

PRIDE IN PLACE PROGRAMME

Newark Regeneration Plan

10 - Year Vision (2026 to 2036)

November 2025



Executive Summary

In March 2025, the UK Government announced a £1.5 billion initiative known as the Pride in Place Programme (PiPP), investing up to £19.5m in an initial 75 places over the next decade. In September 2025, a further 169 communities were added to the scheme through the announcement of a second tranche of funding, resulting in a total PiPP worth £5 billion.

The PiPP aims to tackle specific local and national challenges, with a focus on raising living standards, reducing social exclusion, spreading opportunities for young people, improving health and wellbeing, building stronger and more cohesive communities and reducing crime and anti-social behaviour. Each area was selected by the UK Government based on a combination of metrics including the indices of multiple deprivation and population size, healthy life expectancy, gross value added per hour worked and skills level (NVQ level 3+ in England and Wales).

The Newark Town Board will oversee the delivery of the local PiPP in Newark, working closely with Newark and Sherwood District Council as the 'Accountable Body' to develop programme plans for investment. The board already maintains oversight of key projects within the 2020 Town Investment Plan (TIP) following the receipt of £25m funding previously awarded through the Local Regeneration Fund and is experienced at working with communities and local stakeholders to make key investment decisions for the area and monitoring the successful delivery of selected projects.

The board with support from the local authority has developed this Regeneration Plan, establishing the high-level transformational vision for Newark over the next decade through the PiPP investment. This Regeneration Plan provides a detailed summary of local challenges relevant to Newark, as well as a series of investment needs supported through data findings and the outcome of community engagement and consultation exercises. Plans have been developed with a focus on ensuring that local people's voices and experiences are at the heart of the PiPP, using community feedback to inform planning.

This plan sets out how the scheme will be developed and managed locally to achieve the UK Government's 3 strategic PiPP objectives of 'thriving places, stronger communities and taking back control.' In doing so, several funding priorities are

identified for the area alongside potential opportunities for programme investment within Newark, over the next 10 years. This includes a local focus on 5 key investment themes of:

- Regeneration, Heritage and High Streets
- Transport/Connectivity
- Cohesion
- Safety and Security
- Work, Productivity and Skills

The board has ensured local PiPP plans complement and enhance other key strategies and investment programmes within the area. Examples include the Newark 2020 TIP, the emerging Newark Town Centre Masterplan, Newark and Sherwood District Council's Community Plan, the emerging Sustainable Economic Growth Strategy, and the local Community Safety Strategy. Through alignment between existing local strategies and the PiPP plans, the board, with support from the community and key partners, will continue to work towards a shared vision for the area, helping Newark fulfil its maximum potential as a place for people to live, work, study and visit.

Later within this plan, further details are provided regarding the board's operations and ways of working, including its governance structure and assurance processes as a community led board. This includes the board's plans for ensuring ongoing community engagement throughout the life-cycle of the PiPP.

Newark and Sherwood District Council will work closely with the Newark Town Board, fulfilling its role as the accountable body and monitoring the compliance of all funding related decisions.

The overarching local vision as set out within this Regeneration Plan will continue to be built on as the programme develops, using the outcomes of iterative community engagement as well as data and insight to inform the PiPP decision making. This document will form the basis of plans for the PiPP investment, helping the board in selecting key projects for local delivery over the next decade.

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1.0 Local Context

1.1 Regeneration Plan Background

In March 2025, the UK Government announced a £1.5 billion initiative known as the Pride in Place programme (PiPP), investing in an initial 75 places over the next decade. In September 2025, a further 169 communities were added to the scheme through the announcement of a second tranche of funding, resulting in a total PiPP worth £5 billion.

The scheme is described as a long-term strategy to fix the foundations of those places most left behind, providing up to £19.5m of funding to each area over a 10-year period, commencing in April 2026.

To deliver the new initiative, the Government has supported the establishment of place boards, putting power in the hands of local people to address deprivation and regenerate their local area. Each board will govern the local funding award, making key investment decisions based on knowledge, insight and engagement with the wider community.

The board, with support from the local authority, is responsible for developing an area 'Regeneration Plan' and establishing the local high-level transformational vision for the next decade, alongside a more detailed 'Investment Plan' for the first four years of the programme.

The Regeneration Plan will set out how the board will achieve the UK Government's following 3 strategic objectives of the PiPP:

Building Thriving Places

Strengthening Communities

Empowering People To Take Back Control

By making progress on each of these objectives, local areas will drive forward the UK Government's long-term missions, through the PiPP investment. The PiPP aims to raise living standards, reduce social exclusion, spread opportunities for young people, improve health and wellbeing, build stronger and more cohesive communities

and reduce crime and anti-social behaviour in some of the most 'left-behind areas in the country'.

Programme investment may sit within 8 core themes, supported by a menu of pre-approved interventions provided by the UK Government. These themes include, regeneration, high streets and heritage, housing, work, productivity and skills, cohesion, health and wellbeing, transport, safety and security, and education and opportunity. Boards may also present bespoke interventions for their area, where a specific and unique challenge requires investment.

Boards are responsible for deciding the appropriate themes and interventions to prioritise for local investment following the feedback of comprehensive community engagement and to reflect local context and opportunities.

Undertaking meaningful engagement with the local community is a central pillar of the PiPP and boards are required to build on existing community engagement structures by mapping social infrastructure already present in their community and drawing on that expertise. Community engagement will be considered an iterative process, ongoing for the duration of the PiPP and as delivery progresses.

Following the announcement of the scheme in Spring 2025, it was agreed that the Newark Town Board will oversee the delivery of the local PiPP in Newark, working closely with Newark and Sherwood District Council as the accountable body.

Through the award of £25m to Newark by the UK Government in 2020, the Newark Town Board already oversees several key projects within the town, both live and completed. The board is therefore experienced at working with the community and local stakeholders to make key investment decisions for the area and monitoring the delivery of selected projects.

By developing this Regeneration Plan, the board aims to deliver on the priorities of residents, communities and businesses in Newark, helping the area to fulfil its potential and ultimately improving the lives of local people.

1.2 Newark Background

Newark is a historic market town of around 30,000 inhabitants, located in the centre of the country between Lincoln and Nottingham.

The town has a rich history reaching back to Roman times, and Newark Castle played an important role in the region during the Medieval period and the English Civil War. Sitting on the banks of the River Trent, the town emerged as a major inland port and centre for wool and cotton trading.

Newark is home to the National Civil War Centre and Palace Theatre with its culture and heritage making tourism a key offer. There is a legacy of historic assets in the town including many listed buildings, the Castle, the Georgian Town Hall and the Church of St Mary Magdalene which overlooks one of the finest Market Places in the UK.

The town is served by the A1, A46 and A17 and has two railway stations with both east-west, and north-south connections, providing access to London within a 90-minute commute.

Newark has a mix of communities, backgrounds and demographics, with areas of relative affluence, as well as pockets of significant deprivation. It is also home to a large and long-established gypsy and traveler community.

Much of the employment base in the town is founded on the 'making' industries of engineering, manufacturing, digital and food and beverage.

It hosts Europe's largest antiques fair and the prestigious international violin making school, now part of Newark College, partnered with the state-of-the-art Air and Space Institute in the town.

As with most towns, Newark has faced a number of challenges over recent years including town centre footfall and vibrancy, concerns of safety, security and anti-social behavior (ASB), declining health and life expectancy, as well as low skills and access to employment opportunities.

Despite the challenges described, the Newark Town Board, local partners and the wider community continue to drive forward a shared aspiration to enable Newark to fulfil its maximum potential. Through this aligned vision, paired with additional PiPP

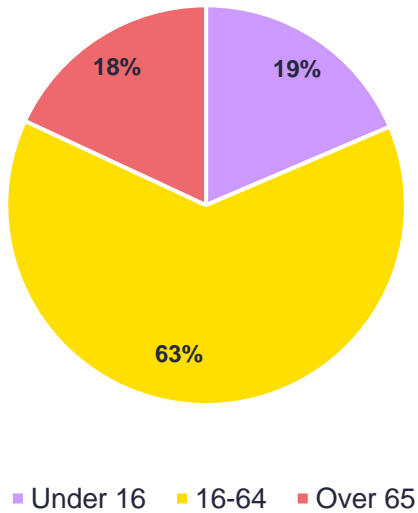
investment, several transformational opportunities for the town are presented and set out within this funding plan.



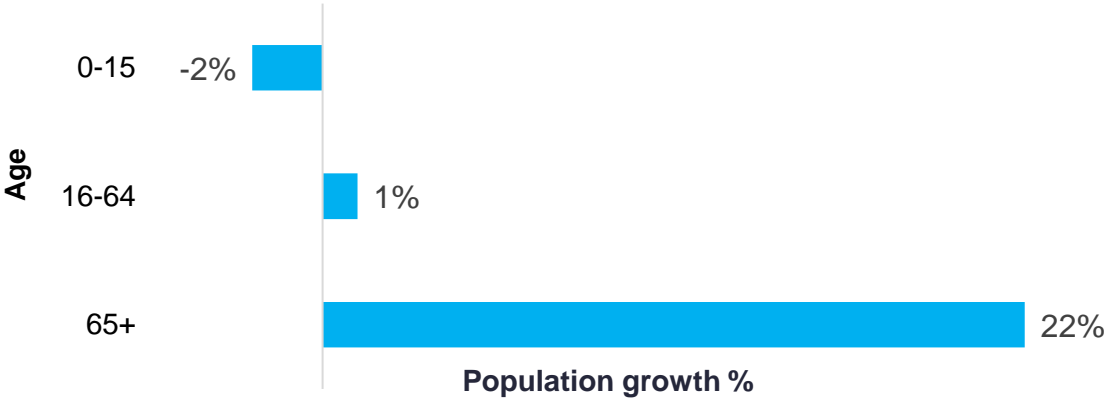
Demographic and Community Baseline

- In 2022, Newark had a population of 30,285. Between 2011 and 2022, Newark’s population increased by 11.8%, whereas the population increased by 8.9% in the East Midlands, and by 7.7% in England.¹
- Most of the current population of Newark (63.1%) are working age (16-64 years), with 18.4% over 65 years, and 18.5% under 16 years. The median age in Newark is 40 years.²
- Newark has an increasing but steadily ageing population with the average age rising to 45 as of 2022. This means that in the long-term ensuring our town supports older residents to age in place and retain a good quality of life is imperative.³
- While close to 95% of the population identify as White (14% points above the national average), there is still 5% of the population (approximately 1,500 people) who fall outside of these ethnicities.⁴

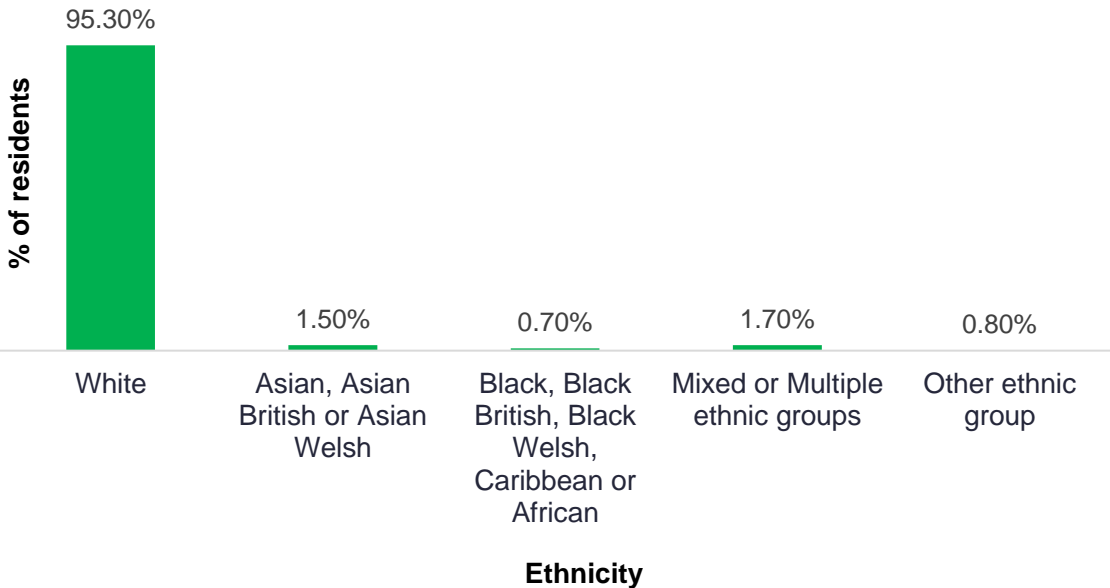
Newark's population by age (Census, 2021)



Existing and projected aging population % growth in England 2024-2034 (Census, 2021)



Ethnicity in Newark (Census, 2021)

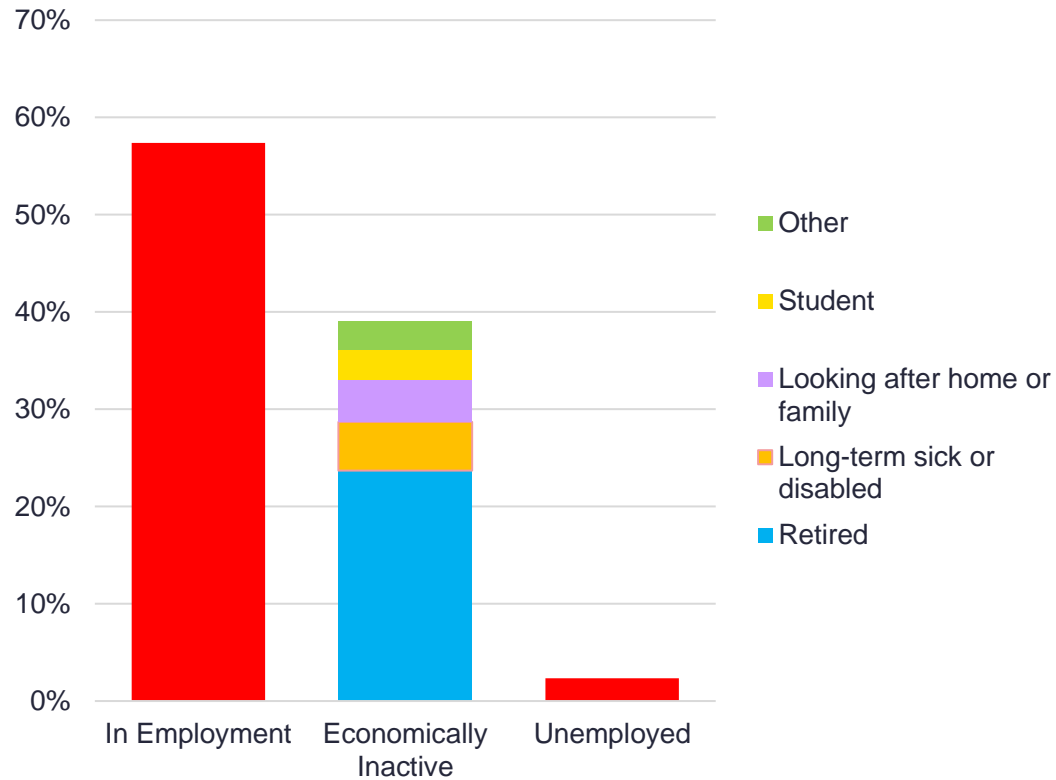


Sources: 1, 2, 3 and 4 ('Demographics', Newark-on-Trent – local data profile, MHCLG, page 15)

Economic Activity

- Over half (57%) of Newark's population are in employment, while 2% are unemployed.¹
- There is an economic inactivity rate of 38% in Newark, this is partially made up of retired people and students, as well as 5.4% of residents in Newark who are economically inactive due to long-term sickness or disability. A further 4.9% of people are economically inactive due to looking after family.²
- The amount of people in Newark unable to work due to long-term sickness rises to 20% in neighbourhoods such as Hawtonville, emphasising that health is a significant limiting factor to economic activity.³

