



NEWBOLD COMYN FEASIBILITY STUDY AND MASTERPLAN ENGAGEMENT PLAN

Background

The Sport, Leisure and Culture Consultancy (SLC) were commissioned by Warwick District Council (WDC) in August 2018 to undertake an initial study to identify viable and practical options for future use of Newbold Comyn, which includes land used formerly for a golf course. The 120 hectare site is well used for a variety of formal and informal sport and leisure activities and the Council wished to explore potential commercial opportunities to maximise the site's location and meet need across the wider area.

A key output of this initial study was to provide a shortlist of viable options which could practically be managed and delivered and were supported by evidence of market demand and a high-level assessment of potential commercial return. The land requirements of the shortlisted options were then mapped to provide clarity on the spatial planning of different options.

Previous Engagement

SLC engaged with a limited selection of stakeholders during the initial study to inform potential options. These included WDC officers, Everyone Active (WDC's leisure operator partner), local and national golf operators, Warwickshire Wildlife Trust, Sport England, University of Coventry, Go Ape (outdoor activity operator) and the landlord of Newbold Comyn Arms.

No engagement was undertaken with the wider public during the initial study. At the time, WDC were undertaking a comprehensive public consultation exercise on local people's use of / relationship with Newbold Comyn, how they use the site currently and with whom. Over 3,000 responses were received, demonstrating the high level of engagement and interest in the site amongst local residents and have provided useful background context to inform the next phases of public engagement.

Future Engagement

Overview

SLC has subsequently been appointed by the Council to undertake a feasibility study to identify a preferred mix of viable facilities and develop a masterplan for the site. Key to this work is to undertake public consultation which will be delivered in two distinct phases.

Phase 1 consultation will be held during September and October 2019 to receive feedback on the shortlist of facility options developed during the initial study.

The results of this Phase 1 consultation will be presented to officers and elected Members for review and discussion in early November. They will decide, through evaluation of the feedback received, which facilities shall be included within the feasibility study and draft masterplan for Newbold Comyn.

The feasibility study and draft masterplan will then be presented to the Council for consideration in January 2020. If approved by the Council, the draft masterplan would then be subject to Phase 2 of public consultation in early 2020. Feedback received through this second round of consultation would again be reviewed by officers and elected Members in March 2020. They will consider,

through evaluation of the feedback received, whether any changes should be made to the draft masterplan and a final masterplan will be developed accordingly.

Summary Table of Consultation Programme

Consultation exercise	Dates	Outputs
Phase 1 public consultation on facility options developed through initial study	Sept – Oct 2019	Feedback on facility options for consideration by WDC officers and Members.
Workshop with WDC officers and Members to review feedback	Early Nov 2019	Results of consultation reviewed by WDC officers and Members to agree which facilities are taken forward to feasibility and master planning stage in Nov-Dec 2019.
Phase 2 public consultation on draft masterplan	Jan – Feb 2020	Feedback on draft masterplan for consideration by WDC officers and Members.
Workshop with WDC officers and Members to review feedback	March 2020	Results of consultation reviewed by WDC officers and Members to agree any changes to draft masterplan.

The Phase 1 consultation will run for a period of 8 weeks during September and October 2019 and consist of 3 primary formats:

1. **Public consultation events** – SLC has resourced to facilitate 2 x 1-day public drop-in sessions designed to enable residents to provide feedback on the shortlist of facility options, identify any other potential options and to input into the potential layout of the site. Further details on the plan for these events is provided below.

2. **Online survey/questionnaire** – SLC has developed a user-friendly survey which will be hosted on an online platform and a link provided on the Council’s consultation webpage. The survey is designed to enable residents to provide feedback on the shortlist of facility options, identify any other potential options and to input into the potential layout of the site. A copy of the draft survey is provided in Appendix 1. The survey will be promoted through the Council’s communication channels, including social media platforms, the stakeholder network and on-site signage. It may also be promoted through flyers to neighbouring residents (not currently resourced for by SLC). It would also be supported by a Frequently Asked Questions document to aid residents’ understanding of the plan.

3. **Email/telephone consultation** – SLC will undertake email/telephone consultation with selected current users and interested parties as referred to in the Consultees list below. All consultees will be provided with the link to the online survey via email.

Public Consultation Events

SLC will facilitate two 1-day public consultation events during September and October designed to provide opportunities for local people to provide feedback on the shortlist of facility options, ask questions and make suggestions on additional or alternative potential facility options.

It is proposed that one event is hosted at Newbold Comyn Leisure Centre as this is easily accessible to existing users of the park and has generally high footfall. The second event is proposed to be hosted in a town centre location, possibly at the Town Hall.

