



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY ASSESSMENT REPORT

DECEMBER 2021

FINAL VERSION

QUALITY, INTEGRITY, PROFESSIONALISM

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MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

CONTENTS

ABBREVIATIONS	1
PART 1: INTRODUCTION AND METHODOLOGY	2
PART 2: FOOTBALL.....	15
PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)	42
PART 4: CRICKET.....	51
PART 5: RUGBY UNION	76
PART 6: HOCKEY	92
PART 7: TENNIS	103
PART 8: NETBALL COURTS.....	116
PART 9: BOWLS	121
PART 10: ATHLETICS.....	127
PART 11: OTHER PITCH SPORTS.....	131
APPENDIX 1: SPORTING CONTEXT	131
APPENDIX 2: NON TECHNICAL ASSESSMENT SHEETS.....	155

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BCGBA	Crown Green Bowling Association
BC	Bowls Club
CFA	County Football Association
DALP	Delivery and Allocations Local Plan
DCMS	Department for Culture, Media and Sport
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FIFA	Fédération Internationale de Football Association
FPM	Facilities Planning Model
GMA	Grounds Management Association
HC	Hockey Club
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facilities Plan
LTA	Lawn Tennis Association
NFFS	National Football Facilities Strategy
NGB	National Governing Body
NPPF	National Planning Policy Framework
NTP	Non turf pitch
PPC	Playing Pitch Calculator
PPOSS	Playing Pitch and Outdoor Sport Strategy
RDO	Rugby Development Officer
RFL	Rugby Football League
RFU	Rugby Football Union
RFC	Rugby Football Club
TC	Tennis Club
U	Under
WFA	Worcestershire Football Association

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 1: INTRODUCTION AND METHODOLOGY

Knight, Kavanagh & Page Ltd (KKP) was appointed by the South Worcestershire Councils: Malvern Hills District Council, Worcester City Council and Wychavon District Council 'to produce a South Worcestershire Playing Pitch Strategy and Outdoor Sports Facilities Strategy 2021-2041 a Built Facility Strategy 2020-2041'. This work will provide a key piece of evidence to support the South Worcestershire Development Plan (SWDP) Review.

This report (known as the Assessment Report) presents a supply and demand assessment of playing pitch and outdoor sport facilities within Worcester City and is delivered in accordance with Sport England's Playing Pitch Strategy (PPOSS) Guidance for playing pitch sports and Sport England's Assessing Needs and Opportunities Guide (ANOG) for "non-pitch" outdoor sports.

Sport England's PPOSS Guidance details a 13-stepped approach, separated into five distinct sections, as follows:

- ◀ Stage A: Prepare and tailor the approach (1)
- ◀ Stage B: Gather information and views on the supply of and demand for provision (2 & 3)
- ◀ Stage C: Assess the supply and demand information and views (4, 5 & 6)
- ◀ Stage D: Develop the strategy (7 & 8)
- ◀ Stage E: Deliver the strategy and keep it robust and up to date (9 & 10)

Stages A to C are covered in this report, with stage D covered in the proceeding strategy document and Stage E ongoing throughout the lifespan of the work.

ANOG is separated into two parts; undertaking an assessment and applying the assessment. This report focuses on the first of these, with the guidance splitting it into three stages:

- ◀ Stage 1 – Prepare and tailor the assessment
- ◀ Stage 2 – Gather information on supply and demand
- ◀ Stage 3 – Assessment, bring the information together

A PPOSS is considered to be out of date if its baseline data has not been reviewed after five years of the study being undertaken. If the PPOSS is monitored annually then its lifespan will depend on the point at which an Annual Monitoring Report identifies changes that are significant enough to warrant a partial or full review. A bespoke process will be included within the subsequent Strategy.

Covid-19

The PPOSS has been undertaken during the Covid-19 global pandemic, which has resulted in England entering into unprecedented restrictions that have fluctuated over the course of the last 12-months. At various points in time, grassroots sport has been halted, leading to truncated seasons and changes to way leagues have been run and fixtures scheduled. This has had a direct consequence on the supply of and demand for playing pitch and outdoor sport facilities, which, if considered in isolation, would not present an accurate representation of levels of activity or provision.

Given the above, this study presents information based on what supply and demand would have been like had there not been any restrictions in place, although consideration is given to the impact of Covid-19 and the issues clubs, teams and users face as a consequence. The approach taken is further explained within each section of the report, where appropriate.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

It is currently unknown what impact the pandemic and enforced restrictions will have on participation and provision moving forward. Therefore, this should form a key aspect of the Stage E process, with the review of the documents ensuring that any recommendations made remain accurate as the effect of Covid-19 becomes clearer.

As part of Stage E, the PPOSS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. A review will not only help keep the work up to date but it will also assist in maintaining the momentum and commitment built up during its development.

1.1: Stage A: Prepare and tailor the approach

Why the strategy is being developed

The previous South Worcestershire PPOSS coincided with the adopted South Worcestershire Development Plan (SWDP) which runs to 2030 and is therefore in need of renewal in order to be a key evidence base for the South Worcestershire Development Plan Review (SWDPR) and the development of its related policies, including neighbourhood plans.

Additionally, there is a need for the PPOSS to help secure Section 106 developer contributions for investment into current and new provision. In addition to providing support for other external grant opportunities.

The PPOSS will therefore provide a strategic framework to ensure that the provision of outdoor playing pitches meets the needs of residents (both existing and future) and visitors across the three local authorities. It will also support those organisations, including the councils, involved in the provision of outdoor sports facilities across South Worcestershire.

National context

Concern at national government level over the loss of playing fields prompted the development of localised playing pitch assessments and strategies which identify current and future requirements for playing fields. Developing a strategic approach to the analysis of playing pitch supply and demand is necessary to:

- ◀ Protect playing pitches against development pressures in, and around, urban areas.
- ◀ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicated population changes.
- ◀ Address 'demand' pressures created as a result of specific sports development pressures e.g. growth of mini soccer and wider use of artificial grass pitches.
- ◀ Address budget pressures and public-sector cuts.

The South Worcestershire PPOSS will provide an evidence base for planning decisions and funding bids and will ensure that this evidence is sound, robust and capable of being scrutinised through examination whilst meeting the requirements of the National Planning Policy Framework (NPPF).

One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities, with paragraph 98 discussing the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Paragraph 99 discusses assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. Paragraphs 100 and 102 also promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields and outdoor sport facilities.

For the full national context, including for each of the sports covered please refer to Appendix 1.

Local context

Malvern Hills District Council Five Year Plan: 2020-2025

The vision set out in this plan is to enhance the District as a destination to explore and for it to be an outstanding place to live and work. To achieve this, the Authority has established a number of objectives, one of which is to improve people’s health and wellbeing. The key elements of this objective, are to:

- ◀ Secure 1.5 million visits to all leisure centres by 2025, including targeting the less active to participate in sport and leisure activities.
- ◀ Deliver a programme, through a range of partnerships, of at least 50 targeted community activities per year across the District.
- ◀ Refurbish Malvern Splash to improve the visitor offer and to extend the economic life of the asset.
- ◀ Enable investment of up to £10m in new facilities and open space provision, including play areas and playing pitches across the District.

Worcestershire Health and Well-being Strategy 2016-2021

This outlines Worcestershire Health and Well-being Board priorities for the past five years. The stated vision was to ensure that Worcestershire’s residents are healthier, live longer and have a better quality of life especially the communities and groups with the poorest health outcomes. This vision was supported by focusing on the following objectives:

- ◀ Creating good mental health and well-being throughout life, with a focus on building resilience across all age groups. People who are more resilient do better in life, are happier, more able to cope with adversity and less at risk of developing mental health conditions such as anxiety and depression.
- ◀ Increasing everyday physical activity across all age groups, particularly focusing on; under 5’s and their parents, older people and populations with poorer health outcomes.
- ◀ Reducing consumption of alcohol across all ages, along with a focus on reducing risky behaviour associated with drinking too much.

This strategy is now complete, an updated version will be available later in 2021.

Active Herefordshire and Worcestershire (Active Partnership)

The stated aim of the Active Partnership is to reduce inactivity and create a more active and healthier Herefordshire and Worcestershire. Its blueprint for tackling inactivity is identified in its five strategic objectives, which are to:

- ◀ *Target new opportunities for growth:* To raise the profile across new sectors which will influence large scale interventions throughout Herefordshire and Worcestershire.
- ◀ *Partner and influence:* To facilitate and broker relationships across and within a diverse range of sectors at both operational and strategic levels allowing the Active Partnership to disseminate insight to influence decisions locally.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ *Empower all:* To ensure that individuals, groups and communities are equipped, confident and have the knowledge to understand local need and the mechanisms for change.
- ◀ *Develop a workforce that inspires:* Through the delivery of high quality coach education teaching to ensure there is a physical activity workforce that is reflective of local need.
- ◀ *Increase the visibility and accessibility of opportunities:* Deliver a range of campaign messaging to create positive opportunities throughout the community through the use of strong communication pathways.