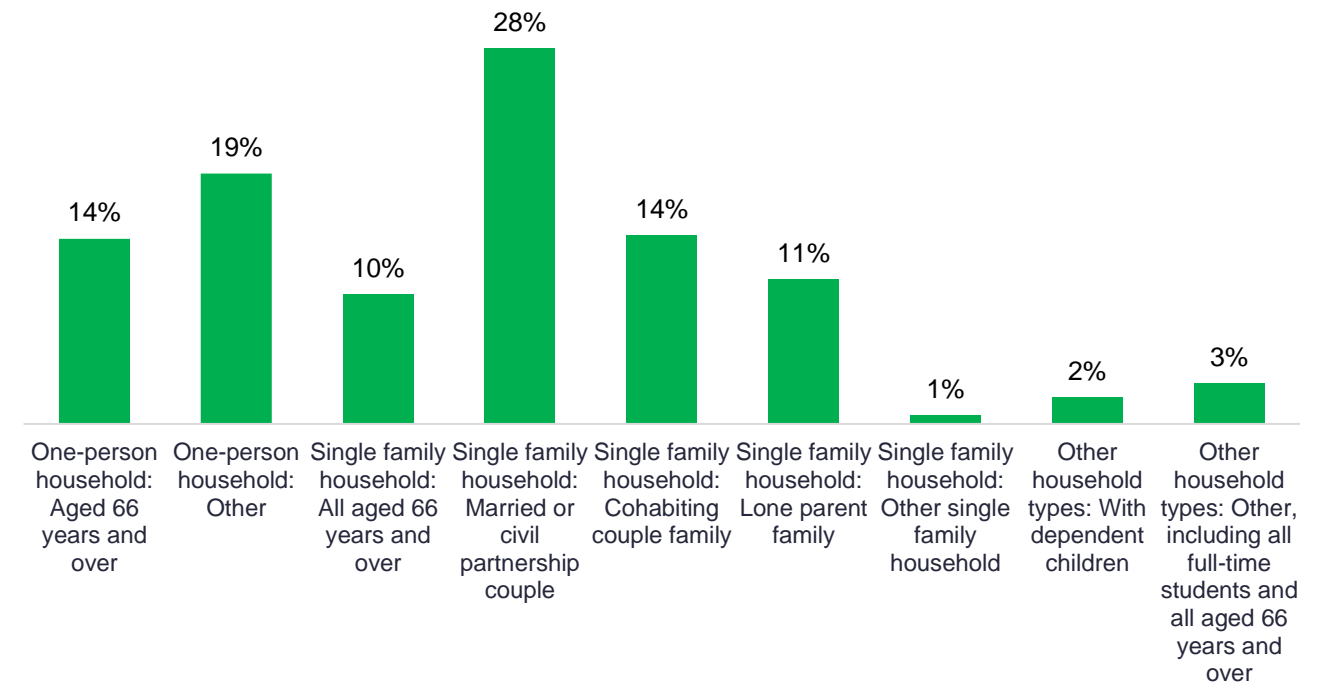
Newark's Economic Inactivity (Census, 2021)



Household Composition

- When looking at the household composition across Newark, the majority are single family households (64%), with 28% of households being made up of couples either with or without children. 33% of households are made up of one person households, with 14% being 66+.⁴
- 33.5% of under-16s in Newark live in relative low-income households. This is 12.2% higher than the England average.⁵
- The percentage of 'Non-decent dwellings' in the district stands at approximately 19%, above the national average by 4%.⁶
- Meanwhile the local ratio of median house price to median gross annual workplace earnings has been declining since 2022. It now sits at 6.5, below the England total of 7.7.⁷

Newark's Household Composition by % (Census, 2021)



1.3 Recent Town Growth and Investment

Local Regeneration Fund

In 2020, Newark secured £25m of funding from the UK Government to progress several strategically transformational projects through the former Towns Deal (now integrated within the Local Regeneration Fund). The Newark Town Board was then established, consisting of local business, public and community representatives, as well as local government stakeholders to oversee this funding.

Since then, the Newark Town Board and partners, have progressed several priority projects, helping transform the area, including:

- Redevelopment of 32 Stodman Street
- Development of the Air and Space Institute
- YMCA Community and Active Village
- Castle Gatehouse Project
- Newark Construction College
- Newark Heart Project
- Newark Cycle Town

These projects were initiated following the development of the 2020 Town Investment Plan (TIP), created to establish the 30-year vision for the town and accelerated through investment through the £25m funding. Section 5.1 of this plan provides further details regarding the TIP, and its role as the strategy for future investment in the town, as well as enabling the delivery of the identified projects listed above.

Following this substantial investment, several key outcomes have materialised to date and continue to be demonstrated and monitored as the scheme progresses. Examples include:

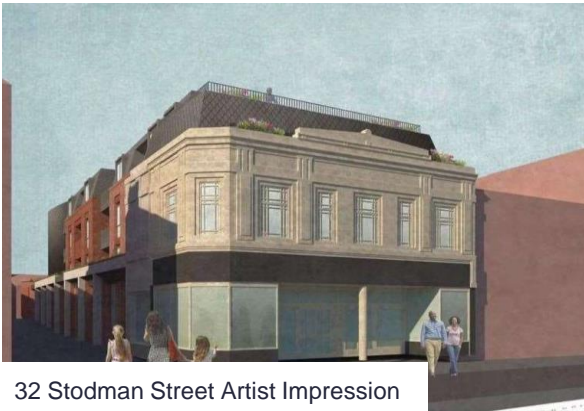
- more students given local access to further and higher education.
- more opportunities for high-quality active and leisure available for residents.
- increased vibrancy and footfall in the town centre.
- presence of targeted training opportunities to unlock higher paid jobs.



Newark Castle



YMCA Activity Village



32 Stodman Street Artist Impression



Newark Construction College



Air and Space Institute



Newark Cycle Town

Other Recent Investments

In addition to the recent achievements through the Local Regeneration Fund, Newark can demonstrate significant progress towards unlocking long-term economic growth and productivity through key regeneration schemes. This includes the creation of new and improved opportunities and places for people to work, study, live and visit.

Through local delivery partnerships, support from the community and various sources of investment, several transformational projects and developments within the local area are both underway or have completed in recent years. Some examples of significant and ongoing local investment and development within Newark are provided below.

Newark Southern Link Road

Newark Southern Link Road is a multiphase strategic road project connecting the A46 to the A1. With the first phase delivered in 2017, work to complete the road link is now contracted and underway and is expected to be finished and open for use in Autumn 2026. The project will significantly improve road infrastructure in Newark, unlocking land for housing delivery, and boost economic growth by making the area more accessible to residents and businesses. The road will reduce congestion, helping to improve travel barriers faced by delays in traffic, whilst in turn, limiting emissions.

Through financial support from Newark and Sherwood District Council in addition to the award of £20m UK Government Levelling Up Funding (LUF), the scheme is considered a co-funded initiative, with grant and investment provided by several funders and partners.

Middlebeck Development

Middlebeck is the name of the 694-acre urban extension to the south of the town formerly known as Land South of Newark, or Newark Growth Point and linked to the Southern Link Road. With the scheme commencing in 2017, the area will be transformed into a new community characterised by open spaces, convenient connections and local amenities.

The scheme will deliver up to 3150 new homes, 49 hectares of employment, 1500m2 of community facilities, a new school, local centre, sports facilities, active travel routes and greening. Master developers Urban&Civic have created a vision for

Middlebeck as a place to live and grow, characterised by natural, open spaces, attractive homes, high-quality schools and outstanding community facilities, with the canvas for housebuilders to build much needed homes for Newark.

Newark and Sherwood District Council and Nottinghamshire County Council provide strategic oversight for all aspects of scheme including planning, education, employment, transport, community safety and housing. Urban&Civic also work closely with the government, both nationally and locally, as well as the D2N2 Local Enterprise Partnership, to play a part in the continued growth of Newark and Nottinghamshire.



The Middlebeck development sits alongside the agreed PiPP boundary, as detailed later in section 2 of this plan. It is important to consider the impact of the Middlebeck regeneration scheme when developing PiPP plans, such as additional needs for investment to reflect a growing town, as well as recognition of new housing, community spaces and leisure opportunities that may be brought forward for local people, through the development

Yorke Drive

Yorke Drive is an identified priority estate planned for regeneration within the town. The project is well underway and delivered by Newark and Sherwood District Council as project leads.



Artist impression – Yorke Drive Estate Regeneration Scheme

The project will transform the local area, providing 207 new properties, comprising both private and social homes, improved safety, public realm, community and leisure facilities, as well as energy efficiency measures.

The project was awarded planning in February 2025, with phased construction due to commence summer 2026 and the final scheme estimated by the council to be completed in 2031.

Due to the scale of this project, it will be delivered over several phases, with improvements to the playing fields, delivery of the new sports pavilion and new homes required for existing residents whose homes are within the area for demolition. The community has been involved at every step of the way through a range of engagement and consultation events to refine the plans.

Residents of Newark can look forward to a brighter future because of this transformative housing and regeneration scheme.

Further Investment Needs

Despite significant steps towards economic and community transformation through recent investment, Newark's communities, residents and businesses continue to face a variety of challenges. This includes declining retail, struggles with town centre vibrancy and footfall, concerns of safety, security and anti-social behaviour, connectivity challenges, poor health and wellbeing, as well as employment and skills related barriers.

Through community driven and strategic thinking, paired with further local investment from the PiPP, the Newark Town Board and key partners can continue to drive forwards change and tackle the challenges identified. This will help to unlock sustainable and long-term economic growth for the area, whilst providing an improved quality of life for the communities of Newark.

Section 3 of this plan sets out the 'Strategic Case For Change' in relation to the PiPP. This comprises the findings from both data collection, insight, and local community engagement, resulting in a list of priority interventions for investment and taking a step closer to developing plans to help combat the investment needs identified.

2.0 Spatial Targeting

2.1 Geographical Boundary

Following the UK Government's announcement of the PiPP, further guidance was released by the Ministry of Housing, Communities and Local Government (MHCLG), defining each local boundary for the purpose of the fund. The agreed Newark PiPP boundary is demonstrated in the image provided with a red line.

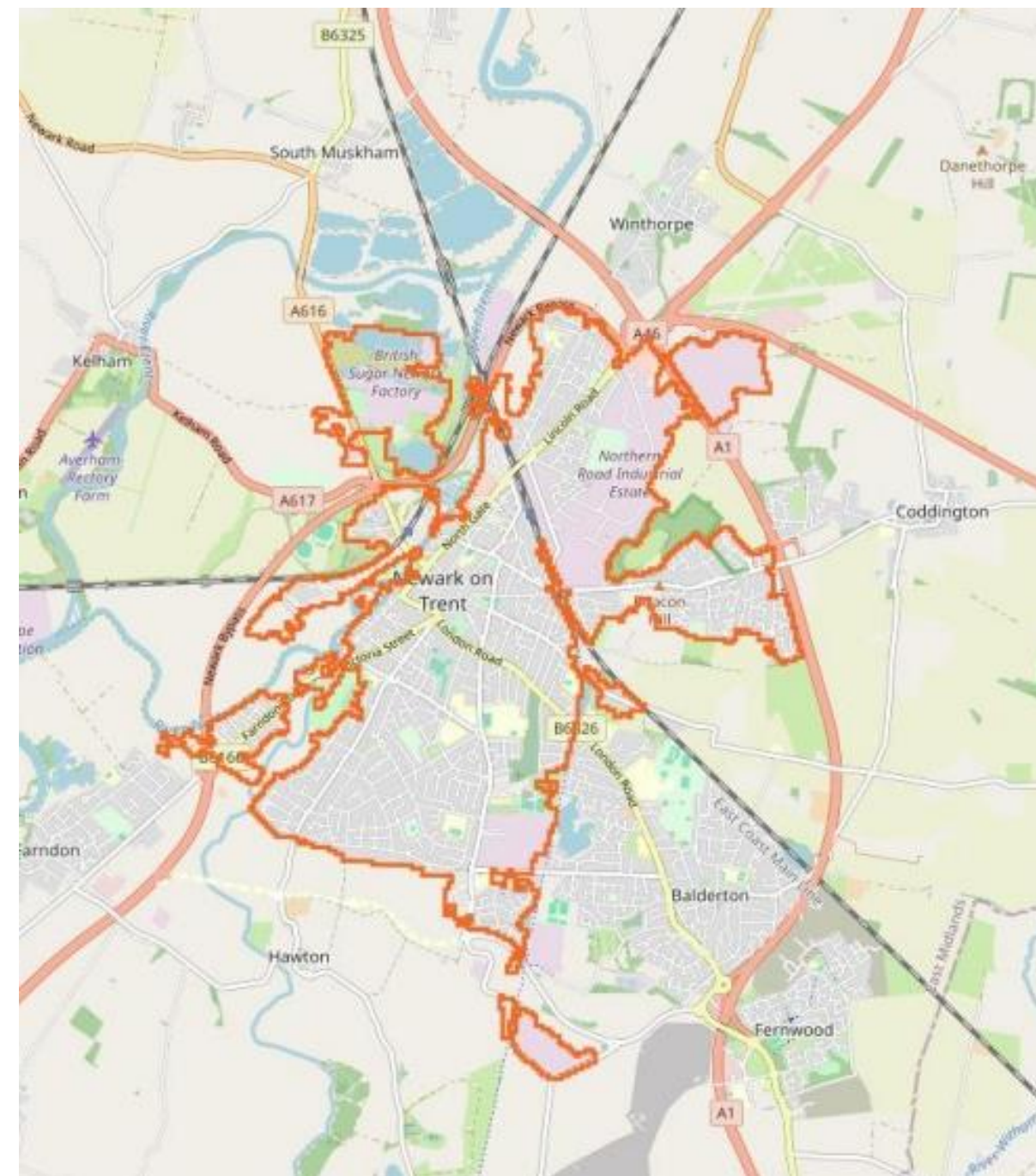
Each local programme boundary is based on the definition of Built-Up Areas (BUA, 2024), as the default approach defining the identified funding area. The boundary builds on from the eligibility metrics used by the UK Government to select the initial 75 towns for funding, including consideration of:

- indices of multiple deprivation and population size
- healthy life expectancy
- gross value added per hour worked
- skill level (NVQ level 3+ in England and Wales)

Newark is one of 10 areas within the East Midlands selected by the UK Government to receive PiPP investment through the initial tranche of funding. The surrounding areas also due to receive an award of up to £19.5m funding through the first round of the PiPP, announced March 2025, are:

- Gedling
- Skegness
- Worksop
- Mansfield
- Kirkby in Ashfield
- Nottingham
- Chesterfield
- Boston
- Spalding

The Newark Town Board and Newark and Sherwood District Council will continue to work closely with other neighbouring authorities participating within the scheme, sharing best practice, exploring potential collaborative investment opportunities and to ensure alignment with regional priorities. This includes engagement with the East Midlands Combined County Authority (EMCCA), during the development and delivery of local programme plans.



2.2 Key Geographical Areas

Within the agreed local PiPP boundary, several locations across the town of Newark can be considered potential priority areas for programme delivery and investment. The identified geographical areas are based on supplementary local investment strategies, the findings from community engagement and the priorities raised by the Newark Town Board.

The complete list of areas that may be targeted geographically through the PiPP will be refined throughout programme delivery and in response to the outcome of ongoing community engagement, however current examples include:

Town Centre

Growing difficulties faced within the town centre over recent years surround vibrancy, prosperity and sustainability due to declining retail, footfall and investment needs associated with visitor attractions and public realm.

In addressing the challenges, the 2020 Town Investment Plan (TIP) and emerging Newark Town Centre Masterplan aim to help tie these barriers together, providing a series of strategic priorities and investment opportunities. This includes initiatives to help drive town centre footfall and the quality of offer for residents and businesses, whilst protecting Newark's historic and unique visitor experiences. Section 4 of this plan provides further details of these challenges, as well as the several evidence driven solutions for consideration through the PiPP.

Riverside and Nearby Newark Gateway

To enhance the recreational offer of the town, improvements could be undertaken in relation to the Riverside area, within the centre of Newark. This may include initiatives to improve wayfinding and connectivity, as well as access to open spaces for people to enjoy and relax. Similarly, through encouraging an enhanced gateway into Newark, there is a chance to help raise the profile of the town as both a visitor location, as well as improving pride in place for local people, through better use of underutilised or

poorly presented spaces.

Local Estates and Surrounding Areas

Across Newark, there are several estates and neighbourhoods facing high levels of deprivation and in many cases, a lack of quality community facilities or access to key services (detailed further in section 4 of this plan). Through investment in local community spaces within these areas, residents can receive improved access to social, educational, and leisure opportunities. This could include support for local community group sites, sports clubs, public realm and other open and community spaces for people to enjoy, study, engage in activities and access support services. Additionally, through place based and targeted social action projects, skills development and diversionary programmes within these areas, there is the opportunity help combat deprivation challenges. Examples may include events that aim to tackle social isolation by bringing people together, as well as support for residents to access education and employment programmes.

