MALVERN HILLS

Playing Pitch Strategy

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EXECUTIVE SUMMARY

Overview

1. The total population in Malvern Hills is expected to remain approximately the same in the period up to 2026, even including the new housing areas around Worcester and within Malvern Town. The overall trend of an ageing population largely balances out an estimated increase in demand for each of the grass pitch sports of 1% pa meaning that there is relatively little demand for new pitch areas overall. There is however a need to provide new good quality accessible pitch space for the new housing areas, both around Malvern town and within the Worcester-Wychavon-Malvern Hills Growth Area (WWM-GA).

2. Malvern Hills meets some of the exported demand for pitch space from Worcester.

Football

3. Across the authority as a whole there is currently an approximate balance between the demand for football and the supply of playing field space used for matches. However, there are too few mini and junior pitches, and a slight "surplus" of senior pitches. The remarking of some senior pitches to junior and mini sizes would better maximise the space available, but the high proportion of games taking place at the same time does mean that some of the senior and junior pitches can also be used for training.

4. Malvern Town has a shortage of playing field space overall, and it also has some single pitch sites which are of least value to the sport and the most expensive to maintain. The current shortfall of pitch space is approximately 4.5 ha even including those pitches not currently used for matches, or primarily used for informal recreation. The long term future of these pitches should be considered when reviewing the network of sites across the Town, and opportunities should be taken to develop more multi-pitch sites and to locate these in accessible sites, close to the main areas of demand, rather than upgrading the single pitch sites.

5. New accessible playing field space for football will be required to meet the needs of the new housing in and around Malvern town. The total population which will arise from the new housing in Malvern Town is around 7900 people up to 2026, which will require approximately 4 ha of extra pitch space. However, this will be somewhat balanced by the overall aging of the population in Malvern Town area, which will have a reducing demand. The total space requirement across Malvern Town will therefore only increase slightly, but the location of the demand for pitches will change.

6. Consideration should therefore be given as to how the current problems within some of the pitches within the Town might be best met in conjunction with the

provision for the new housing, including possibly extending the size of the new playing field area to 6+ ha which is would provide for more pitches on the same site.

7. The SUE areas within the WWM-GA area will require their own accessible pitch space, totalling 6.5 ha within the Worcester West SUE and 5.7 ha within the Worcester South/Norton SUE. The authority may wish to consider how best to meet the needs of these areas in the light of the total demand which will arise from the WWM-GA proposals.

8. In relation to football, there appears to be a limited importation of demand from Worcester.

Cricket

9. Overall across the authority there are currently sufficient pitches to meet the needs of both Malvern Hills residents and the estimated import of demand from Worcester, of around 2.5 pitches equivalent. This situation is not expected to change up to 2026. The high number of pitches in the authority reflects the popularity of the sport and its particularly rural nature. The future standards of provision are based on retaining this level of provision in the future.

10. However, there is a need for an additional accessible pitch for Malvern Town now and this demand will remain up to 2026, including the new housing growth and a 1% increase in participation.

11. A new pitch to provide for the new housing in Malvern Town should therefore be developed, and the rate of provision per 1000 is proposed as 0.4 ha. With housing growth equating to about 7900 people, this is the equivalent of 1.5 cricket pitches. A new accessible cricket pitch site should therefore be developed within or adjacent to the town. The "value" of the 0.5 remaining pitch should be used to improve the capacity and quality of pitches elsewhere in the Town.

12. The WWM-GA will also require additional pitch space based on the accessibility standard. The Worcester West SUE will require one pitch of 2 ha, and the Worcester South/Norton area will require 1.8 ha of pitch space. The provision rate per 1000 here is slightly lower because the pitches are expected to be used to capacity. The authority may wish to consider how best to meet the needs of these areas in the light of the total demand which will arise from the WWM-GA proposals.

Rugby

13. There is currently sufficient space for matches for both the Malvern Hills residents and the one adult team estimated to be imported from Worcester, but there is insufficient space if the training needs are taken into account, and there is also a need for more mini pitches. Ideally additional space should be provided at all of the

clubs to meet their training requirements, but if this is not possible relocation or upgrading of the existing pitches should be considered.

14. Developers' Contributions across Malvern Hills outside the WWM-GA should be sought for a central fund to be used to ensure the improvements of sites from all housing growth.

15. In relation to the WWM-GA the estimated playing field requirements for rugby within the Malvern Hills area is a total of for 5 ha for Worcester West and Worcester South/Norton. The authority may wish to consider how best to meet the needs of these areas in the light of the total demand which will arise from the WWM-GA proposals.

Rounders

16. No specific requirements.

Lacrosse

17. No specific requirements.

Standards

18. The following standards are a brief summary of the full set of standards proposed within the main report.

Standards for Quantity

19. It is proposed that the following standard is used to guide the amount of grass playing field space per 1000 population for Malvern Hills up to 2026, both for the areas within the WWM-GA and the rest of the authority.

	Hectares of playing field space per 1000 population by 2026	
	Malvern Hills outside the WWM-GA	Malvern Hills within the WWM-GA
Football	0.7	0.9
Cricket	0.4	0.3
Rugby Union	0.2	0.4
HECTARES OF TOTAL PLAYING FIELD PROVISION PER 1000**	**1.3**	**1.6**
** Inclusive of grass pitch space and space for ancillary facilities such as clubhouse/ changing pavilion and car parking. Total equates to 150% of the pitch area alone.		

Standard for Quality

20. Sites should be appropriately located and sited. Sites should be multi-pitch, with the exception of some cricket pitches.

21. Sites should have secure community use i.e. be guaranteed for at least 20 years.

22. Quality should meet the standards of the national governing bodies.

Standard for Accessibility

23. All areas of the authority should have access to secure community use pitches for football and cricket within the following distances with the towns. An accessibility standard is not appropriate for the rural areas, but a network of pitches of different sizes should be in secure community use across each of the sub-areas:

Football (senior, junior and mini pitches)	1.6 km
Cricket pitch	2 km

INTRODUCTION

24. This report considers the overall grass playing field requirements for the period up to 2026, with an estimate of need also provided for 2016, 2021 and 2026. It looks at the balance in supply and demand both across the authority as a whole, and within the different sub-areas of the authority.

25. The sports considered are: football, rugby union, cricket, lacrosse and rounders. There are no other grass pitch sports of particular importance within Malvern Hills. The need for Synthetic Turf Pitches is not included within this assessment as these has been addressed through the recent PPG17 for Malvern Hills, and updated within the Sports Partnership Hereford & Worcestershire Sports Facilities Framework (H&WSFF) and South Worcestershire Sports Facilities Framework.

METHODOLOGY

Team information

26. The assessment of Team Generation Rates is based on the number of clubs and teams for football, rugby and cricket operating within a given area. The most recent published Local Area Data reports (LADS) from the Football Association provide the team numbers for football. The LADS reports are based on the team information for the season 2008/09. The FA's County Areas System's data for the season 2009/10 held by the Worcestershire FA has also been reviewed, and the implications of the findings are considered below.

27. The team information for cricket is based on the clubs and teams information provided by Worcestershire Cricket Board.

28. Rugby Union team information has been obtained from the RFU's officers, who have updated the information contained within the North Midlands Club Pack of September 2009.

29. There are only very small numbers of lacrosse and rounders clubs in Malvern Hills and although they do not warrant full Team Generation Rate analysis, their needs are identified within this report.

30. The list of clubs and teams for rugby and cricket are provided under the relevant section, and copies of the LADs report is provided in Appendix 1. The teams list which was used to inform the LADs reports are not available from the FA but the list of clubs and teams from the CAS database is provided as Appendix 2.

Team Generation Rates

31. The Team Generation Rates (TGR) methodology is based on Sport England's electronic "kitbag", which automatically generates the number of teams per 1000 population for each age group. The kitbag has been extended to apply a percentage participation growth figure for each sport, at a rate of 1% per annum up to 2026. This growth in participation reflects the policy decision of Malvern Hills to provide sufficient facilities to enable participation at these higher rates.

32. The population information is drawn from the Worcestershire County Council's population forecasts. Although the population for 2009 reflects the current situation within the authority, the forecast population figures have not respected the individual local authority boundaries. In particular, the growth around Worcester within Malvern Hills and Wychavon has been allocated to Worcester. The assessments for Malvern Hills are therefore based on a combination of the Worcestershire County Council population figures and Nortoft's SUE population structure.

Averaging demand across authorities

33. The tight local authority boundary around Worcester means that some of the playing fields catering for the demand arising from the City are actually within the adjoining authorities. The standard TGR methodology would assume that all of the players are resident where they play and not in Worcester, and the critical planning implication of this is that insufficient playing field space would then be provided for Worcester. Conversely, too much playing field space would be required to be provided within Malvern Hills than the population of this area requires.

34. It has therefore been agreed with Sport England (West Midlands) that an averaging of TGR rates is appropriate for the South Worcestershire area comprising Worcester City, Wychavon, and Malvern Hills.

35. The average TGR rates have been derived from the 2009 TGR rate for each sport at each age group within each of the separate authorities. The average TGRs have then been applied to determine the likely demand for each age group for each sport at 2016, 2021, and 2026 for each authority. These lead in turn to an approximate playing field space requirement per 1000 population, and the specific needs of each SUE.

36. This averaging of the TGR rates also enables an estimation of the amount of demand arising from the resident population of Malvern Hills, and the amount being imported from Worcester.

37. The Team Generation Rate calculations given in the table below suggest that applying an average TGR rate effectively increases the number of teams for football than actually exist, whilst decreasing the number of cricket and rugby teams. This

further supports the contention that there is some importation of demand from Worcester for cricket and rugby, but effectively no importation of demand for football.

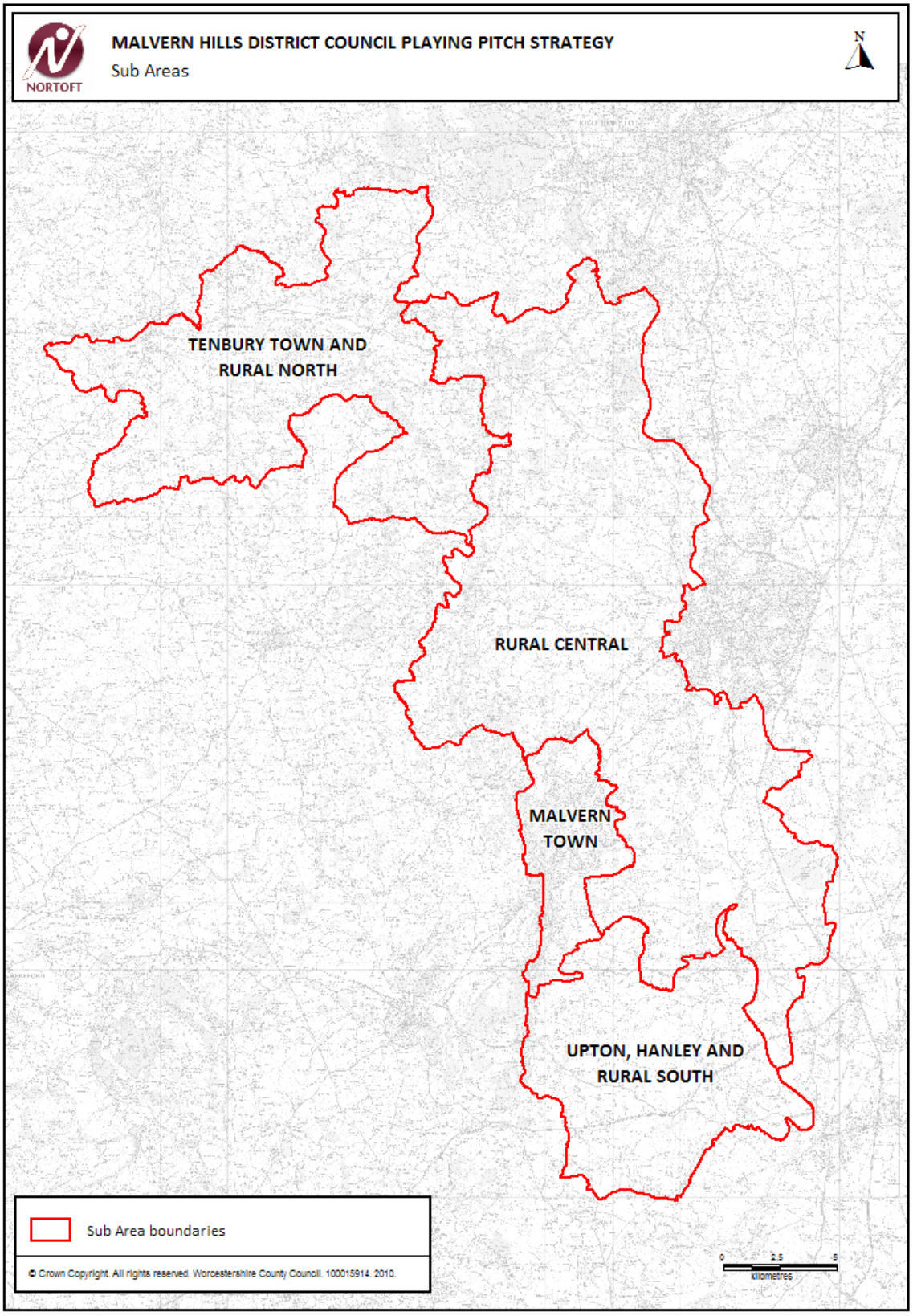
	Actual number of teams 2008/09	Teams estimate : based on average authority TGR rates
Football:		
Mini-soccer (U7-U10s) - mixed	35	37
Youth football - boys	40	44
Youth football - girls	1	2
Men's football	29	36
Women's football	1	2
Cricket:		
Junior cricket - boys	33	29
Junior cricket - girls	3	2
Men's cricket	36	27
Women's cricket	3	1
Rugby Union:		
Mini-rugby - mixed	13	13
Junior rugby - boys	10	10
Junior rugby - girls	1	1
Men's rugby	10	9
Women's rugby	0	0

Sub Areas for the Strategy

38. Malvern Hills does not have any "standardised" sub-areas used for planning but has previously used a sub-area approach in other strategies, including for the Open Space and Sport Recreation Study by KKP in 2007. However, the ward boundaries are not wholly consistent with the modelling unit used by the ONS, the Middle Super Output Areas.

