Following a request from Neighbourhood Board members on 8 January 2026 Board Workshop, branding has been treated as an urgent priority to ensure Newton-le-Willows Neighbourhood Board are formally recognisable publicly as a separate entity from St Helens Borough Council, with a focus on developing a unique logo for the Board ahead of project delivery.
- 3.2. It was agreed at the Newton-le-Willows Neighbourhood Board on 16 January 2026 that a Branding Sub-Group should be formed via an expression of interest form, circulated to all Board members. Accordingly, Neighbourhood Board members were invited to express their interest in joining the Branding Sub-Group via a short application process, coordinated by the Project Officer. The application window closed on 3 February 2026.
- 3.3. In total, three applications were received from the following Board members and subsequently reviewed by the Chair in consultation with the Programme Lead and Project Officer:

- Debbie Taylor (Business Representative)
 - Rev Chris Stafford (Faith Representative)
 - Alex Myhill (Community Representative)
- 3.4. All three applications were taken forward to enable creation of the Branding Sub-Group. Furthermore, the Branding Sub-Group may seek advice from the Council's marketing and communications specialists as required.
- 3.5. On 11 February 2026, a Branding Sub-Group Workshop was delivered by Council Officers and members of the Branding Sub-Group, to understand the scope of works, including the objectives, deliverables, usage, audience and key considerations for a logo, to reflect a cohesive brand for the Newton-le-Willows Neighbourhood Board.
- 3.6. Dictated by the steer provided by the Branding Sub-Group, the Project Team refined the scope of works which was circulated to local design companies to obtain quotes, and included the following objectives:
- To symbolise Newton-le-Willows and represent the community collaboration, regeneration, local empowerment and future aspirations
 - To convey a sense of growth, togetherness and progress
 - To recognise the heritage of Newton-le-Willows
 - To be visually appealing and easily recognisable
- 3.7. In addition, the Branding Sub-Group focused upon the deliverables and expectations of the graphic designer, with an ask to create:
- 2 x logo – inclusive of a full title, and a shortened title
 - A 'brandmark'
 - Primary logo in full colour
 - Black and white version
 - Scalable vector files (SVG, EPS)
 - PNG and JPEG formats in various resolutions
 - A simple style guide including colour codes and usage details
- 3.8. On 11 February 2026, Neighbourhood Board members were given the opportunity to recommend local graphic designers who would be invited to provide a quotation of works for the logo creation via email.
- 3.9. Concluding on 17 February 2026, 5 local designers were approached, with 3 quotes received from specialists. All quotes were assessed by the Programme Lead and Project Officer, ahead of circulation to the Branding Sub-Group to approve the recommendation. The 3 quotes were assessed on:
- Cost value
 - Quote contents
 - Localism/social value
 - Design style alignment with the provided scope

- Experience
- 3.10. The recommendation to Neighbourhood Board is to appoint Notch Digital Marketing, who achieved the highest score of the 3 quotes. A scoring table can be found at section 4.3 of this report.
- 4. Financial Section – This section is exempt from publication under Schedule 12A of the Local Government Act Section 3.**
- 5. Conclusion**
- 5.1 Appointment of a local graphic designer will assist the Newton-le-Willows Neighbourhood Board in developing a cohesive and distinctive brand, as a separate entity to the Council. The required designer will bring the necessary expertise and resource to develop a logo and symbolise the essence of Newton-le-Willows and the Neighbourhood Board. As such, it is the recommendation of the Branding Sub-Group that the Neighbourhood Board endorse the appointment of Notch Digital Marketing as detailed in Section 4.

Appendices

Appendix 1: Branding Scope

Appendix 1: Branding Scope

Newton-le-Willows Neighbourhood Board – Plan for Neighbourhoods

Background

Newton-le-Willows Neighbourhood Board are seeking the development of a visual identity through a logo design which represents the Board and the wider programme.

The Newton-le-Willows Neighbourhood Board brings together residents, businesses and community leaders to oversee the development and delivery of the Regeneration Plan and 4-Year Investment Plan priorities for Newton-le-Willows, as part of the Plan for Neighbourhoods programme which will invest £20m over the next 10 years into the local priorities identified by the community.