Employment Sites and Commercial Development Land

Potential capital investment in key employment sites and commercial development land can help to unlock further economic growth through the creation of local jobs and increased productivity and investment. This could include the expansion of sites, or new commercial development in the town, building on from existing local growing industries and employment sectors.

Similarly, there is the opportunity to target key employment sites through revenue funded initiatives, such as projects to help strengthen the capabilities of key employers, or up-skill workers in-line with local industry demand. This may involve support to raise relevant skills levels in key sectors, as well as increasing education pathways within the area into growing industries. This will enable more people to gain the skills needed to be employed locally, as well as helping residents access higher paid jobs, and in turn, an improved quality of life.

3.0 Vision For The Future

3.1 Newark 10-Year Pride in Place Vision Summary

The Newark Town Board has identified an overarching 10-year vision for Newark for the purpose of the PiPP and on behalf of the local community. The aim of establishing this vision is to set out the goals and intentions for uses of the £19.5m funding in Newark, building on from the UK Government’s 3 programme objectives and applied to local circumstances. This is key to defining future programme success and to drive forward the delivery of the PiPP to meet the needs of local people and to help the area to fulfil its potential.

The existing 2020 Newark Town Investment Plan (TIP), defines a 30-year vision and strategy for the town, accelerated through £25m of funding awarded to Newark through the Local Regeneration Fund. The PiPP vision for Newark has been developed to ensure alignment with the vision set out within the 2020 TIP however adapted, refined and built on to reflect the outcome of more recent community engagement and data findings. This includes a unique vision tailored to guide the PiPP investment over the next decade, in accordance with current UK Government priorities.

In addition to reflecting the priorities identified within the TIP, the local PiPP vision and plans have been developed with consideration of several additional strategies and investments to ensure an aligned focus for Newark’s future. Further details relating to the TIP and other associated strategies and programmes are provided in section 5 of this plan, with examples including:

- Newark and Sherwood Community Plan 2023 - 2027
- Emerging Sustainable Economic Growth Strategy 2026 - 2031
- Local Regeneration Fund £25m (awarded in 2020 through the Towns Deal)
- Emerging Newark Town Centre Masterplan
- Levelling-Up Fund (Southern Link Road) £20m

Whilst the supporting strategies and programmes all hold a unique purpose and focus, they all have the same aim of putting local people and businesses at the heart of what they are trying to achieve.



3.2 Newark 10-Year Pride in Place Vision Statement

To consolidate an overarching 10-year vision for Newark for the purpose of the PiPP initiative, the following statement has been provided by the Newark Town Board. This statement articulates the overall vision for the area over the next decade, summarising the changes the board aspires to work towards with up to £19.5m investment through the PiPP.

“Newark is proud to be made up of many different, well integrated and inclusive communities.

Newark will thrive as one of England’s best historic market towns, welcoming a vibrant mix of shops, homes, accessible services, high-quality cultural and artistic assets, engaging community activities, educational opportunities and open spaces. Local plans will aim to conserve and enhance the town’s historic and natural environment, meeting the challenge of climate change and generally achieving sustainable development.

Through prosperous, healthy, and safe neighbourhoods, underpinned by a strong sense of community and identity, Newark will be a destination of choice for businesses, visitors and residents.”



3.3 Newark 10-Year Pride in Place Aspirations

To set out the more detailed local PiPP vision, the Newark Town Board has developed several ‘aspirations’ for Newark, linked to the 3 core UK Government objectives of ‘thriving places, stronger communities and taking back control.’

The local aspirations, as demonstrated below, help to define the change Newark’s community hope to see through the PiPP investment.

THRIVING PLACES

This objective recognises that many of our high streets and estates have become neglected and left behind and surrounds a focus on ensuring these areas evolve and regenerate to better reflect the needs and habits of their community, as well as the provision of high-quality, physical and accessible infrastructure.

To help apply this objective locally, the board has identified supporting aspirations for Newark to be:

- **An attractive place for prosperous businesses and new investment, with increased local employment opportunities.**
- **One of England’s most impressive market towns, offering a diverse range of places to live, shop, socialise, and participate in arts and events, with the Market Place at heart.**
- **A place with a unique heritage, culture and tourism offer, building on from and protecting its historic buildings and sites.**
- **A Midlands destination with established and sustainable transport links and travel routes across the country and local area, as well as between key sites and services within the town.**

STRONGER COMMUNITIES

This objective is described to “empower boards to tackle the root causes of community divides, rebuild relationships, and restore a collective sense of belonging to their community, so people can feel proud of their area and safe in their neighbourhood”.

To help apply this objective locally, the board has identified supporting aspirations for Newark to be:

- **An environmentally friendly town, with development that recognises and addresses sustainability challenges.**
- **A place where residents have a better overall quality of life, with improved health and wellbeing.**
- **A town where residents feel safe and secure, with reduced crime and anti-social behaviour.**
- **A town where communities display pride in place, with a sense of belonging to the area.**

TAKING BACK CONTROL

Through this objective, the UK Government aims to empower people to enter the workplace, workers to progress, and businesses to grow, to in turn help kickstart local economic growth. This includes making sure children have the best start in life and that adults can live the life they want to.

To help apply this objective locally, the board has identified a supporting aspiration for Newark to be:

- **A place with a variety of leading education pathways and skills development opportunities, unlocking careers into local sectors and growing industries.**

4.0 Strategic Case For Change

4.1 Strategic Case for Change Summary

To ensure that PiPP investment decisions are fully justified, local plans should be developed following the result of robust data analysis. In addition, community perception should be equally considered to form a list of strategic priorities gathered through both evidence, as well as the local communities' real-life experiences.

This section of the plan aims to build on the overarching local PiPP vision and aspirations identified, through presenting a range of information to demonstrate the strategic case for local investment to justify programme plans. This includes:

4.2 Data Findings

A review of key data driven challenges identified for Newark, with a focus on recurring barriers relating to deprivation, town centre, safety and security, health and wellbeing, connectivity and accessibility, and skills and employment.

This includes consideration of the findings of the MHCLG Data Pack 2025 (Appendix B), specialist local socio-economic analysis undertaken in 2024 and other data sources as referenced throughout this section of the plan. The challenges demonstrated are supported by several potential evidence-based solutions, to help address the identified barriers through future investment.

4.3 Market Failures

A summary of key market failures identified for Newark, occurring when the private sector or general investment market alone cannot solve some of the issues and challenges.

4.4 Community and Stakeholder Engagement Findings

A summary of key findings from various engagement and consultation exercises, including priorities raised by different community groups and demographics within Newark over recent years and months.

This includes, but is not limited to consideration of NSDC's Resident Survey 2023; NSDC's Masterplan Consultation 2024; Newark's Town Investment Plan Survey 2020; as well as targeted consultations with schools, colleges, local businesses, charities, ESOL learners, and underrepresented community groups.

4.5 Local PiPP Interventions

A summary of the programme interventions for prioritisation locally, as selected by the Newark Town Board from the 2025 PiPP prospectus. The identified interventions are based on the blended findings of both data, insight and community engagement, with a focus on the recurring themes or challenges demonstrated.

4.6 Long-Term Outcomes

Examples of the long-term outcomes to be monitored, evaluated and reported throughout the delivery of the PiPP. These examples are based on the expected deliverables associated with the selected priority PiPP interventions and follows the outcome of community engagement and data findings, where local people were invited to express the changes they hope to see within their area.

The long-term outcomes are shown next to the 3 core programme objectives of 'Thriving Places, Stronger Communities and Taking Back Control' to demonstrate the alignment between local plans and the wider aspirations of the PiPP, as set by the UK Government.

4.7 Toolkit of Powers

The UK Government's prospectus recognises that all places need to make the most of all the powers and tools they have available. This section of the plan explains how the board will look to use the Policy Toolkit Powers throughout scheme delivery, to help address the identified challenges within the area.

4.2 Data Findings

Deprivation Challenges

The Index of Multiple Deprivation (IMD) ranks each Lower Super Output Area (LSOA) in terms of overall deprivation.

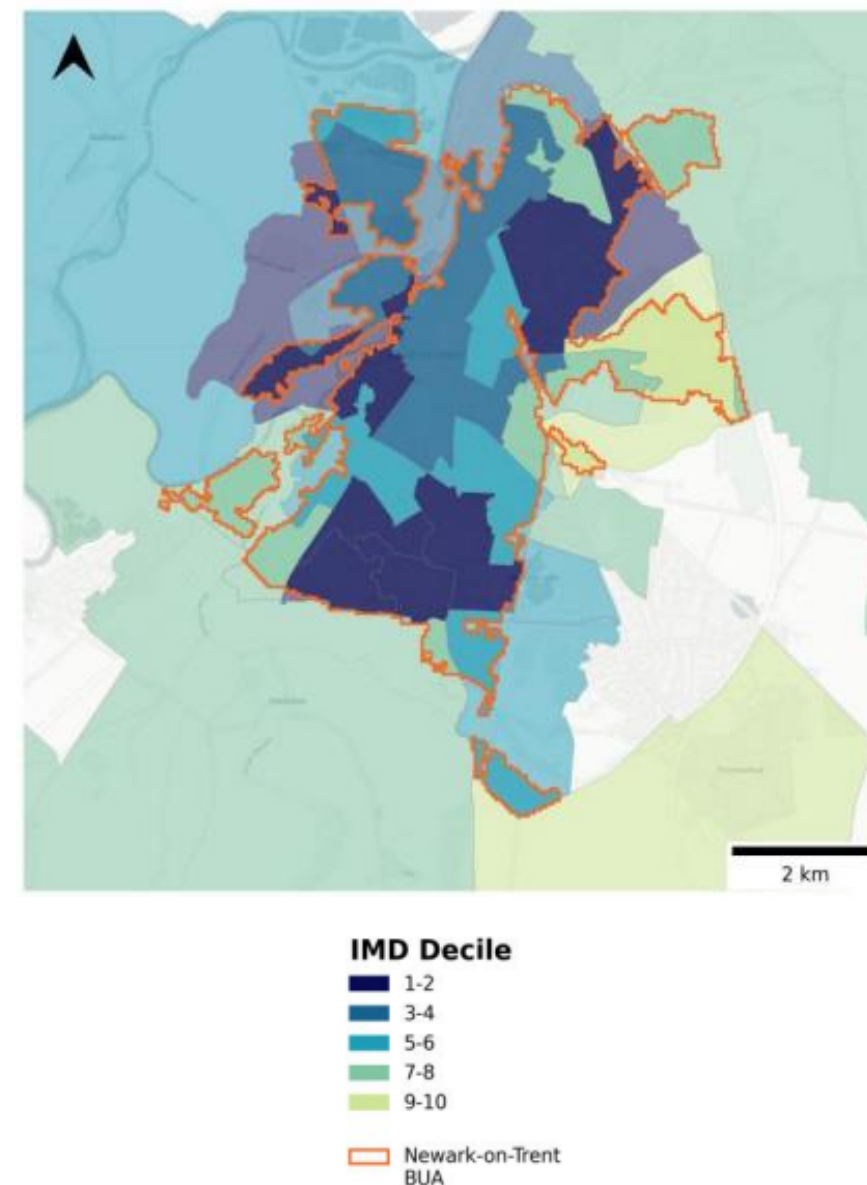
The Indices provides a set of relative measures of deprivation across England based on seven different domains, or facets, of deprivation:

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health Deprivation and Disability
- Crime
- Barriers to Housing and Services
- Living Environment Deprivation

Key statistics include:

- Over 30% of LSOAs in Newark are in the top 20% most deprived in England in terms of Education, Skills and Training.¹
- In addition to Education, Skills and Training (25.0%), Employment (8.3%) was the second domain that had the largest proportion of Newark's LSOAs in the top 10% most deprived in England.²
- In 2022, 33.5% of under-16s in Newark live in low-income households. This is 12.2% higher than the England average.³
- Housing affordability is a major issue. The Newark and Sherwood District has an affordability ratio of 6.5, just below the national average (7.7). This shows that the average house price across Newark is 6.5 times higher than the average wages.⁴

Deprivation levels across LSOAs within Newark by decile, with decile 1 being top 10% most deprived in England (2019)



Town Centre Challenges

Nationally the retail sector has undergone likely permanent transformation, having a significant and challenging impact on our high streets. The rise of online shopping, out of town shopping, changing consumer patterns, COVID-19 pandemic, increased awareness of sustainability and social responsibility, demand for experiential leisure, as well as inflation and cost of living crisis, are all factors that are impacting town centres.

Like many other towns and cities nationally, Newark is suffering from unprecedented high street lethargy and commercial viability; challenges which have prevented the town from reaching its potential. Retail decline is evident with visible and large footprint vacancies and a pressing need to diversify the reasons for visiting Newark to drive demand for the town centre offer.

Market confidence is low, reflected by the departure of national brands and, lease and repair tenancies have led to a high turnover of occupiers, with attractive buildings and streets blighted by underutilisation. Independent specialist analysis concluded that the town centre does not currently provide the type of housing needed to attract and retain young and skilled workers.

The loss of popular retailers such as Marks & Spencer at 32 Stodman Street and Wilko's within St Marks Shopping Centre (the main shopping centre in Newark) have compounded this issue. The withdrawal of key national anchor tenants within Newark has had a detrimental impact, leaving large, highly visible, and vacant sites within the town centre, with no market interest of significant quality.

There is also currently a limited leisure provision associated with the night-time economy beyond a cinema, a nightclub and a number of food and beverage establishments. Dwell time of visitors remains constrained, with a failure to maximise ancillary spend and overnight stays.

As town centres are shifting from places to shop toward places to experience and meet daily needs, it is key that investments promote leisure provision and the night-time economy.

Key statistics include:

- Specialist property market assessments found that the total retail expenditure in the town is £452m, lower than average 'resilient towns' (defined by PMA) across the UK of £759m. However per capita retail expenditure is £6,575, which is slightly higher than average resilient towns (£6,474).¹
- Current data gathered locally suggests 12.6% of units in Newark town centre are vacant, although in the primary shopping area this figure increases to 16.5%, both sitting above the national average of 10.4%. This figure has been steadily increasing since 2021.²
- Specialist analysis concluded the town is oversupplied by retail floorspace; Newark has 26 sq. ft of retail floorspace per person compared to a national average of 5 sq. ft per person. The oversupply equates to between 260,000-340,000 sq. ft of retail space in comparison to national averages.^{3 & 4}
- Newark is not a recognised office market, supply and demand are both low with a vacancy rate of 6%. However, data identifies an opportunity for the right sized and right type of delivery to help capture new economic opportunities and higher paid jobs in the town.⁵
- During 2024, footfall sensors recorded an average of 6,680 visitors per day, a 5.7% decrease from 2023. This is potentially a result of the continuing cost-of-living crisis impacting spending habits and discouraging people from taking trips to the town centre.⁶
- In contrast, there has been a 25% increase in dwell time between 2023 and 2024, suggesting that trips into Newark town centre are becoming more 'experiential' and are based around activities such as café-hopping, seeing a show at the theatre, or going to the park.⁷

- Newark has a significant number of listed historic buildings and as a result, the district has a large percentage of people who visit heritage sites in person than the national average (72.8% compared to 66.2%).¹ However, many of these buildings are in need of repair to bring back to life and support their appropriate use.
- According to the most recent STEAM data, despite a year-on-year increase the impact of the visitor economy on Newark has still not returned to pre Covid levels. When adjusted for inflation, the 2019 figure was £36 million, while the 2023 was £32 million.²



Town Centre Opportunities

In summary, Newark Town Centre has many unique assets which it can build on to support town centre vibrancy. It has an individual heritage and cultural offer, one of the finest Market Places in the country, historic and a beautiful streetscape and environment. In addition, Newark hosts independent and diverse local retailers and shops which can provide an individual experience for visitors.

The implementation of Newark's Town Investment Plan (TIP) in 2020 and emerging Newark Town Centre Masterplan has started the process of building on these opportunities by addressing a number of issues and sparking initial recognition of the town centre. This work remains in progress with projects such as the redevelopment of 32 Stodman Street, Castle Gatehouse, and the Market Place initiative, now in development or underway through investment from the Local Regeneration Fund.