The sessions will be visually engaging and interactive and provide opportunities to view plans of the existing site and images of proposed facilities. They will be split into 3 distinct sections:

- What do you think?** This section will ask for feedback on the identified facility options. There will be a method of scoring each of the proposed facilities through a RAG Rating approach where participants will be provided with a number of red, amber and green sticky dots to place on a chart listing the facility options together with supporting images to aid their understanding. A further engagement exercise will be provided to enable them to prioritise those options which are most important to them.
- Where do you think?** This section will enable people to identify where on site they'd like to see different facilities by placing markers on a large scale plan.
- What else do you think?** A suggestion board with post-it notes allowing people to make further suggestions, comments.



The feedback from these events will be collated by SLC and form part of the overall briefing paper on the Phase 1 public consultation. This will be reviewed by officers and elected Members in the workshop described above to agree which facilities should be taken forward to the feasibility and master planning stage.

Consultees

This Consultation Plan identifies the different consultee groups, the proposed format of engagement and associated timescales. The consultee groups are categorised as follows:

- Sporting bodies – Sport England and National Governing Bodies of Sports
- Current users and interested parties – sports clubs and organisations (e.g. ParkRun) that use the site for programmed activities and interested parties located on site (e.g. Everyone Active and Newbold Comyn Arms)
- Wider public (users and non-users)
- Local schools
- Under-represented groups
- Operator market – further engagement with potential future operators to inform viability and consideration of future management model.

1. Sporting Bodies

Organisation	Format	Timescales	Notes
Sport England	Email and telephone discussion	Early Sept	This will seek to secure support for the proposals and understand potential for external funding.
Football Association	Email and telephone discussion	Early Sept	

Organisation	Format	Timescales	Notes
England Golf	Email and telephone discussion	Early Sept	
British Cycling	Email and telephone discussion	Early Sept	

2. Current Users and Interested Parties

Organisation	Format	Timescale	Notes
Leamington ParkRun	Email / telephone discussion and link to online survey and details of public drop-in sessions for circulation to participants	Early - mid Sept	600 participants each week, 5K around Newbold Comyn
Kids Run Free	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	Monthly event – children
Royal Leamington Spa Cycling Club (RLSCC)	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	50 children weekly – around Newbold Comyn
Nick Tawney (Chairman), Leamington Cycling and Athletics Club	Email / telephone and link to online survey for circulation through membership database	Early - mid Sept	Cross country events on the Comyn
Sustrans	Email / telephone discussion	Early – mid Sept	Cycling and walking charity - The Lisas Line (Warwick & Leamington Spa)
Toni Gaskins (Area Manager) and Gareth Wagg (Contract Manager), SLM / Everyone Active	Email / telephone and link to online survey for circulation through membership database	Early - mid Sept	Everyone Active operates Newbold Comyn Leisure Centre and will have a keen interest in any future development of NC.
Leamington Hibs Football Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early - mid Sept	5 teams, 75 players
Leamington Lemmings Football Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early - mid Sept	
Leamington Brakes Football Club	Email with link to online survey and	Early – mid Sept	22 teams, 330 children playing fortnightly and training weekly

Organisation	Format	Timescale	Notes
	details of public drop-in sessions for circulation to participants		
Khalsa Juniors Football Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	5 teams, 75 players
Warwick Juniors Football Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	
Lillington Juniors Football Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	
Westlea Wanderers Football Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	1 team, 15 players
Heathcote Athletic	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	1 team, 15 players
Leamington Spa Sailing Club	Email with link to online survey and details of public drop-in sessions for circulation to participants	Early – mid Sept	
Red House Farm Livery	Email / telephone discussion and link to online survey and details of public drop-in sessions for circulation to members	Early – mid Sept	Equestrian centre, adjoins Newbold Comyn
Campion Hills Allotments	Email with link to online survey and details of public drop-in sessions for circulation to plot holders	Early - mid Sept	
Simon Miller, Newbold Comyn Arms	Email / telephone discussion	Early - mid Sept	

Organisation	Format	Timescale	Notes
Warwickshire Wildlife Trust	Email / telephone discussion and link to online survey and details of public drop-in sessions for circulation to volunteers	Early – mid Sept	
Idverde (The Landscape Group)	Email / telephone discussion	Early – mid Sept	Manage the grounds maintenance contract
Warwickshire County Council Forestry Section	Email with link to online survey and details of public drop-in sessions	Early – mid Sept	Manage the trees
Warwick Natural History Society	Email with link to online survey and details of public drop-in sessions for circulation to members	Early – mid Sept	
Ward Councillors	Email / telephone discussion and link to online survey and details of public drop-in sessions for circulation to members	Early – mid Sept	
Leamington Town Council	Email with link to online survey and details of public drop-in sessions for circulation to members	Early – mid Sept	
Radford Semele Parish Council	Email with link to online survey and details of public drop-in sessions for circulation to members	Early – mid Sept	