The Board's role is decision-making, and it is made up of voluntary representatives to provide an overview, direction and scrutiny of delivery against the Plans, whilst the Council as the accountable body for the fund, supports the Neighbourhood Board in the delivery of plans and reports on Board's progress to central Government.

Following a request from Neighbourhood Board members, branding has been treated as an urgent priority to ensure Newton-le-Willows Neighbourhood Board are formally recognised publicly as a separate entity from St Helens Borough Council, with a focus on developing a unique logo for the Board ahead of project delivery (from April 2026).

Logo Design for Newton-le-Willows Neighbourhood Board - Brief:

The Board are seeking a local graphic designer to create a logo.

Deliverables / Expectations:

- 2 x logo – inclusive of a full title name, and shortened version
- A 'brandmark'
- Primary logo in full colour
- Black and white version
- Scalable vector files (SVG, EPS)
- PNG and JPEG formats in various resolutions
- A simple style guide including colour codes and usage details

Objectives:

- To symbolise Newton-le-Willows and represent the community collaboration, regeneration, local empowerment and future aspirations.
- To convey a sense of growth, togetherness and progress.
- To recognise the heritage of Newton-le-Willows
- To be visually appealing and easily recognisable.

Target Audiences:

- Inclusive of all – with a primary focus on local residents.

- Business owners.
- Visitors and tourists.
- Potential investors and developers.
- Government and local authorities.

Usage:

- Digital platforms: website, social media, email newsletters.
- Print materials: brochures, reports, banners.
- Physical signs: community consultation events, signs, plaques.

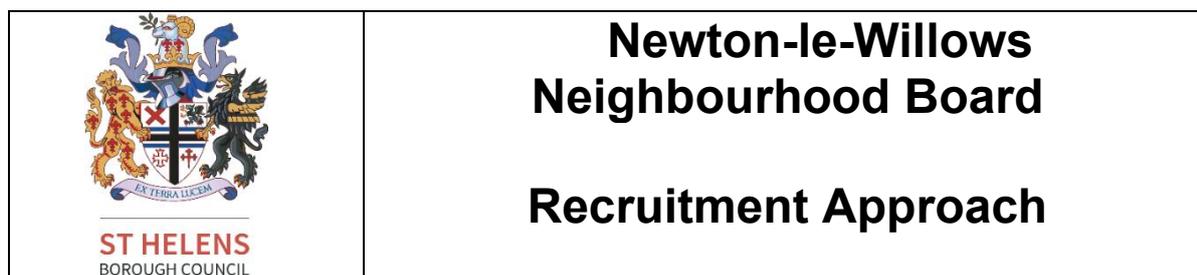
Style Preferences:

- Colour palette: a combination of colours, avoiding dominant usage of politically aligned colours, particularly exact shades of political colours.
- Typography: clear easy to read fonts that are familiar. Avoiding full capitals for ease of reading.
- Key elements to consider: Newton-le-Willows heritage and the vision for the future (as found within the [Regeneration Plan](#) under section 4)

Timeline

- Submission of initial three concepts: 1-2 weeks following appointment at the start of March.
- Feedback and revisions (up to 3 revisions): 1 week after initial submission
- Final logo delivery: 1 week commencing after approval of revisions.

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1. Purpose of this report

- 1.1. The purpose is to advise Neighbourhood Board on the progress made in the recruitment of Board members with specialisms aligned to the 4-Year Investment Plan priorities.