Nationally, strategies to drive retail and town centre vibrancy include repurposing vacant shops for other uses, reducing overall floorspace and creating new reasons to visit. This is in addition to increasing the 'captive' residential market, by opening opportunities for town centre living, helping to increase footfall and presence.

The emerging Newark Town Centre Masterplan and TIP support this, with both identifying opportunities associated with vacant buildings and the activation of upper floors of retail which can be used to improve town centre living. This would potentially provide several secondary benefits, including improved safety and security through increased 24-hour presence, improved perception of the town following investment in buildings, as well as increased vibrancy and economic growth through further spend within the town by additional residents.

Additional work has been undertaken to date to enhance the overall 'feel' of the town centre including through the Newark Cultural Heart project, within the Local Regeneration Fund. This included bringing forward a series of events as part of the project to encourage people to visit and lengthen their stay.

Following the delivery of the Cultural Heart programme, the area has seen an improvement on the natural surveillance within the town centre and an increased vibrancy and cultural offering. This has helped attract new visitors as well as providing 54, low cost, or free events for residents and members of the community to get together and socialise over a 3-year period. The success of events continues to be evaluated through several metrics, including business spend, footfall, as well as emotive factors such as sense of pride and enjoyment by visitors and residents.

There is an opportunity to build on the events legacy developed through Newark Cultural Heart, providing ongoing activities within the town centre, with the Market Place at heart. This will continue to improve the overall leisure offer within the town, driving footfall, increasing pride in place through improved community togetherness, whilst also raising the profile of the area as an experience destination.

As well as events, the Cultural Heart project sets out to make significant improvements to the public realm within the Market Place through a greater range of seating, lighting, greening and dwell areas, as well as functionality and accessibility. Further enhancements to the wider town centre environment in addition to the Market Place will help to create a greater ‘sense of place’ for Newark. This could include streetscape improvements on key routes and linkages across the town, together with a series of public spaces and gateways to help retain Newark's unique town identity. The use of lighting, CCTV and greening in particular, would significantly enhance the profile, image and safety of the town centre, which local residents are keen to promote. Imaginative use of lighting should be encouraged, particularly where it can increase safety and help to animate landmarks and gateways at night.

In addition to the emerging Newark Town Centre Masterplan, design codes will be prepared to direct and facilitate the enhancement of the town centre streetscape. This will include recommendations for the design of town public realm and the materials used to complement key developments to ensure alignment with the overall local vision for the town.



Crime and ASB Challenges

Newark Town Centre and surrounding areas within the programme boundary suffer from areas of significant deprivation, crime and anti-social behavior (ASB).

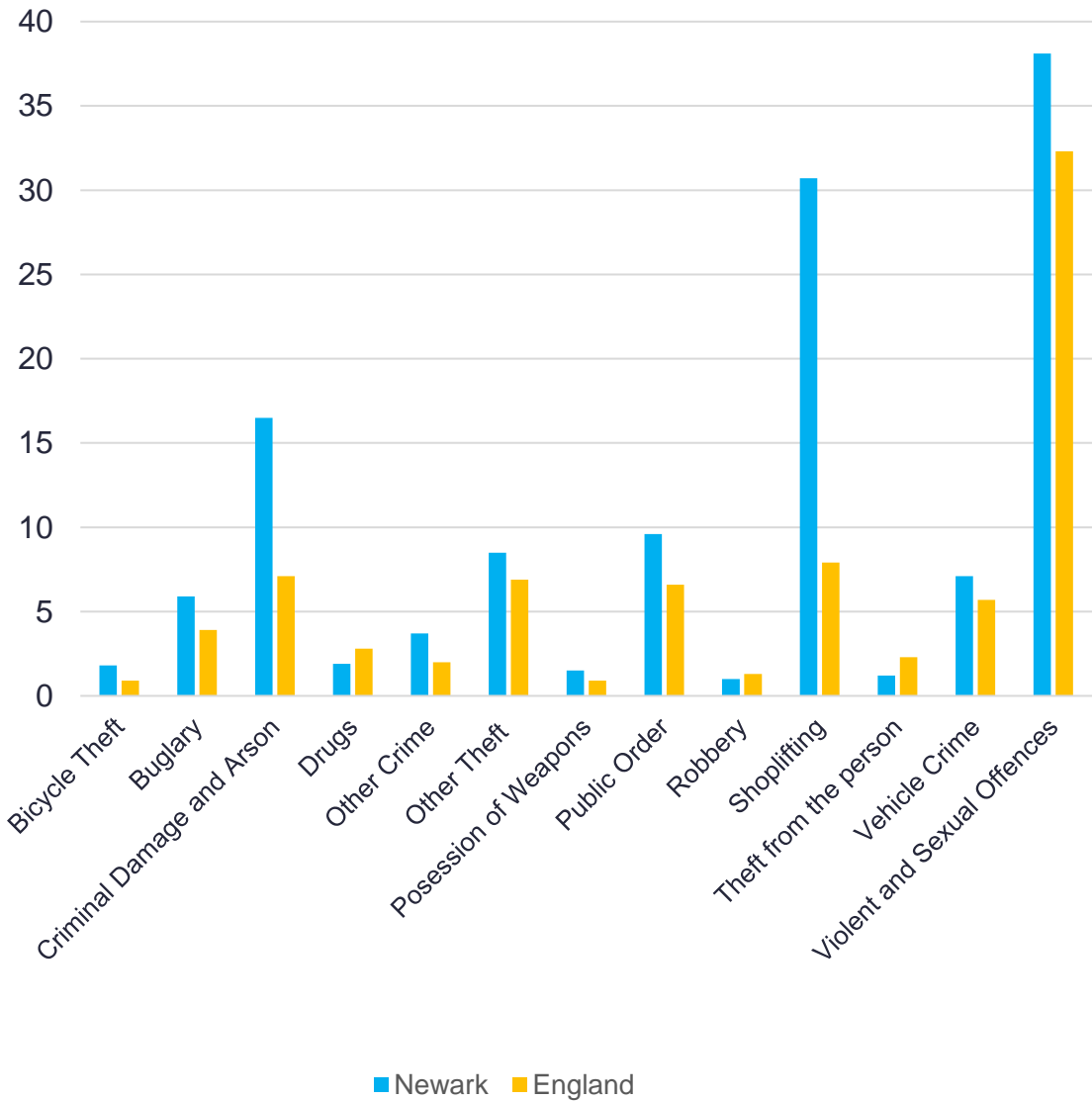
As demonstrated on the graph provided, the recorded crime rate in Newark is significantly above the England average. These deprivation and crime levels will have an impact on retail spending, footfall and vacancy rates, perception of safety and pride in place, also contributing to a pressured town centre.

There are a number of ‘dark spots’ across the town centre, which make residents feel unsafe in the evening and can prevent people coming into the town at these times. Whilst some improvements have been undertaken recently, there is limited natural surveillance across various town centre locations, partly due to a poor evening economy within the town. Similarly, there is a lack of lighting in darker alleys, streets and paths. This highlights the opportunity for further investment to enhance the feeling of safety and security across Newark, through improvements to lighting and CCTV.

Key statistics include:

- The 2022 Newark Resident Survey results found that ‘64% of residents don’t feel safe after dark’.¹
- The 2022 recorded crime rate in Newark Town Centre is significantly above the England average (13 crimes per 1,000 person in England, vs 66 times per 1,000 for Newark and Sherwood, and 77 times per 1,000 for Newark Town Centre).²
- The standout types of crime are Shoplifting (30.8 Newark compared to 7.9 England), Criminal damage and Arson (16.5 Newark compared to 7.1 England), Violence and Sexual Offences (38.1 Newark compared to 32.2 England).³
- Net social trust across Newark Town Centre (-11%) is also significantly lower than NSDC (-2%) and England (-3%) ⁴

Number of reported crime cases per type in Newark compared to the England average 2024 (MHCLG Data Pack, 2025)



Sources: 1 ([Results of the 2022 Resident Survey](#), Newark and Sherwood District Council, 2022); 2, 3 and 4 ('Safety, Security and Cohesion', Newark-on-Trent – Local Data Profile:, MHCLG, page 6)

Health and Wellbeing Challenges

Newark faces several health and wellbeing challenges that impact the overall quality of life for its residents. Key issues include higher-than-average rates of obesity and physical inactivity. Additionally, the Annual Population Survey highlights above average levels of smoking within the adult population of Newark, contributing to respiratory illnesses and other related diseases. This is reflected in a lower local healthy life expectancy, as shown on the graphs on the right.

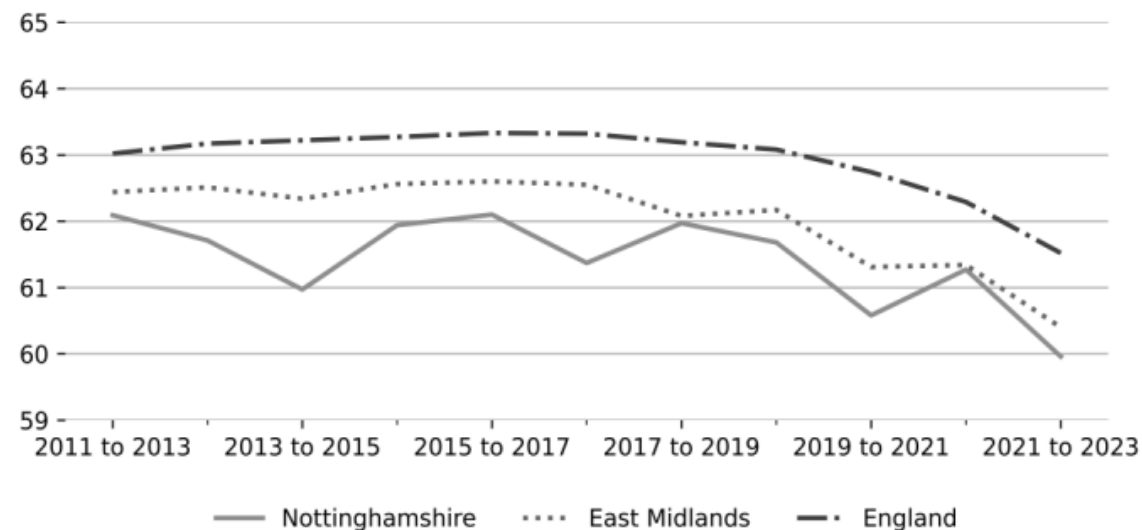
Mental health is another area of concern, with a rising number of people reporting stress, anxiety, and depression, reflected in above average suicide rates in both males and females in Newark.

Access to green spaces and opportunities for physical activity is limited in some parts of the town, ultimately contributing to lower levels of physical activity. Socio-economic disparities also play a role in the health challenges identified, as lower-income communities tend to experience worse health outcomes.

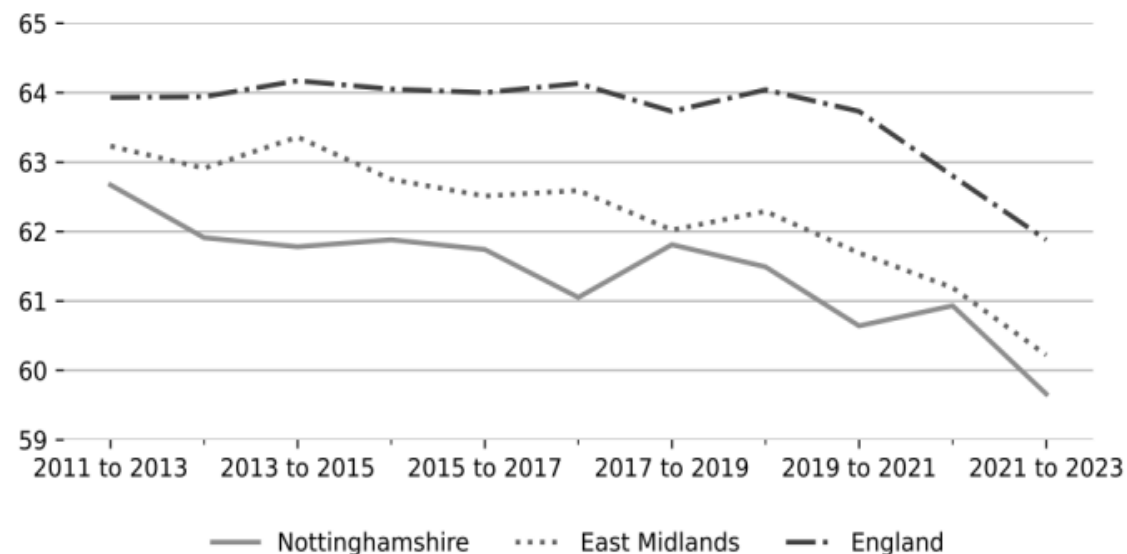
Key statistics include:

- When looking at Lower Super Output Areas (LSOA), neighbourhoods to the North, East and South of Newark rank within the top 20% most deprived LSOAs in the Health Deprivation and Disability Domain.¹
- The percentage of physically active children and young people in the district sits at 44.7%, below the national average of 47.8%.²
- Meanwhile, the number of GP appointments per 1,000 patients in the district is 445.2, beneath the regional (512.2) and national (472.4) figures.³
- The rate of local suicides per 100,000 people in the district has been steadily rising since 2015 and is again above the regional and national averages.⁴
- Data from the Office for National Statistics (ONS) shows that healthy life expectancy across Nottinghamshire is 60 years for men and 59.7 years for women.⁵

Healthy Life Expectancy (Males) (2011-12 to 2021-23)



Healthy Life Expectancy (Females) (2011-12 to 2021-23)



Health and Wellbeing Opportunities

Creating healthier communities and addressing the identified life expectancy challenges in Newark, requires a multi-faceted approach. A focus on the building blocks of health such as improving housing, education, and employment opportunities, can reduce inequalities and contribute to improved life expectancy.

When considering capital investment opportunities, improving health and wellbeing in Newark could be targeted by investing in sports and recreational facilities such as access to funding for clubs and community groups. Secondly, improving parks and other recreational spaces such as the riverside area, would provide residents with accessible places to exercise, socialise, and relax, all of which are proven to contribute to better physical and mental health.

In addition to capital investment, there is an opportunity to build on the legacy of existing projects to support and strengthen local community cohesion and improve the overall wellbeing of residents. This may include continued investment in community events, and activities, providing opportunities for local people to get together and help combat social isolation. In doing so, there is a need to provide access to a range of community activities tailored to different demographics, to enable as many local people as possible to experience and access social and cultural opportunities within the area.

Through investment and funding for social action and volunteering projects, existing, and highly valued community groups and charitable organisations within Newark can build their capacity to expand or become more sustainable in the long-term. Many sports and social clubs and other community and voluntary sector groups are considered vital to the health and wellbeing of residents, but lack investment required to drive long-term sustainability or access necessary resources. Funding could also be provided to support and grow targeted healthy lifestyles and health awareness campaigns, as well resources to strengthen support networks. With these combined efforts, Newark could see improvements in both health outcomes and life expectancy.



Connectivity and Accessibility Challenges

Newark’s connectivity is blighted by its capacity and traffic congestion remains significant for residents and businesses. The level crossing at the Castle railway line contributes to congestion, with more downtime as a consequence of enhanced frequency and use of rail services. Despite excellent rail connectivity, take-up is low. Similarly, bus provision is constrained by a lack of frequency and ticket coordination across operators.

Despite the presence of two major rail stations, and London within a 90-minute commute, there is still low rates of commuting. The longest journeys people take are generally for school or health care. The top place-of-work for residents is Newark, followed by Nottingham, Winthorpe and Lincoln.

Many people who travel to Newark for work come from Lincoln. The links to Nottingham and Lincoln emphasise the importance of the A46 and East Midlands Line to commuter trends. Challenges to these links are congestion on the A46 and the Newark Flat Rail Crossing, which currently restricts the number of freight and passenger trains that can pass through per hour. The 2017 Midlands Connect Strategic Transport Plan refers to the need for further investment solutions such as grade separation which would improve the speed and frequency of rail journeys.

Newark has a relatively captive jobs market, with most residents working locally and large proportions walking or cycling to work, and an even balance between workers commuting in and out. This highlights the importance of investment in active travel routes, particularly for the working age population.

