

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

Malvern Hills District  
Sport and Leisure Strategy 2014-2024

# 5 Year Progress Review

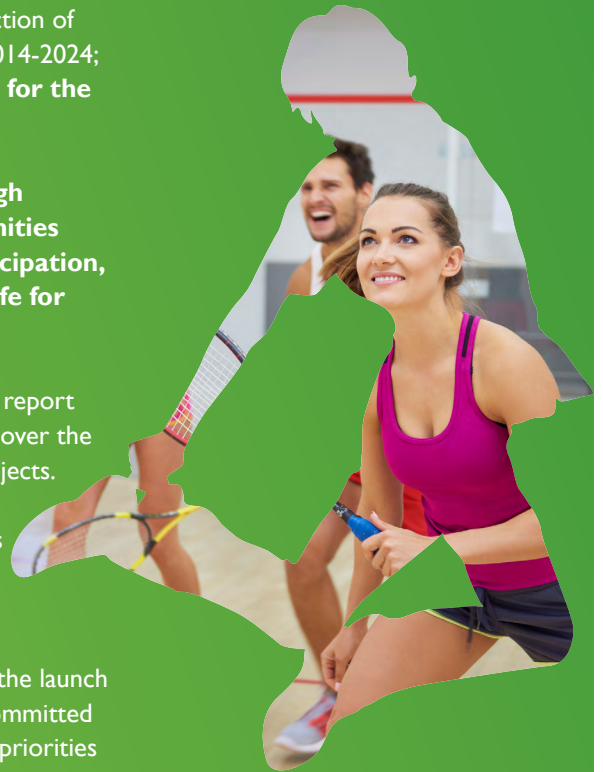


To contribute to the delivery of the council's 30 point Strategic Objectives and Priorities (May 2013), community services undertook the production of the council's first Malvern Hills District Sport and Leisure Strategy 2014-2024; entitled **Active Communities Malvern Hills District – A Vision for the Future**.

Underpinning the strategy was the aim to “**create a network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation, improves health and wellbeing and enhances the quality of life for existing and future communities**.”

With the Sport and Leisure Strategy reaching the mid way point, this report outlines the significant impact that has been made across the district over the past five years through the delivery of a wide and varied range of projects. Each of these projects has played a crucial role in the long term sustainability of many services and facilities which contribute towards our council priority of “**improving the quality of life for all our communities**”.

As a result of changes in the landscape over the first five years since the launch of the leisure strategy, the council has updated the action plan and committed to delivering a range of new and exciting projects that are aligned to priorities that will see us through the next five years of the strategy.



## Key achievements looking back

1. **Appointed Freedom Leisure** as the council's **new leisure operator** in 2015 on a 15 year contract



2. **Appointed Worcestershire YMCA** to manage the Council's **Community Centres**, Upton Hill Centre and Malvern Vale, in 2015 on a 30 year contract

3. **Allocated additional resources** to monitoring the performance of the council's new leisure and community facility providers, to ensure a network of **high quality, accessible and sustainable facilities** are provided

**OVER 2  
MILLION**



**VISITS  
TO OUR  
LEISURE AND COMMUNITY  
CENTRES**

**15 YEAR**



**BUDGET POSITION  
IMPROVED BY**



**OVER 43k**



**ENGAGED  
IN AN  
ACTIVE COMMUNITIES  
PROGRAMME**



**TO THE  
COUNCIL**

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

4. Adopted the South Worcestershire Playing Pitch Strategy 2015 - 2030 which outlines the expected playing pitch needs across Malvern Hills, Wychavon and Worcester City



5. Adopted the **Developer Contributions Supplementary Planning Document** was adopted in July 2018 which ensures the Council can continue to **secure investment for sport and leisure provision** from housing developments



6. Successfully secured over £5.2 million in contributions from housing developers to provide grant funding for the development of community facilities and public open space.



**DISTRIBUTED**



**IN GRANT FUNDING**



7. Purchased Llangland Stadium in 2014 and then **leased to Malvern Town Football Club** CiC, to ensure the site was **safeguarded as a sport and community hub** for future generations



8. Identified future development opportunities including a remodelled **play area in Priory Park**, **playing pitch and changing room developments at Llangland Stadium** and improvements to **Spring Lane rugby club provision**



**OVER 2 MILLION**



**IN FACILITY IMPROVEMENTS IDENTIFIED**

9. Encouraged **initiative, hard to reach 5-19 year olds in the district to get active** through Sport England's national Sportivate scheme before it ended in 2014



**OVER 1,000**  
**YOUNG PEOPLE GOT ACTIVE**



10. Hosted eight annual **Malvern Hills District Community Sports Awards** with the support of our partners and sponsors, and is committed to continuing to **reward, recognise and showcase** the great talent from across the district



**OVER 277**



**NOMINEES RECOGNISED**

11. **Adopted Neighbourhood Plans** within the Parishes of Clifton upon Teme, Kempsey and Martley, Knightwick & Doddenham, **identifying their strategic priorities for investment in open space**



**IMPLEMENTED FOUR**



**NEIGHBOURHOOD PLANS**

12. Secured **community access to sports facilities located at schools** across the district including Malvern College, Malvern St James, Dyson Perrins, the Chantry, Hanley Castle and Malvern Vale, ensuring there is a network of **high quality facilities available** that meets local demand



13. Invested **£26,000 in to Sports Partnership Hereford and Worcestershire** to support the delivery of a network of high quality accessible and sustainable sport and leisure opportunities, by providing **club, coach and volunteer development development** throughout the district



**OVER**

**100**  
attendees



**ON CPD COURSES**

**OVER 300**  
**ATTENDED**



**STRENGTH AND**  
**BALANCE CLASSES**

To follow the council's continued progress in the delivery of the sport and leisure strategy and other community services information follow us on our social media sites



MHDC Community Services



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Malvern Hills District Council

[www.malvern hills.gov.uk/community](http://www.malvern hills.gov.uk/community)