2. Recommendations for Decision

2.1. Board is recommended to:

- 1) **Note the progress and approach for the recruitment of two Neighbourhood Board representatives, from an 'Education and Opportunity' background and from a 'Health and Wellbeing' background.**

3. Background

- 3.1. Following submission of the Plan for Neighbourhoods Regeneration Plan Vision Document, the programme is entering into a new phase. The next focus will be a delivery phase following receipt of the initial funding tranche due in April 2026. To ensure the Neighbourhood Board has appropriate knowledge and skills when developing, assessing and selecting projects, a skills analysis was undertaken of the existing Newton-le-Willows Neighbourhood Board, in alignment with the investment themes identified below as priorities for investment in Period 1 (from April 2026 to March 2030):

- Regeneration, High Streets and Heritage
- Education and Opportunity
- Health and Wellbeing
- Cohesion

- 3.2. At the last Neighbourhood Board meeting of 16 January 2026, Board endorsed the recruitment of the following roles, as an outcome of the skills analysis:

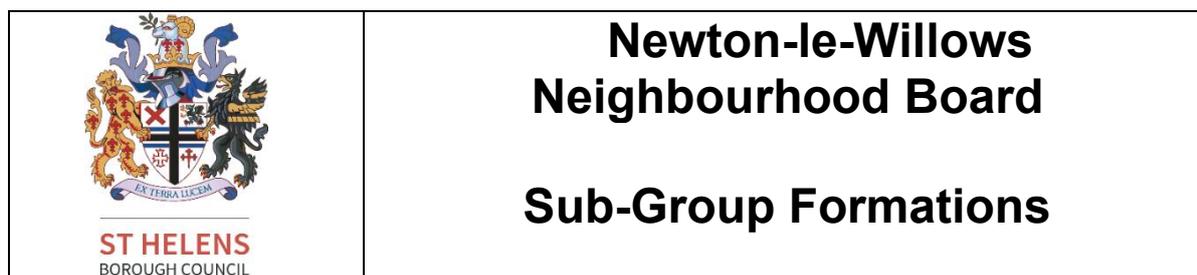
- 1 representative from an 'Education and Opportunity' background.
- 1 representative from a 'Health and Wellbeing' background.

- 3.3. The current Terms of Reference states that 'at the discretion of the Chairperson, applications for Board may be considered from exceptional individuals should they display skills or experiences that will complement and enhance the Board'. Accordingly, Neighbourhood Board Members, senior internal officers, and elected members will be invited to nominate representatives within the above specialisms in early March, via a nominations sheet. With nominations open for two weeks.
- 3.4. In addition, a public advertisement for the role will be live in early March in accordance with nominations, to ensure the recruitment of these posts are widespread and reach those who live and/or work within Newton-le-Willows. It will then be for the Chair, in consultation with the Member of Parliament for St Helens North, to review and develop a shortlist of candidate(s) for each position. If a shortlisted candidate is interested in a Board position, they will be asked to submit an expression of interest to the Chair and the Member of Parliament. The decision of the Chair and Member of Parliament will be final, and the Board will be formally agreed at the next Neighbourhood Board meeting, with those positions expected to be in post in April 2026.

4. Conclusion

- 4.1 This report provides an update on the progress of the recruitment of two positions to the Newton-le-Willows Neighbourhood Board following a skills analysis, to ensure the Board is well positioned to successfully deliver the priorities of the 4-Year Investment Plan within the Plan for Neighbourhoods Programme.

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1. Purpose of this report

- 1.1. The purpose is to advise Neighbourhood Board on the process for the formation of Sub-Groups as required in alignment with the programme.

2. Recommendations for Decision

2.1. Board is recommended to:

- 1) Endorse the proposed governance arrangements for the formation of Sub-Groups, as and when deemed necessary in alignment with the programme specialisms.**

3. Background

- 3.1. It is recognised that following submission of the Plan for Neighbourhoods Regeneration Vision Document to the Ministry of Housing, Communities and Local Government (MHCLG), the programme is entering into a new 'delivery' phase, in anticipation of receipt of the initial funding tranche in April 2026.
- 3.2. As referenced within the Neighbourhood Board Terms of Reference, Sub-Committee (or Sub-Groups) may be established by the Board to act as Task and Finish Groups for specific and appropriate elements of the Board's business. Sub-Groups will strengthen delivery capacity and enable focused oversight of priority workstreams, with the Neighbourhood Board to agree which Sub-Groups are required and provide a clearly defined scope and timeframe. Sub-Groups are intended to:
 - Be established for specific, defined purposes aligned to Board priorities at intervals necessitated by programme requirements
 - Operate under formal Terms of Reference and abide by the decision-making structures, and Code of Conduct of the Board
 - Act in an advisory and preparatory capacity, with decision-making authority remaining with the Board
 - Provide regular progress reports and recommendations to the Board, to a schedule agreed by the Board as appropriate to its agenda