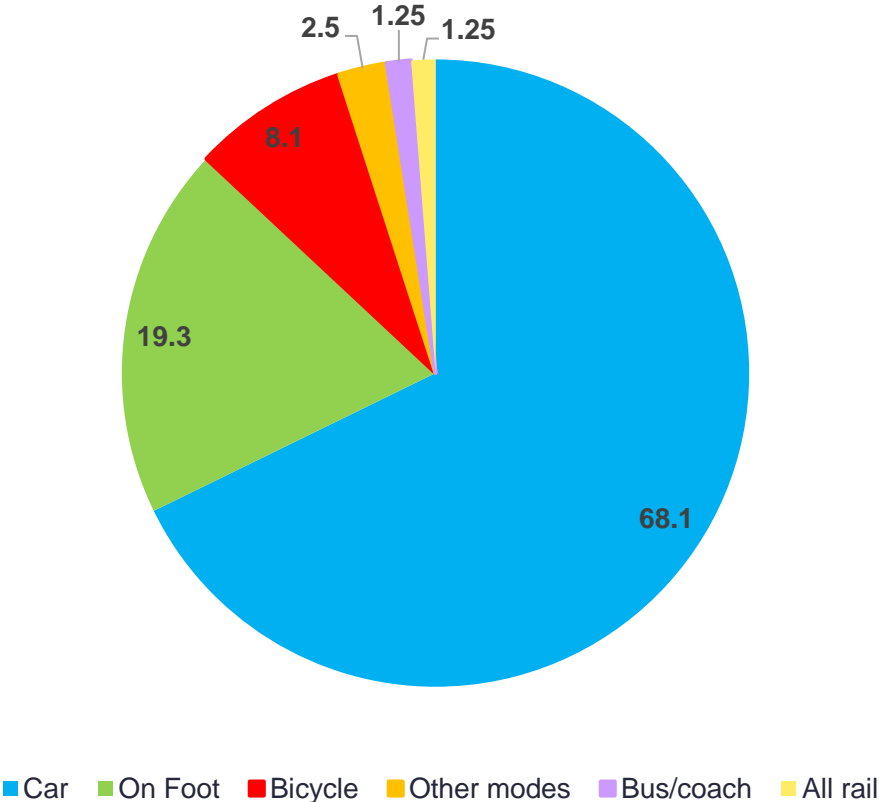
Additionally, when considering the current public realm offer within Newark, street furniture hasn’t been at the forefront of designs and therefore benches are fairly limited in several locations across the town. Similarly, as there is an ageing population in Newark, having limited ‘rest points’ across the town is key when making decisions relating to active travel.

Key statistics include:

Sources: ¹: ‘Transport and Connectivity (1/2)’, Newark-on-Trent – local data profile, MHCLG, page 10 ² ‘Transport and Connectivity (1/2)’ Newark-on-Trent – local data profile, MHCLG, page 10; ³ ‘Built Up Areas – Environment’,

- 19.3% of residents in Newark travel to work on foot, whereas the England average is 11.2%. This suggests more people in Newark are employed locally and therefore investment in active travel for commuting purposes, is key.¹
- Cycle commuting rates within Newark are also above the England average, with 8.1% of local residents using as their method of travel to work, reinforcing the need for continued investment in active travel routes.²
- In 2021, 45% of households in Newark had one car, while approximately 26% of households owned no car at all.³

Method of travel to work (%) (2021)



Connectivity and Accessibility Opportunities

Expanding and improving walking and cycling infrastructure, such as dedicated cycle lanes and pedestrian-friendly pathways, would encourage more sustainable and healthy modes of transport. Creating safe, accessible routes that connect key areas of the town including residential neighbourhoods, schools, parks, and transport hubs would make it easier for people to choose walking or cycling over driving. This would complement the work developed through the TIP to deliver the 20 Minute Cycle Town scheme, through the recent addition of Brompton Bike hire across the town. Further investment, or the promotion of similar initiatives would help to reduce traffic congestion, often experienced within areas of the town such as the nearby Castle Train Station whilst also helping to improve air quality. Moreover, an increased take-up of active travel initiatives is likely to have a positive impact on local healthy and wellbeing challenges, through regular participation in physical activity.

In addition to active travel investment, through upgrading public transport options such as increasing bus frequencies, expanding routes to underserved areas, and improving links to nearby cities like Nottingham and Lincoln, commuting would become more convenient and attract businesses to the area. This is particularly relevant when paired with the potential opportunities raised relating to developing an improved evening economy in the town, including additional transport in and out of the town to nearby areas, during social hours.

In 2025, the Secretary of State for Transport approved a Development Consent Order (DCO) for the A46 Newark Bypass scheme. The scheme comprises on-line widening, to the north of the existing route, for most of its length between Farndon roundabout and the A1 followed by a new section of offline dual carriageway proposed between the A1 and Winthorpe roundabout, where the new dual carriageway ties into the existing A46 to the west of Winthorpe roundabout. This project will support existing regional and local connections with improved access to the town, employment, homes, study and use of the town centre, helping to address the challenges identified through additional public investment.



Employment and Skills Challenges

Newark faces several employment and skills challenges that impact its economic growth and the quality of life for its residents.

A key issue is the limited diversity of local employment opportunities, with a heavy reliance on industries including manufacturing, logistics, health and social care. This can, at times, create a mismatch between available jobs and the skills of the local workforce, leading to underemployment, or workers being unable to secure roles that match their qualifications.

In addition, a large proportion of the local population lacks the advanced qualifications or technical skills needed for higher-paying, skilled jobs. This also, at times, leaves many residents stuck in low-wage or manual labour roles.

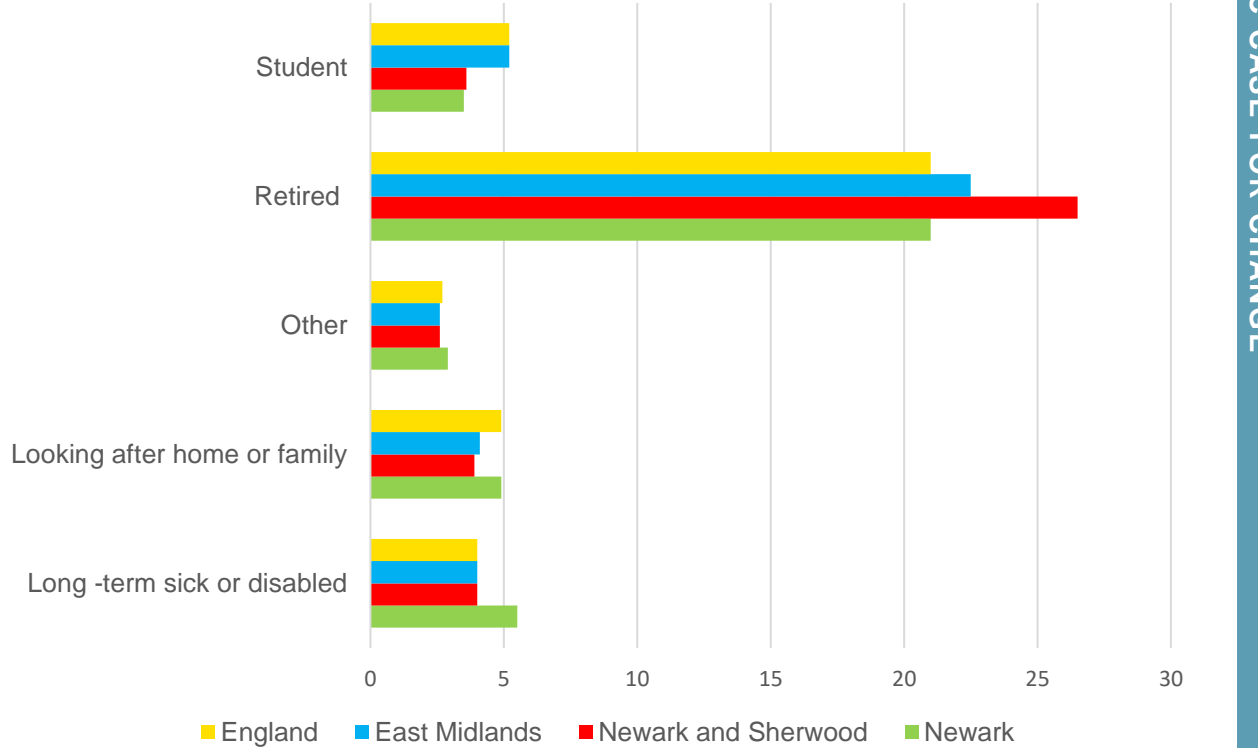
Indicator	Newark	Newark and Sherwood	East Midlands	England
Gross Value added per job filled (£) (2022)	49,420	47,449	52,889	62,751
16-64 year olds with level 3+ qualifications (2021)	45.7	52.5	53.4	56.6
16-64 year olds with no qualifications (2021)	16.3	12.3	13.0	12.4
Employment rate (age 16 to 64) (%) (2021)	72.7	73.3	71.5	71.0
Unemployment rate (age 16 to 64) (%) (2021)	4.5	4.0	4.8	5.4

Sources: 'Education, Work, Productivity and Skills' Newark-on-Trent – local data profile, MHCLG, page 9

People in Newark may struggle to access higher education or vocational training, often due to financial, social or health barriers, further contributing to the local skills gap. This is highlighted through the lower than average percentage number of local students, as well as the proportion of people who are long- term sick, or looking after family, in comparison to the East Midlands (as shown on the graph below).

As a result of this skills gap, the town faces difficulty in attracting employers who require a skilled workforce and residents find it harder to secure jobs that offer career progression or job stability. Addressing these challenges requires investment in education, skills development programmes to help residents adapt to changing job markets and improve their long-term economic prospects.

Proportion of the working age population that are economically inactive, by reason (2021)



Key statistics include:

- Unemployment is at 3.8% in Newark, and falls just below the national average of England at 3.9%.¹
- Skills are a challenge, 45.7% of Newark's residents have a Level 3 qualification (undergraduate degree), this is 10.9% lower than the England average. In contrast, 16.3% of the population over the age of 16 reported having no qualifications, in comparison to England's average of 12.4%.²
- Newark suffers from high levels of deprivation, when looking at the Employment and Skills metrics of the Indices of Multiple Deprivation (IMD), several neighbourhoods located in Newark are among the top 10% most deprived neighbourhoods in England in terms of skills and employment.³
- High paid skilled work is a challenge - Newark has a lower proportion (10.5%) of employees in the highest skilled occupations, Managers, Directors and Senior Officials, compared to England (11%). But a higher proportion of employees in elementary occupations (13.2%) compared to England (9.1%).⁴
- The leading employment sectors across Newark include Transport and storage sectors (10% of jobs), manufacturing (12.2%), health (12.2%), retail (14.3%) and accommodation / food services (14.3%).⁵
- Over 30% of LSOAs in Newark are in the top 20% most deprived in England in terms of Education, Skills and Training.⁶
- Median gross annual earnings in Newark and Sherwood are higher than in Nottinghamshire, but lower than the England average.
- There is a £3,107 difference between resident and workplace earning in Newark and Sherwood, suggesting that people who commute into Newark for work typically earn less than residents.⁷ It could also suggest that residents are going outside of the district to work.



Sources: [1, 4, 5 and 7] Labour Market Profile – Newark and Sherwood, NOMIS (Labour Market Profile - Nomis - Official Census and Labour Market Statistics) (2025); [2] 'Education, Work, Productivity and Skills' Newark-on-Trent – local data profile, MHCLG, page 9 ; [3] IMD, 2019; [6] 'Deprivation', Newark-on-Trent – local data profile, MHCLG, page 16

Employment and Skills Opportunities

To tackle the skills-related deprivation identified in Newark, it is crucial to increase access to quality education and training opportunities for disadvantaged groups. Providing targeted support for young people, such as apprenticeships and vocational training programmes can help bridge the gap between school and the workforce. Similarly, through local programmes to engage economically inactive residents and those furthest away from the labour market, there is the opportunity to help combat some of the employment and skills related barriers identified. A significant proportion of this work has started through existing local investment, with delivery outcomes evidencing the ability to help combat the identified challenges.

Further investment could include offering bespoke and place-based provision for individual communities within the defined PiPP boundary, with a focus on clusters or areas experiencing high levels of economic inactivity, or young people not in education, employment or training. Activities such as alternative education and volunteering schemes for young people as well as accessible job clubs, are proven to help address the challenges identified, however currently limited in scale due to investment needs. This could therefore be extended and built on, to accelerate local impact.

In addition to supporting those furthest away from the labour market, there is the opportunity to encourage further collaboration with local businesses to offer hands-on learning and mentorship opportunities. This would help residents gain the practical skills needed in high-demand sectors and to up-skill and re-skill the existing workforce. In turn, this would assist advancement into higher paid jobs and an improved overall quality of life, particularly in emerging fields like digital technology or green industries. By prioritising these initiatives, Newark can help break the cycle of skills-related deprivation and provide residents with better opportunities for economic mobility.

Through continued collaboration with key education providers, colleges, schools and

universities within the area, Newark can help build on the work undertaken to date to connect skills gaps and key employment sectors, with local people. Likewise, through collaborative and expansion opportunities related to valued employment and education sites, local partners can continue supporting an ecosystem that fosters skills development, improves employability and ultimately helps to lift residents out of skills-related deprivation.



4.3 Market Failures

There is strong evidence for a case for change across Newark, however several reasons as to why certain interventions cannot be delivered without public sector intervention. These reasons are known as 'Market Failures'.

Market Failures occur when the private sector or general investment market alone cannot solve some of the issues and challenges. This is when public sector intervention, in the form of funding or activity, can help to deliver wider benefits, while not hindering, but rather improving private investment and market competitiveness. In Newark there are several Market Failures, including:

Co-ordination & Scale failures

A typical market failure in town centres relates to the complex ownership structure of properties with multiple small ownerships, leasehold and freehold issues, access and servicing issues. In Newark there is an added complication relating to the heritage nature of many buildings, as well as pedestrianisation which creates complex challenges. To make significant changes requires a coordinated effort from multiple stakeholders. The private market alone cannot respond and it requires a coordinated effort led by the public sector including policy and strategy interventions and funding.

Imperfect Information

Banks and financial institutions base development finance rates off the back of evidence of market performance. Sales prices and level of investment are all factors which are considered. In areas which have had limited investment, and have seen poor price performance, this can result in further stifled investment and finance. This can be despite underlying fundamentals suggesting potentially high returns and strong demand.

Most town centres face this issue when it comes to flatted development, which will

generally have weak price comparison, despite potential high demand. This is the case in Newark, where data or imperfect information can limit private sector investment. Public sector support is needed to unlock opportunities and prove a concept or scale of demand.

Negative Externalities

Vacant sites have consequences for perceptions of crime and safety and can also impact demand for local commercial operations and the cost to serve buyers in a variety of markets. In Newark, vacant sites have led to declining footfall and contributed to ASB and crime in the town centre. This can create a cycle of decline whereby further investment is stifled, and conditions get worse. Redevelopment (supported by public funding) can deliver positive externalities (i.e., supplementary benefits from economic activity which accrue to society) which can help to transform a towns fortunes.

Public Goods

The public realm, key assets such as the castle, churches, and the general historic fabric of the town area, are all public goods. Some of these assets don't have a market value and cannot charge for people to experience them.

For others, the high cost to maintain, improve or repurpose them for new uses would not be recovered by the values that could be charged. This makes it unviable and runs the risk of stalling private investment and conditions deteriorating. Yet these assets, especially in Newark, are of national significance and need to be treasured. They provide us with one of the more remarkable and beautiful historic market towns in the UK. This situation results in heritage buildings falling into disrepair and not being brought back to productive use.

4.4 Community and Stakeholder Engagement Findings

Following the review of all data and knowledge presented earlier throughout this section of the plan, various evidence driven challenges and PiPP investment opportunities can be identified for the area of Newark. This includes local challenges relating to town centre, deprivation, crime and anti-social behavior, health and wellbeing, connectivity and accessibility, and skills and employment.

Whilst it is imperative that local PiPP plans are built on the data findings and socio-economic evidence gathered, it is also essential that community views are incorporated within the process of establishing local priorities for the area, ultimately driving the direction of programme delivery. This includes undertaking meaningful engagement through a representative and iterative processes to help ensure plans are built on both evidence and the voice of the local community. Engagement should take place in a variety of forms, helping to target and seek views from as wider ranging number of community groups and demographics as possible.


With the above in mind, the community in Newark has engaged with the board and accountable body on various occasions over the past few years, and more recently to discuss their priorities for the area. This included engagement through a series of methods and platforms such as events, workshops, surveys, meetings and informal drop-in opportunities.