South Worcestershire Development Plan (2016)

The SWDP replaced the existing local plans of the three partner councils when it was adopted in February 2016. It considers the long-term vision and objectives for the area covered by the three authorities (South Worcestershire) up to the year 2030, as well as containing the policies for delivering these objectives in a planned and cohesive manner. The objectives, as mentioned above, of the SWDP are as follows:

- ◀ Create economic success that is shared by all.
- ◀ Develop stronger communities.
- ◀ Better environment for today and tomorrow.
- ◀ Improving Health and Well-being.
- ◀ Ensure communities are safe and feel safe.

To improve the health and well-being of residents, the SWDP will ensure that any new development sets out high quality formal/informal recreational opportunities and contributes to enhanced sporting facilities in order to encourage healthy lifestyles. SWDP 37 is clear and Unambiguous in stating that:

The provision of new community facilities or the enhancement of existing facilities will be permitted, particularly where proposals have resulted from neighbourhood planning, subject to satisfying the sequential test in the Framework where applicable. Applicants will be required to consider whether the combining or rationalisation of existing facilities would be more appropriate than the provision of a new facility.

South Worcestershire Development Plan Review (2021-2041)

In line with NPPF (2019) requirements for local plans to be reviewed to assess whether they need updating at least once every five years, with reviews to be completed no later than five years from the adoption date of the plan, the SWDP is currently being updated to cover the plan period 2021-2041.

The SWDP review will set out where the new growth in south Worcestershire should be located (including strategic development proposals for new and expanded settlements) and update the plan's policies in order to ensure that they remain in general conformity with national planning policy and respond to the updated evidence base. The Indoor and Built Sports Facilities studies, alongside the Playing Pitch and Outdoor Sports Strategy will help to ensure that relevant policies in the plan are updated accordingly to demonstrate the soundness of the plan at Examination.

It should be noted that the SWDP is anticipated to include a dedicated playing field protection policy which should be aided by the completion of the South Worcestershire PPOSS.

In accordance with the latest Local Development Scheme (October 2021), the SWDP Review is currently scheduled for adoption in October 2023.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Malvern Hills District Council – Neighbourhood Planning

The Localism Act 2011 introduced a new element to the planning system for England in the form of neighbourhood planning. Neighbourhood Planning sits within the strategic focus of the SWDP, which allows a partnership of communities including businesses, residents and interested parties to develop policies that, subject to an independent examination and community referendum, will become part of the planning framework for land uses in their local area.

Plans for the neighbourhoods located across Malvern Hills are at various stages of development. As of 2021, six plans have been adopted, the objectives relating to community indoor and built facilities are referenced in Table 1.1 below.

Table 1.1: Summary of adopted Neighbourhood plans

Neighbourhood	Summary of objectives relative to community facilities
Abberley (adopted in July 2021)	To help meet housing requirements by requiring a mix of type of properties in line with community needs. To provide for the development of land at The Orchard, Abberley Common, helping to deliver the SWDP allocation for this site in a manner consistent with settlement character. • To sustain and improve the health and wellbeing of the community by retaining, protecting and enhancing community facilities
Broadwas & Cotheridge (adopted September 2019)	To support and enhance existing key community facilities including: <ul style="list-style-type: none"> ◀ Broadwas & Cotheridge Village Hall ◀ Broadwas Primary School ◀ St Mary Magdalene's Church, Broadwas ◀ St Leonard's Church, Cotheridge ◀ Broadwas Gospel Hall ◀ Berryfields Children's Play Area & Playing Field ◀ Broadwas Sports Ground ◀ The Royal Oak Public House
Clifton upon Teme (adopted November 2017)	To encourage opportunities for parishioners across the generations to find enjoyment and fulfilment through a range of educational, sporting and leisure activities. Facilities specifically related to sport/leisure include: village hall, football pitch, tennis courts & clubhouse, bowling green & clubhouse, children's play area and cycle track
Kempsey (adopted November 2017)	To maintain, improve and expand community and recreation facilities. This includes the delivery of a new community, recreation and sport provision on land to the north of Pixham Ferry Lane.
Martley, Knightwick & Doddenham (adopted February 2018)	To maintain a community that will provide a safe and stimulating life for people of all ages and occupations, having within its boundaries, primary healthcare clinics, primary and secondary schools, places to shop, eat and drink, opportunities for leisure and recreation, and a range of places to work.
Hallow adopted in July 2021)	To provide a healthy and stimulating community life for all the people in the area by protecting and enhancing community and recreation facilities.
Hanley Castle (adopted February 2019)	To support the maintenance of village facilities (shops, schools, public houses, churches, recreational facilities) and if these are threatened to support nomination as Assets of Community Value and to facilitate the purchase/operation of these assets.
Malvern Town (adopted June 2019)	To support and encourage a diverse range of education, health, leisure, recreation and social facilities to meet everyday needs of the expanded community and protect, where possible, these facilities where there is a demonstrated need.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Management arrangements

A project team from the Council has worked with KKP to ensure that all relevant information is readily available so that project stages and milestones are delivered on time. In addition, a strong and effective steering group has and will continue to lead the PPOSS during its development and will be responsible for the delivery of its recommendations and actions. The membership of this group is balanced and representative of the different parties and key drivers behind the work; it is made up of representatives from the Council, Sport England and relevant National Governing Bodies of Sport (NGBs) and Active Herefordshire & Worcestershire.

The steering group is and has been responsible for the direction of the PPOSS from a strategic perspective and for supporting, checking and challenging the work of the project team. It will be important for the steering group to continue once the PPOSS has been finalised for several reasons, including a continuing responsibility to:

- ◀ Be a champion for provision in the area and promote the importance of the PPOSS.
- ◀ Support implementation of the recommendations and action plan.
- ◀ Monitor and evaluate the outcomes of the study.
- ◀ Ensure that the work is kept up to date and refreshed when necessary.

Flooding

Across South Worcestershire (Malvern Hills, Worcester City and Wychavon) there are significant issues surrounding flooding. These will be outlined where relevant within each sporting section. Any spare capacity at sites located within a flood zone will be discounted as it is realistically can not support any additional demand due to not be accessible for large portions of the season.

For reference there are various types of flood zones, these are:

- ◀ Flood Zone One – has a less than 0.1% chance of flooding in any year
- ◀ Flood Zone Two – has between 0.1% and 1% chance of flooding in any year
- ◀ Flood Zone Three – has a greater than 1% chance of flooding in any year

Agreed scope

The following are the key outdoor sports (and associated facilities, including artificial surfaces) in South Worcestershire PPOSS and as such are included within the scope:

- ◀ Football
- ◀ 3G pitches
- ◀ Cricket
- ◀ Rugby union
- ◀ Hockey
- ◀ Tennis
- ◀ Netball
- ◀ Bowls
- ◀ Athletics
- ◀ Other sports such as Cycling, Multi Use Games Area (MUGAs), American Football, Baseball/Softball/Rounders, Archery, Croquet, Lacrosse, Ultimate (Frisbee) and rugby league

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Further to the above, there is also a need to recognise the role of informal recreational space (and informal outdoor sport activity) in meeting the changing demands of local communities and links to the current South Worcestershire Open Space Assessment.