39. In order to make updating of this report easier in the future, and to ensure that the modelling is consistent across the South Worcestershire area, this report uses the Middle Super Output Area boundaries. This dataset from the ONS is the lowest level with quinary population data (5-year age bands), which is the essential starting point for the playing field methodology. The sub-areas used for the Playing Pitch Strategy are illustrated by Figure 1.

Figure 1: Strategy sub-areas



Population

Current population

40. The current population of the sub-areas is taken from the ONS Middle Super Output Areas 2008 estimates (experimental series), given in Figure 2.

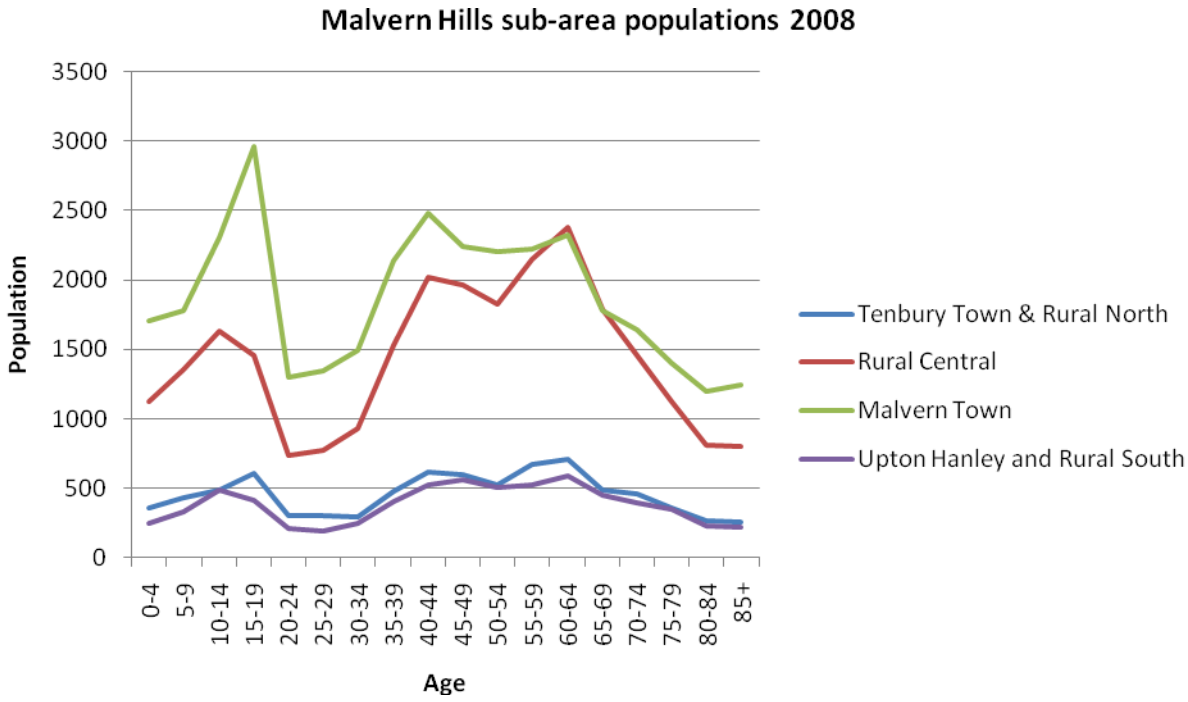
Figure 2: Population of each sub-area 2008

	Malvern Town	Rural Central	Tenbury Town & Rural North	Upton Hanley and Rural South
0-4	1709	1124	360	249
5-9	1779	1351	433	334
10-14	2303	1631	485	490
15-19	2956	1457	609	412
20-24	1304	735	302	210
25-29	1347	773	305	191
30-34	1496	928	299	248
35-39	2136	1528	483	401
40-44	2477	2016	621	529
45-49	2236	1963	603	564
50-54	2205	1821	527	510
55-59	2219	2146	677	528
60-64	2324	2382	712	590
65-69	1777	1786	485	454
70-74	1643	1457	464	395
75-79	1401	1128	359	351
80-84	1202	815	270	227
85+	1249	798	262	219
All Ages	**33763**	**25839**	**8,256**	**6902**

41. It is also useful to illustrate this by a graph, and the main points to note are:

- There is a difference in total population between the sub-areas, ranging from around 7,000 Upton Hanley and Rural South area, almost five times this number in Malvern Town;
- The age structures of the sub-areas are similar although the peaks and troughs in the numbers are more marked in the Rural Central and Malvern Town areas.

Figure 3: Population of sub-areas



Population forecasts

42. The latest population forecasts have been provided by Worcestershire County Council, but these have included within Worcester City the Sustainable Urban Extension (SUE) population estimates for Worcester West and Worcester South/Norton. In order to provide a more accurate assessment of the population for Malvern Hills, Nortoft has added the SUE populations to that of Malvern Hills. The detailed reasoning and methodology behind these calculations are provided in the Sports Partnership Herefordshire and Worcestershire Sports Facilities Framework and the South Worcestershire Sports Facilities Framework.

43. The individual sub-areas of Malvern Hills will grow at different rates up to 2026 as the proposed housing is not distributed evenly. The following table (Figure 4) illustrates how the population will change up to 2026, and it is interesting to note that despite new housing in all areas, there may actually be a decreasing population in two sub-areas, Rural Central, and Tenbury and Rural North. The detailed calculations behind these sub-area figures are provided in Appendix 3. The same assumptions in terms of housing multipliers have been used to generate the population estimates as for the rest of the South Worcestershire authorities; a figure of 2.1 where the housing is infill, windfall or otherwise small scale, and a figure of 2.4 for developments which could be classed as SUEs.

Figure 4: Population change in the sub-areas 2008-2026

	Malvern Town		Rural Central		Tenbury & Rural North		Upton Hanley and Rural South	
	% of authority population	Population	% of authority population	Population	% of authority population	Population	% of authority population	Population
2008	45.2	33763	34.6	25839	11.0	8256	9.2	6902
2026	49.3	35859	30.5	22216	10.8	7880	9.3	7889

Active People 2 Survey

44. Reference is made to the findings from the Active People Survey for each sport. These are useful but should only be taken as a broad indication of the relative importance of football, rugby and cricket as the statistics are not reliable at the individual authority level. The Active People Survey findings are provided in Appendix 5.

Market Segmentation

45. This Playing Pitch Strategy also takes account of the characteristics of the population, using the Market Segmentation data from Sport England. The Market Segmentation information (see Appendix 6) confirms that the current high rates of participation identified by the Active People Survey results for Worcester compared to those for Wychavon and Malvern Hills to be expected for because of the characteristics of the population within the City. Of particular note is the predominant age groups in Worcester compared to the surrounding authorities – Worcester has the most young people, particularly close to the university area and the city centre. Figure 5a provides a summary of the predominant market segments across South Worcestershire.

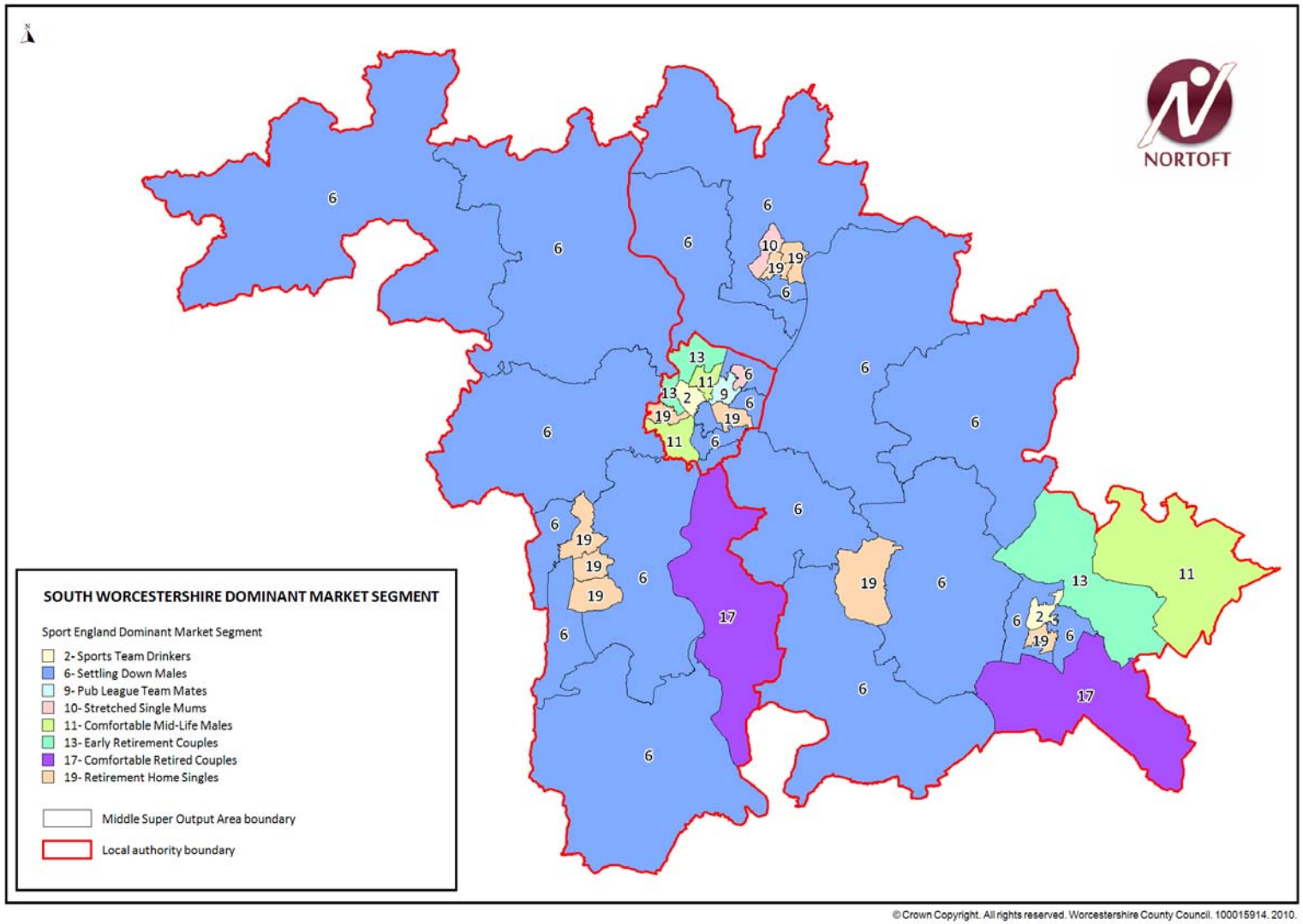
46. The market segmentation map (Figure 5b) is a snap-shot of the current picture, and unfortunately is not available as a forecasting tool. However it is likely that the general picture presented by this map will remain largely valid, although the groups will age in many areas. This ageing is picked up in the TGR analysis through the estimation of the future age structures of each authority and each sub-area.

47. The pitch sports played by the key groups appearing on the South Worcestershire map are:

Figure 5a: Market Segmentation for South Worcestershire

Segment	**Sports played / attracted to include:**
Sports Team Drinkers	Football
Settling Down Males	Cricket, football
Pub League Team Mates	Football, cricket
Stretched Single Mums	No pitch sports
Comfortable Mid-life Males	Football, cricket
Early Retirement Couples	No pitch sports
Comfortable Retirement Couples	No pitch sports
Retirement Home Singles	No pitch sports

Figure 5b: Market Segmentation for South Worcestershire



ASSESSMENT

Assessment – Football

Current situation

Current demand

48. Malvern Hills has a total of 106 teams playing on grass, and the number of teams has increased by 2 teams from season 2007/08 to 2008/09, by one adult and one junior.

49. The Active People Survey shows that overall, rates of participation for adults in football in Malvern Hills is lower than both the national and regional averages. This confirms the FA's LADS information – with Malvern Hills having lower rates of participation than even comparable authorities.

50. The rates of participation are particularly low for youth teams, though minis are only just behind the comparative authority rates.

51. In terms of teams, 86.8 % of youth and mini-soccer teams play within a club of Charter Standard status, which is well above the national FA target. There were 7 Charter Standard clubs, 3 Development Clubs, and 3 Community Clubs.

52. The peak demand for pitch space is calculated from the highest percentage of matches being played on each pitch size. These percentages have been taken from the KKP (2007) report as they are unlikely to have changed since that research was undertaken. The percentages are: seniors 85%, juniors 93%, and minis 62%. The very high peak time percentages for juniors will have a significant impact on the demand for pitch space as each pitch will only be used for about one match per week rather than two. The 85% peak for seniors is not unusual and reflects the tradition of football being played on grass on Sunday mornings. However, this high peak of demand means that the pitches are also able to sustain some training pressures.