The table provided, notes the main community engagement to date regarding Newark investment priorities, and excludes discussions and meetings held with stakeholders and communities on an informal basis. Further details regarding the local PiPP engagement undertaken to date and findings, are available in Appendix A.

To summarise, over the past 4 years Newark has undergone more than 20 engagement sessions with over 9,000 people responding to surveys. This is equivalent to c. 30% of the Newark PiPP area population.

Type of Engagement	Community Group/Cohorts Represented	Date
Town Investment Plan (online survey)	<ul style="list-style-type: none">ResidentsBusinessesVisitors	2020
Newark Residents Survey (online survey, in person survey, focus groups)	<ul style="list-style-type: none">Residents	2022
Newark Masterplan Consultation (online survey, in person workshop, market stall stand, focus groups, online workshop)	<ul style="list-style-type: none">Residents and businessesNewark college and ESOL studentsTown/District CouncillorsOuter Newark residentsYoung peopleGRT communityInfrastructure providers	2023/2024
Business Baseline Survey (survey, workshop, focus groups)	<ul style="list-style-type: none">BusinessesTown Centre PartnershipMarket traders	2023/2024
Beaumont House Engagement (in-person workshop)	<ul style="list-style-type: none">Day therapy patients	2024
Newark College Students (survey)	<ul style="list-style-type: none">College Students (16–19 year olds)	2024/2025
Newark Town Steering Group (in person workshops)	<ul style="list-style-type: none">Local community groups and charitiesPublic and private sector organisations	2020/2025
Professional Community Leads (online workshops)	<ul style="list-style-type: none">Officers and professional leads for resettlement and other underrepresented community groups, youth, elderly and vulnerable, homelessness, health and wellbeing, skills and employment.	2025
Zencity Survey (online survey)	<ul style="list-style-type: none">Residents	2025

The cross-cutting findings from all community engagement undertaken to date are summarised into 4 key themes, as shown below. This includes preferred investment activities or ‘areas of need’, as identified by the community.



TRANSPORT/CONNECTIVITY

- Reduce parking costs
- Address traffic congestion
- Maintain roads and pavements
- Improve and increase car parking
- Improve public transport and active travel
- Better mapping and signage (wayfinding)

72% of residents access the town centre by private car.
84% dislike the traffic & congestion in the town centre.
(A Place Strategy for Newark on Trent Survey, 2020)



SAFETY & SECURITY

- Tackle Anti-Social Behaviour (ASB) and crime
- Challenge discrimination
- Improve the feeling of safety


64% of residents don't feel safe after dark
(2022 Resident Survey)



LEISURE AND ATTRACTIONS

- More to attract families/young people
- Increase leisure activities and open space for opportunities to bring people together
- Investment in social capital and community facilities
- Create and improve the night-time economy
- Create experiences and events


<50% of residents use the town centre for entertainment/leisure.
C.80% of residents mention a need for improved leisure activities.
(A Place Strategy for Newark on Trent Survey, 2020)



OTHER

- Increase apprenticeships and job opportunities
- Provide more health services (doctors & dentist)
- Provide better marketing for the town

Marketing was considered a priority by businesses in improving the town.
(Newark Business Baseline Study, 2023)



HIGH STREETS AND REGENERATION

- Bring back shops and improve the Market Place
- Bring heritage buildings back into use
- Improve the riverfront and better connect it to the town
- Have a busy and vibrant town centre
- Greening of public spaces
- Cleaner streets
- Tackle vacant shops
- Regenerate the town centre
- Improve shopfronts

35% of residents used ‘Vibrant’ to describe future aspirations for Newark.
(Newark Masterplan Survey, 2023)

4.5 Local Pride in Place Interventions

To develop a high-level strategy for the PiPP investment over the next 10 years, the priorities identified through data and evidence are compared against the recurring themes demonstrated through community engagement and perception.

The joint priorities are grouped into the following key themes and interventions for the area as selected by the Newark Town Board from the available intervention list within the PiPP prospectus. The identified interventions and themes are shown in the table below alongside each of the PiPP objectives, demonstrating how the board will work towards the overall programme aims set by the UK Government.

PiPP Objectives	Priority PiPP Themes for Newark	Priority PiPP Interventions for Newark
THRIVING PLACES	Regeneration, Heritage and High streets	<ul style="list-style-type: none">• Improvements to town centres, neighbourhoods, and high streets.• Creating and improving green spaces, community gardens, watercourses or embankments in the area, along with incorporating natural features into wider public spaces.• Support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer.
	Transport and Connectivity	<ul style="list-style-type: none">• Support for active travel enhancements in the local area.• Funding for new or improvements to local road networks to improve access within and to the town.
STRONGER COMMUNITIES	Cohesion	<ul style="list-style-type: none">• Impactful volunteering and social action projects to develop social and human capital in local place.• Capacity building and infrastructure support for local civil society, youth and community groups.
	Safety and Security	<ul style="list-style-type: none">• Design and oversight of the built and landscaped environment to design out crime.• Interventions to tackle anti-social behaviour, crime and minimise reoffending.• Improved town centre management.
TAKING BACK CONTROL	Work, Productivity and Skills	<ul style="list-style-type: none">• Support to improve awareness of, and access to local provision that moves people closer to employment.• Skills provision tailored to local opportunities and skills gaps.

The above PiPP interventions are expected to be taken forward as local priorities for programme delivery and may be refined and added to as the programme evolves and local plans develop throughout the funding period, to reflect the outcome of ongoing community engagement. This includes using the identified PiPP themes and interventions to inform the selection of projects for investment throughout the next decade.

4.6 Long-Term Outputs and Outcomes

To achieve success within the PiPP over the next decade, it is essential that the board defines measurable long-term outputs and outcomes to monitor the impact of investment.

The table below provides examples of the locally intended long-term outputs and outcomes of the PiPP investment. These examples are based on the board’s selected priority interventions, as set out in section 4.5 of this plan and precise evaluation metrics will be refined and reported throughout programme delivery in accordance with overall scheme monitoring requirements, set by the UK Government.

Example outputs and outcomes		
Increased footfall in town centres	Increased pride in place and sense of belonging	Reduced unemployment levels and more local jobs created
Increased visitor spending	Improved healthy life expectancy	Increased business productivity and investment
Increased number of residential units created	Reduced crime rates and improved feeling of safety	Increased number of jobs safeguarded
Reduced retail vacancy rates	Increased number of community events delivered	Increased number of people gaining qualifications, skills and licenses
Increased users of active travel routes	Increased members of community groups	Increased number of young people considered ‘NEET’ accessing skills support
Improved footpaths, public realm and cycle routes	Increased number of volunteers	Increased number of businesses created

4.7 Toolkit of Powers

The PiPP prospectus sets out a range of powers available to each board with support from the local authority. The Newark Town Board may draw upon some of these tools throughout programme delivery and examples of powers that may be adopted by the board are provided below, applied to some of the locally selected priority investment themes.

Regeneration, Heritage, High Streets and Cohesion

Earlier within this section of the plan, several challenges are presented in relation to Newark's Town Centre particularly surrounding vibrancy due to a loss of retail, increased vacancy rates and a lack of presence within the town. This results in various underused or poorly presented historic buildings within the town centre, requiring investment, or considered heritage at risk. When aiming to address these challenges, the board may look to draw on powers including Listed Building Consent Orders, Repairs Notices and Clean Up Notices to help improve the look and feel of the town for both residents, and visitors, and protect buildings for the future. Any adopted powers will be considered alongside the emerging Newark Town Masterplan and Design Code, helping to preserve the character and history of Newark's unique town centre, whilst also supporting new investment within the area.

Similarly, when aiming to encourage local community cohesion and a sense of togetherness, there is potential for the board to utilise the power of 'Assets of Community Value' and, or 'Community Assets Transfer Powers'. This can be an effective tool to enable the community ownership of assets, including buildings and land and can be a route to community empowerment, subject to further consideration with key partners and the local authority.

Transport and Connectivity

Transport and active travel investment is another key priority for the area, with the aim of improving connectivity and wayfinding. The board will continue to work

closely with highways authorities when considering any local projects within this theme. In addition, any potential projects will align to local walking and cycling infrastructure plans, as well as work undertaken to date by Newark and Sherwood District Council in relation to identifying key local active travel routes.

Safety and Security

The board will continue to work collaboratively with local authorities, the police and other key partners to identify the most appropriate tools to utilise when addressing the local safety and security challenges identified. Examples could include the use of Respect Orders, or levers set out within the Anti-Social Behaviour, Crime and Policing Act 2014 and Licensing Act 2003.



5.0 Alignment With Other Programmes and Investments

5.1 Newark 2020 Town Investment Plan

The Newark Town Investment Plan (TIP) was created in 2020, as a 30-year vision for the town to be accelerated through £25m awarded through the UK Government's Local Regeneration Fund. The vision's focus is to make Newark a place that people and businesses:

- Choose as their destination of choice for learning and investment.
- Live and locate in green sustainable communities.
- Connect to sustainable transport within the town (within 20-minutes) to fulfil their daily ambition.
- Enjoy our heritage and open spaces and engage with the vibrancy of our town centre culture.

The strategy to deliver the comprehensive vision was set out via four pillars for change, including 1) Skills, Education and Business, 2) Connectivity, 3) Town Centre Regeneration and Culture and 4) Town Centre Residential.

In addition to the defined vision, the 2020 TIP evidence base previously identified the following key issues and opportunities for Newark:

Congestion - Traffic congestion remains significant for residents and businesses. The level crossing at the Castle railway line also contributes to congestion, with more downtime because of enhanced frequency and use of rail services. Despite excellent rail connectivity, take-up is low. Specialist assessment concluded that bus provision is constrained by a lack of frequency at peak times and during social hours, and ticket coordination across operators.

Crime and Anti-Social Behaviour - The other most important concern for residents; crime and anti-social behaviour continues to persist and is increasing. In one ward, the residents survey found only 65% of residents feel safe during the day (national average of 93%).

Social Mobility - Newark was previously the second least socially mobile place in Great Britain (State of the Nation, 2017). Whilst the majority of secondary schools are now rated 'Good' educational achievement of students remains below average. Secondary schools face the challenge of the 'Lincolnshire Drift' towards the 11+ streaming and grammar school system. There remain significant pockets of deprivation within the town, including wards within the 10% most deprived in England and Newark residents earn below their counterparts in other towns.

Housing and Employment Housing - Demand is high, as are prices compared to affordability. Over 7000 houses are being delivered to the south of the town over the next 15-20 years. Without enhanced physical and social connectivity, the negative current commuter trend will continue.

Town Centre - The town centre continues to suffer from retail decline. Visible and large footprint vacancies are accompanied by a trend for discount offers. Market confidence is low, reflected by the departure of national brands. Lease and repair tenancies lead to a high turnover of tenancies, with attractive buildings blighted by underutilisation. The town suffers from a lack of legibility and wayfinding, particularly between transport nodes and key attractions. Family and leisure offers are limited. There is little diversity in the night-time economy beyond a cinema and food and beverage establishments. Dwell time of visitors remains constrained, with a failure to maximise ancillary spend and overnight stays.

Following recent investment through the Local Regeneration Fund, Newark is able to demonstrate improvements and a series of positive outcomes in relation to the challenges described above and throughout the 2020 TIP. The PiPP presents a chance to continue to build on this work, addressing the key issues and opportunities identified for Newark through data, evidence and engagement.

The TIP helps set the foundation of plans for future town investment and when supplemented by additional recent data, engagement and insight, assists in forming the basis of plans developed through the PiPP.

The TIP provides several proposed solutions or opportunities for investment and growth within the area in relation to the challenges detailed including over 25 potential and pipeline projects within the town. With support from the Newark Town Board and other strategic partners, several of the identified projects have now successfully delivered or are in progress through grant from the Local Regeneration Fund or other investment streams. This work has resulted in a variety of high-quality and valued opportunities, outcomes and new experiences for local people and visitors that were not available previously. The projects successfully delivered, or in progress through the £25m awarded in 2020, are shown on the table provided.

The PiPP vision and plans will continue to build off the transformational step changes that have been made possible through UK Government funding and the 2020 TIP, linking closely with several of the projects that have been brought forward. This includes demonstrable links between the TIP pillars and the identified local PiPP aspirations, as detailed within section 3.3 of this plan. In particular, the data and engagement findings relevant to the PiPP demonstrate repeated links to the priorities set out within the TIP, particularly surrounding local skills gaps, town centre residential and regeneration, connectivity and wayfinding and safety and security.

As a result of these similarities, it is anticipated that the 10-year PiPP initiatives that may be prioritised by the board include some of the remaining proposals identified within the 2020 TIP, as well as more recently emerging, and pipeline projects. This will complement projects delivered to date, helping to achieve the overarching TIP vision and shared priorities identified by the community for the PiPP. Example initiatives within the TiP that could be taken forwards through the PiPP include a potential town centre residential conversion scheme, community space and public realm improvements, events, active travel, transport and wayfinding schemes and support for the growth of key employment and education sites.

Project	Summary
Redevelopment of 32 Stodman Street	The redevelopment of 32 Stodman Street (the former Marks and Spencer's) to create high-quality Town Centre residential living and new commercial and office space, creating activity and footfall.
Development of the Air and Space Institute	A new state of the art Air and Space Institute which will create new jobs locally and train the next generation of skills-matched aviation professionals with military and civil partners including pilots, engineers and ground staff.
YMCA Community and Active Village	Expanding the YMCA Newark and Sherwood Community and Activity Village by constructing a new home to sports and leisure facilities, music and art spaces, conferencing, a wellbeing and health delivery service suite, culinary training, outdoor skate park and an olympic climbing centre.
Castle Gatehouse Project	To enhance the experience of Newark's foremost historical asset and transform the Castle into a major attraction for residents and visitors alike.
Newark Construction College	New training opportunities for young people and retraining for adults in Newark with the intention of securing both employment and high qualifications within the construction sector for learners.
Newark Heart Project	Plans to drive and measure additional footfall and local spend through the repurposing of public buildings and spaces and an ongoing calendar of events and activities.
Newark Cycle Town	Working with a range of partners to transform Newark into a '20-minute town', giving people the ability to meet most of their everyday needs within a 20-minute walk, cycle or local public transport trip from their home.

5.2 Alignment with Local Plans and Strategies

In addition to the 2020 TIP, the table below summarises the key links between the future investment priorities identified through the PiPP (as detailed in section 4.6 of this plan) and activities identified within other existing local strategies. Alignment between the PiPP and local plans is key to ensuring strategies complement one another and to enable community partners to continue to work collaboratively towards a shared vision for the area alongside local, regional and national government partners.

Plan/Strategy	Context	Alignment with local PiPP plans
NSDC Local Plan Amended Core Strategy (LPACS) 2019	<p>The NSDC Amended Core Strategy was adopted in March 2019. There are two key relevant objectives within this strategy for the Newark area:</p> <ul style="list-style-type: none">• To manage growth in and around Newark Urban Area and ensure that housing and employment growth are developed alongside appropriate infrastructure and facilities.• To promote, protect and enhance the character and qualities of Newark Town Centre as a place for retail, business, administration, entertainment and tourism.	<p>The two key objectives identified within the LPACS align with the local priorities identified in this plan including:</p> <ul style="list-style-type: none">• Prioritising initiatives within the PiPP theme of regeneration, heritage and high streets, providing the opportunity to deliver transformational projects that support a diverse town centre for business, retail, tourism and entertainment.• Prioritising local investment in the PiPP themes of education and employment, safety and security and transport, enabling projects to be brought forward to improve local infrastructure and community facilities.
NSDC Community Plan 2023-2027	<p>The NSDC Community Plan 2023-2027 sets out the Council’s vision of ‘Serving People, Improving Lives’.</p> <p>The plan includes 7 key ambitions for the wider area of Newark and Sherwood, supported by a series of detailed strategies to achieve each of the identified ambitions.</p>	<p>The local PiPP priorities set out in this plan, align to the core ambitions detailed within the Community Plan including:</p> <ul style="list-style-type: none">• A focus on town centre residential initiatives, helping to achieve ambition 2 through increasing the supply of housing within the town centre.• Encouraging transport and active travel projects, as well as educational and employment schemes aligning with ambition 1, helping break down barriers to accessing opportunities.• Supporting residents to access volunteering and social action projects as well as capacity building initiatives and events to bring communities together, reflecting ambitions 3 and 5.• Investment in town centre management or capital security projects, helping to achieve ambition 4, by reducing crime and anti-social behaviour.