Study area

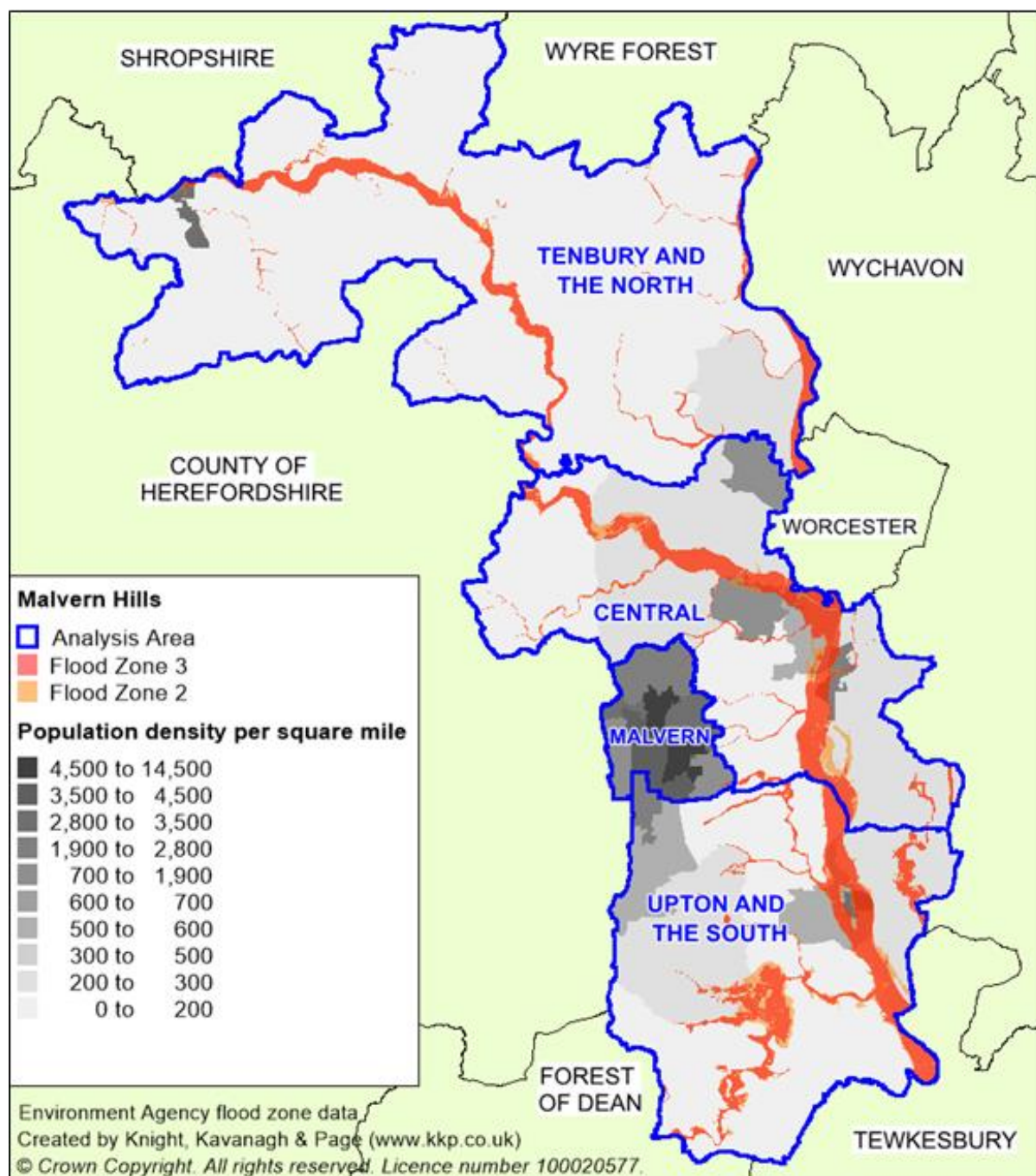
Malvern Hills is mainly a rural District that covers an area made up of countryside interspersed with the three market towns of Malvern, Tenbury Wells and Upton-upon-Severn. They are supplemented by a range of larger villages that provide some services, access to larger towns and employment opportunities, plus many smaller rural villages and hamlets.

The study area will comprise the whole of the District administrative area. However, due to its size, it is also broken into smaller subsections known as analysis areas to allow for a more localised assessment of provision and examination of supply and demand at a local level, as follows:

- ◀ Malvern Town
- ◀ Upton and South
- ◀ Central Malvern District
- ◀ Tenbury Wells and North

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 1: Map of Study Area



Notwithstanding the above, it should be noted that sports catchment areas do not necessarily naturally fall within the administrative analysis areas and can either be larger or cross over. As such, the analysis areas used are solely for reporting purposes and should not be used to compare supply/demand between areas.

Cross boundary and cross authority issues are also explored to determine the level of imported and exported demand, recognising, for example, that people travel to and make use of strategic facilities irrespective of administrative boundaries.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

1.2: Stage B: Gather information and views on the supply of and demand for provision

A clear picture of the supply of and demand for playing pitches and outdoor sport facilities in the District needs to be provided to enable an accurate assessment of quantity, quality and usage. This is achieved through site assessments and consultation with key stakeholders.

Gather supply information and views – an audit of provision

Sport England's guidance uses the following definitions of a playing pitch and playing field; these are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'¹:

- ◀ ***Playing pitch*** – a delineated area of 0.2ha or more which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.
- ◀ ***Playing field*** – the whole of a site which encompasses at least one playing pitch.

Although the statutory definition of a playing field sets out a minimum size, this PPOSS takes account of smaller sized pitches that contribute to the supply side. For example, a site containing a mini 5v5 football pitch is included despite it potentially being smaller than 0.2ha. The study counts individual grass pitches (as a delineated area) as the basic unit of supply, with the definition of a playing pitch also including artificial grass pitches (AGPs).

As far as possible, all best endeavours have been made to identify all playing fields, pitches and outdoor sports facilities, irrespective of ownership and use, within the District. However, there may be instances that have led to omissions, such as at school or private sites where access was not possible (although facilities at sites not accessed are still included within the study where provision is known to exist from other sources e.g. affiliation data or club/league consultation). Where provision has not been recorded within the report, they are still considered to exist for planning purposes and will continue to do so. Furthermore, any exclusion does not mean that the provision is not required from a supply and demand point of view.

Quantity

Where known, all playing pitch and outdoor sport facilities are included within the PPOSS, irrespective of ownership, management and use. Sites were initially identified using the previous study and through Sport England's Active Places web-based database, with the Council and NGBs supporting the process by checking and updating this initial data as well as supplying their own. This was also verified against club and league information supplied through consultation and any affiliation processes.

For each site, the following details are recorded in the project database:

- ◀ Site name, address (including postcode) and location
- ◀ Ownership and management type
- ◀ Security of tenure
- ◀ Community availability
- ◀ Total number, type and quality of provision
- ◀ Usage levels

¹ www.sportengland.org>Facilities and Planning> Planning Applications

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Accessibility

Not all facilities offer the same level of access to the community and the ownership and accessibility of provision also influences actual availability for demand. As such, each site is assigned a level of community use as follows:

- ◀ **Community use** – facilities in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams/members/individuals (depending on the sport).
- ◀ **Available but unused** - facilities that are available for hire but are not currently used externally; this most often applies to school sites but can also apply to sites which are expensive to hire or particularly poor quality.
- ◀ **No community use** - facilities which are, as a matter of policy or practice, unavailable for external hire. This includes professional club pitches along with some semi-professional club pitches where play is restricted to the first or second team of the host club.
- ◀ **Disused** – sites that have previously been used for sport but that are not currently being used at all by any users and are not available for community hire either (often being unmarked). Once these sites are disused for five or more years they will then be categorised as lapsed sites.
- ◀ **Lapsed** - last known use for sport more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the NPPF; Sport England would nonetheless challenge a proposed loss which fails to meet such criteria. It should be emphasised that the lawful planning use of a lapsed site is still that of a playing field until such time as its use is formally changed or it is developed for a non-sport use.

In addition, there should be a good degree of certainty as to whether a facility will be available to the community for at least the following three years. Facilities that are unlikely to remain available to the community for at least three years is considered to be unsecure.

Quality

The capacity of provision to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of provision affects the playing experience and people's enjoyment of a sport. In extreme circumstances, it can result in a facility being unable to cater for all or certain types of play during peak and off-peak times.

It is not just the quantity itself which has an effect on capacity but also the quality, standard and range of ancillary facilities. The quality of both the playing provision and the ancillary facilities will determine how sites are able to contribute to meeting demand from various groups and for different levels and types of play.

The quality of all provision identified in the audit and the ancillary facilities supporting them are assessed regardless of ownership, management or availability, with non-technical assessments carried out on every site that is accessible to understand the quality of each pitch and all ancillary facilities. Along with capturing any details specific to the individual facilities and sites, a quality rating is also recorded within the audit for each. These ratings are then used to help estimate the capacity (aligned to NGB guidance) to accommodate competitive and other play within the supply and demand assessment.

In addition to undertaking non-technical assessments to assess pitch/facility quality (using the templates provided within the guidance and as determined by NGBs), users and providers have also been consulted on the quality. In some instances, the quality rating has been adjusted to reflect this.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Gather demand information and views

Presenting an accurate picture of current demand for playing pitches and outdoor sport facilities (i.e. recording how and when provision is used) is important when undertaking a supply and demand assessment. Demand for provision in the District tends to fall within the following categories:

- ◀ Organised competitive play
- ◀ Organised training
- ◀ Informal play

Current and future demand for provision is presented on a sport-by-sport basis within the relevant sections of this report. In addition, unmet, latent, imported and exported demand for provision is also identified within each section.