Membership and participation

- 3.3. Each Sub-Group shall be chaired by a current Board member or a Board-approved nominated representative. It is recommended that the Chair should also be the Project Sponsor. They should be drawn from the co-opted Board positions and be appointed to champion the project and ensure appropriate strategic alignment, governance and execution.
- 3.4. Additional non-Board members (acting as advisors) may be invited to provide skills, resources, insight and capacity to the task. However, Sub-Group members will work under remit from the Board, such as developing allocated projects for recommendation, to be brought back to Full Board meetings for strategic decision. Sub-Groups do not have a decision-making authority in place of a full Board meeting.
- 3.5. It is recommended that each Sub-Group shall comprise a maximum of four Board members, and Sub-Groups may be supplemented with up to four members to provide specialist knowledge skills, insight, resource, or capacity where required.
- 3.6. Board members may serve on a maximum of two Sub-Groups at any one time, recognising time commitments and the need to support effective coordination of schedules and delivery.

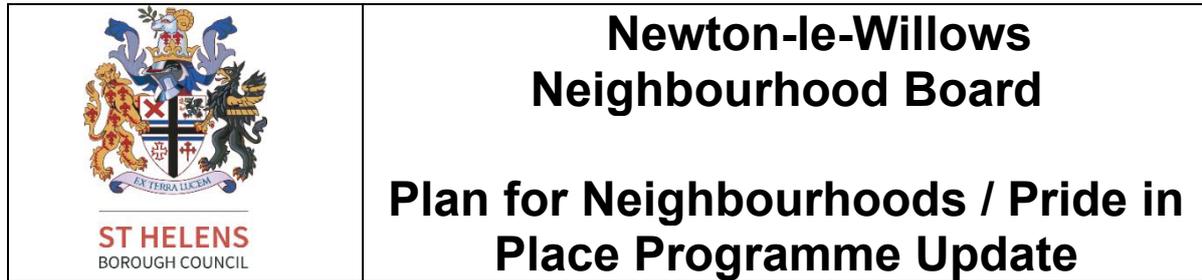
Appointment process

- 3.7. Board members will be invited to express an interest in joining specific Sub-Groups. Appointments will be determined by the Chair and Project Team, assessed on experience, background, skills mix, capacity and the need to ensure a balanced and effective group composition.
- 3.8. Where additional expertise is required, a formal appointment process will be determined and agreed by the Neighbourhood Board Chair, proportionate to the nature of the role and requirements of the Sub-Group. This process will ensure transparency, appropriate due diligence, and alignment with the Board's governance requirements.

4. Conclusion

- 4.1 The establishment of Sub-Groups as task and finish groups will enhance the Board's capacity to deliver focused, timely and well-governed oversight of the priority areas within the 4-Year Investment Plan and the wider programme. The proposed governance framework ensures clarity of purpose, defined accountability, appropriate membership limits, and adherence to the Board's established decision-making structures as included within the Neighbourhood Board's Terms of Reference.

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1. Purpose of this report

- 1.1. The purpose of this report is to provide Board members with an overview of the prospectus for the Pride in Place initiative, which has replaced the Plan for Neighbourhoods programme.

2. Recommendations for Decision

2.1. Board is recommended to:

- 1) **Note the contents of this report and the updates within the revised 'Pride in Place' prospectus, replacing the previous Plan for Neighbourhoods programme prospectus.**
- 2) **Endorse the adoption of the new 'Pride in Place' programme name, in alignment with Government prospectus.**