Plan/Strategy	Context	Alignment with local PiPP plans
Emerging Newark Town Centre Masterplan	<p>The emerging Newark Town Centre (NTC) Masterplan identifies 6 themes for Newark Town including:</p> <ol style="list-style-type: none"> 1) A Market Town 2) A Thriving Town 3) A Skilled and Creative Town 4) A Riverside Town 5) An Active and Accessible Town 6) A Town of Discovery 	<p>The emerging Masterplan is instrumental to developing plans for any potential projects within Newark Town Centre, funded through the PiPP investment. The board helps to inform the Masterplan, providing guidance to ensure its vision and focus remains aligned to the collective aspirations set for Newark. The Masterplan priorities are reflected within local PiPP plans through a particular focus on the UK Government's PiPP objective of 'thriving places' and the locally identified aspirations relating to town connectivity, vibrancy, places to live, work and participate in arts, culture and leisure, sustainable development and with the Market Place at heart.</p>
Emerging Sustainable Economic Growth Strategy 2026-2031	<p>The emerging Sustainable Economic Growth Strategy (SEGS) identifies the following priority areas for Newark and Sherwood:</p> <ul style="list-style-type: none"> • Upskilling and reskilling into education or employment with a focus on young people and those with no qualifications. • Supporting people to become economically active. • Improving connectivity and infrastructure. • Focusing support around key sectors of the local economy, • Diversify Town Centres to make Newark and Sherwood an aspirational destination to visit and to work & live in. 	<p>The local PiPP vision includes a focus on improving the town centre and high street regeneration to help diversify the town for employment, residential and visitor purposes, as well as a focus on accessibility. Both these priorities link closely with the opportunities identified within the SEGS regarding improving connectivity and infrastructure for economic purposes.</p> <p>Further alignment between the two strategies is demonstrated through the local PiPP priorities identified relating to skills and employment where programmes may be brought forward to support people to access higher levels skills for in-demand sectors, assistance to access the labour market, as well as bespoke programmes and diversionary activities for young people considered NEET or socially excluded. This will all help achieve the objectives set out within the SEGS, reducing economic inactivity and increasing qualification levels.</p>
Bassetlaw and Newark and Sherwood Community Safety Strategy 2024-2027	<p>This strategy aims to clearly articulate the vision, priorities and objectives of the Bassetlaw, Newark & Sherwood Community Safety Partnership (CSP) over three years. The Plan identifies 5 key thematic priorities of:</p> <ol style="list-style-type: none"> 1) Serious Violence (SV), Violence against Women & Girls (VAWG) & Domestic Abuse (DA) 2) Anti-social Behaviour (ASB) 3) Vulnerability & Contextual Safeguarding: Child Criminal Exploitation (CCE), Child Sexual Exploitation (CSE), Modern Slavery & Human Trafficking 4) Community Cohesion: Counter-Terrorism & Hate 5) Neighbourhood Crime: burglary, theft, vehicle crime 	<p>Local PiPP plans include a focus on improving safety and security, linking closely with the key priorities within the Community Safety Strategy as well as the Government's programme objective of 'Taking Back control'.</p> <p>The PiPP will provide the flexibility to support further investment within the 5 thematic priorities identified within the Community Safety Strategy, working with key partners to identify gaps in funding for priority initiatives that may be met through the PiPP investment. This could include opportunities to support further town centre management initiatives, as well as capital funding to help design out crime and anti-social behaviour.</p>

5.3 Alignment with Other Funding Streams

In addition to recognising supporting strategies, it is important that local PiPP plans align to existing key investment programmes and funding streams to maximise value for money through the opportunity for additionality as well as addressing identified investment gaps. The table below provides examples of other major UK Government funding streams and their focus locally, with consideration of their influence upon the PiPP plans for Newark.

Fund	Alignment with local PiPP plans
Levelling Up Fund 1	£20m awarded towards the Southern Link Road project, as detailed in section 1.3 of this plan. There is an opportunity to build on the LUF 1 programme and other recent related investments by encouraging further active travel and transport improvements within Newark. This would complement the work in progress through the LUF 1 scheme and deliver on the local PiPP sub-objective of ‘thriving places’ by helping become a well-connected town. Additionally, further related investment would help to expand local work and education pathways through improved accessibility and infrastructure to key employment and study sites, relating to the PiPP objective of ‘taking back control’.
Local Regeneration Fund	£25m awarded to Newark to support several pipeline projects, as identified within the 2020 Town Investment Plan (TIP). As detailed in section 5.1 of this plan, these projects link closely to the selected local PiPP priority themes of transport, town centre regeneration, heritage and high streets and education and employment. There is an opportunity to build on the projects supported through the Local Regeneration Fund, with a focus on remaining projects identified within the TIP, continuing to deliver on the local 30-year vision and the priorities identified for the purpose of the PiPP.
Safer Streets	<p>Funding to improve the safety and security of the town and local area including investment in town centre alley gating, diversionary activities, entry systems for buildings, CCTV improvements and lighting, as well as neighbourhood watch and graffiti schemes.</p> <p>Further capital investment needs have been identified locally by key partners including improved lighting, CCTV, town centre management as well as potential revenue investment in continued diversionary activities. There is the opportunity deliver on pipeline interventions through investment from the PiPP, linking in with the priorities identified against resident safety and security, and supporting the local vision through alignment with the locally identified sub-objectives set out in section 3.3 of this plan, under ‘strong communities’.</p>
UK Shared Prosperity Fund/Adult Skills Fund	<p>Over £5m awarded through the UK Shared Prosperity Fund (UKSPF) to Newark and Sherwood between 2022 and 2026. Fund priorities included investment against 3 core themes of skills, business support and communities and place.</p> <p>Projects delivered locally through UKSPF and the Adult Skills Fund (ASF) align most closely to the PiPP selected themes of work, skills and productivity, town centre regeneration and cohesion through support for business growth, employment and education programmes (including young people), and investment in community spaces to help build capacity. There is the opportunity to continue developing and enhancing these programmes through the PiPP, with a focus on capital interventions to complement existing or ongoing revenue schemes such as improvements to learning and community spaces. Equally, further revenue investment can provide the opportunity for additional courses delivered through a place-based approach, offering tailored delivery to meet the needs of individual communities or more deprived areas within Newark.</p>

6.0 Match Funding and Leveraging Investment

6.1 Securing Match - Funding and Investment

In order to attract opportunities for private, public, and philanthropic investment, the board and project leads will endeavour to maximise funding for any proposed projects taken forward through the PiPP.

It is intended that for each project considered by the board for the PiPP investment, the project lead will source match-funding where possible and appropriate. This will help expand the benefits and return on investment, enhancing the impact of initiatives supported through the PiPP and the overall value for the local community. Through developing a robust project appraisal process requiring either a minimum match threshold or the appraisal of projects partially based on match contributions, the board can leverage match-funding throughout the PiPP delivery.

Ongoing consideration and knowledge of alternative funding sources, grant cycles and investment solutions is key to delivering and selecting projects through the PiPP therefore the board will continue to work closely with local authorities and key funders to maintain an awareness and understanding of additional grant opportunities.

The level of match should be addressed in relation to the nature of the grant and the initiative considering both appropriateness based on local context and factors such as the UK Subsidy Control Regime and potential market failures.

Project leads will be required to draw upon their existing connections and networks across Newark and surrounding areas to seek external funding. Likewise, where there is joint alignment across interventions, there is the opportunity for project leads to work collaboratively to accelerate project delivery.

There are a number of large-scale businesses within Newark which could be targeted to source grants or link up with via CSR (Corporate Social responsibility) frameworks to further strengthen and leverage investment. Examples of some of the largest local businesses (by employees) who should be considered in the first instance are shown on the right.

Organisation	Grants/Funds/Initiatives
	<ul style="list-style-type: none">Boots Charitable Trust supports projects in home county of Nottinghamshire, focus on health, learning, community development and social care.
	<ul style="list-style-type: none">Giving back programme to support local charities.10,000 interns programme offering paid work experience, training and development.
	<ul style="list-style-type: none">CSR focussed on people, health and safety, the environment and community.
	<ul style="list-style-type: none">Financial donations are made to support community groups and charities with a focus on people, environment and integrity.
	<ul style="list-style-type: none">CSR promotion of health, education environmental protection, education of inequality and diversity. Provides charity donations.
	<ul style="list-style-type: none">CSR focussed on placemaking and people, partners with RSPB, supply chain sustainability school and Green Building Council.
	<ul style="list-style-type: none">CSR focussed on people, partnerships and environment, work closely with VIY charity supporting young people to gain skills.
	<ul style="list-style-type: none">Community champions budget for community groups and events.Stronger starts initiative providing funding to community groups and schools for food poverty and support for young people.
	<ul style="list-style-type: none">Generates community involvement through local businesses and charity fundraising.

7.0 Community Engagement and Involvement

7.1 Board Background and Membership

Purpose

Following the announcement of the PiPP in Spring 2025, it was agreed that the Newark Town Board will oversee the programmes delivery within Newark, acting as the local community led board. This includes working closely with Newark and Sherwood District Council as the accountable body to develop this Regeneration Plan.

The Newark Town Board was first established in 2020 to provide strong and visible leadership for Newark, challenging partners to increase their ambition of what can be achieved collectively and acting as advocates for the town.

The board oversees key projects within the TIP, accelerated through £25m awarded to Newark through the Local Regeneration Fund in 2020, and is experienced at, and responsible for, working with communities and local stakeholders to make key investment decisions for the area and monitor the delivery of selected projects.

The Newark Town Board operates as the vehicle through which the vision and strategy for the town is defined, with a responsibility of engaging with and representing the local community and partners to identify investment priorities for Newark.

The board will bring together residents, local businesses, grassroots campaigners, workplace representatives, faith, and community leaders and those with a deep connection to their area.

Newark and Sherwood District Council (NSDC) acts as the accountable body for the programme with responsibility for ensuring that public funds are distributed fairly and effectively, and that funds have been managed in line with the Nolan principles and Managing Public Money principles. This includes compliance with legal responsibilities in relation to Subsidy Control and procurement as well as maintaining a role as advisors to the board. Whilst NSDC provides a level of strategic support to

the board, the board operates independently from the accountable body and is responsible for making its own investment decisions for the future uses of up to £19.5m of the PiPP funding.

Membership

The local Newark Town Board comprises private, public and community sector partners, maintaining a shared vision to encourage Newark to fulfil its potential for businesses, residents and communities.

Currently, local board membership includes but is not limited to:

- Local education providers
- Community and voluntary sector groups as well as charitable organisations
- Local police representatives
- Business, investment and retail representatives
- Town, district and county council representatives
- Leisure and entertainment representatives
- Tourism and heritage representative

Local board membership requirements are driven through programme conditions, recognising the objectives set out within the scheme prospectus, as well as local context and the unique needs and opportunities for the area.

Each membership cycle will operate for up to 3 consecutive years, at which point all members may re-apply to continue their membership. Further members may be invited or apply to join the board in between membership cycles, on occasion.

The board's Local Assurance Framework (LAF) defines the current membership of Newark Town Board, as well as the process for future membership cycles, and the roles of potential substitute members.

7.2 Long-Term Community Engagement

Securing buy in for local businesses, civil society and communities is essential to developing plans through the PiPP. In doing so, Newark Town Board has identified various activities, processes and techniques to achieve this objective.

Firstly, the board will develop a long-term community engagement strategy, setting out processes for engagement with the wider community, throughout the next decade. This plan will be refined and reviewed regularly throughout the 10 year-delivery period, responding to the findings and feedback from community engagement. This will include bespoke engagement methods, recognising the need to adapt the approach to suit the relevant audience to undertake meaningful interactions. Engagement will take place at a programme level, as well at times, on a more day to day basis, such as community input to help shape and influence specific elements of a projects scope and delivery.

Secondly, with the use of capacity funding, the board has provided dedicated resource to facilitate community engagement, capacity building and provide support for community groups to participate in the programme. The board will continue to work closely with officers, advisors and human resource available to deliver the PiPP, in a manner that includes community groups, businesses and residents.

Section 8.1 of this Plan sets out the governance structure surrounding the Newark Town Board, with supporting stakeholders and community groups. In particular, the Board works closely with the established 'Newark Town Steering Group', consisting of over 40 community, public and private sector partners. This group acts as a mechanism for stakeholder consultation, helping shape and influence local investment priorities and key decisions taken by the board, through their unique local knowledge and expertise. The Newark Town Steering Group's meeting arrangements are specifically defined within the board's Local Assurance Framework.

The local PiPP plans encourage Newark's community and key stakeholders to

participate in the direct delivery of scheme interventions. This includes plans for potential grant opportunities within the first investment cycle, aligning with the locally selected PiPP priorities and interventions. This could enable community groups to apply for funding, deliver interventions and work directly with local people to drive forward the desired changes for Newark. Project promoters will also be encouraged to address community engagement within grant proposals, demonstrating how projects meet the objectives and priorities raised by the wider community.



8.0 Governance and Assurance

8.1 Governance Structure

The Newark Town Board recognises the importance for plans to be built based on community engagement and real-life experiences and is therefore committed to operating through a governance structure that effectively encourages the local community to feed into the decision-making process.

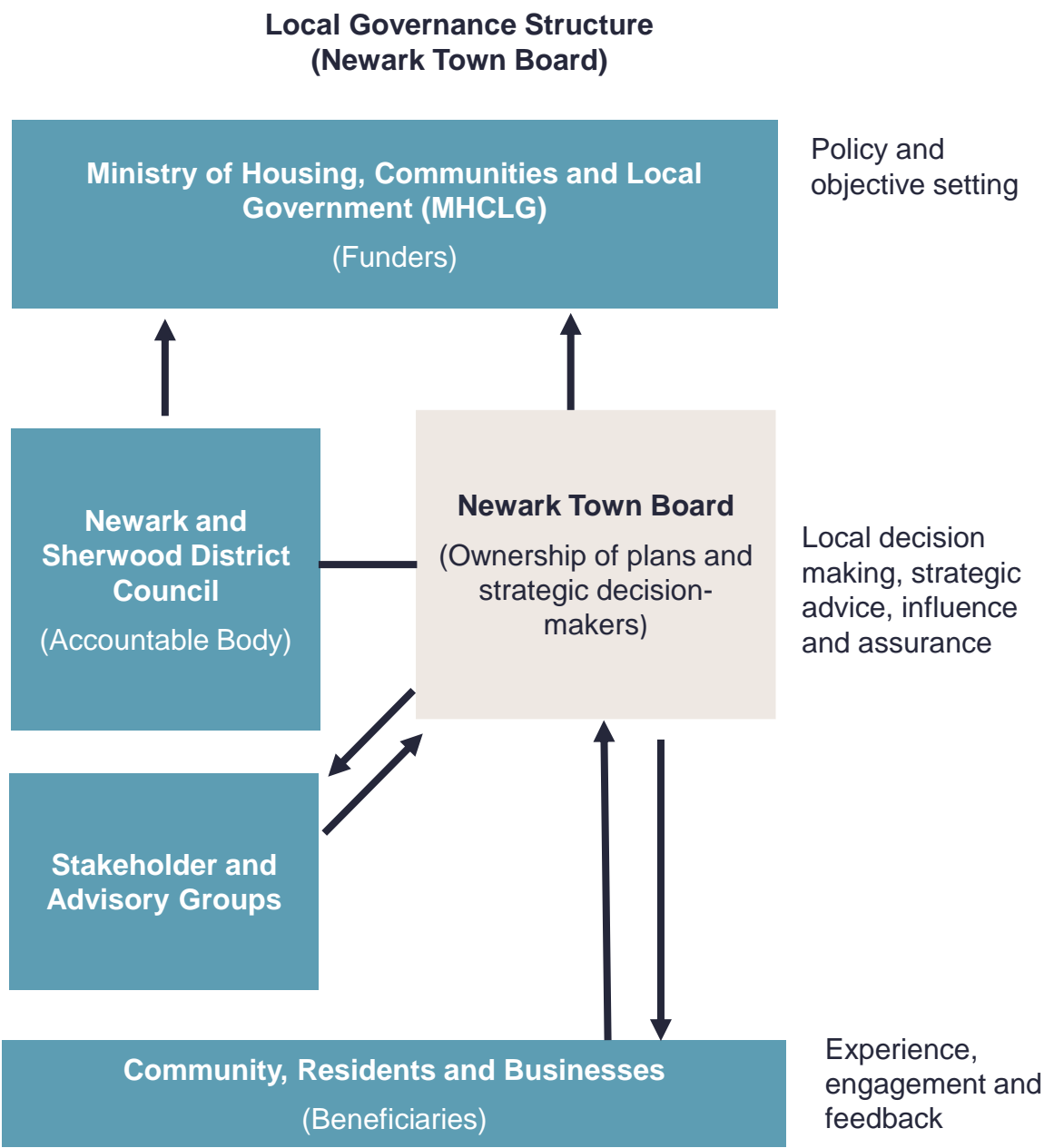
A visual example of the board’s governance structure, is shown on the right.