Unmet demand is existing demand that is not getting access to pitches; it is usually expressed, for example, when a team is in training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league. In comparison, latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of outdoor sports facilities (and ancillary provision) was available. Exported and imported demand refers to those that are playing outside of their local authority area of choice.

A variety of consultation methods were used to collate demand information. Firstly, face-to-face consultation (normally via video call due to Covid-19 restrictions) was carried out with key clubs and leagues (as identified by the Council and NGBs) from each sport, thus allowing for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed. For all remaining clubs, telephone consultation or an online survey (converted to postal if required) was utilised.

As key providers and users of the sports facilities, educational establishments were also consulted. This involved telephone/video call consultation with secondary schools and an online survey being sent to primary schools, special schools and independent schools.

Future demand

Alongside current demand, it is important for a PPOSS to assess whether the future demand for provision can be met. Using Office of National Statistics (ONS) population projections and proposed housing growth, as well as likely participation growth informed through consultation, an estimate can be made of the likely future demand for the relevant facilities. Assumptions can then be made as to whether existing provision can cater for such growth.

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group). This ratio is then applied to population growth to help estimate the change in demand for each sport that may arise in the future. For the purposes of this study, this has been run until 2041, in line with the South Worcestershire Development Plan (SWDP) Review.

Other information sources that were used to help identify future demand include:

- ◀ Recent trends in participation.
- ◀ The nature of the current and likely future population and their propensity to participate.
- ◀ Feedback from clubs on plans to develop additional teams / attract additional members.
- ◀ Any local and NGB specific sports development targets.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

1.3: Stage C: Assess the supply and demand information and views

Supply and demand information gathered is used to assess the adequacy of playing pitch and outdoor sport provision in Malvern Hills and to identify key issues, challenges and aspirations. This forms the basis of this report.

Understand the situation at individual sites

Qualitative ratings are linked to a capacity rating derived from NGB guidance and tailored to suit a local area. For playing pitch sports, the quality and use of each pitch is assessed against recommended capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.

This is then compared to the number of matches actually taking place and categorised as follows, to identify:

Potential spare capacity: Play is below the level the site could sustain.	
At capacity: Play is at a level the site can sustain.	
Overused: Play exceeds the level the site can sustain.	

As a guide, the FA, RFU and ECB have set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its quality.

Table 1.2: Capacity of playing pitches

Sport	Pitch type	No. of match equivalent sessions		
		Good	Standard	Poor
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season	60 per season	60 per season
Hockey	One AGP	4 matches per day	4 matches per day	0 matches per day

For non-pitch sports, capacity is not linked to the number of matches taking place but rather the number of members (and other users) attracted to a site. For example, for tennis, a floodlit hard court is said to have capacity for 60 members, whereas a non-floodlit hard court has capacity for 40 members (this varies for grass courts). Other sport specific capacity guidance is detailed within the relevant sections of this report.

Develop the current picture of provision

Once capacity is determined on a site-by-site basis, actual spare capacity is calculated on a District wide and an area-by-area basis via further interrogation of peak period demand. This then identifies whether there is overall spare capacity of provision or whether there is a shortfall.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Although spare capacity may be identified at some sites and in some areas, it does not necessarily mean that there is surplus provision. For example, spare capacity may not be available when it is needed (actual spare capacity), or a site may be retained in a 'strategic reserve' to enable rotation and to reduce wear and tear.

Identify the key findings and issues

By completing the aforementioned steps, it is possible to identify several findings and issues relating to the supply, demand and adequacy of playing pitch and outdoor sport provision. This report therefore seeks to identify and present such key information on a sport-by-sport basis prior to the development of the Strategy and Action Plan for the District.

Develop the future picture of provision (scenario testing)

Modelling scenarios to assess whether existing provision can cater for unmet, latent, exported and future demand is made after the capacity analysis. As such, most of the scenario testing generally occurs in the Strategy report that proceeds from this document and therefore does not form part of the Assessment Report.

PART 2: FOOTBALL

2.1: Introduction

The organisation primarily responsible for the development of football in Malvern Hills is Worcestershire FA (WFA). It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches. Part 3 captures supply and demand for third generation pitches (3G pitches) which are the preferred AGP (artificial grass pitch) surface type for football. In future, it is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

It should be noted that due to the Covid-19 Pandemic the decision has been made to utilise 2019 demand data, where applicable, to inform this section of the report in order to give an accurate representation for the analysis of the sport across Malvern Hills. The Pandemic and subsequent lockdown/social distancing measures meant that the football season in 2020/21 was truncated with a limited number of matches taking place. Where identified through consultation, 2020 information will be referenced as relevant for comparison purposes.

Local Football Facility Plans (LFFPs)

To support in delivery of both the current and superseding FA National Games Strategy (NGS), the FA completed (2020) a nationwide consultancy project, namely the Local Football Facility Plan (LFFP) for every local authority across England. Each plan is unique to its area as well as being diverse in its representation.

The LFFP is strategically aligned to the National Football Facilities Strategy (NFFS); a 10-year plan to change the landscape of football facilities in England. The NFFS represents a major funding commitment from the national funding partners (the FA, Premier League, DCMS and the Football Foundation (FF)) to inform and direct an estimated one billion pounds of investment into football facilities over the next ten years.

Each LFFP builds upon PPOSS findings (where present and current) regarding the formal and affiliated game, also includes strategic priorities for investment across small sided football (recreational and informal including indoors). The LFFP also incorporates consultations with groups outside of formal football, as well as under-represented communities. This could include those which may be key partners with regards to football for behavioural change and groups which may be key drivers of FA NGS priorities around participation in the likes of women and girls' football, disability football and futsal.

LFFPs identify key projects to be delivered and act as an investment portfolio for projects that require funding.

It is important to recognise that the LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Consequently, it cannot be used in place of a PPOSS and is not an accepted evidence base for site change of use or disposal. A LFFP will, however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPOSS and/or complement these with additional investment priorities.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The LFFP for Malvern Hills was produced in 2019 and identifies priority projects for investment. As an investment portfolio, the LFFP is not a detailed supply and demand analysis of all pitch provision in a local area.

As a result, the LFFP will need updating in line with findings from the 2021 Playing Pitch Strategy in due course.

Consultation

In addition to online consultation with key football clubs, an electronic survey was sent to all clubs playing within Malvern Hills. Contact details were provided by WFA and the invitation to complete the survey was distributed via email. Through both online meetings, telephone interviews and survey responses, a 67% club response rate was obtained resulting in a 94% team response rate (109 teams out of 116). The following large clubs responded to consultation:

- ✦ Kempsey Colts FC
- ✦ Leigh & Bransford Badgers FC
- ✦ Lower Teme & Martley / Youth FC
- ✦ Malvern Town FC
- ✦ Newtown Sports Juniors FC
- ✦ Welland FC (Welland FC / Welland Juniors FC / Welland Ladies FC)
- ✦ West Worcester Youth FC

It should be noted that information, where appropriate, from consultation with parish and town councils has also been factored into the report.

2.2: Supply

The audit identifies a total of 95 grass football pitches within Malvern Hills across 52 sites. Of these, 67 pitches are available (as seen in the table below), at some level, for community use across 32 sites. All unavailable pitches are located at education sites.

As can be seen below, the Central Analysis Area accommodates the most amount of community available football pitches within the District with 48% of all provision or 32 pitches. The remaining pitches are fairly evenly distributed between the other three analysis areas.

Table 2.1: Summary of grass football pitches available to the community

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	8	2	5	8	9	32
Malvern	5	3	2	2	2	14
Tenbury and the North	7	-	1	1	1	10
Upton and the South	6	1	2	1	1	11
Malvern Hills	26	6	10	12	13	67

Most available pitches across Malvern Hills are adult size (26 pitches) which is, in part, due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players at U13-U16 level and is not in line with the FA Youth Review. Just six available pitches are youth 11v11 size representing 14% of the available supply in Malvern Hills which is comparable in relation to the proportion of youth teams (29 teams – 25% of all teams) which should be playing matches on this size pitch.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