53. The adoption of the average TGR rate for South Worcestershire has little significant impact upon the estimated demand for pitches in the district. As the averaged TGR rates are slightly higher than the actual ones, the implications are that a slightly higher rate of demand is catered for. The following table (Figure 6) provides a comparison between the stand-alone authority TGR rate, and that arising from the demand assessed using the average rate for 2009.

54. None of the clubs who responded to the club questionnaire said that they had a waiting list. This suggests that there is limited latent demand in the area.

Figure 6: TGR rate assessment: actual vs averaged South Worcestershire rates

	Current: actual number of teams	Estimated number of teams based on average authority TGR rates
Mini-soccer (U7-U10s) - mixed	35	37
Youth football - boys	40	44
Youth football - girls	1	2
Men's football	29	36
Women's football	1	2

Current supply of pitches

55. The current provision of pitches varies across the authority. Figure 10 provides a summary of the number of pitches of each size which have secure community use. Other pitches are available at school sites, both state and independent, but the clubs do not generally have access to these. A full list of the pitch sites is provided as Appendix 4. The site at West Malvern has recently been taken out of use, but is still included in the overall assessment because it is "protected" by legislation as a playing pitch, and could if needed, be brought back into use.

56. Figures 7, 8 and 9 map the sites used for football across the authority, and their security of use.

57. A key issue is the distribution of the pitch sites, and it is clear that there is a relatively poor distribution of both mini and junior pitch sites, with the northern and southern parts of the authority having little or no provision. Senior football provision is better distributed, with a number of sites across the authority.

58. The pitch sizes used in the analysis is based on the maximum pitch size for each age group, as set down in the Sport England guidance notes. Using the maximum sizes, provides the best long term flexibility for each site, and maximises the pitch area to be provided. The playing field area is estimated to be 150% of the pitch area, and this allows space for the changing/club house, car parking, landscaping and other requirements. The pitch sizes used to assess the playing field area requirements are given below:

Age group	Pitch size	Size (from Sport England guidance)	Run-off margins allowed	Hectares - Max size with safety margins (rounded)
u10	Mini	54.9 x 36.6 m	3 m all round	0.3
10-15	Junior	85.96 x 49.16 m	3 m all round	0.5
16+	Senior	126 x 96 m	3 m all round	1.2

Figure 7: Mini pitches used by the community

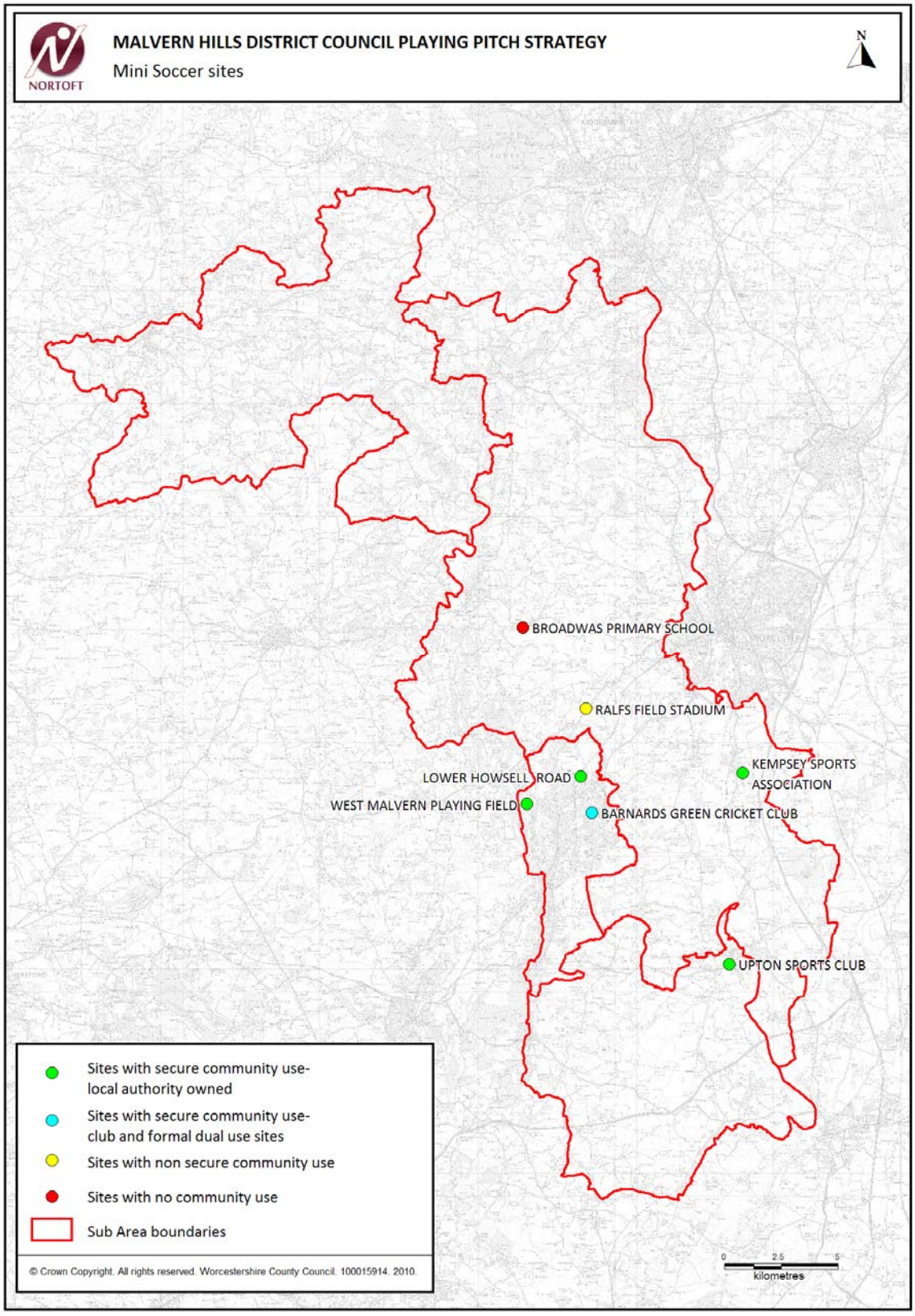


Figure 8: Junior football sites used by the community

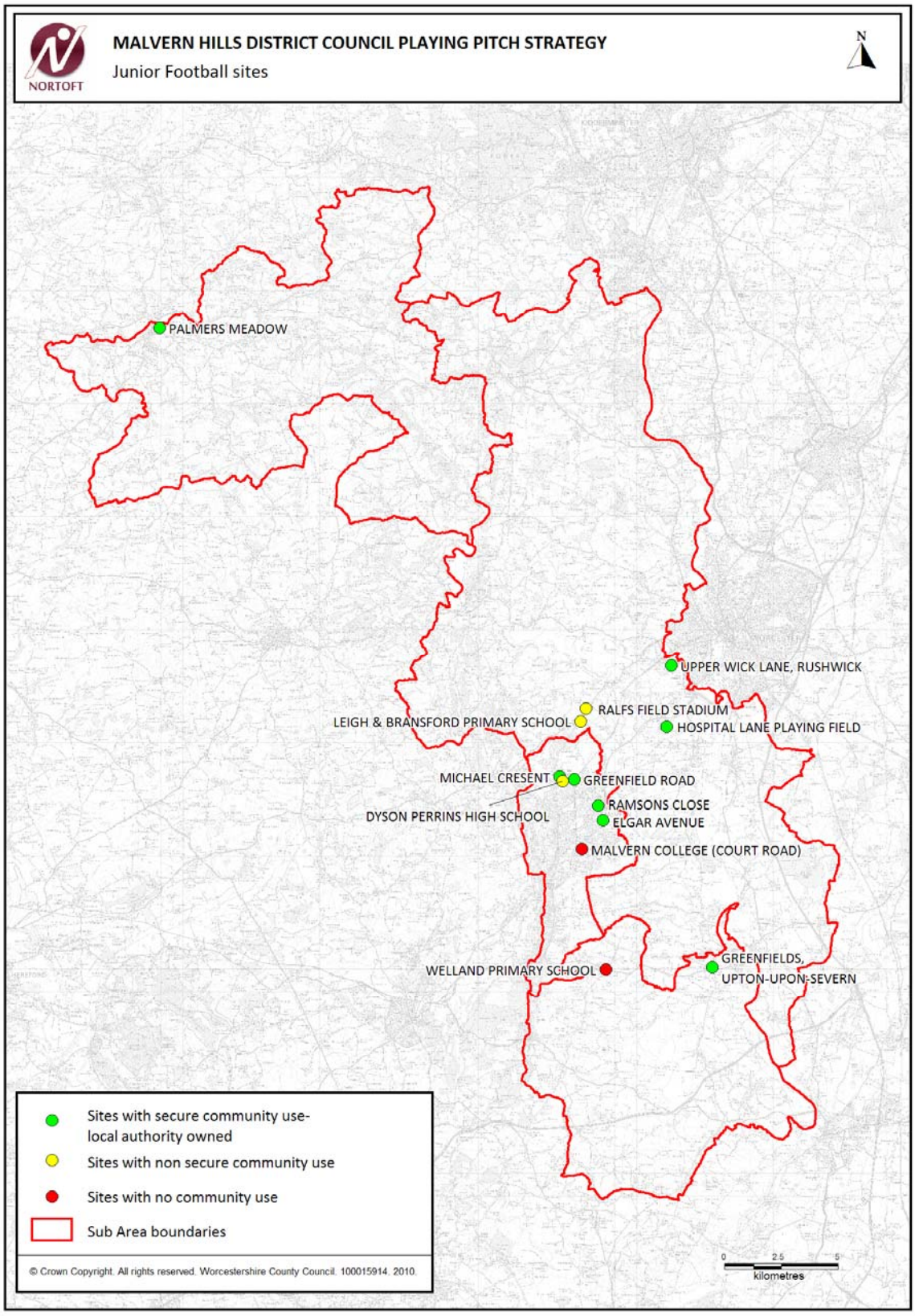
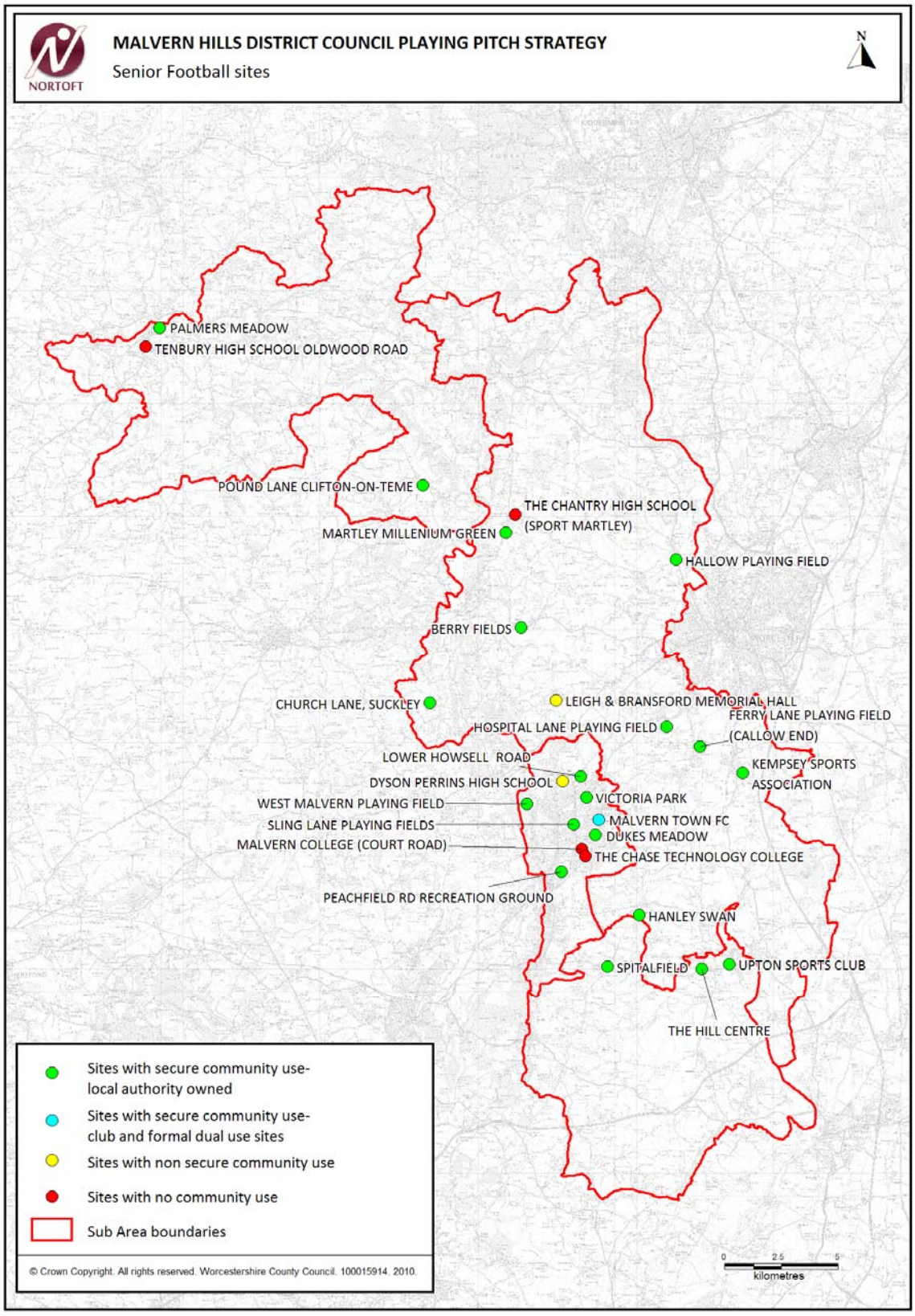


Figure 9: Senior football sites used by the community



59. The quality of the sites (including the pitches, changing and ancillary facilities) were assessed in detail in 2007 by KKP as part of their Open Space and Sport Recreation Study. This quality information has been updated as required.