Through additional engagement with stakeholder and advisory groups, the board works closely with partners and Newark and Sherwood District Council (NSDC), across a variety of thematic areas, to identify local strategic investment priorities for Newark. This includes creating new groups as well as utilising existing platforms that align to the various themes set out within the PiPP prospectus to engage a range of partners and local subject experts. An example of this includes the opportunity to engage with the local Employment and Skills Board where advice and guidance may be sought for skills and employment related challenges, or investment priorities.

As demonstrated on the diagram provided, the board, at times, will also undertake direct engagement with the community, residents and businesses to help gather insight and feedback to inform local investment plans, with the aim of meeting their individual needs as funding beneficiaries.

Community engagement may take place in various forms including surveys, meetings, workshops, events, focus groups and interviews and the approach to engagement will be tailored to the relevant needs of the audience or participating community group. This helps to ensure that engagement with the board is accessible and encourages as many different members of the community as possible to be part of the process of informing local plans.

In addition to acting as the accountable body and as a board advisor, NSDC may, at times, act as project lead, driving forward projects on behalf of the board and wider community, where appropriate and recommended.



8.2 Transparency and Assurance

The Newark Town Board is fully committed to ensuring the highest standards of governance, accountability and transparency across all aspects of its activities.

The board operates by a Local Assurance Framework (LAF), monitored and overseen by the accountable body, through the Section 151 Officer.

Newark and Sherwood District Council (NSDC) is the accountable body for the PiPP therefore has responsibility for ensuring a LAF is in place, meets the standards set out by the Ministry of Housing, Communities and Local Government (MHCLG) and that all funding decisions and board operations are made in accordance with it. This includes maintaining oversight of the programmes delivery to ensure compliance with the PiPP prospectus and monitoring progress with the board and central government.

The PiPP will be managed in accordance with the LAF and board advisors, project leads and members will adhere to the Nolan Principles of managing public money.

Any projects selected for funding through the PiPP, will be subject to assurance requirements to demonstrate value for money for scheme investment. The board's updated local approach to assurance includes a threshold-based model to business case requirements, with the highest value, and most complex of projects usually requiring Full Green Book Standard Business Cases.

Any required business cases will be assured or reviewed independently to maintain the level of transparency necessary throughout the process. Whilst the assurance is based on a series of value considering and deliverability factors, generally, projects that do not demonstrate a positive BCR above a set threshold, are unlikely to be taken forward for PiPP investment.

In addition to assurance processes outlined within the LAF, full transparency is represented throughout the board's decision-making processes, with the requirement for all members to adhere and sign up to the Register of Interest Policy and Code of

Conduct. This includes the requirement for member declarations of any potential conflicts of interest associated with key recommendations or decisions taken by the board. This information is managed throughout the decision-making process and all returned forms are to be held by NSDC as the accountable body.

In accordance with the PiPP prospectus, the board will meet on a minimum of a quarterly basis with more frequent meetings held as required.

The board will publish:

- a documented decision-making process, outlining the voting rights of the board
- profiles of board members
- all board papers in advance of the meeting within 5 working days
- draft minutes of meetings following the meeting within 10 working days
- final minutes, once approved by the board within 10 working days
- any conflicts of interest reported, within the published minutes

NSDC is committed to providing a secretariat to the board. The secretariat is responsible for the operations of the board, ensuring that members adhere to the established terms of reference and that ways of working follow the associated governance and transparency requirements.

The Newark Town Board's full operations including transparency and assurance arrangements, declaration of interests and code of conduct are defined within its Local Assurance Framework.

8.3 Project Selection and Monitoring

Projects receiving the PiPP investment will be selected by the board based on the priorities outlined within this plan. Where agreed, projects may be delivered through commissioning and procurement by the accountable body on behalf of the board or led by partner organisations through grant awards. Where a proposal requires the provision of programme grant funding to a recipient, the award will follow a selection process as the default approach to providing grants. This ensures a fair and open approach to awarding grants, in accordance with the UK Government’s Grants Functional Standard.

Prior to a grant selection process, a criteria and appraisal mechanism will be agreed by the board upfront and shared with potential applicants. The specific criteria will be developed to reflect the overall aims and objectives of the relevant grant scheme however examples of the factors to be considered include the projects' ability to deliver the PiPP objectives and the specific local vision and priorities, match funding available, project readiness and deliverability, demonstration of community engagement, and consideration of wider environmental, equality and diversity implications. Applications will be scored independently with final awards subject to the supporting assurance process such as the potential development of business cases (in accordance with the LAF).

Following completion of the initial assurance process, the relationship with individual project leads will be governed by Grant Funding Agreements between the accountable body and relevant organisation. Grant recipients will be obliged to follow the code of conduct based on the Nolan Principles and adhere to all conditions set out within the Agreement, including transparency and compliance against the UK Subsidy Control Regime and Public Contract Procedure Rules. The Agreement will include an agreed set of outputs and outcomes, as well as financial and risk related reporting to both the accountable body and board to track progress. Regular updates will be provided to the board to monitor progress of each project and ensure ongoing compliance.



8.4 Wider Considerations

Environmental Impact

The Newark Town Board will consider environmental impact in the design and delivery of the local PiPP, including its environmental duty when implementing the Regeneration Plan and the selection of projects.

Firstly, the board has considered existing environmental and sustainability challenges as a part of a socio-economic baseline review. This drew on evidence from the Environment Agency¹ and showed that Newark and Sherwood ranks 6th for overall environmental inequality across Nottinghamshire. This highlights that the district needs to improve on reducing exposure to chemicals, increasing engagement with the environment, and minimising waste.

Secondly, the board endeavoured to include an Environment Agency representative as an advisor to the Newark Town Board, providing advice and guidance to support the board in its strategic decision making. This helps to ensure environmental impacts are considered as part of discussions and proposals for potential sustainability interventions were collated and addressed.

Thirdly, environmental and sustainability priorities will be factored into the project selection and assurance process. This includes the requirement for projects to recognise, and appropriately and proportionally address environmental implications, in order to draw down funding.

Equality, Diversity and Inclusion and Public Sector Duty

The Newark Town Board will consider how the PiPP projects will improve the economic, social, and environmental well-being of the Newark area, how equality issues are considered and how such improvements can be secured in town investment projects. Likewise, the board is encouraged to consider equality, diversity

and inclusion implications that may be associated with any selected programme plans or local activities.

At a project level, each 'high-value' project as part of the Green Book Business Case should include details of how it meets the government's clean growth principles and Public Sector Equality Duty. For all other project proposals and grant applications, project leads will be required to demonstrate how equality, diversity and inclusion implications are considered and addressed through project design and delivery, and this will be appraised and considered by the board, prior to the release of any funding.

The board seeks to ensure through its processes set out within the LAF and its community engagement methods, that it operates in a way that is considered representative and accessible, including seeking views from as much of the community as possible throughout planning and delivery.



¹ Adaptive Investment for Growth, Environment Agency, July 2023.

9.0 Appendices Summary

A red, arched sign with white text that reads "Welcome to NEWARK on TRENT". The sign is supported by two red pillars. In the background, there is a large stone castle wall and a church tower.

Welcome to
NEWARK on TRENT

9.0 Appendices Summary

Appendix A: Community Engagement Findings Summary Pack

Provides a summary of key targeted community engagement exercises undertaken and findings, as referenced throughout section 4 of this plan.

Appendix B: MHCLG Data Pack 2025

A copy of the MHCLG Data Pack 2025, as referenced throughout section 4 of this plan is available [here](#).

Appendix A: Community Engagement Findings Summary Pack

Community Engagement Background

Following the review of all relevant data and knowledge gathered, and as presented throughout the Regeneration Plan, various evidence driven challenges and investment opportunities for Newark can be identified. This includes needs relating to town centre, deprivation, crime and anti-social behavior, health and wellbeing, connectivity and accessibility, and skills and employment.

Whilst it is imperative that local PiPP plans are built on the data findings and evidence gathered, it is essential that community views are sought to establish local priorities for the area. This includes undertaking meaningful engagement through a representative and iterative process to help ensure plans are built on both data and the voice of the local community.

The community in Newark has been engaged on various occasions over the past few years, and again more recently to discuss their priorities for the area. This includes a series of methods to engagement such as events, workshops, surveys, meetings and informal drop-in opportunities.

Over the past 4 years Newark has undergone more than 20 engagement sessions with over 9,000 people responding to surveys. This is equivalent to c. 30% of the Newark PiPP area population.

The table provided summarises the main community engagement exercises undertaken to date regarding Newark investment priorities, and excludes informal discussions and engagement held with stakeholders and communities on an ad-hoc basis.

Type of Engagement	Community Group/Cohorts Represented	Date
Town Investment Plan (online survey)	<ul style="list-style-type: none">ResidentsBusinessesVisitors	2020
Newark Residents Survey (online survey, in person survey, focus groups)	<ul style="list-style-type: none">Residents	2022
Newark Masterplan Consultation (online survey, in person workshop, market stall stand, focus groups, online workshop)	<ul style="list-style-type: none">Residents and BusinessesNewark college and ESOL studentsTown/District CouncillorsOuter Newark residentsYoung peopleGRT communityInfrastructure providers	2023 /2024
Business Baseline Survey (survey, workshop, focus groups)	<ul style="list-style-type: none">BusinessesTown Centre PartnershipMarket traders	2023/ 2024
Beaumont House Engagement (in-person workshop)	<ul style="list-style-type: none">Day therapy patients	2024
Newark College Students (survey)	<ul style="list-style-type: none">College Students (16 to19-year-olds)	2024/ 2025
Newark Town Steering Group (in person workshops)	<ul style="list-style-type: none">Local community groups and charitiesPublic and private sector organisations	2020/ 2025
Professional Community Leads (online workshops)	<ul style="list-style-type: none">Officers and professional leads for Resettlement communities, GRT and other underrepresented community groups, youth, elderly and vulnerable residents, homelessness as well as leads for health and wellbeing, skills and employment.	2025
Zencity Survey (digital survey)	<ul style="list-style-type: none">Residents	2025

Name of Engagement	Topics covered	Engagement Groups	Form of Engagement	No. of Responses/ attendees	Date of Engagement	Key Findings or Priorities Raised
Town Investment Plan - Newark Place Strategy	<ul style="list-style-type: none">Existing town centre usageLikes/Dislikes within the townImprovements needed within the town	<ul style="list-style-type: none">General publicNewark town and parish councilNewark council members16-2475+Unemployed residentsDigital business	Online survey	1,805	May - June 2020	<ul style="list-style-type: none">Improve traffic and congestionMake the town saferBring heritage buildings into useImprove the links with the riverIntroduce free parking
2022 Resident Survey	<ul style="list-style-type: none">Improvements needed within the townFeelings of community cohesion and safetyViews on council values and communication	<ul style="list-style-type: none">General public and further focus groups includingYoung people (16-24)StudentsLocal businessesGRT communityVoluntary sector	Online survey In-person survey Focus groups	5,357	May - June 2022	<ul style="list-style-type: none">Maintain roads and pavementsTackle ASB and crimeProvide more health servicesChallenge discriminationRegenerate town centres/high streetsKeep the streets and public areas tidyImprove resident safety and security
Zencity Survey	<ul style="list-style-type: none">Local area satisfactionTrust in local areaViews on whether the local area is ‘left behind’Satisfaction with local amenitiesPriority improvements for the local areaFeelings of resident empowermentAwareness of the PiPP.	<ul style="list-style-type: none">Residents	Digitally recruited survey (e.g., over social media, mobile apps, and survey panels).	180	April - May 2025	<ul style="list-style-type: none">Safety and security issuesLack of shopsArea appears ‘run down’Lack of activities, cultural events and things to doLack of green/natural space.Lack of transport linksLack of job opportunitiesStreet cleanliness issuesLack of training and skills programmesLack of digital connectivity

Name of Engagement	Topics covered	Engagement Groups	Form of Engagement	No. of Responses/ attendees	Date of Engagement	Key Findings or Priorities Raised
Newark Masterplan Consultation	<ul style="list-style-type: none">Local priorities to help prepare a Masterplan and Design Code for Newark Town Centre	<ul style="list-style-type: none">General publicBusinessesNewark collegeTown/District councillorsEnglish for Speakers of other languages (ESOL) studentsOuter Newark (out of town centre) residentsYoung PeopleGRT communityLocal business ownersInfrastructure providers	<ul style="list-style-type: none">Website surveyIn-person workshopMarket stall standFocus groupsOnline workshops	1,734	September-October 2023 and March 2024	<ul style="list-style-type: none">Improve the riverfront offerIncrease leisure activitiesTackle vacant shopsImprove car parkingProvide better marketing for the townIncrease local apprenticeshipsRevitalise the town centreImprove public transportFurther greening of public spacesImprove safety and security
Business Baseline Survey	<ul style="list-style-type: none">How business can be improved in Newark	<ul style="list-style-type: none">BusinessesCultural Heart of Newark Board and Town Centre PartnershipWider sector businesses (to retail & hospitality)Market tradersOffice owners	<ul style="list-style-type: none">SurveyWorkshopFocus Group	176	December 2023	<ul style="list-style-type: none">Improve safety and reduce ASBBetter mapping and signage for areaCreate cleaner streetsImprove the shopfrontsReduce car parking costsMore to attract families/young peopleCreate a night-time economy
Beaumont House	<ul style="list-style-type: none">Patient's views on priorities for investment in Newark	<ul style="list-style-type: none">Day therapy patients	<ul style="list-style-type: none">In-person workshop	10+	May 2024	<ul style="list-style-type: none">More and improved car parkingMore to attract people to visitBring back shops and improve marketplaceImprove public transportImprove roadsImprove safety of the town

Name of Engagement	Topics covered	Engagement Groups	Form of Engagement	No. of Responses/ attendees	Date of Engagement	Key Findings or Priorities Raised
Newark College Students	<ul style="list-style-type: none">• What the respondents liked and disliked around Newark• How they feel the town can be improved• How can we make the town a better place to live, work and visit.• What their “priorities” are	<ul style="list-style-type: none">• College Students (16–19 year olds)	Survey	25	May - June 2025	<ul style="list-style-type: none">• Encourage better safety, security, and reduced ASB• Provide more entertainment and things to do with family and friends• Create more job opportunities• Create more music and comedy shows• Provide more sports events• Target some transport barriers
Newark Town Steering Group	<ul style="list-style-type: none">• Priority areas for investment.• Known funding gaps relating to priorities• Overall town vision• Ongoing community engagement opportunities• Alignment with existing strategies and programmes	<ul style="list-style-type: none">• Local community groups and charities,• Public and private sector organisations	Face to face workshop	+40 organisations	May 2025	<ul style="list-style-type: none">• Long- term sustainable interventions are key• Further opportunity to target youth voice• Priorities continue to surround, town centre, safety and security, events, cohesion, skills and transport and connectivity
Professional Community Leads	<ul style="list-style-type: none">• Priority areas for investment.• Known funding gaps relating to priorities• Overall town vision• Ongoing community engagement opportunities• Alignment with existing strategies and programmes	Local Authority Officers and professionals including leads for the following delivery areas: <ul style="list-style-type: none">• Resettlement• GRT and other underrepresented community groups• Youth• Elderly and vulnerable• Homelessness• Health and wellbeing• Skills and employment.	In-person/online workshop	7	June 2025	<ul style="list-style-type: none">• ASB and crime challenges ongoing• Further investment in sports facilities required from a cohesion and wellbeing perspective• Long-term sustainable interventions are key• Further opportunity to target most vulnerable of residents through support with key charities and community partners• Challenges continue to surround, town centre, safety and security, events, cohesion, skills and transport and connectivity• More events needed for elderly or isolated to help combat social isolation• Alignment with adult skills fund and other investments such as UKSPF is key