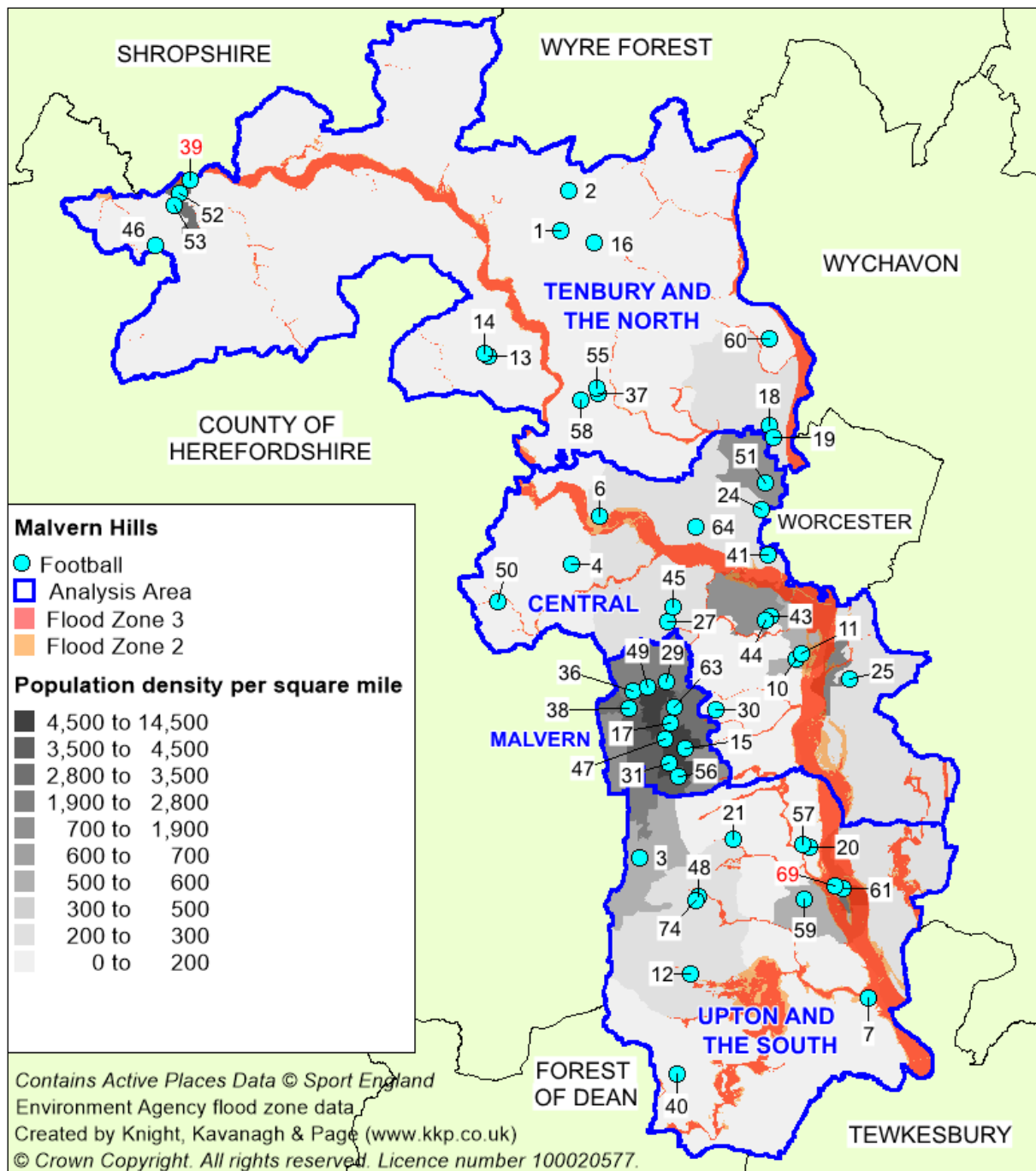
In accordance with the FA Youth Review, U17 and U18 teams can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres. Please refer to the table overleaf for more detail.

Table 2.2: Recommended pitch sizes

Format	Age group	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 2.1: Location of football pitches in Malvern Hills



For a key to the map please see Table 2.14

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Lapsed/disused sites

Playing field sites which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.

As mentioned, a lapsed site was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

It should be noted that any additional disused or lapsed sites that are not captured within the audit are still required to meet Sport England National Planning Policy Framework if subject to loss and are not necessarily surplus to requirements.

There is a lapsed adult pitch at West Malvern Playing Fields which West Malvern Parish Council reports has not been actively used for approximately 10 years. The site is owned by the Parish Council which state if the pitch were to be reinstated it would cost as substantial amount of money due to its current quality. This being said it reports there has been no demand for the pitch for several years.

Informal pitches

There are three sites identified that do not have official football pitches marked out but could have the capacity to provide pitches if required. Many of these sites contain a solitary goalpost or goalposts of an unofficial size and receive high levels of informal use.

Table 2.3: Summary of recreational pitches across the District

Site ID	Site name	Analysis area	Post code	Pitches onsite
76	West Malvern Playing Fields	Malvern	WR14 4NR	1 x Mini 5v5
77	Asserts Road Playing Field	Upton and the South	WR14 4HW	1 x Youth 9v9
78	Bowen's Field	Tenbury and the North	WR6 6JP	1 x Mini 5v5

Future developments

Leigh & Bransford Badgers FC reports aspiration to develop a dedicated home facility where all its teams can be based. Currently the Club is spread across four venues which is costly and difficult to organise. It wants to create a site where all its teams can play and train in addition to relevant ancillary provision, however, these are just initial discussions with no formal planning or funding obtained at this stage.

Welland FC, Welland LFC and Welland Juniors FC all report a need for additional pitches for competitive demand as they are each operating at capacity. They report ideally wanting to create one central venue with enough provision to cater for each clubs current and future levels of demand. If this is not feasible, they are willing to discuss other potential options on how capacity for more competitive demand can be accommodated including the improvement of quality, security additional usage or creation of new provision at sites they currently use including Hanley Castle High School, The Glebe, Dyson Perrins Academy, Malvern College Sports Complex, Spitalfield Recreation Ground, Welland Recreation Field and The Upton Hill Community Centre.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Kempsey Parish Council is currently undertaking a feasibility study, the core purpose of which, is to establish a sports and community facility at Pixham Ferry Lane for the village of Kempsey which is acceptable to the parish council, local planning authority and the current stakeholders within the context of the funding available and having regard to the needs of the new and existing community users including Kempsey Colts FC, Kempsey Colts United FC, Kempsey Corinthians FC, Kempsey CC and Kempsey TC.

Currently, football demand within Kempsey, from Kempsey Colts FC, Kempsey Colts United FC, Kempsey Corinthians FC, is played at Kempsey Playing Fields (Plovers Rise Playing Fields). In total, 11 teams access two adult, one youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of which, are poor quality. The youth 9v9 pitch is overmarked onto one of the adult pitches. Furthermore, all the football pitches are overmarked onto the cricket outfield which causes access issues when the football and cricket season overlap.

The initial feedback from the feasibility study suggests the creation of high quality grass pitches at Pixham Ferry Lane in order to relocate all football demand off Kempsey Playing Fields. This would alleviate issues between football and cricket in addition to providing additional capacity for football. However, the feasibility study is still ongoing with an exact development plan to be agreed and this will be explored in greater detail in the Strategy & Action Plan.

Newtown Sports Juniors FC indicates that if it could obtain funding it could create additional pitch provision on an unused parcel of land at Sling Lane Playing Fields. However, it states it cannot yet apply for the relevant funding as there are issues regarding security of tenure on the site. This will be explained in greater detail later in the report.

Pitch quality

The quality of football pitches across Malvern Hills have been assessed via a combination of site visits (using non-technical assessments as determined by the FA²) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-80%), Poor (<50%). The final quality ratings assigned to the sites also take into account the user quality ratings gathered from consultation.

Pitch quality primarily influences the carrying capacity of a site; often pitches lack the drainage and maintenance necessary to sustain levels of use. Pitches that receive little to no ongoing repair or post-season remedial work are likely to be assessed as poor, therefore limiting the number of games they are able to accommodate each week without it having a detrimental effect on quality. Conversely, well maintained pitches that are tended to regularly are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.

The table below summarises the quality of pitches that are available for community use in Malvern Hills. In total, 30 pitches are rated as standard quality and 29 as poor quality with just eight pitches rated as good quality.

² See Appendix 2 for the non-technical assessment for football pitches

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 2.4: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Central	-	4	4	4	1	2	4	5	8
Malvern	-	5	-	-	2	3	-	4	-
Tenbury and the North	-	3	4	-	1	-	-	-	2
Upton and the South	-	3	3	-	1	2	-	1	1
Malvern Hills	-	15	11	4	5	7	4	10	11

Most poor quality pitches (66%) are generally located at education, parish or town council sites. These sites often receive limited amounts of dedicated maintenance due to budgetary restraints with often pitches only receiving grass cutting and line marking.

In addition, education pitches are heavily used for community, curricular and extracurricular activities meaning they have less time to remediate, whereas parish and town council pitches are open to the public and suffer from dog fouling and unauthorised usage.

