

# *Active Communities Malvern Hills District: A Vision for the Future*

## **Malvern Hills District Sport and Leisure Strategy 2014 - 2024**

Chapter 13:  
Specific Development Opportunities  
in Malvern Hills district



## CONTENTS

<b>13. SPECIFIC DEVELOPMENT OPPORTUNITIES IN MALVERN HILLS DISTRICT .....</b>	<b>3-6</b>
13.1 Malvern Town Football Club .....	3
13.2 Rushwick Cricket Club.....	3
13.3 Malvern Rugby Football Club .....	3
13.4 Powick.....	4
13.5 Lower Broadheath .....	4
13.6 Martley .....	4
13.7 West Worcester.....	4
13.8 Kempsey.....	5
13.9 Hanley Castle High School .....	5
13.10 Upton Hill Community Centre .....	5
13.11 Malvern Vale Community Centre .....	5
13.12 Priory Park Bowling Club .....	6
13.13 Tenbury.....	6
13.14 Summary.....	6

## 13. SPECIFIC DEVELOPMENT OPPORTUNITIES IN MALVERN HILLS DISTRICT

The following development opportunities have been identified within the Strategy will form part of the Sport and Leisure Strategy action plan. They have been split into sports club developments and community leisure developments.

### Sports Club Developments

#### 13.1 Malvern Town Football Club

Malvern Town Football Club operates out of a 5 acres site owned by the club in Pickersleigh – Langland Stadium. The club is currently experiencing significant financial difficulties. The club has debts of c. £160,000, owed to a brewery and HMRC.

If the club were to be forced to fold, the council has the right of pre-emption on the club's land, i.e. the council has the right of first refusal to purchase the land at the value of its current use (sports pitch use).

The council has agreed to exercise its right of pre-emption in respect of Langland Stadium and the land is to be purchased. Subject to purchase, the council intends to enter into a lease with Malvern Town Football Club Ltd in order to secure the sporting and community benefit afforded by the land.

In the longer term, the council would have a number of options with regard to its use of the land.

- Identify, secure and allocate significant external capital investment into the existing facilities (e.g. Sling Lane Playing Fields)
- Identify alternative site for football provision and dispose of the land for housing development.

#### 13.2 Rushwick Cricket Club

The Worcestershire Cricket Facilities Strategy has identified the need for a second wicket to meet the needs of Rushwick Cricket Club.

The cost of providing a second wicket in Rushwick could be met through section 106 funding from the proposed Rushwick development (circa £128k) and West Worcester development (£200k).

Key issues in relation to this opportunity will be the availability and cost of purchasing a suitable site.

#### 13.3 Malvern Rugby Football Club

Malvern Rugby Football Club is exploring relocating to an alternative venue. It has entered into initial dialogue with the council and University about scoping its options.

### 13.4 Powick

Planning permission has been granted for new changing facilities and improvements to pitches at the Hospital Lane site in Powick. The proposed improvements would cost an estimated £400,000, and would potentially be predominantly funded by a combination of section 106 funds and a Football Foundation grant.

These plans have been developed in partnership with Powick Parish Council, and with the support of Powick Football Club and the Football Association (FA).

#### Community Leisure Developments

### 13.5 Lower Broadheath

Lower Broadheath Parish Council has identified the need to improve its available sports facilities and its village hall in its parish plan. The proposed improvements would include:

13.5.1.1 Investment in Chantry School sports facilities

13.5.1.2 Improvement and extension of village hall.

The costs for any improvements would likely need to be met by section 106 funding from developments in Broadheath, but these funds are unlikely to cater for both. The parish and district councils will need to prioritise its needs.

### 13.6 Martley

The Chantry School has put the provision of a new STP high on its list of strategic priorities.

£220k has already been secured through section 106 funding for Public Open Space from a 50 home development in the parish of Martley. This is insufficient for the installation for an STP by itself, and this funding will need to be leveraged to meet the outstanding cost.