3. Wider Public (users and non-users)

	Format	Timescale	Notes
Residents	User-friendly online survey designed to gather feedback from residents on the options identified through the initial study. (See Appendix 1)	From early Sept for 8 weeks	This will be managed by SLC on our Zoho survey platform and promoted through the Council's communication channels, including social media platforms, the stakeholder network and on-site signage. Can also be promoted through flyers to neighbouring residents (not currently resourced for.) Survey can also be sent to all those who agreed to be part of

	Format	Timescale	Notes
			future consultation.
	2 x 1-day public drop-in sessions at prominent, agreed venues.	One in Sept one in Oct	These will be promoted through the same channels as above and provide an opportunity for people to see the spatial plans up close and ask questions.

4. Local Schools

School	Format	Timescale	Notes
St Paul's CE Primary School	Email with link to online survey and details of public drop-in sessions for circulation to parents	Mid Sept	Option to include mini workshops / assemblies with pupils but not currently resourced for.
Treetops Montessori Nursery	Email with link to online survey and details of public drop-in sessions for circulation to parents	Mid Sept	Option to include mini workshops / assemblies with pupils but not currently resourced for.
St Anthony's Catholic Primary School	Email with link to online survey and details of public drop-in sessions for circulation to parents	Mid Sept	Option to include mini workshops / assemblies with pupils but not currently resourced for.
North Leamington School	Email with link to online survey and details of public drop-in sessions for circulation to parents	Mid Sept	Option to include mini workshops / assemblies with pupils but not currently resourced for.
Campion School	Email with link to online survey and details of public drop-in sessions for circulation to parents	Mid Sept	Option to include mini workshops / assemblies with pupils but not currently resourced for.
Trinity Catholic School	Email with link to online survey and details of public drop-in sessions for circulation to parents	Mid Sept	Option to include mini workshops / assemblies with pupils but not currently resourced for.

5. Under-represented Groups

In order to maximise the public engagement, SLC will seek to engage with representatives of under-represented groups or those that are less likely to engage with Newbold Comyn. Understanding the needs of these groups will be critical to ensure equal access to potential facilities and activities on the site in the future. SLC will seek guidance from the Council on specific target groups but typically these include Black, Asian and Minority Ethnic (BAME), disabled, older people, those on low income, children and young people.

Under-represented Group / Organisation	Format	Timescale	Notes
BAME <ul style="list-style-type: none"> Equality and Inclusion Partnership ??? 	Telephone discussion with key representatives and email with link to online survey and details of public drop-in sessions for circulation through comms channels	Mid-late Sept	
Disabled <ul style="list-style-type: none"> Heart of England MENCAP Activity Alliance 	Telephone discussion with key representatives and email with link to online survey and details of public drop-in sessions for circulation through comms channels	Mid-late Sept	
Older people <ul style="list-style-type: none"> Age Concern Leamington ??? 	Telephone discussion with key representatives and email with link to online survey and details of public drop-in sessions for circulation through comms channels	Mid-late Sept	
Low income <ul style="list-style-type: none"> 	Telephone discussion with key representatives and email with link to online survey and details of public drop-in sessions for circulation through comms channels	Mid-late Sept	
Children and young people <ul style="list-style-type: none"> Lillington Youth Centre 	Telephone discussion with key representatives and email with link to online survey and details of public drop-in sessions for circulation through comms channels	Mid-late Sept	

6. Operator market

In order to inform the viability of identified options, SLC will undertake further consultation with the following operators/interested parties who were consulted during the initial phase of work.

Organisation	Format	Timescale	Notes
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Organisation	Format	Timescale	Notes
Becky Powers, Business Development Manager, Mytime Active	Telephone discussion	Mid-late Sept	
Pat Winston, Head of Operations, Playgolf	Telephone discussion	Mid-late Sept	
Tom Brooke, Managing Director, Glendale Golf	Telephone discussion	Mid-late Sept	
Phil Sharp, Warwick Golf Centre	Telephone discussion	Mid-late Sept	
Bryan Frazer, General Manager, Leamington & County Golf Club	Telephone discussion	Mid-late Sept	
Andrew Hix, Former Golf Pro, Newbold Comyn Golf Course	Telephone discussion	Mid-late Sept	
Frances Buck, Business Development Manager, Go Ape	Telephone discussion	Mid-late Sept	
Newbold Comyn Leisure Centre	Telephone discussion	Mid-late Sept	

Communications / Promotion

The online survey and public consultation events are proposed to be promoted through a series of channels and the Council will have a key role to play in this.