The following sites accommodate at least one poor quality pitch:

- ◀ Backfields Lane
- ◀ Berryfields
- ◀ Hallow Playing Fields
- ◀ Hanley Swan Playing Fields
- ◀ Kempsey Playing Fields
- ◀ Lower Howsell Road Playing Fields
- ◀ Playscape Playing Field
- ◀ Suckley Playing Fields
- ◀ Temple Laugherne
- ◀ Tenbury High Ormiston Academy
- ◀ The Chantry School
- ◀ The Glebe
- ◀ The Jewry

Specific comments relating to the pitch conditions at individual sites can be seen in the table below. These are either taken from club consultation or recorded during the site assessments.

Table 2.5: Summary of pitch quality comments

Site ID	Site name	Analysis area	Club	Comments
47	Sling Lane Playing Fields	Malvern	Newtown Sports Juniors FC	Drainage works have been made to the pitches which has led to pitch improvements however there are still further enhancements required.
25	Kempsey Playing Fields	Central	Kempsey Colts FC Kempsey Corinthians FC	Pitches receive basic levels of maintenance and suffer from poor drainage.
57	The Glebe (Hanley Castle High School)	Upton and the South	Welland Junior FC	Pitches suffer from poor drainage, unofficial use and dog fouling.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	Analysis area	Club	Comments
59	The Upton Hill Community Centre	Upton and the South	Upton Town FC Welland Junior FC	Both clubs have contributed monies for new goalposts, pitch barrier and budget towards an enhanced maintenance regime. There are also issues with dog fouling on the pitches.
69	Backfields Lane	Upton and the South	Upton Crusaders FC	Pitch suffers from flooding due to its proximity to the Severn River. This causes the Club to often access provision in Wychavon.

It should be noted that Malvern Town FC now play solely on a full size floodlit 3G pitch rather than a grass. Therefore, this will be analysed later in the report under Part 3 Third Generation Turf (3G) Artificial Grass Pitches (AGPs).

Grass Pitch Maintenance Fund

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the Grass Pitch Maintenance Fund. As part of this, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Grounds Management Association (GMA, formerly Institute of Groundsmanship).

The FA in partnership with the Grounds Management Association (GMA) has developed a Grass Pitch Maintenance Fund that can be utilised by grassroots football clubs, organisations and local authorities with the simple aim of improving the quality of grass pitches. The key principles behind the service are to provide members of the programme with advice/practical solutions via a Grass Pitch Assessment Report which will also identify the key enhanced maintenance works required along with machinery requirements.

Following a Grass Pitch Assessment Report, clubs can work towards the recommended dedicated maintenance regime identified in order to improve the quality of their pitches. Clubs can also utilise the report as an evidence base to acquire potential funding streams to obtain the relevant maintenance equipment.

If a site is categorised as 'poor' or 'basic' on the Grass Pitch Assessment Report they are then eligible to apply for Grass Pitch Funding through the Football Foundation through the Grass Pitch Maintenance Fund³, a fund offering six-year tapered grants to help clubs enhance or sustain the quality of their grass pitches. The fund is a key part of the Football Foundation's Grass Pitch Improvement Programme - an ambition to deliver 20,000 quality grass pitches by 2030.

All applicants must have the required security of tenure and have received a PitchPower Pitch Assessment Report, prioritising target areas with multiple pitch sites to maximise impact. Eligible clubs are from Regional Feeder Leagues (formerly Step 7) but not National League System (Step 1 – 6) clubs unless their pitches are used by youth teams and not solely for 1st team use.

³ <https://footballfoundation.org.uk/grant/grass-pitch-maintenance-fund>

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Flooding

It should be noted that Palmers Meadow and Backfields Lane, both of which, are actively used for football, are located on flood zones.

The FA, working with Sport England, has produced a set of information for clubs that have been affected by adverse weather in England⁴. Sport England, when necessary, can also offer various funding options for clubs that have been affected by flooding.

Security of tenure

Tenure of sites in Malvern Hills is generally secure i.e. through a long-term lease or a guarantee that pitches will continue to be provided over the next three years. This relates to most of the Council, parish/town council operated pitches, with such provision protected as part of an ongoing commitment to providing a leisure offering.

A common exception to providing security of tenure is found at schools and academies that state their own policies and are more likely to restrict levels of community use. In total, 20 educational providers do not allow community use, of some or all of their pitches. The reasons for not allowing community use varies: the most common example is that the schools want to protect pitches for curricular and extra-curricular purposes due to existing quality issues. Other reasons include staffing issues, health and safety issues and a perceived lack of profitability.

Moreover, some schools that do provide community availability do so without providing security of tenure, meaning they can stop the external use at any point devoid of any warning. To prevent this happening, it is recommended that club users enter community use agreements with the schools that they access. Therefore, for the purposes of this report, unless known through consultation all educational sites are considered to have unsecure tenure.

In Malvern Hills the only club to use education provision for competitive demand is Welland Junior FC which uses provision at The Glebe and Hanley Castle High School. For the purposes of this report the demand from the Club is considered to have unsecure tenure.

Leigh & Bransford Badgers FC has unsecure tenure at Ralph's Field as it rents the use of provision from a local landowner. It does not report this to be problematic, however, as mentioned it does aspire to create its own dedicated home site meaning it is unlikely to examine the feasibility of long term tenure on the site.

The Council currently leases Sling Lane Playing Fields to Newtown Sports Juniors FC, via a short-term lease. As mentioned above, the Club cannot currently apply for grant funding due to an easement issue between the Council and Network Rail. Once the Council is able to secure prescribed access rights and this matter is resolved, a long term 25 year tenure will be entered into. Until this time the Club will be considered to have unsecure tenure.

Ancillary facilities

The quality of ancillary facilities across Malvern Hills has been assessed via a combination of site visits and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

⁴ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/sustainability>

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Ancillary facility ratings are primarily influenced by the type of amenities which are available on a site accompanied by their quality, such as a clubhouse, changing rooms, showering provision, car parking, dedicated official and spectator facilities and boundary fencing. The table below identifies the findings for football sites that are actively utilised for football across Malvern Hills.

Table 2.6: Summary of community available ancillary facility quality at football sites

Site ID	Site name	Analysis area	Ancillary provision quality
4	Alfrick Playing Field	Central	N/A
6	Berryfields	Central	N/A
11	Callow End Playing Field	Central	Standard
13	Clifton-on-Teme Playing Field	Tenbury and the North	Poor
15	Dukes Meadow Playing Fields	Malvern	Poor
19	Hallow Playing Field	Tenbury and the North	Poor
20	Hanley Castle High School	Upton and the South	Poor
21	Hanley Swan Playing Fields	Upton and the South	N/A
24	Howard Road	Central	N/A
25	Kempsey Playing Fields	Central	Poor
27	Leigh and Bransford Primary School	Central	N/A
29	Lower Howsell Road Playing Fields	Malvern	Poor
36	Malvern Vale Community Centre	Malvern	Good
39	Palmers Meadow	Tenbury and the North	Poor
41	Playscape Playing Field	Central	N/A
44	Powick Playing Fields	Central	N/A
45	Ralph's Field	Central	Poor
47	Sling Lane Playing Fields	Malvern	Good
48	Spitalfield Recreation Ground	Upton and the South	Good
49	Dyson Perrins Academy	Malvern	Standard
50	Suckley Playing Fields	Central	Poor
51	Temple Laugherne	Central	N/A
53	Tenbury High Ormiston Academy	Tenbury and the North	Standard
55	The Chantry School	Tenbury and the North	Poor
57	The Glebe	Upton and the South	Poor
58	The Jewry Field	Tenbury and the North	Poor
59	The Upton Hill Community Centre	Upton and the South	Good
60	University of Worcester Lakeside Campus	Tenbury and the North	Standard
63	Victoria Park	Malvern	Standard
64	West Worcester Park (WWYFC)	Central	N/A
69	Backfields Lane	Upton and the South	N/A
74	Welland Recreational Field	Upton and the South	N/A

The ancillary provision which service both Hanley Castle High School and The Glebe are located on the former site.

A third of sites in Malvern Hills are not serviced by any form ancillary provision. Due to the rurality of the District, the lack of any clubhouse or changing provision is common as they are many single pitch sites created to meet demand from local villages and hamlets.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In fact, eight of the 11 (72%) community available sites that are not accompanied by ancillary provision also only accommodate one pitch. Investment in pitch quality improvements and ancillary provision at these sites is unlikely to yield high returns given the scale of the facilities relative to the amount of investment that would be needed to deliver substantive enhancements to the sites as standalone facilities.

It should be noted that although there are no dedicated changing facilities at Hanley Swan Playing Fields, users of the site can access nearby facilities at Hanley Swan Village Hall which are good quality.

The facilities at Ralph's Field and Lower Howsell Road Playing Fields are poor quality as they are extremely basic. The main users of the sites, Leigh & Bransford Badgers FC, report aspirations to improve the level of provision at each site in order to increase utilisation.