Figure 10: Summary of football pitch numbers by sub-area

2008/09	Number of pitches		
	Mini Football	Junior Football	Senior Football
Malvern Town	3	4	10
Rural Central	1	2	10
Tenbury & Rural North	0	2	2
Upton Hanley and Rural South	3	1	4
Total	7	9	26

60. A small number of these pitches are primarily used for informal recreation and training rather than matches. They have however been included because they are caught by the definition of a playing field contained in PPG17 and are protected from development. It is accepted however that they are less valuable in terms of sports development, are sometimes single pitches, and may not have changing or other ancillary facilities. The sites in question are all within the Malvern Town sub-area which already has a deficit of pitch space:

- Peachfield Road (1 senior pitch)
- West Malvern Playing Field (1 senior pitch)
- Michaels Crescent (1 junior pitch)
- Ramsons Close (1 junior pitch)
- Elgar Avenue (1 junior pitch)

Current balance in supply and demand

61. Figure 11 demonstrates that in 2008/09 there were too few junior and mini pitches across the authority as a whole, while at the same time, there appeared to be a "surplus" of senior pitches. Given this shortage of junior pitches it seems likely that a significant number of junior teams are playing on full-size pitches, and that the available junior pitches are being used to their maximum capacity, or even beyond this.

62. Overall across the district, but including those sites which are used for more for informal recreation than matches, there is an approximate balance in playing field space over the District as a whole, with Malvern Town having too little playing field

space than is required, and Upton Hanley and Rural South having somewhat more pitch space than needed. If the sites used primarily for informal recreation are excluded from the calculation, then *across the authority overall* there would be a further shortfall of 3 junior pitches and a reduction to a "surplus" of 5 adult pitches. This would be a reduction of 3.9 hectares of playing field space, resulting in an overall shortfall of playing field space of 2.9 hectares across the authority as a whole.

Figure 11: Summary of balance in supply and demand in 2009 by sub-area

	Number of pitches required for matches plus 10% for training and maintenance			Balance in supply and demand			
Balance in Supply and Demand: 2008/09	**Mini Football**	**Junior Football**	**Senior Football**	**Mini balance in number of pitches**	**Junior balance in number of pitches**	**Senior balance in number of pitches**	**Additional secure use playing field space for football required (hectares)**
Malvern Town	6	11	9	-3	-7	1	4.5
Rural Central	4	7	6	-3	-5	4	-1.7
Tenbury & Rural North	1	2	2	-1	0	0	0.4
Upton Hanley and Rural South	1	2	2	2	-1	2	-4.3
Total	12	22	19	**-5**	**-13**	**7**	**-1.0**

63. Across the authority there a number of sites with only a single senior football pitch but which are in secure community use. The majority of these are within the rural areas of the authority and provide an important local resource. These are:

Site Name	**Sub Area**	**Pavilion Facilities**	**Pitches Quality**
Berry Fields	Rural Central	Yes	Average
Church Lane, Suckley	Rural Central	Yes	Above Average
Dukes Meadow	Malvern Town	Yes	Above Average
Ferry Lane Playing Field (aka Callow End)	Rural Central	Yes	Above Average
Hanley Swan	Rural Central	No	Average
Peachfield Rd Recreation Ground	Malvern Town	No	Below Average
Pound Lane Clifton-on-Teme	Tenbury Town and Rural North	Yes	Below Average
Spitalfield	Upton, Hanley and Rural South	Yes	Above Average
West Malvern	Malvern Town	No	Below Average

64. Although these sites are the most difficult to maintain and are overall of least value for football, the importance of the sites to their local communities strongly suggests that they should not be transferred to other uses, but retained unless and until alternative better quality provision is provided nearby, meeting the needs of the local community.

65. The sites at Peachfield Road and West Malvern do not have any changing provision and therefore cannot meet the needs of the adult game at this time. The Peachfield Road site is only used for informal recreation, and the West Malvern pitch has recently been taken out of use.

Future demand

66. This section is divided between the Malvern Hill area outside the Worcester-Wychavon-Malvern Hills Growth Area (WWM-GA), and that within it.

Malvern Hills outside the WWM-GA

67. The future population of Malvern Hills outside the WWM-GA is expected to change as a result of both ageing and new housing. The areas for new housing include those both within Malvern Town and in two new sustainable urban extensions (SUEs), at the Newland and Mayfield on the edge of the town. Both of these are allocated to the Playing Pitch Strategy's Malvern Town area, which already has the largest population.

68. The impact upon the number of teams across the authority as a whole as for each sub-area is summarised by Figure 12. These calculations take into account the number of people expected to be resident in each sub-area over the period and the age structure. The figures reflect the differences between the characteristics of the established areas of the District and the planned SUEs around Malvern. They also include the anticipated growth in the pitch sports of 1% participation per annum up to 2026.

Figure 12: Estimated number of teams up to 2026 outside the WWM-GA

			Mini-soccer (U7-U10s) - mixed	Youth football - boys	Youth football - girls	Men's football	Women's football
	Area	Year	6-9yrs	10-15yrs	10-15yrs	16-45yrs	16-45yrs
Number of Teams	Whole authority	2008/09	37	44	2	36	2
		2016	38	43	2	32	2
		2021	34	45	2	31	1
		2026	31	41	2	32	2
	Malvern Town	2008/09	17	21	1	18	1
		2016	18	21	1	15	1
		2021	17	22	1	16	1
		2026	17	21	1	17	1
	Rural Central	2008/09	13	14	1	11	1
		2016	12	14	1	10	0
		2021	11	14	1	10	0
		2026	9	13	1	10	0
	Tenbury and Rural North	2008/09	4	4	0	4	0
		2016	4	5	0	3	0
		2021	4	5	0	3	0
		2026	3	4	0	3	0
	Upton Hanley and Rural South	2008/09	3	4	0	3	0
		2016	4	4	0	3	0
		2021	3	4	0	3	0
		2026	3	4	0	3	0

69. These findings suggest that even with the additional housing growth in the District, there will be an overall fall in demand for new pitches outside of the WWM-GA.

Pitch supply

70. At present there are no confirmed additional community pitches proposed to be developed over the period up to 2026, although some are anticipated to be developed linked to new housing to improve the accessibility of pitches overall. It has therefore been assumed in the following assessment of supply and demand, that no new pitches are developed or made available for secure community use.

Balance in supply and demand up to 2026 outside the WWM-GA

71. The following tables (Figure 13) provide a summary of the expected balance in supply and demand for 2009 up to 2026 based on the estimated team numbers for football outside the WWM-GA. These figures assume that the sites used primarily for informal recreation are brought into full use, and that the West Malvern pitch is reinstated.

Figure 13: Balance in supply and demand for football outside WWM-GA 2016 to 2026

Balance in Supply and Demand: 2016	Number of pitches required for matches plus 10% for training and maintenance			Balance in supply and demand			
	Mini Football	Junior Football	Senior Football	Mini balance in number of pitches	Junior balance in number of pitches	Senior balance in number of pitches	Additional secure use playing field space for football required (hectares)
Malvern Town	6	11	7	-3	-7	3	2.3
Rural Central	4	8	5	-3	-6	5	-3.9
Tenbury & Rural North	1	3	1	-1	-1	1	0.0
Upton Hanley and Rural South	1	2	1	2	-1	3	-4.6
Total	13	23	16	**-6**	**-14**	**10**	**-5.0**

Balance in Supply and Demand: 2021	Number of pitches required for matches plus 10% for training and maintenance			Balance in supply and demand			
	Mini Football	Junior Football	Senior Football	Mini balance in number of pitches	Junior balance in number of pitches	Senior balance in number of pitches	Additional secure use playing field space for football required (hectares)
Malvern Town	6	12	8	-3	-8	2	3.4
Rural Central	4	8	5	-3	-6	5	-4.1
Tenbury & Rural North	1	3	2	-1	-1	0	0.6
Upton Hanley and Rural South	1	2	1	2	-1	3	-4.8
Total	12	24	15	**-5**	**-15**	**11**	**-6.5**

Balance in Supply and Demand: 2026	Number of pitches required for matches plus 10% for training and maintenance			Balance in supply and demand			
	Mini Football	Junior Football	Senior Football	Mini balance in number of pitches	Junior balance in number of pitches	Senior balance in number of pitches	Additional secure use playing field space for football required (hectares)
Malvern Town	6	11	8	-3	-7	2	3.8
Rural Central	3	7	5	-2	-5	5	-4.8
Tenbury & Rural North	1	3	1	-1	-1	1	-0.2
Upton Hanley and Rural South	1	2	1	2	-1	3	-4.8
Total	11	22	16	**-4**	**-13**	**10**	**-6.8**

72. This analysis suggests that overall there remains an approximate balance in supply and demand across the District over the period up to 2026, and there is a slight "surplus" in all areas except for Malvern Town. However this is dependent upon the sites being used for informal recreation being brought up to match standards, and the pitch at West Malvern being reinstated. If not, then there is effectively no surplus space overall, and the imbalance in pitch sizes will continue, with a "surplus" of senior pitches and too few junior and mini pitches in all years up to 2026.

Policy priorities

73. The policy priorities for the Malvern Hills District outside the WWM-GA are therefore to:

- Retain and improve the pitch sites, improving pitch quality and the quality of the ancillary facilities;
- Develop more multi-pitch sites, and reduce the numbers of single pitch sites where these are within towns;
- Improve the network of pitches, including the development of new pitch provision on-site or close to the SUEs in Malvern, as part of larger multi-pitch developments;
- Securing new pitch area of approximately 6 ha within or close to the SUEs in Malvern Town, which can meet the needs of the new housing area in addition to possibly providing some "replacement" pitches for those which are not useable for matches at present.
- Re-mark some senior pitches to junior size to maximise the playing field area available.

Malvern Hills within the WWM-GA

74. Both the Worcester West and Worcester South/Norton SUEs will generate new demand for playing field space. This is summarised below (Figure 14) and is based on the anticipated population characteristics of the SUEs.

75. The rate of pitch provision is suggested as being 1 pitch per 4 teams, which will be a higher rate of use than the average across the rest of the authority, and will be a realistic maximum.

76. Worcester West is fully within Malvern Hills but Worcester South/Norton crosses the Wychavon boundary, although 89% of the housing is within Malvern Hills. On this basis, 89% of the provision in Worcester South should be linked to growth within Malvern Hills' boundaries. The total proposed areas for football provision in Worcestershire is 6.5 ha and in Worcester South/Norton (Malvern Hills element) is 5.7 ha.

Figure 14: Football playing field needs WWM-GA (calculations)

Worcester West

Worcester West SUE maximum requirements at 2026	Age Groups	Number of teams within age group at increased rates of participation within SUE	Number of match pitches required @ 4 teams per pitch	Total number of pitches required @ match pitches + 10%	Total number of pitches required @ match pitches + 10% (rounded)	Ha playing field area required as developers' contributions for community use
Mini-soccer (U7-U10s) - mixed	6-9yrs	9	2.3	2.5	3	1.4
Youth football - boys	10-15yrs	7				
Youth football - girls	10-15yrs	0	1.9	2.1	2	1.5
Men's football	16-45yrs	8				
Women's football	16-45yrs	0	2.0	2.2	2	3.6
					TOTAL	6.5

Worcester South/Norton

		Worcester South / Norton total requirements					Malvern Hills element @ 89% of total requirements			
Worcester South SUE maximum requirements at 2026	Age Groups	Number of teams within age group at increased rates of participation within SUE	Number of match pitches required @ 4 teams per pitch	Total number of pitches required @ match pitches + 10%	Total number of pitches required @ match pitches + 10% (rounded)	Ha playing field area required as developers' contributions for community use	Number of match pitches required @ 4 teams per pitch	Total number of pitches required @ match pitches + 10%	Total number of pitches required @ match pitches + 10% (rounded)	Ha playing field area required as developers' contributions for community use
Mini-soccer (U7-U10s) - mixed	6-9yrs	7	1.8	2.0	3	1.4	1.6	1.8	2.7	1.2
Youth football - boys	10-15yrs	6	1.5	1.6	2	1.5	1.3	1.4	1.8	1.3
Youth football - girls	10-15yrs	0								
Men's football	16-45yrs	6	1.6	1.7	2	3.6	1.4	1.5	1.8	3.2
Women's football	16-45yrs	0								
					TOTAL	6.5				5.7

Standards of provision for football

77. It is clear that additional secure playing field space for the community needs to be an essential requirement linked with the development of all new housing across the authority. Where ever possible and where the size of the development is sufficient, this new provision should be made on-site, and this is likely to be the case within the WWM-GA and within the SUEs around Malvern Town. If provision is not possible on-site, then developers' contributions should be sought towards off-site provision, meeting the costs of both securing the land for new playing fields, and the cost of developing the necessary pitches and ancillary facilities.

78. Standards of provision need to have three elements; quantity, quality and accessibility. The standard for quantity needs to reflect the characteristics of Malvern Hill's population both within and outside the WWM-GA, recognising in particular the expected differences between the existing population and that within the sustainable urban extensions. The standards for quality should remain constant, and reflect the technical guidance of the national governing body and Sport England. The standards for accessibility need to reflect the differences between the town and rural areas, and also the practical ability to develop "new" sites within the existing urban areas and the opportunities available through planned SUEs.