- Council social media channels – Twitter, Facebook, Instagram, LinkedIn
- Council residents’ newsletter
- Site based posters
- Flyers to neighbouring residents
- Emails to respondents of previous consultation who confirmed they would be willing to be contacted for future consultation
- Emails from SLM through their membership database
- Liaison with schools to help promote through their communications channels.

Outputs

The primary output from the Phase 1 engagement exercise will be a briefing paper which collates the feedback received through the formats described above and highlights the key findings. These findings will be presented at a workshop with the WDC project team and elected Members, to explore how the feedback should be used to inform the final facility mix for the draft masterplan.

The Sport, Leisure and Culture Consultancy

July 2019



Appendix 1: Online Survey - Newbold Comyn Draft Masterplan

Introduction

Thank you for agreeing to complete this survey.

The Sport, Leisure and Culture Consultancy (SLC) has been appointed by Warwick District Council to develop a feasibility study and draft masterplan for the potential future use of Newbold Comyn in Leamington Spa.

The Council wish to explore a range of potential options for Newbold Comyn which encourage stronger engagement with the park by all sections of the community and provide opportunities for local people to be physically active.

A list of potential new or enhanced facilities to support a more diverse range of activities has been identified by SLC and the Council. We'd like you to give us your opinion on these facilities by completing this survey.

The information that you provide in this questionnaire will be reported back to the Council and used to inform the development of a final draft masterplan for the site, which will then be reported to a future meeting of the council's Environment Committee. The questionnaire is completely anonymous. Please be assured that all your answers will be stored in accordance with our responsibilities under the Data Protection Act 1998 and General Data Protection Regulation 2018.

The deadline for completion of the questionnaire is Sunday 27th October 2019. If you have any questions regarding the survey, please do not hesitate to contact a member of the SLC team using the email info@slc.uk.com Thank you for your participation,

SLC and Warwick District Council.



Section 1: Current Use

Question 1:

Do you currently visit Newbold Comyn park? (Please select one option only)

Yes

No

(automatic transfer to either Q2 or Q7)

If yes - Question 2:

How often do you visit? (Please select one option only)

Every day

Most days

Once or twice a week

Once every two weeks

Once a month

Two or three times a year

Once a year

If yes - Question 3:

Typically, what is the purpose of your visit? (Please select all which apply)

Walking

Dog walking

Use play facilities

Informal running / jogging

For an event e.g. ParkRun

Structured fitness session e.g. boot camp

Cycling



Use Campion Hill Cycle Track

Informal use of playing pitches (playing with friends)

Formal use of playing pitches (playing as part of a team in booked matches)

Skateboarding / Scootering

Horse riding

Picnics / BBQs

Kite flying

Model aeroplane flying

Frisbee

Enjoy nature

Photography

Fruit picking

Meeting place

Other (Please specify)

If yes - Question 4:

What is the main mode of transport you use to travel to Newbold Comyn? (Please select one option only)

Car

Motorcycle

On foot

Bicycle

Train

Bus

Taxi

Other (Please specify)



If yes - Question 5:

What do you like about Newbold Comyn park? (Please select all which apply)

- Open space
- Trees and woods
- Skate park
- Play area
- Playing pitches
- Campion Hills cycle track
- Pedestrian / cycling / running route around the park
- Wildlife
- Peaceful nature
- Nature reserve
- The hills and views
- Other (Please specify)

If yes - Question 6:

Is there anything you don't like about Newbold Comyn park? (Please select all which apply)

- No public toilets
- No café
- Not enough events or activities
- Parking is difficult
- Public transport /access
- Control of pets / animals is a problem
- Play area too small
- Playing pitches
- Skate park
- Campion Hills cycle track

Shared use of pedestrian / cycling / running route around the park

Other users prevent me from doing what I want

Maintenance /cleanliness of site is a problem

Other (Please specify)

If no - Question 7:

Please indicate why you do not visit Newbold Comyn. (Please select all which apply)

Lack of relevant facilities

Lack of awareness

It doesn't interest me

Prefer to visit another park(s)

No time

Poor transport / accessibility

Other (Please specify)

Section 2: Potential new/enhanced facilities and activities

This section seeks feedback on a list of potential new or enhanced facilities that could be provided at Newbold Comyn.

There is also a Frequently Asked Questions document available for you to access at XXX. This document provides a description and example images of the facilities identified.