There are aspirations from Leigh & Bransford Badgers and West Worcester Youth FC to develop new ancillary provision at Powick Playing Fields and West Worcester Park, respectively. Neither club have secured relevant funding for such a project but report a need for a purpose built facility which will cater for their current levels of demand and allow for future growth.

The general quality of ancillary provision at Sling Lane Playing Fields is good but Newtown Sports Juniors FC indicates there are elements of unauthorised access and vandalism on the site. As a result, the Club aspires to improve security with CCTV and fencing.

Malvern Town FC is in the process of converting old changing rooms into a multi-functional room. It is carrying out the improvements with its own funds.

Welland FC reports that during the winter water is shut off at Hanley Castle High School in order to reduce the risk of pipes freezing. This in turn means there is no heating or toilet facilities for the Club to use. Further to this the provision is basic with no spectator toilets, medical room or showering provision.

2.3: Demand

Through the audit and assessment, 116 teams are identified as playing within Malvern Hills. This consists of 23 adult men's, one adult women's, 28 youth 11v11 boys', four youth 11v11 girls', 19 youth 9v9 boys', four youth 9v9 girls' and 37 mini teams. Adult and youth 9v9 football are the most prominent format of play, whilst mini 5v5 football is the least common. As mentioned in Part 1: Introduction and methodology, 2019 affiliation data, provided by WFA and cross referenced with club consultation, has been used for the audit due to issues surrounding the Pandemic. This information will be utilised for the capacity analysis below.

Table 2.7: Summary of competitive teams currently playing in Malvern Hills

Analysis area	No. of teams					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	6	14	12	11	8	51
Malvern	6	6	6	5	5	28
Tenbury and the North	6	2	2	2	2	14
Upton and the South	6	10	3	2	2	23
Malvern Hills	24	32	23	20	17	116

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

It should be noted that even though 2020 affiliation figures were not available, consultation with WFA anticipate the figures for the 2019 would be relatively similar with not much change in participation figures on a seasonal basis.

Football pyramid demand

The football pyramid is a series of interconnected leagues for adult men's football clubs in England. It begins below the Football League (the National League) and comprises of six steps and a regional feeder league, there are with various leagues at each level and more leagues lower down the pyramid than at the top. The step system has a hierarchical format with promotion and relegation between the steps, allowing even the smallest club the theoretical possibility of rising to the top of the system.

Clubs playing within the National League System (NLS) must adhere to ground grading requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground grading requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirement for Step 1 clubs and H being the requirement for Step 6 clubs. Please refer to the FA website⁵ for the full specifications for each.

In Malvern Hills, there is one club with two teams which compete in the NLS.

Table 2.8: Summary of teams playing within the football pyramid structure

Team	League	Level
Malvern Town FC	Hellenic League – Premier	Step 5
Malvern Town FC	Hellenic League – Division Two West	Regional Feeder League

The general principle for clubs in the football pyramid is that they must achieve the appropriate ground grade by 31st March of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard.

It is important to note that from a ground grading perspective, the jump from a Regional Feeder League to Step 6 is significant and that as a minimum, sites require a floodlit pitch with hardstanding areas for fans, turnstiles for fan entry.

Women's National League System

There is also a Women's National League System similar to the adult men's football pyramid, providing structure to the women's game. As seen in the table overleaf, this ranges from Tier 1 to Tier 6 with each step requiring differing ground grading requirements. The system is also hierarchical format with promotion and relegation between the levels.

Table 2.9: Summary of ground grading for women's football

Level	League	Grading category
Tier 3 and 4	Women's Super League 1	Grade A
Tier 3 and 4	Women's Super League 2	Grade B
Tier 5	Northern and Southern Women's Premier League	Grade A
Tier 6	Women's Combination Leagues	Grade B
Tier 7	Women's Regional Leagues – Premier Divisions	Grade C

⁵ <http://www.thefa.com/get-involved/player/ground-grading>

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Although women's clubs are still required to meet ground requirements set out by the FA, these differ from the men's National League System. Ratings range from grade A to C, each with differing minimum requirements. Tier 1 and 2 in the Women's National League System is akin to Tier 3 and 4 of the men's National League System, although not exactly the same.

In 2017, the FA announced plans to restructure the women's league for the highest performers in the football pyramid. The changes were implemented from the start of the 2018-19 season and saw the top league, FA WSL 1, expand from ten clubs to 14 and the creation of a new national league established at tier two for a maximum of 12 teams.

Welland Ladies FC, Welland Juniors FC, West Worcester Youth FC, Newtown Sports FC and Leigh & Bransford badgers FC all have women's and girls' teams with Welland Ladies FC and Newtown Sports FC having the only teams that participate in the Women's National League System.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Malvern Hills study area due to a lack of available facilities in other local authorities where such team or club is based.

In total there is one team Oldbury Park Tigers (U14s) which imports its demand from Worcester City into Malvern Hills.

The Club does not report any issues with its current arrangement at Hallow Playing Field, as it is easily accessible from their main site. Therefore, this demand is likely to remain imported for the foreseeable future.

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of Malvern Hills, despite being registered to the District.

Leigh & Bransford Badgers FC reports exporting its U16s demand into Worcester City as most of the players live there. This is a preference and is likely to remain the same moving forward.

Although based within Malvern Hills, Upton Crusaders FC reports that due to frequent flooding and poor drainage at Backfields Lane, it often utilises provision within Wychavon to meet its demand. It indicates it is willing to work collectively with Upton TC and other local clubs to improve the quality of provision in its locality so it can remain playing in the District.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack of pitches or appropriate facilities. Clubs that report latent demand and the reasons provided for this latent demand can be seen in the table below.

Table 2.10: Clubs that report latent demand and the reasons provided

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Lower Teme & Martley FC	Yes	Yes	Yes
Newtown Sports Junior FC	Yes	Yes	-

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Upton Town FC	-	Yes	-
Welland FC	Yes	Yes	-
West Worcester Youth FC	Yes	Yes	Yes

Welland FC specifically references it has aspiration to increase levels of demand, however, is currently restricted due to the not being able to find suitable available provision.

Most clubs which express latent demand indicate they would be able to increase the number of teams if they have access to more or better training provision including the use of floodlit 3G pitches. This is followed by a need for more match pitches and finally a need for better/more changing provision.

Where possible, the future demand section below incorporates and quantifies the latent demand on a club-by-club basis (as well as identifying any additional future demand). The only exceptions to this are for Upton Town FC and West Worcester Youth FC as they did not quantify their latent demand during the consultation process. This has been discussed and agreed upon with the WFA.

Future demand

Future demand can be defined in two ways, through participation increases and by using population forecasts.

The Strategy & Action Plan will contain housing growth scenarios that will estimate the additional demand for football arising from housing development within Malvern Hills.

Participation increases

Four clubs' report aspirations to increase the number of teams they provide. Through the clubs that quantified *potential* increase, there is a predicted growth of nine teams, as seen below.

Table 2.11: Potential team increases identified by clubs

Club	Analysis area	Future demand (teams)	Pitch size	Match equivalent sessions ⁶
Leigh & Bransford FC	Central	1 x youth boys	9v9	0.5
		1 x youth boys	11v11	0.5
		1 x youth girls	9v9	0.5
		1 x youth girls	11v11	0.5
		1 x mini	5v5	0.5
Lower Teme & Martley FC	Tenbury and the North	2 x men's	Adult	1
		1 x women's	Adult	0.5
Malvern Town FC	Malvern	1 x men's	Adult	0.5
		1 x mini	5v5	0.5
Welland FC	Upton and the South	1 x youth boys	9v9	0.5
		1 x youth boys	11v11	0.5
		1 x youth girls	9v9	0.5
		1 x youth girls	11v11	0.5

⁶ Two teams require one pitch to account for playing on a home and away basis; therefore, 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club	Analysis area	Future demand (teams)	Pitch size	Match equivalent sessions ⁶
		1 x mini	5v5	0.5
		15 teams	-	7.5 MES

It should be noted that West Worcester Youth FC also report aspirations for future demand, however, do not quantify this with a specific number of teams.

The total future demand expressed by clubs amounts to 7.5 match equivalent sessions per week (as two teams equates to one match equivalent session to account for matches being played on a home and away basis).

Broken down by pitch type, two match equivalent sessions are identified on adult pitches, two match equivalent sessions on youth 11v11 pitches, two match equivalent session on youth 9v9 pitches and 1.5 match equivalent sessions on mini 5v5 pitches. No future demand is identified for mini 7v7 pitches, although such provision is likely to be required as future mini 5v5 teams progress.

Further to the above, SSE Wildcats centres work with County FA qualified coaches to deliver local weekly sessions, providing opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment.