3. Background

- 3.1. On 25 September 2025, Government published the [Pride in Place Strategy](#). The subsequent [Pride in Place Programme prospectus](#) was published on 3 December 2025, detailing the selection of 244 communities for investment, which replaces the previous Plan for Neighbourhoods prospectus and provides guidance for Phase 1 and Phase 2 Pride in Place (PiP) areas.
- 3.2. To affirm, Newton-le-Willows is classed as a Pride in Place Phase 1 beneficiary. The additional 169 places (Phase 2) focus on smaller geographies of around 10,000 people, targeting neighbourhood-level pockets of deprivation.
- 3.3. As of 5 February 2026, the Government announced that a further 40 places will join the Pride in Place programme, bringing the total investment to up to £5.8 billion for 284 communities over the next decade, with places to receive this funding to be confirmed in due course.
- 3.4. On 11 December 2025, the Project Team were invited to a webinar hosted by MHCLG, alongside other Pride in Place programme beneficiaries, to understand how the publication of programme prospectus impacts Phase 1

beneficiaries (previously known as Plan for Neighbourhoods). The presentation slides were further issued on 5 January 2026, and can be found in Appendix 1, with the key changes being:

- **An updated interventions list** – featuring an additional investment theme option to focus on building ‘community power’.
- **Greater resident representation** – Boards should aim, over time, for the majority (at least 51%) of members to live or work within the boundaries of the neighbourhood.
- **Re-iterated the importance of community engagement** – Boards must evidence meaningful engagement to access delivery funding.
- **Enhanced MP involvement** – additional guidance has been published on the role of MPs in the programme. The local authority and the MP should jointly recommend appointment or removal of the Neighbourhood Board Chair.
- **Shift to community-led models** – Recent guidance has stated that all Boards will be expected to transition by year 3, with more guidance to be published by Government on the mechanisms of this. Following consultation with Pride in Place beneficiaries, MHCLG have advised this may be judged on a case-by-case basis to suit the needs of the locality.

3.5. MHCLG have confirmed that there are no immediate changes to Pride in Place Plans (previously referred to as Regeneration Plans) as MHCLG are proceeding with assessment ahead of delivery from April 2026. In addition, the financial profile (including capital and revenue allocations) remains unchanged for Phase 1, and there are no immediate changes required to Board composition.

3.6. It is therefore recommended that Newton-le-Willows Neighbourhood Board adopt the ‘Pride in Place’ programme name change, to ensure alignment with recent Government announcements and the evolving national policy framework. As this is a 10-year programme, it is important that its identity reflects and remains consistent with Government positioning to support recognition, credibility and strategic alignment over its lifespan. Formal adoption of the revised name will help ensure coherence in communications, stakeholder engagement and future funding or partnership opportunities. If the Board endorse this, the [Plan for Neighbourhoods webpage](#) hosted on the Council’s website will be updated in accordance, in due course.

4. Conclusion

4.1 The Pride in Place prospectus contains an updated interventions list, emphasis on greater resident representation, a reiteration of the importance of community engagement, enhanced MP involvement, and a shift to community-led models, however confirmation has been received that there is no immediate change to Pride in Place Plans (previously referred to as Regeneration Plans). The recommendation of this report is therefore for Neighbourhood Board to note the updates within the revised prospectus and adopt the new ‘Pride in Place’ programme name.

Appendices:

Appendix 1 – Pride in Place Programme: Phase 1 Webinar Slides

Appendix 1 – Pride in Place Programme: Phase 1 Webinar Slides



Ministry of Housing,
Communities &
Local Government

Pride in Place Programme

Communities Delivery Unit, December 2025



What have we published?

1. PiPP Prospectus - [Pride in Place Programme prospectus - GOV.UK](#)

The new prospectus confirms our commitment to the Pride in Place programme, covering all 244 places receiving funding. This replaces the previous Plan for Neighbourhoods prospectus and provides guidance for phase 1 and phase 2 PiP areas.

2. Governance & Boundary Guidance - [Pride in Place Programme: governance and boundary guidance - GOV.UK](#)

Sets out how Neighbourhood Boards and local authorities should structure governance, confirm boundaries, and manage PiP funding, ensuring transparent decision-making, community involvement, and compliance with legal and financial standards.

3. Funding Profiles & Timelines - [Pride in Place Programme: funding profiles and timelines - GOV.UK](#)

Set out how the £5 billion programme will be distributed over 10 years, detailing annual allocations, payment conditions, and key deadlines for neighbourhood plans and delivery milestones.