Question 8:

Overall, to what extent do you support or oppose the idea of new facilities and activities at Newbold Comyn? (Please select one option only)

Strongly support

Tend to support

Neither support nor oppose

Tend to oppose (Please say why)

Strongly oppose (Please say why)

Question 9:

To what extent do you support or oppose the following new or enhanced facilities? (Please select one option for each facility)

Facility	Strongly support	Tend to support	Neither Support nor oppose	Tend to oppose	Strongly oppose	Don't know/ Not sure
Par 3 golf course (9-hole course with shorter holes)						
Adventure Golf course (mini/crazy golf)						
Golf driving range (floodlit practice facility for golf)						
Reinstated pitch and putt						
Footgolf course						
High ropes / low ropes course						
Zip wires						
Outdoor climbing						
Dry tobogganing						
Archery						
Cycle trails						
Woodland craft						
Nature trails						
Artificial turf pitch						
Adventurous play area (more challenging play area for older children)						

Improved skate park						
Improved cycle routes						
Improved pedestrian routes						
Exercise 'trim trail'						
Community Garden (maintained by local community and used to grow food / provide social interaction and exercise)						
Sensory Garden						
Extension to Nature Reserve						
Café / visitor centre						

Question 10:

Are there any other facilities or activities you think should be included? (Please select one option only)

Yes (Please specify)

No

Don't know / Not sure

Section 3: Physical Activity

Question 11:

How physically active are you currently? (Please select one option only)

Physical activity is defined as any moderate intensity activity which raises your heart rate for a sustained period (10 minutes or more).

Less active (Less than 30 minutes a week)

Fairly active (Between 30-150 minutes a week)

Active (150 + minutes a week)

Question 12:



Do you wish to be more physically active? (Please select one option only)

Yes

No

Don't know / Don't mind

Question 13:

If the facilities listed in Q.8 were provided at Newbold Comyn, do you think this would encourage you to be more physically active? (Please select one option only)

Yes

No

Don't know / Not sure

Section 5: Overall Feedback

Question 14:

If the facilities listed in Q.8 were provided at Newbold Comyn, would you be more likely to visit the park? (Please select one option only)

Yes

No

Don't know / Not sure

Question 15:

Please provide any additional comments or feedback that you have here: (Please type in your answer)



Monitoring Questions

We are asking these questions just to see if we have responses from a variety of people from different backgrounds. Your details are confidential and will never be shared. Information provided will be treated in accordance with the Data Protection Act (1998) and the General Data Protection Regulation (2018).

Question 16:

Do you live: (Please tick one option only)

Locally (within 15 minutes walking distance)

Not local but in Warwick/Leamington Spa district

Outside of Warwick/Leamington Spa district but within 30 minutes drive

Other (Please specify):

Question 17:

What is your ethnic origin (Please tick one option only)

White - English/Welsh/Scottish/Northern
Irish/British

White - Irish

White – Gypsy or Irish Traveller

White - European

Mixed/Multiple ethnic groups: White
& Black Caribbean

Mixed/Multiple ethnic groups: White
& Black African

Mixed/Multiple ethnic groups: White
& Asian

Indian

Pakistani

Bangladeshi

Chinese

African

Caribbean

Arab

Other

Prefer not to say

Question 18:

Do you consider yourself to be living with a disability? (Please tick one option only)

Yes

No

Prefer not to say

Question 19:

If you answered 'yes', please select the definition(s) from the list below that best describes your disability / disabilities.

Hearing (such as deaf, partially deaf, or hard of hearing)

Mobility (such as wheelchair user, artificial lower limb(s), walking aids, rheumatism or arthritis)

Learning Difficulties (such as dyslexia)

Vision (such as blind or fractional/partial sight Does not include people whose visual problems can be corrected by glasses / contact lenses)

Reduced physical capacity (such as inability to lift, carry or otherwise move everyday objects, debilitating pain and lack of strength, breath energy or stamina, asthma, angina or diabetes)

Mental Illness (substantial and lasting more than a year, such as severe depression or psychoses)

Speech (such as impairments that can cause communication problems)

Severe disfigurement

Physical Co-ordination (such as manual dexterity, muscular control, cerebral palsy).

Prefer not to say

Other disability (Please specify):



Question 20:

Are you: (Please tick one option only)

Male

Female

Prefer not to say

Question 21:

Are you completing this questionnaire on someone else's behalf? Please tick one option only.

Yes - I am completing this questionnaire on someone else's behalf.

No – I am completing this questionnaire for myself.

Other (Please specify)

End of survey

Thank you for taking part on our questionnaire. Please encourage your friends and family to take the survey too. Just remember the survey closes on Sunday 27 October 2019.

If you have any questions, please contact SLC using the email – info@slc.uk.com