Standard for Quantity

79. The table below provides the calculation for the amount of playing field space for football which should be provided per 1000 up to 2026, both in the area of Malvern Hills outside the WWM-GA (0.7 ha per 1000) , and that for the WWM-GA SUEs (0.9 ha per 1000).

	2016	**2021**	**2026**
Total population across authority outside the WWM-GA	73800	73200	72800
Total area of playing field space for football needed (hectares) outside WWM-GA	51.7	50.2	49.9
Provision per 1000 population outside SUE growth	0.7	0.7	0.7
Worcester West SUE population	1200	3600	8400
Worcester South SUE (Malvern Hills area) population	0	3600	5760
Total new WWM-GA population	1200	7200	14160
Worcester West SUE playing field area	0	6.5	6.5
Worcester South SUE (Malvern Hills area) playing field area	5.7	5.7	5.7
Total area of playing field space for football needed (hectares) in WWM-GA	5.7	12.2	12.2
Provision per 1000 population in WWM-GA SUE areas			0.9

80. This assumes that the playing field use is maximised within the SUEs, and that each pitch is used by the relevant age group(s) for two matches per week. Elsewhere there is an assumption that some senior pitches are remarked to juniors, but that the high percentage of peak time use both for seniors and juniors remains, meaning that some senior pitches are not used to their maximum capacity for matches, but are probably used for training, which is difficult to identify through the formal TGR process.

Standards for Quality

Multi-pitch sites

81. The most useful sites for football development and the best for efficient long term maintenance are those which are at least the equivalent of 4 senior pitches in area, or a minimum size of 6 ha. New sites within the SUEs and elsewhere within and close to the Malvern and Worcester should therefore be developed with this minimum size in mind. In the villages there will be less need for multi-pitch sites and the objective should be to maintain the existing stock of pitches, possibly developing single pitches or smaller groups of pitches if local demand is apparent.

Pitches sized to meet football needs

82. Consideration should be given to remarking some of the senior pitches to junior to meet the identified deficit of this pitch size and to maximise the playing field space available. The sites selected should improve the network of pitches across the authority, and take account of the quality and existence of changing facilities. If possible, multi-size pitch sites should be developed to support the development needs of the sport.

Changing Facilities

83. All senior sites should have good quality changing facilities that meet FA guidelines. Whilst changing facilities for minis and juniors is a desirable rather than an essential FA requirement, all mini/junior sites (not associated with senior pitches) should ideally have access to basic toilet/wash facilities as a minimum.

Grass Pitch Quality

84. All pitches should be well-drained and well-maintained, avoiding over-use and to enable two matches per week.

85. Pitches should be allowed to fully recover at the conclusion of the season and only pitches not used or only lightly used during the season should be allocated for pre-season training matches. Whilst under normal circumstances the adult game requires changing facilities, consideration should be given to the use of sites without changing for pre-season training matches to maximise reparation/recovery time of the most heavily used pitches.

86. Conflict by booking out sites for other activities during the close season should be avoided. Where this is not possible consideration should be given to developing alternative sites for football.

87. All new sites should be located in areas not prone to flooding.

Site Security

88. Where possible, and where they are not public open space, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Enshrining quality in planned provision

89. The quality of new playing fields, particularly those which are provided in relation to new development, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 population.

Standards for Accessibility

90. All areas of the authority should have access to secure community use pitches for football and cricket within the following distances with the towns. An accessibility standard is not appropriate for the rural areas, but a network of pitches of different sizes should be in secure community use across each of the sub-areas:

Football (senior, junior and mini pitches)	1.6 km
Cricket pitch	2 km

91. In order to maximise the opportunities for walking and cycling, the maximum distance to a playing field should be 1.6 km, the equivalent to 20 minutes walking time within the urban areas. Given the need for additional space for football within Malvern Town, but a potential lack of space for the extra provision needed, sites on the fringe of the town should be considered, in particular linked to the SUEs of Newland Road and Mayfield. Planning for the SUEs within the WWM-GA should take into account the accessibility of playing fields as part of the criteria for master-planning.

92. New playing field space should be provided within the SUEs, and the opportunity should be taken at the Worcester West and Worcester South sites to consider if some of the additional playing field space needed for Worcester City (including replacement pitches) might be met here. This would have the advantages of making the playing fields more valuable to the sport, more efficient for management and easier to secure in terms of planning. However, cross-border funding issues

including in relation to developers' contributions would need to be addressed if this option was to be considered.

93. An accessibility standard is not specifically required for the rural parts of Malvern Hills, although improvements to the network of accessible pitches of all sizes should be a priority.

Priorities for investment

94. The FA is developing a strategy and local investment priorities will be identified. These should generally be supported and guide the short-medium term priorities for investment across Malvern Hills.

Assessment – Cricket

Current situation

Current demand

95. Malvern Hills currently has 75 cricket teams across 15 clubs, including clubs just across the borders at Tenbury Wells (Shropshire) and West Malvern (Herefordshire). The teams are approximately evenly divided between the adult game and juniors, and there are 2 women's teams and 3 girls' teams within the total. Six clubs run only one team, and none of these have any juniors. The largest clubs are Barnards Green, Worcester Nomads, and Rushwick, all of which run a number of teams for both adults and juniors.

96. The adoption of an average TGR rate for the South Worcestershire has some impact upon the demand for cricket pitches in the district. The following table provides a comparison between the actual number of teams and those estimated for 2009 using the average TGR rate. The average TGR rate is more likely to be an accurate picture of the demand for cricket arising from the residents of Malvern Hills than the actual TGR rate, because this latter figure includes a significant importation of players from Worcester.

	Current: actual team numbers	**Teams estimate based on average authority TGR rates**
	2009	**2009**
Junior cricket - boys	33	29
Junior cricket - girls	3	2
Men's cricket	36	27
Women's cricket	2	1

97. The clubs and teams for 2009 were:

Cricket Club	Junior Boys 11-17	Junior Girls 11-17	Adult men 18-55	Adult women 18-55
Abberley & Great Witley CC			1	
Barnards Green CC**	6	3	6	1
Bushley CC			1	1
Hallow CC			1	
Hanley Castle & Upton CC	5		2	
Holt and Grimley CC	1		3	
Kempsey CC	2		2	
Knighton on Teme CC			1	
Malvern CC**	4		3	
Martley CC	2		2	
Rushwick CC**	5		4	
Worcester Nomads CC**	8		5	
Swan Alfrick			1	
West Malvern			1	
Tenbury Wells CC			3	
	33	**3**	**36**	**2**

98. The clubs marked with ** in the table are Focus Clubs and both Barnards Green and Worcester Nomads are also District and County Age Group Development Centres. Barnards Green also has a role in women's and girls' cricket.

99. The overall rates of participation in cricket do appear to be higher in Malvern Hills than both the national and regional averages for adults as shown by the Active People Survey, just behind the estimated rates for cricket in Worcester. The high number of teams is therefore not unexpected, but there is still likely to be some demand coming in from Worcester. The average TGR rates suggest that this import of demand from Worcester may be as high as 9 men's teams, 1 women's and 3 junior teams. Together this would equate for demand of around 2.5 cricket pitches.

100. None of the clubs responding to the club survey said that they had a waiting list for members.

Current supply of pitches

101. The current provision of pitches varies across the authority. Figure 15 provides a summary of the number of pitches which have secure community use across the authority. There are a total of 15 secure community use cricket sites currently available across the authority. Other pitches are available at school sites, both state

and independent, but the clubs do not generally have access to these. A full list of the pitch sites is provided as Appendix 4.

102. A map of the pitches is provided as Figure 16. This shows a reasonable distribution of pitches across the authority area.

Figure 15: Cricket pitches in secure community use

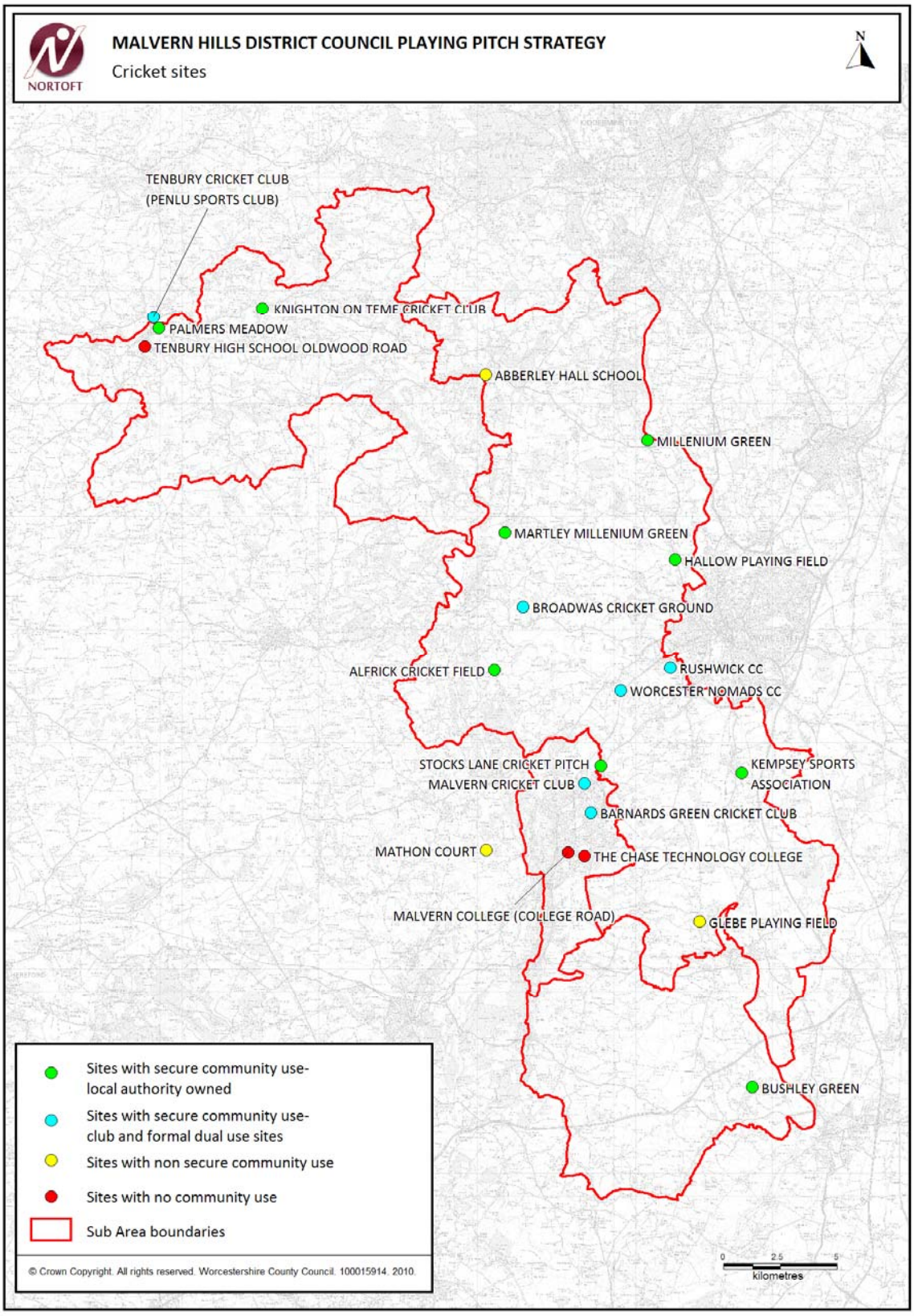
Site Name	Sub Area
Alfrick Cricket Field	Rural Central
Barnards Green Cricket Club	Malvern Town
Broadwas Cricket Ground	Rural Central
Bushley Green	Upton, Hanley and Rural South
Hallow Playing Field	Rural Central
Kempsey Sports Association Playing Fields	Rural Central
Knighton on Teme Cricket Club	Tenbury Town and Rural North
Malvern Cricket Club	Malvern Town
Martley Millenium Green	Rural Central
Millenium Green	Rural Central
Palmers Meadow	Tenbury Town and Rural North
Rushwick CC	Rural Central
Stocks Lane Cricket Pitch	Rural Central
Tenbury Cricket Club (Penlu Sports Club)	Tenbury Town and Rural North (adj)
Worcester Nomads CC	Rural Central

103. The quality of the large majority of community use sites, including the pitches, changing and ancillary facilities were assessed in detail in the Open Space and Sport Recreation Study by KKP in 2007. This quality information has been updated as required.

104. The estimate of the total amount of playing field space for cricket is based on the number of pitches required for senior matches, based on a ratio of 1 pitch to 4 senior teams. This is because the junior teams usually play at times other than the seniors.

105. The amount of playing field space includes space for ancillary facilities such as car parking and a pavilion. The size of a cricket pitch is 1.7 ha, and a site with its ancillary facilities is approximately 2 ha in size.

Figure 16: Cricket pitches in Malvern Hills



Current balance in supply and demand

106. At the present time there are sufficient pitches for cricket across the authority as a whole, see Figure 17, which also provides a summary of the future demand and balance in supply and demand for pitches up to 2026. A key issue however is the accessibility of pitches across the authority.

107. This suggests that overall there is sufficient capacity for cricket, but that Malvern Town is short of a cricket pitch now, and that this will remain the case up to 2026. Overall there is sufficient capacity for cricket for Malvern Hills residents plus the 2.5 estimated demand being imported from Worcester.

108. The demand is however unevenly spread, and the Worcestershire Cricket Board has identified a need for second pitches at Rushwick CC and at Worcester Nomads CC based on the success of these clubs. It may also reflect the importation of players from Worcester, which is confirmed by the club return from Worcester Nomads.