4. PiPP Monitoring Guidance - [Pride in Place Programme: monitoring guidance - GOV.UK](#)

Explains how progress will be tracked through regular reporting, outcome metrics, and evaluation frameworks to ensure accountability, transparency, and delivery against neighbourhood plans and funding conditions.



The Programme Prospectus

What has changed?



Updated interventions list – New options focus on building community power, e.g., establish community owned spaces or support initiatives that enable community-led housing or energy schemes.



Greater resident representation – Boards should aim, over time, for the majority (at least 51%) of members to live or work within the boundaries of the neighbourhood.



Re-iterated the Importance of Community Engagement – Boards must evidence meaningful engagement to access delivery funding, e.g., through hosting regular public forums and workshops to gather input on plans or using surveys for feedback on priorities.



Enhanced MP involvement – additional guidance has been published on the role of MPs in the programme. The local authority and the MP should jointly recommend appointment or removal of the Neighbourhood Board Chair.



Shift to community-led models – All boards expected to transition by year 3, e.g., establish a local community organisation as an anchor institution.



The Programme Prospectus

What does the updated guidance mean for Phase One places?



No immediate change to Pride in Place Plans. We are proceeding with assessment, and you should continue to plan for delivery from April 2026.



The financial profile (including RDEL/CDEL split) remains unchanged for phase 1. If you want to change your investment plan to include some of the expanded indicative interventions, please discuss this with your delivery manager



There are no immediate changes required to Board composition. Note the expectation that all Boards in phase 1 and 2 of the programme must transition towards a community-led model by year three of the programme.



The prospectus now applies to phase 1 & 2, replacing any previous guidance.



The Monitoring Guidance

What we will collect

The accountable body will provide short summary updates to MHCLG on a **6-monthly basis** and make these publicly available. This will include information on the following:

each pre-delivery activity you have completed to date (e.g. capacity building, engagement activities, professional services) and a high-level breakdown of cost

each new pre-delivery activity being undertaken in the next 6-month period (e.g. capacity building, engagement activities, professional services) and a high-level breakdown of cost

each programme project and activity completed to date, including a description, interventions targeted, start and end date, and projected cost broken down by CDEL/RDEL

each new programme project and activity being undertaken in the next 6-month period, including a description, interventions targeted, expected start and end date, and projected cost broken down by CDEL/RDEL

any changes to Neighbourhood Board membership



The Monitoring Guidance

What we will collect

Additionally on a **12-monthly basis** we will also ask the accountable body for the following:

programme delivery and pre-delivery spend in financial year broken down by CDEL/RDEL

progress metrics (e.g. jobs created, green space created or improved)

Next Steps:

- We will update the monitoring guidance to provide further technical information on how to fill out and submit returns.
- Pride in Place Plan approval expected by end of **March 2026**.
- The first phase 1 submission in **April 2026** will be a **full 12-monthly monitoring return**.



Support available to you

How Government will support you through the Pride in Place Programme

Engagement Events

We will continue to hold webinars in preparation for delivery starting in April 2026. You will also be invited to a series of regional in-person events in early 2026 for all PiP areas to network and share support.

Network for Neighbourhoods

We are establishing a Network for Neighbourhoods across the UK, to help PiP areas to build connections and share learning. This network will bring together community organisations from across the third sector and beyond, giving Neighbourhood Boards and local leaders access to expertise that they can draw on as they move through delivery.

Communities Delivery Unit

We have set up a designated Communities Delivery Unit, sitting within MHCLG, to provide direct ongoing support to local authorities, MPs and Neighbourhood Boards. All phase one areas have been assigned a named delivery manager who you can contact with any questions.



We welcome your questions on anything related to the PiP programme as well as any thoughts on how we can best ensure this programme makes a genuine difference to these places and communities.

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ITEM 8

 <p>ST HELENS BOROUGH COUNCIL</p>	<p>Newton-le-Willows Neighbourhood Board</p> <p>Any Other Business</p>
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1. Summary

- 1.1. This report item provides opportunity for Board members to raise any other relevant business that has not been previously discussed within these papers.