

## Case Study

### *Nuneaton And Bedworth Borough Council (NBBC)*

In 2016, NBBC developed their Built Facility Strategy (SLL) which identified the need for additional water space, sports halls and fitness facilities across the Borough. Although of the need evidenced relates to existing communities, a significant amount relates to the Borough's population growth; over 25k new residents are planned for in the recently adopted Local Plan.

Further to the adoption of the Built Facility Strategy, SLL and GT3 Architects were appointed to develop three feasibility studies, reflecting the need for additional provision in the Borough.

Nuneaton and Bedworth Borough is the most deprived area in Warwickshire, and has significant health inequalities; on average, people in the Borough die 8-10 years earlier than they would do if they lived a few miles away in Warwick, Leamington Spa or Stratford-upon-Avon.

As a former mining area, Nuneaton and Bedworth exhibit a number of indicators of high deprivation:



**Low employment;**



**Poor health, and particularly CV-related conditions;**



**Low levels of physical activity;**



**High and rising levels of obesity;**



**Low levels of educational attainment; and**



**Low car ownership.**



NBBC is determined to address, and reverse the significant health inequalities in the Borough and has made a commitment to this in their new Corporate Plan.

---

## Case Study

*Nuneaton And Bedworth Borough Council (NBBC)*

---

Building on the outcomes of the Built Facility Strategy, and in the context of the local priority to reduce health inequalities, we developed the concept for the Active Borough. There are three focus sites:

- **Two located in destination parks which will provide a huge range of opportunities for formal and informal physical activity, events, one brand new and one re-modelled sport and physical activity hub; and**
- **One brand new facility, co-located on the site of a new Free School (through school provision, plus SEN on one site), on a site adjacent to 5k new homes**

The Strategic Outcomes Planning Guidance has been used to develop these three projects; all will have a co-location with health to some degree, and one with education. All will be linked into the wider Borough through a series of cycle and walking routes; the Football Foundation and British Cycling NGBs are involved as strategic partners across the sites.

The Borough Council, County Council and Public Health are working in partnership to deliver the Active Borough; this strategic partnership is being supported by SLL and GT3 who have developed the needs assessments behind each location, the delivery partnerships (operator, Active partnership, voluntary sector (covering health development, community development, organic gardening, physical activity, community safety), and the revenue modelling to demonstrate sustainability.

GT3 has developed designs and plans for all sites, illustrating the options and costs of new and re-modelled facilities, the needs of co-located provision and services, and the capital costs of each facility mix options.

The options analysis has identified opportunity for rationalisation against the proposed level of investment, as well as opportunities to expand the provision through Active Travel, Safe Routes to School etc.

It has also identified the significant opportunities for partnership funding from S106, education funding, public health investment as well as the County Council and Borough Council, and NGBs.

## Outcomes

The Vision for the Active Borough will deliver three strategically, co-located and integrated service delivery sites, removing barriers to access, and increasing opportunities to be physically active. All three sites will be located in areas of deprivation, so this investment will target those most in need of support- lifestyle, health, education and activity.

The three sites of new and improved provision will facilitate access, help to reduce health inequalities and support a change in behaviour in terms of physical activity. The facilities will better meet local need, and will be more operationally viable, which will benefit the community long-term.