Figure 17: Demand, supply and balance for cricket

		Cricket teams based on South Worcestershire average TGR				Number of pitches needed @ 4 senior teams per pitch (rounded)				Pitches			
		Junior cricket - boys	Junior cricket - girls	Men's cricket	Women's cricket					Number of pitches in 2009	Additional pitches required		
Area		11-17yrs	11-17yrs	18-55yrs	18-55yrs	2009	2016	2021	2026	2009	2016	2021	2026
Whole authority	2009	29	2	27	1								
	2016	28	2	27	1								
	2021	29	2	26	1								
	2026	28	2	25	1	7	7	7	7	15	0	0	0
Malvern Town	2009	15	1	13	1								
	2016	14	1	13	1								
	2021	14	1	13	1								
	2026	14	1	13	1	3	3	3	3	2	1	1	1
Rural Central	2009	9	1	9	0								
	2016	9	1	9	0								
	2021	9	1	8	0								
	2026	9	1	8	0	2	2	2	2	9	0	0	0
Tenbury and Rural North	2009	3	0	3	0								
	2016	3	0	3	0								
	2021	3	0	3	0								
	2026	3	0	3	0	1	1	1	1	3	0	0	0
Upton Hanley and Rural South	2009	3	0	3	0								
	2016	3	0	2	0								
	2021	3	0	2	0								
	2026	3	0	2	0	1	1	1	1	1	0	0	0

Future demand

Malvern Hills outside the WWM-GA

109. The assessment in Figure 17 above takes into account the number of people expected to be resident in each sub-area over the period and the age structure. It also includes an anticipated growth of 1% per annum in participation to 2026.

110. There is effectively no change in the number of teams anticipated for cricket in the period up to 2026 outside of the WWM-GA.

Pitch supply

111. At present there are no confirmed additional community pitches proposed to be developed over the period up to 2026, although some are anticipated to be developed linked to the SUEs in the WWM-GA. It has therefore been assumed in the assessment of supply and demand, that no new pitches are developed or made available for secure community use.

112. The Worcestershire Cricket Board has however identified as priorities second pitches for Worcester Nomads and Rushwick to meet existing demand.

Balance in supply and demand up to 2026

113. The table in Figure 17 also provides a summary of the expected balance in supply and demand for 2009 up to 2026 based on the estimated team numbers.

114. With the static situation with regard to the number of teams expected across Malvern Hills outside of the WWM-GA, the priority will be to seek additional provision in Malvern Town and to meet the existing demand on the edge of Worcester.

Malvern Hills within the WWM-GA

115. Both the Worcester West and Worcester South/Norton SUEs will generate new demand for playing field space. This is summarised below in Figure 18, based on the anticipated population characteristics and by applying the South Worcestershire average TGR rate. This demand is in addition to that already identified, which has led to the proposals for new grounds at for Worcester Nomads and at Rushwick..

116. The rate of pitch provision is suggested as being 1 pitch per 4 adult teams, which will be a higher rate of use than the average across the rest of the authority, and will be a realistic maximum. It is proposed that 1 pitch is developed in the Worcester West, and one in Worcester South/Norton to address the needs of the residents.

117. Worcester West is fully within Malvern Hills but Worcester South/Norton crosses the Wychavon boundary, although 89% of the housing is within Malvern Hills. On this basis, 89% of the provision in Worcester South should be linked to growth within Malvern Hills' boundaries.

Figure 18: Provision for cricket in the SUEs

Worcester West	Number of teams within age group at increased rates of participation within SUE	Number of match pitches required @ 4 senior teams per pitch	Hectares of playing field area required as developers' contributions for community use
Junior cricket - boys	4		
Junior cricket - girls	0		
Men's cricket	5		
Women's cricket	0	1.25	3

				Malvern Hills element @ 89% of total requirements	
Worcester South/Norton	**Number of teams within age group at increased rates of participation within SUE**	**Number of match pitches required @ 4 adult teams per pitch**	**Ha playing field area required as developers' contributions for community use**	**Number of match pitches required @ 4 teams per pitch**	**Ha playing field area required as developers' contributions for community use**
Junior cricket - boys	3				
Junior cricket - girls	0				
Men's cricket	4				
Women's cricket	0	1	2	0.9	1.8 ha

118. It may be appropriate to consider between the WWM-GA authorities how best this additional cricket provision can be made, in relation to accessibility, sports development objectives and cost-effectiveness.

Priorities for investment

Standards of provision for cricket

119. It is clear that additional secure playing field space for the community needs to be an essential requirement linked with the development of housing in Malvern Town and in the WWM-GA. Where ever possible and where the size of the development is sufficient, this new provision should be made on-site. If provision is not possible on-site, then developers' contributions should be sought towards off-site provision, meeting the costs of both securing the land for new playing fields, and the cost of developing the necessary pitches and ancillary facilities.

120. Standards of provision need to have three elements; quantity, quality and accessibility. The standard for quantity needs to reflect the characteristics of Malvern Hill's population, recognising in particular the expected differences between the populations in the sustainable urban extensions within the WWM-GA, and the rest of the District. The standards for quality should remain constant, and reflect the technical guidance of the national governing body and Sport England. The standards for accessibility need to reflect the differences between the town and rural areas, and also the practical ability to develop "new" sites within the existing urban area.

Standard for Quantity

121. The table below provides the calculation for the amount of playing field space for cricket which should be provided per 1000 up to 2026.

	2016	**2021**	**2026**
Total population across authority outside the WWM-GA	73800	73200	72800
Total area of playing field space for cricket (hectares) outside WWM-GA	30.0	30.0	**30.0**
Provision per 1000 population outside SUE growth	0.4	0.4	0.4
Worcester West SUE population	1200	3600	8400
Worcester South SUE (Malvern Hills area) population	0	3600	5760
Total new WWM-GA population	1200	7200	14160
Worcester West SUE playing field area	0	2	2
Worcester South SUE (Malvern Hills area) playing field area	0	1.8	1.8
Total area of playing field space for cricket needed (hectares) in WWM-GA	0	3.8	3.8
Provision per 1000 population in WWM-GA SUE areas	0		0.3

122. The standard per 1000 for cricket outside the WWM-GA is therefore proposed to be 0.4 ha per 1000, and that within the WWM-GA SUEs at Worcester West and Worcester South as 0.3 ha per 1000.

Standards for Quality

Multi-pitch sites

123. The most useful sites for cricket development and the best for efficient long term maintenance are those which are at least the equivalent of 2 pitches in area, or a minimum size of 4 ha. In the villages there will be less need for multi-pitch sites and the objective should be to maintain the existing stock of pitches.

Changing Facilities

124. All sites should have good quality changing and club house facilities that meet the national governing body guidelines.

Grass Pitch Quality

125. All pitches should be well-drained and well-maintained, avoiding over-use and enabling two senior matches per week plus use by juniors.

126. Pitches should be allowed to fully recover at the conclusion of the season and site should not be shared with other sports or used for informal recreation.

127. All new sites should be located in areas not prone to flooding.

Site Security

128. As a principle, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Enshrining quality in planned provision

129. The quality of new playing fields, particularly those which are provided in relation to new development, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 population.

Standard for Accessibility

130. It is important to ensure that cricket pitches are provided within an accessible travel time of residents. From the consultation responses from clubs, it is clear that most players travel up to 20 minutes to play but some juniors travel for less time, which is generally consistent with travel times to other sports facilities.

131. In order to maximise the opportunities for walking and cycling, the maximum distance to a playing field should be 2 km, the equivalent to 20 minutes walking time within the towns.

132. An accessibility standard is not specifically required for the rural parts of Malvern Hills.

Priorities for investment

133. The priorities for investment are:

- The development of a new accessible pitch at Malvern Town;
- The development of new accessible pitches linked to the growth of the WWM-GA;
- The implementation of the Worcestershire Cricket Board Facility Strategy 2008-2013 in respect to the existing clubs. These are:

Worcester Nomads CC	Second ground 4–lane net system artificial turf Non-turf match pitch (main square) Changing room extension
Barnards Green CC	Fine turf - square extension (Newland) 4–lane net system artificial turf
Malvern CC	2–lane net system artificial turf Non-turf match pitch (main square)
Rushwick CC	Second ground Fine turf – square extension (main ground)

Assessment – Rugby

Current situation

Current demand

134. Malvern Hills currently has 35 rugby union teams in 3 clubs, Malvern RFC, Upton-upon-Severn RFC, and Tenbury RFC. There are no women's teams, but each runs a number of boys' and mini teams. These are:

Club name	Adult male	Junior boys 13-17 years	Minis u8-u12 years	Total	RFU Model Venue
Malvern RFC	4	5	8	17	MV2/3
Tenbury RFC	3	1	1	5	MV1
Upton-upon-Severn RFC	3	5	5	13	MV2

135. The North Midlands RFU County Facilities Plan identifies three Model Venues that are benchmarks along the Activity/Facility Continuum against which clubs may identify their level of provision and need. Each one has a different range of activity and the requisite facilities; they are designed as a framework and are not in any priority order. The clubs within Malvern Hills have the Model Venues as identified above.

Model Venue 1: This is usually a club, school, university or other provider playing lower level or recreational rugby.
Model Venue 2: An established club venue with a wider programme of adult and junior rugby for both male and female.
Model Venue 3: A venue with potentially higher level competitive rugby that can provide for more sophisticated RFU and RFUW development programmes.

136. The location of the clubs on the Model Venue Continuum helps to guide the RFU's priorities for investment, and a case may be made for increasing/improving facilities where activities are undertaken that exceed the facilities available. This is the case for each of the Malvern Hills clubs.

137. There is small inflow of players from other areas, most likely to be primarily from Worcester City, which has no rugby clubs. This appears to be in the region of 1 adult team. The following table compares the numbers of teams actually playing within Malvern Hills with that expected from the averaged TGR rates.

	Current: actual team numbers	Teams estimate based on average authority TGR rates
	2009/10	2009
Mini-rugby - mixed	13	13
Junior rugby - boys	10	10
Junior rugby - girls	1	1
Men's rugby	10	9
Women's rugby	0	0

138. If the Active People Survey information about participation in rugby in Malvern Hills is correct, then there are higher rates of participation here than in either Worcester or Wychavon, well above the national and regional averages. However due to the small sample size of the Active People Survey, this cannot be relied upon and seems unlikely, given the other similarities between Wychavon and Malvern Hills and the much lower rate shown for Wychavon.

Current supply of pitches

139. The current provision of pitches varies across the authority. Figure 19 provides a summary of the number of pitches of each size which have secure community use across the authority. There are a total of 6 senior and 1 mini pitches in secure community use, all of which are located at club sites. Other pitches are available at school sites, both state and independent, but the clubs do not generally have access to these.

Figure 19: Summary of rugby pitches with secure community use

Site Name	Sub Area	Full Rugby	Mini Rugby
Malvern Rugby Club	Malvern Town	3	1
Palmers Meadow	Tenbury Town and Rural North	1	
Upton Sports Club	Upton, Hanley and Rural South	2	

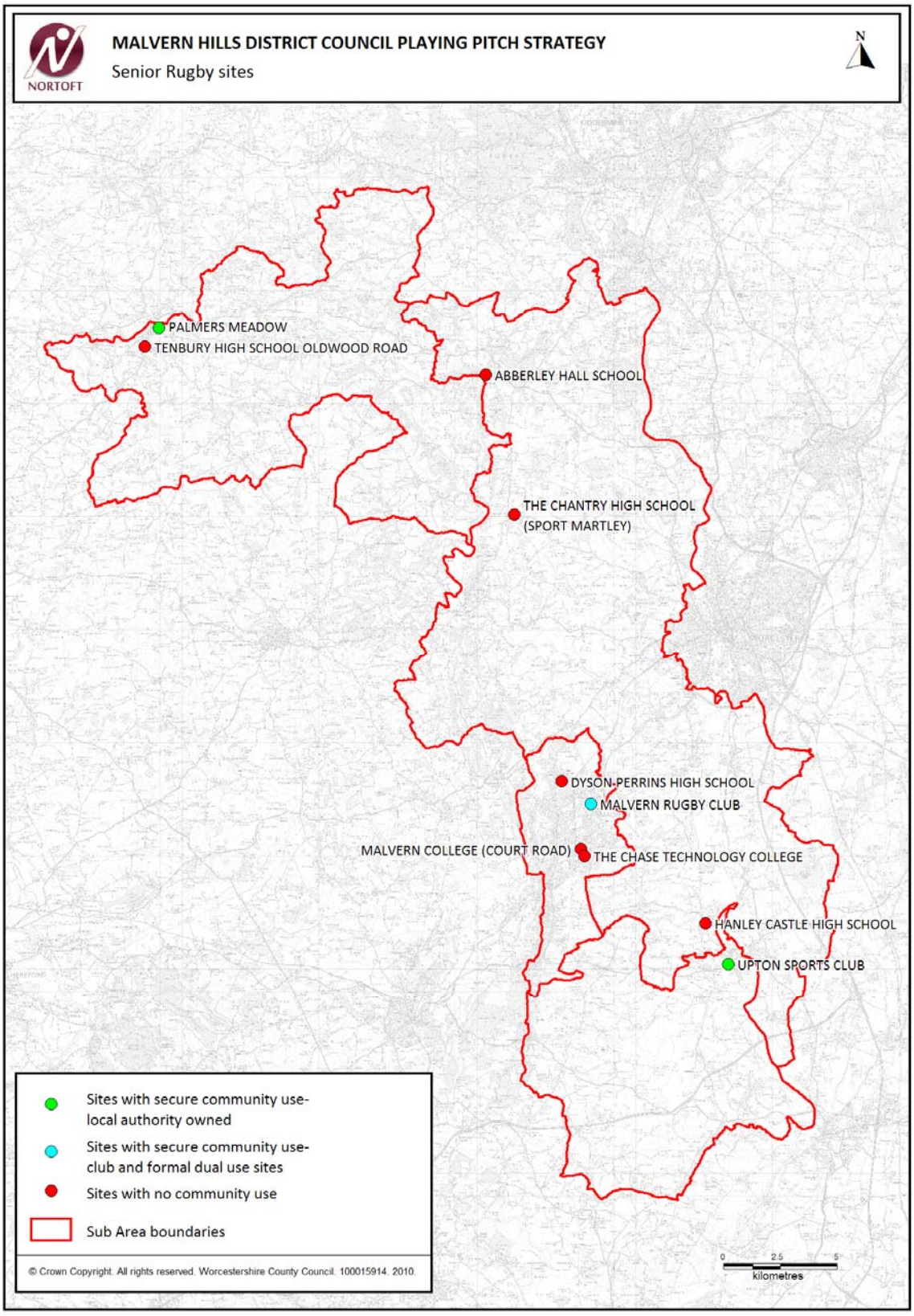
140. The senior pitches are mapped as Figure 20. This demonstrates that the rugby clubs are well distributed geographically across the authority. There is a lack of separate mini pitches, and priorities are therefore to support the development of mini rugby opportunities at each of the clubs by providing appropriately sized pitches.