The council would also need to consider whether or not this STP, if developed would be included in any future dual use agreement for the operation of community facilities at Chantry School (Sport Martley).

The village hall in Martley also requires investment and could be an alternative area for improvement.

### 13.7 West Worcester

The council may take on the freehold of the community facilities and associated pitches (Community Hub) proposed as part of the West Worcester housing development outlined in the South Worcester Development Plan.

If this were to be the case, the council would seek to identify an appropriate organisation to lease the facility in order to secure a positive use of open space.

The council would seek to employ a model akin to that of Malvern Vale Community Centre to ensure that the adoption of the community facility would not have on going revenue cost implications for the council.

### **13.8 Kempsey**

Kempsey Parish Council has raised the possibility of rationalising the existing community facilities in the parish to enable the development of a purpose built community centre. This opportunity will be further explored in the Kempsey Neighbourhood Plan which is currently being developed.

This development would likely be funded by the associated land sale of existing community facilities and through section 106 funding, dependent on the outcome of the proposed 138 dwelling development in the parish. The council has to date secured over £500k of funding from developers to be invested in the development of a community centre for Kempsey.

### **13.9 Hanley Castle High School**

Hanley Castle High School have identified the installation of a 3G all-weather pitch on the school site as a medium term priority. The school feels that while other schools in the Malvern and Tewkesbury area have benefitted from new facilities, Upton is not well served, and their students are often left with no usable outdoor facilities in poor weather, as are other elements of the local community. Planning constraints have previously been a barrier to a full application for funding from the Football Foundation, but the school continues to seek funding to meet the circa £500,000 cost of installation.

The Worcestershire FA has indicated that there may be an opportunity for investment into either a half or full size STP where there is a clear strategic need.

Welland Junior Football Club, a 'Community Standard' club, have stated that they must move football from the 4 pitches they currently use in Upton or risk going out of business within 2 years. This is due to the cost of constant relocations as a result of the Upton being on a floodplain. Over December 2013 and January 2014 alone, the club spent £1500 on relocating a number of their teams.

If the FA is able to provide funding support and the school can secure additional funding, a joint development opportunity may develop.

### **13.10 Upton Hill Community Centre**

The Upton Hill Community Centre may be refurbished and extended. This opportunity is partly dependent on the outcome of a Worcestershire County Council and Upton upon Severn Town Council review of community facilities.

Funding sources have not yet been definitively identified, but potential sources include section 106 funding, lottery funding and town council funds.

Needs should be established to ensure that any development meets identified need.

### **13.11 Malvern Vale Community Centre**

The council will undertake community consultation and business plan to explore development opportunities at Malvern Vale Community Centre linked to section 106 funding allocation.

### **13.12 Priory Park Bowling Club**

At some point in the future the council may wish to revisit its current lease arrangements with the bowling club to seek to identify a sustainable future for the facility and to ensure it remains a community asset rather than a dilapidated liability.

### **13.13 Tenbury**

Tenbury has been exploring opportunities to develop sustainable community and leisure facilities through previous studies and this will be articulated in the town council's Community Plan.

### **13.14 Summary**

From the previous analysis there are a significant number of opportunities over the next ten years to improve local sport and leisure infrastructure. Outside of the upcoming procurement, the council will work closely with its partners to support and encourage sustainable facility developments where there is identified strategic need.

*Active Communities Malvern Hills District:  
A Vision for the Future*

**Malvern Hills District  
Sport and Leisure Strategy 2014 - 2024**

**Community Services**

Malvern Hills District Council  
The Council House  
Avenue Road  
Malvern  
Worcestershire WR14 3AF

T 01684 862151

E [communityservices@malvernhills.gov.uk](mailto:communityservices@malvernhills.gov.uk)

[www.malvernhills.gov.uk/sport](http://www.malvernhills.gov.uk/sport)