141. The quality of the community use sites, including the pitches, changing and ancillary facilities were assessed in detail in 2007 by KKP as part in their Open Space and Sport Recreation Study. This quality information has been updated as required. The RFU has also provided a summary of the key issues at each of the sites, and this is provided below.

Malvern RFC	Only 10 years left on lease on present site which presents sustainability issues. Facility need is for 2 adult pitches, match floodlights, x 2 changing rooms.
Upton-upon-Severn RFC	The rugby club pitches and floodlit training area are in a flood plain. As such the pitches are unplayable at various stages of the season and pitch quality is poor. Therefore demand already significantly exceeds supply. The Environment Agency has a planning application with MHDC to create a bund between the town and the pitches. The proposal sees the loss of one adult rugby pitch and one 60m by 40m floodlit training pitch. The replacement provision provides no replacement floodlit training area, with the replacement pitch some considerable way from the clubhouse and the existing pitch on very poor ground. The scheme allows for no pitch improvements. The facility need is for 2 adult pitches, 1 floodlit training pitch and security of tenure on the site (only rental currently).
Tenbury RFC	The rugby club pitch is on a flood plain. There are no changing facilities on site at Palmers Meadow and the rugby club clubhouse is at Penlu. There is no floodlit training facility. The rugby club needs x 1 pitch near Penlu. *Note:* Tenbury High School operate a healthy curricular and extra-curricular rugby programme. As a result Tenbury RFC do not operate a youth section as its facilities are poor and the HS has capacity to provide a sustainable structure. Therefore demand is higher than just the one adult team but possibly a further 3 youth teams

142. Unlike for football and to a somewhat lesser extent for cricket, the key driver for participation is not the accessibility of local sites but the vitality and overall geographic distribution of the clubs, who generally use multi-pitch sites. The following assessment is therefore based on a whole authority need, rather than by sub-area.

Figure 20: Senior rugby pitches within Malvern Hills



Current balance in supply and demand

143. It is assumed that each rugby pitch should be able to cater for 4 teams (two matches per week), both for the seniors and minis. At the present time there are sufficient large size pitches for rugby matches across the authority as a whole and with the estimated relatively small importation of some of the rugby players from Worcester, there is still just about sufficient total match space to meet the needs, (see Figures 21 and 23 below).

144. Of the clubs responding to the club survey, none reported having a waiting list for players.

145. A key issue identified by the RFU is however the impact of training on pitch quality. The RFU have recently estimated the amount of training for each site, and this totals the equivalent of an additional 10 teams across Malvern Hills, approximately an additional 50% demand over and above the total number of junior and senior teams playing in the area. This has a very significant impact on the estimated demand for pitches, as totalled together this means that there is an additional playing field space demand of approx 2.5 ha across the authority, taking the current balance in supply and demand to one of deficit of approximately 4 ha, (see Figures 22 and 24).

146. The need for the training space should be considered in new/expanded/relocated rugby sites and for clubs such as Malvern, which would wish to relocate, would mean at least one extra pitch should be provided over the number they currently have. However, the RFU recognise that it may not be possible to provide additional space at many clubs to support the training needs. They therefore initially consider the ability of the sites to meet this training need through improved pitch maintenance, drainage, and more training quality floodlights, in order to spread the training pressures across more of the existing pitches.

147. The key short-medium term issues are therefore:

- Ensuring that the pitches and facilities are fully capable of meeting the additional demand arising from the new housing growth within Malvern Hills;
- To provide separate mini pitch space at Malvern and Upton;
- To support the implementation of the RFU's investment strategy, including the priority from which is the Malvern Town RFC's training floodlights and changing room extension or relocation of the club to a larger site.

Figure 21: Demand, supply and balance for rugby matches – Malvern Hills only

	Age Groups	2009	2016	2021	2026
Mini-rugby - mixed	8-12yrs	13	13	13	12
Junior rugby - boys	13-17yrs	10	10	10	10
Junior rugby - girls	13-17yrs	1	1	1	1
Men's rugby	18-45yrs	9	8	7	8
Women's rugby	18-45yrs	0	0	0	0
Current number of large pitches 2009		6			
Current number of mini pitches 2009		1			
Number of large pitches needed @ 4 teams per pitch (rounded)	2009	5			
	2016	5			
	2021	5			
	2026	5			
Number of mini pitches needed for matches @ 4 mini teams per pitch (rounded)	2009	3			
	2016	3			
	2021	3			
	2026	3			
Area of playing fields needed for matches @ 1.8 ha per large pitch	2009	9			
	2016	8			
	2021	8			
	2026	8			
Area of playing fields needed @ 0.63 ha per mini pitch	2009	2.1			
	2016	2.1			
	2021	2.1			
	2026	1.9			
Total area of playing fields needed for matches (hectares)	2009	11.1			
	2016	10.5			
	2021	10.5			
	2026	10.3			
Current playing field area (hectares)	2009	10.3			
Balance in area of playing fields needed for matches (hectares)	2009	-0.8			
	2016	-0.2			
	2021	-0.3			
	2026	0.0			

Figure 22: Demand, supply and balance for rugby matches and training- Malvern Hills

	Age Groups	2009	2016	2021	2026
Mini-rugby - mixed	8-12yrs	13	13	13	12
Junior rugby - boys	13-17yrs	10	10	10	10
Junior rugby - girls	13-17yrs	1	1	1	1
Men's rugby	18-45yrs	9	8	7	8
Women's rugby	18-45yrs	0	0	0	0
Current number of large pitches 2009	6				
Current number of mini pitches 2009	1				
Number of large pitches needed for matches @ 4 teams per pitch (rounded)	2009	5			
	2016	5			
	2021	5			
	2026	5			
Number of mini pitches needed for matches @ 4 mini teams per pitch (rounded)	2009	3			
	2016	3			
	2021	3			
	2026	3			
Area of playing fields needed for matches @ 1.8 ha per large pitch	2009	9			
	2016	8			
	2021	8			
	2026	8			
Area of playing fields needed for matches @ 0.63 ha per mini pitch	2009	2.1			
	2016	2.1			
	2021	2.1			
	2026	1.9			
Total area of playing fields needed for matches rugby (hectares)	2009	11.1			
	2016	10.5			
	2021	10.5			
	2026	10.3			
Team equivalents based on training needs (senior)		10			
Additional pitch space required @ 1 large pitch per 4 team equivalents		2.5			
Area required for training (hectares) @ 1.8 ha per large pitch		4.5			
Total playing field area required (matches plus training)	2009	15.6			
	2016	15.0			
	2021	15.0			
	2026	14.8			
Current playing field area (hectares)	2009	11.4			
Extra playing field area required for rugby (hectares)	2009	4.2			
	2016	3.5			
	2021	3.6			
	2026	3.4			

Figure 23: Demand, supply and balance for rugby matches – including Worcester

	Age Groups	2009	2016	2021	2026
Mini-rugby - mixed	8-12yrs	13	13	13	12
Junior rugby - boys	13-17yrs	10	10	10	10
Junior rugby - girls	13-17yrs	1	1	1	1
Men's rugby	18-45yrs	10	9	8	9
Women's rugby	18-45yrs	0	0	0	0
Current number of large pitches 2009	5				
Current number of mini pitches 2009	1				
Number of large pitches needed @ 4 teams per pitch (rounded)	2009	5			
	2016	5			
	2021	5			
	2026	5			
Number of mini pitches needed @ 4 mini teams per pitch (rounded)	2009	2			
	2016	2			
	2021	2			
	2026	2			
Area of playing fields needed @ 1.8 ha per large pitch	2009	10			
	2016	9			
	2021	9			
	2026	9			
Area of playing fields needed @ 0.63 ha per mini pitch	2009	1.3			
	2016	1.3			
	2021	1.3			
	2026	1.3			
Total area of playing fields needed for rugby (hectares)	2009	10.8			
	2016	10.2			
	2021	9.9			
	2026	10.3			
Current playing field area (hectares)	2009	10.3			
Balance in area of playing fields needed for rugby (hectares)	2016	0.0			
	2021	0.3			
	2026	0.0			

Figure 24: Demand, supply & balance for rugby matches & training –including import

	Age Groups	2009	2016	2021	2026
Mini-rugby - mixed	8-12yrs	13	13	13	12
Junior rugby - boys	13-17yrs	10	10	10	10
Junior rugby - girls	13-17yrs	1	1	1	1
Men's rugby	18-45yrs	10	9	8	9
Women's rugby	18-45yrs	0	0	0	0
Current number of large pitches 2009	6				
Current number of mini pitches 2009	1				
Number of large pitches needed for matches @ 4 teams per pitch (rounded)	2009	5			
	2016	5			
	2021	5			
	2026	5			
Number of mini pitches needed for matches @ 4 mini teams per pitch (rounded)	2009	3			
	2016	3			
	2021	3			
	2026	3			
Area of playing fields needed for matches @ 1.8 ha per large pitch	2009	10			
	2016	9			
	2021	9			
	2026	9			
Area of playing fields needed for matches @ 0.63 ha per mini pitch	2009	2.1			
	2016	2.1			
	2021	2.1			
	2026	1.9			
Total area of playing fields needed for marches rugby (hectares)	2009	11.7			
	2016	11.1			
	2021	10.8			
	2026	10.9			
Team equivlants based on training needs (senior)		10			
Additional pitch space required @ 1 large pitch per 4 team equivlants		2.5			
Area required for training (hectares) @ 1.8 ha per large pitch		4.5			
Total playing field area required (matches plus training)	2009	16.2			
	2016	15.6			
	2021	15.3			
	2026	15.4			
Current playing field area (hectares)	2009	11.4			

Extra playing field area required for rugby (hectares)	2009	4.8
	2016	4.1
	2021	3.8
	2026	4.0

Future demand

Malvern Hills outside the WWM-GA

148. Changes to the future population of Malvern Hills outside the WWM-GA is summarised by Figure 4. The following calculations take into account the number of people expected to be resident over the period, the age structure, and also the anticipated growth in rugby of 1% participation per annum up to 2026.

149. Effectively, even with a 1% growth per annum and the import of demand from Worcester, there is expected to be no increase in the number of teams during the period up to 2026 from Malvern Hills outside the WWM-GA. However, the RFU's strategy has an aspiration of an increase of 2% growth in the ***number of teams per annum*** (as opposed to the TGR rate) over their remaining plan period of 4 years, with an additional 1% pa growth in the remaining period up to 2016 i.e. 110% growth in team numbers between 2010 and 2016. If this is achieved there would be a small increase in the number of mini, junior boys and men's teams, equating to a further increase in match pitch demand of 0.9 large pitches and 0.3 of a mini pitch.

			Estimated number of teams at 2016			**Impact on pitch demand**	
	Age Groups	**2009/10 actual number of teams**	**Based on 1% growth in TGR rates per annum**	**Based on 2% growth for 4 years and 1% for 2 years in team numbers (RFU strategy)**	**Difference between TGR methodology and RFU strategy**	**Increase in match pitch needs beyond TGR based assessment**	**Impact on pitch demand for matches**
Mini-rugby - mixed	8-12yrs	13	13	15	1	0.3	0.3
Junior rugby - boys	13-17yrs	10	10	11	1	0.3	
Junior rugby - girls	13-17yrs	1	1	1	0	0.0	
Men's rugby	18-45yrs	10	9	11	2	0.5	
Women's rugby	18-45yrs	0	0	0	0	0.0	0.9

Pitch supply

150. At present there are no confirmed additional community pitches proposed to be developed over the period up to 2026. It has therefore been assumed in the following assessment of supply and demand, that no new pitches are developed or made available for secure community use.

Balance in supply and demand up to 2026

151. The table in Figure 23 also provides a summary of the expected balance in supply and demand for match pitches up to 2026, and Figure 24 includes the impact of training needs, both based on the estimated team numbers. The total required playing field space for rugby is estimated to be around 16 ha to meet both the needs of the population within Malvern Hills outside the WWM-GA and the current levels of import of players from Worcester, including both matches and training. If the training needs are included in the calculations there is a deficit of around 5 ha of pitch space now, and this falls very slightly up to 2026 to a deficit of 4 ha. If only the match needs are considered, then there is a balance in supply and demand in the whole period up to 2026.

Malvern Hills within the WWM-GA

152. Both the Worcester West and Worcester South/Norton SUEs will generate new demand for playing field space. This is summarised below, based on the anticipated population characteristics of the SUEs and the South Worcestershire average TGR rate. This demand is not able to be met elsewhere in Malvern Hills, as the sites are already operating beyond their sustainable capacity.

153. The rate of pitch provision is suggested as being 1 pitch per 4 senior and junior teams, plus an additional team equivalent of 50% of the junior plus adult teams. As the training needs are being planned in from the outset, the proposed standards of provision per 1000 are greater than for the existing rate of provision elsewhere in the district.

154. Even more than for football and cricket, a critical factor for the success of rugby is the size of the site available, which must be sufficient for a number of pitches (both senior and mini) and a training area. The provision to meet the needs of the SUEs is therefore likely to need to be a hub or super-hub level facility, drawing developers' contributions from across the WWM-GA. The following tables identify the amount of pitch space nominally required arising from each of the SUEs.

155. Worcester West is fully within Malvern Hills but Worcester South/Norton crosses the Wychavon boundary, although 89% of the housing is within Malvern Hills. On this basis, 89% of the provision in Worcester South should be linked to growth within Malvern Hills' boundaries.

156. A single additional club site close to the south side of Worcester may be the most appropriate provision to meet the needs of all of the growth from the WWM-GA.

Figure 25: Provision for rugby in the SUEs

Worcester West		**Need and pitch requirements arising from SUE**				
SUE maximum requirements at 2026 participation rates	Age Groups	Estimated number of teams within age group arising from SUE	Number of match pitches required @ 4 teams per pitch	Total number of pitches required @ match pitches + 10%	Training requirement (hectares) [(50% of junior + senior team nos)/4 x 1.8]	Total hectares of playing field area required as developers contributions for community use
Mini-rugby - mixed	8-12yrs	3	0.7	0.8		0.5
Junior rugby - boys	13-17yrs	1				1.8
Junior rugby - girls	13-17yrs	0				
Men's rugby	18-45yrs	2				
Women's rugby	18-45yrs	0	0.9	1.0	0.7	
						2.9

Worcester South		Need and pitch requirements arising from SUE					
SUE maximum requirements at 2026 participation rates	Age Groups	Estimated number of teams within age group arising from SUE	Number of match pitches required @ 4 teams per pitch	Total number of pitches required @ match pitches + 10%	Training requirement (hectares) [(50% of junior + senior team nos)/4 x 1.8]	Total hectares of playing field area required as developers contributions for community use	89% attributable to Malvern Hills
Mini-rugby - mixed	8-12yrs	2	0.5	0.6		0.4	
Junior rugby - boys	13-17yrs	1	0.7	0.8		1.4	
Junior rugby - girls	13-17yrs	0					
Men's rugby	18-45yrs	2					
Women's rugby	18-45yrs	0			0.7		
						2.4	**2.1**

Standards of provision for rugby

157. Standards of provision need to have three elements; quantity, quality and accessibility. The standard for quantity needs to reflect the characteristics of Malvern Hills' population, recognising in particular the expected differences between the populations in the sustainable urban extensions and the rest of the District. The standards for quality should remain constant, and reflect the technical guidance of the national governing body and Sport England. The standards for accessibility need to reflect the differences between the town and rural areas, and also the practical ability to develop "new" sites within the existing urban area.

Standard for Quantity

158. The table below provides the calculation for the amount of playing field for rugby which should be provided per 1000 up to 2026.

	2016	2021	2026
Total population across authority outside the WWM-GA area	73800	73200	72800
Total area of playing field space for rugby (hectares) outside WWM-GA area but including Worcester inflow	15.6	15.0	15.0
Provision per 1000 population outside SUE growth	0.2	0.2	0.2
Worcester West SUE population	1200	3600	8400
Worcester South SUE (Malvern Hills area) population	0	3600	5760
Total new WWM-GA area population	1200	7200	14160
Worcester West SUE playing field area	0	2.9	2.9
Worcester South SUE (Malvern Hills area) playing field area	0	2.1	2.1
Total area of playing field space for rugby needed (hectares) in WWM-GA area	0	5	5
Provision per 1000 population in WWM-GA SUE areas	0	0.7	0.4

159. The standard per 1000 for rugby across Malvern Hills outside the WWM-GA is proposed to be 0.2 ha per 1000 for the period up to 2026, and within the SUEs 0.4 ha per 1000. The figure for provision within the WWM-GA area takes into account the training need in addition to the match requirements for rugby.

Standards for Quality

Multi-pitch sites

160. The most useful sites for rugby are those which are multi-pitch and cater for all ages, usually linked to a club. Most clubs also require at least some floodlit grass training area which is away from the pitches.

Changing Facilities

161. All sites should have good quality changing and clubhouse facilities that meet the national governing body guidelines.

Grass Pitch Quality

162. All pitches should be well-drained and well-maintained, avoiding over-use and enable two matches per week.

163. Pitches should be allowed to fully recover at the conclusion of the season and site should not be shared with other sports or used for informal recreation.

164. All new sites should be located in areas not prone to flooding.

Site Security

165. As a principle, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Enshrining quality in planned provision

166. The quality of new playing fields, particularly those which are provided in relation to new development, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 population.

Standard for Accessibility

167. As rugby clubs draw players from a wide area, the most important issue is to ensure as wide geographical spread of clubs as possible across the authority. However, as no new clubs are envisaged except within the WWM-GA, this is not a key issue and a standard for accessibility is not appropriate for this sport.

168. The proposed new rugby club site within the WWM-GA should be located on the south or west side of the city to reduce the catchment overlap with the existing clubs at Sixways, Pershore and Upton.

Priorities for investment

169. The following are the priorities for investment:

- Ensuring that the pitches and facilities are fully capable of meeting the additional demand arising from the new housing growth within Malvern Hills by improving both pitches and ancillary facilities;

- To provide separate mini pitch space at Malvern and Upton;

- To support the implementation of the RFU's investment strategy, the priority from which is the Malvern Town RFC's training floodlights and changing room extension, or relocation to an alternative site. Also to resolve the site issues at Upton.

- The development of a new rugby club within the WWM-GA.

Assessment – Rounders

170. There are only a very small number of rounders clubs in the Herefordshire & Worcestershire Partnership area, most of which are located within Malvern Hills. The clubs play on school sites and no additional provision is required. Some formalisation of the use of the existing pitches would however be valuable.

Assessment – Lacrosse

171. There are only a very small number of lacrosse clubs in the Herefordshire & Worcestershire Partnership area, most of which are located within Malvern Hills. The clubs play on school sites and no additional provision is required. Some formalisation of the use of the existing pitches would however be valuable.

PLANNING POLICIES

Protection of playing fields

172. There should be a principle that all existing playing field space should be retained.

173. Playing fields in areas where there is an under-provision of pitches now or anticipated in the future, should be protected from development.

174. Where playing fields are agreed by the Council to be lost to development, these should be replaced in a manner which fully meets the requirements of Planning Policy Guidance (PPG) 17, and the value of any funds raised from development should be reinvested in playing fields to the benefit of community sport.

Amount of playing field space

175. It is proposed that new developments should be required to make the following provision per 1000 people for new grass playing fields, inclusive of space for ancillary requirements such as a clubhouse/changing pavilion, and car parking.

	Hectares of playing field space per 1000 population by 2026	
	Malvern Hills outside the WWM-GA	Malvern Hills within the WWM-GA
Football	0.7	0.9
Cricket	0.4	0.3
Rugby Union	0.2	0.4
HECTARES OF TOTAL PLAYING FIELD PROVISION PER 1000**	**1.3**	**1.6**
** Inclusive of grass pitch space and space for ancillary facilities such as clubhouse/ changing pavilion and car parking. Total equates to 150% of the pitch area alone.		

Provision on-site and off-site

176. Provision is appropriate on-site for the SUEs for football and cricket. However off-site equivalent contributions are otherwise required, usually where sites are too small to enable on-site provision or where there is sufficient secure community use playing field space already easily accessible. Off-site contributions should be appropriate, for increasing the number of facilities and/or aimed at increasing the quality of existing sites in order to improve their carrying capacity, so as to meet the increased demand.

177. In relation to off-site provision, the following approach should be adopted:

- Rugby Union – new sites to be treated as hub or super-hub facilities, attracting developers' contributions from across the WWM-GA. Elsewhere as a hub with funds put into central resource to support the clubs' improvements;

- Cricket – multi-pitch sites to be treated as a 'hub' level facilities, others to be treated as satellite facilities;

- Football – sites usually to be treated as satellite facilities, but larger multi-pitch sites will be hub level.

178. The priorities for investment on individual sites are set down by the District Council in their schedule of playing fields, which is updated on an annual basis.

Determining the value of off-site contributions

179. The determination of the value of both off-site contributions and compensation for playing fields lost through development should include the following elements. These will be assessed on a pro rata basis:

- The value of the area of land which would be required, based on recreational land value to include both pitch area and ancillary facility space (at 150% of the pitch area);

- Where land is to be provided as a new site or replacement, any associated abnormal site costs such as decontamination, site levelling etc;

- The cost of making up the area of pitches including; topsoil, drainage, marking, goalposts, and floodlighting if appropriate, etc.;

- The cost of all ancillary facilities including; secured access, car parking, clubhouse/changing pavilion, and fencing.

180. For the purposes of calculation of the off-site contributions relating to new development:

- The amount of pitch area can be determined from the above table of playing field space per 1000 using the following: (New population x playing field space per 1000)/150) x 100;

- Changing provision / clubhouse provision assumed at 4 team changing per 2 pitches = 3.6 ha of playing field space = 1.8 ha per pitch including ancillary facilities x 2;

- The costs associated with the contributions will be based on the latest Sport England Facility Costs guidance, or more specific local site costs, whichever is the greater.

181. If the District Council moves towards a tariff approach for developers' contributions, this methodology should be used to determine the appropriate charge.

Guidelines for quality and accessibility of new provision

182. Sports should be provided for on separate sites, as they have over-lapping seasons and different needs.

183. New pitches should be provided in appropriate locations, which will include accessibility, secure access, appropriate site levels, orientation, surrounding land uses, subsoil, etc.

184. The 'community use' sites should not be considered "multi-purpose" i.e.:

- Should not be considered as also being informal recreation sites, i.e. should not be part of a park;
- Should not generally be shared with school use;
- The sites should be designed to discourage significant informal use, including any desire lines/paths crossing the sites and pitches in particular. This will often include a need for fencing;
- All sites should be provided with changing accommodation or clubhouses suitable for the sport and the number of pitches on site, in order to meet Sport England or national governing body guidance;
- Pitches should not be located within a flood plain which is estimated to have a flood risk of 1% or greater (1 in 100 years), as identified on the Environment Agency flood maps.

185. If senior and junior pitches are proposed to be dual-use with education, the following principles should be applied:

- The number of pitches which should be provided on-site should be significantly greater than the number of pitches required for the educational use alone (so as to avoid overuse);
- If provided for winter sports (rugby union, football) there should be no or very limited use of the grass area during the summer months;

- The pitches should be developed to meet the technical guidance of Sport England or the national governing body for the sport;

- The pitches should be supported by appropriate fully accessible changing facilities;

- The site should have appropriate security arrangements and layouts to enable community use;

- The pitches to be used by the community should be subject to a legally binding Joint Use Agreement of not less than 20 years; which sets out a minimum level of use per week during the season;

- The pitches should be maintained with an intensive regime to ensure maintenance of standards of play, and the intention to do so should be included within the community use agreement.

IMPLEMENTATION

Phasing

186. It is not anticipated that all of the proposals will be implemented at the same time. Some sites/proposals require more urgent action than others.

187. Where playing fields are proposed to relate to new housing growth, the speed of development will necessarily impact upon the speed of provision of new facilities.

Funding

188. Whilst the facilities identified in the Playing Pitch Strategy will be spread over a period of years to 2026, significant capital funding will be required to deliver the facilities as well as an ongoing revenue commitment primarily from Malvern Hills District Council.

189. Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point. As each facility is considered, a variety of options for funding will need to be explored by the authority and the potential developers of each project. These might include, in no particular order:

- Mixed development – perhaps delivering community sports facilities as part of a wider regeneration scheme;
- Developers' Contributions – through the s106, tariff and/or Community Infrastructure Levy (CIL) and Programme of Development (POD) process, by locking the strategy into planning policy;
- Land disposals and partial land development – where agreed as surplus to need;
- Partnership delivery and joint funding - by working with key partners such as Primary Care Trusts;
- Partnership funding - with major sports clubs and their National Governing Bodies of Sport (NGBs), with National Sports Foundation, with Football Foundation and others;
- Government funding: Communities and Local Government (CLG) - through Growth Funds (previously known as GAF) – for health, sport and Green Infrastructure as well as area regeneration; also Communities Infrastructure Fund – mainly for transport;

- HCA Kickstart housing funds;
- Local Authority regeneration funds;
- Sport England/UK Sport funds;
- Lottery Funds.

Review

190. There should be a substantive review of this Playing Pitch Strategy by 2015 to take account of:

- Variations from the anticipated housing growth patterns;
- Changes within the sports, including the balance between grass and synthetic surface;
- General changes in participation and attractiveness of "new" sports;
- The success of local clubs and their demand for new or improved pitches and facilities;
- Changes in the supply of pitch space and ancillary facilities.

191. An interim review should be undertaken in 2013 to take account of changes in housing growth and other issues/opportunities not currently anticipated. This should include a full re-audit of the pitch sites in order to confirm the quality issues.