Leigh & Bransford Badgers FC and Welland FC both operate Wildcats centres.

In light of both FA aspirations to double female participation in football through its Game Changer Strategy and the establishment and foreseen future effect of the SSE Wildcats programme, it is likely that the growth in affiliated women's and girl teams may exceed that shown through team generation rates. To what extent is not currently quantifiable, however, this increase in female demand is likely to be captured within the club aspirational future demand figures expressed in Table 2.11.

Population increases

Team generation rates are used to calculate the number of teams likely to be generated in the future (2041) based on population growth. Using this, it is predicted that there will be three additional team demand created through population increases.

Table 2.12: District wide team generation rates

Age group	Current population within age group ⁷	Current no. of teams ⁸	Team Generation Rate	Future population within age group (2041)	Predicted future number of teams (2041)	Additional teams that may be generated from the increased population
Senior Men (18-45)	9,803	22	1:446	10,336	23	1
Senior Women (18-45)	10,222	1	1:10,222	10,789	1	0
Youth Boys (12-17)	2,645	28	1:94	2,890	30	2
Youth Girls (12-17)	2,574	4	1:644	2,953	4	0

⁸Age group team numbers differ from Table 2.6 as forecasts are based on age rather than playing format. U17 and U18 teams affiliate to their respective County FA as juniors, however, are generally considered to play on and require adult pitches and are considered by age boundaries to be in the adult age group

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Age group	Current population within age group ⁷	Current no. of teams ⁸	Team Generation Rate	Future population within age group (2041)	Predicted future number of teams (2041)	Additional teams that may be generated from the increased population
Youth Boys (10-11)	863	19	1:45	899	19	0
Youth Girls (10-11)	881	4	1:220	886	4	0
Mini-Soccer Mixed (8-9)	1,640	20	1:82	1,711	20	0
Mini-Soccer Mixed (6-7)	1,669	17	1:98	1,640	16	0

When this future growth is dissipated to individual analysis areas rather than as a whole District there is not considered enough demand in to establish any future demand.

Future demand summary

As future demand from population growth dissipates to nothing when analysed on an analysis area level the only future demand that will be considered for the supply and demand analysis will be from club aspirations. This equates to two match equivalent sessions per week on adult pitches, two match equivalent sessions on youth 11v11 pitches, two match equivalent session on youth 9v9 pitches and 1.5 match equivalent sessions on mini 5v5 pitches.

2.4: Capacity analysis

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affect the playing experience and people's enjoyment. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off peak times.

As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its quality. Taking into consideration the guidelines on capacity, the following ratings were used in the District.

Adult pitches		Youth pitches		Mini pitches	
Pitch quality	Matches per week	Pitch quality	Matches per week	Pitch quality	Matches per week
Good	3	Good	4	Good	6
Standard	2	Standard	2	Standard	4
Poor	1	Poor	1	Poor	2

Table 2.14 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

Match equivalent sessions

Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected. As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions and informal use.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out, the number of pitches on site and whether there is access to an on-site AGP.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

Table 2.14 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extracurricular activity.

For school sites which are available for community use but that currently do not have any external hirers one match equivalent session per week, per pitch has been accredited to indicate use for curricular and extracurricular activity as opposed to them being completely unused.

Informal use

A number of football pitches in the area are on open access sites. As such, these pitches are subject to informal use in the form of dog walkers, unorganised games of football and exercise groups. It must be noted, however, that informal use of these sites is not recorded and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime.

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Malvern Hills, peak time is considered to be Sunday AM for adult whilst it is Saturday AM for all remaining pitch sizes. Peak time is based on when most teams are playing their competitive demand.

In the table overleaf, please note that, on occasions, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed or more spare capacity is identified in the peak period than what exists overall. This is because the majority of use on those particular pitches occurs outside of the peak period, therefore the identified spare capacity at peak time should not be utilised over and above overall capacity unless quality improvements are made that increases overall capacity.

Spare capacity

To determine 'actual spare capacity', each site with 'potential capacity' identified in the table above has been reviewed. A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting this criterion has consequently been discounted.

There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. Furthermore, any pitches with unsecured tenure are not considered to have actual spare capacity as no further play should be encouraged on such sites given that future access cannot be guaranteed. The way this will be represented in Table 2.14 is as followed.

Table 2.13: Spare capacity examples

Spare capacity in peak period (examples)	Explanation of spare capacity
1	If the cell is highlighted in green with a number, it means this is actual available spare capacity at peak period in match equivalent sessions.
-	If the cell has a dash in it, it means the pitch is played to capacity at peak period.
1	If the cell has a number in it but is not highlighted, it means the pitch has spare capacity at peak period, however this is discounted due to unsecure tenure, poor pitch quality, the pitch not being available for community use or the pitch already being played to capacity or being overplayed so it cannot accommodate any additional demand.

**MALVERN HILLS DISTRICT COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 2.14: Football pitch capacity analysis

Site ID	Site name	Analysis area	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁹	Site capacity ¹⁰	Capacity balance ¹¹	Spare capacity in peak period	Comments
1	Abberley Hall School	Tenbury and the North	No	Education	Unsecure	Youth	(11v11)	1	Good	1	6	5	1	Pitch is unavailable for community use.
1	Abberley Hall School	Tenbury and the North	No	Education	Unsecure	Youth	(9v9)	1	Good	1	4	3	1	Pitch is unavailable for community use.
1	Abberley Hall School	Tenbury and the North	No	Education	Unsecure	Mini	(7v7)	1	Good	1	4	3	1	Pitch is unavailable for community use.
2	Abberley Parochial VC Primary School	Tenbury and the North	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
3	Abbey College in Malvern	Upton and the South	No	Education	Unsecure	Youth	(9v9)	1	Poor	1	1		1	Pitches are played to capacity through curricular and extracurricular demand.
4	Alfrick Playing Field	Central	Yes	Alfrick & Lusley PC	Secure	Adult		1	Standard	0.5	2	1.5	1	Actual spare capacity.
6	Berryfields	Central	Yes	Broadwas & Cotheridge PC	Secure	Adult		1	Poor	-	1	1	1	Spare capacity discounted due to quality.
7	Bredon School	Upton and the South	No	Education	Unsecure	Adult		1	Standard	1	2	1	1	Pitch is unavailable for community use.
7	Bredon School	Upton and the South	No	Education	Unsecure	Youth	(11v11)	1	Standard	1	2	1	1	Pitch is unavailable for community use.
10	Callow End C of E Primary School	Central	No	Education	Unsecure	Mini	(5v5)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
11	Callow End Playing Field	Central	Yes	Powick PC	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Actual spare capacity.
11	Callow End Playing Field	Central	Yes	Powick PC	Secure	Mini	(5v5)	1	Standard	-	4	4	1	Actual spare capacity.
12	Castlemorton C of E Primary School	Upton and the South	No	Education	Unsecure	Mini	(5v5)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
13	Clifton-on-Teme Playing Field	Tenbury and the North	Yes	Clifton-upon-Teme PC	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Actual spare capacity.
14	Clifton-upon-Teme Primary School	Tenbury and the North	No	Education	Unsecure	Mini	(5v5)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
15	Dukes Meadow Playing Fields	Malvern	Yes	Malvern TC	Secure	Adult		1	Standard	-	2	2	1	Actual spare capacity.
16	Great Witley C of E Primary School	Tenbury and the North	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
17	Grove Primary School	Malvern	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
18	Hallow C of E Primary School	Tenbury and the North	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
19	Hallow Playing Field	Tenbury and the North	Yes	Hallow PC	Secure	Adult		1	Poor	1.5	1	0.5	-	Overplayed by 0.5 match equivalent sessions.
20	Hanley Castle High School	Upton and the South	Yes	Education	Unsecure	Youth	(11v11)	1	Poor	0.5	1	0.5	1	Spare capacity discounted due to unsecure tenure and poor pitch quality.
21	Hanley Swan Playing Fields	Upton and the South	Yes	Hanley Castle PC	Secure	Adult		1	Poor	-	1	1	1	Spare capacity discounted poor pitch quality.
24	Howard Road	Central	Yes	County council	Secure	Adult		1	Standard	-	2	2	1	Actual spare capacity.

⁹ Match equivalent sessions

¹⁰ Match equivalent sessions; based on pitch quality - the FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

¹¹ Red indicates overplay, green indicates potential spare capacity and amber indicates at capacity.

**MALVERN HILLS DISTRICT COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Analysis area	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁹	Site capacity ¹⁰	Capacity balance ¹¹	Spare capacity in peak period	Comments
25	Kempsey Playing Fields	Central	Yes	Kempsey PC	Secure	Adult ¹²		1	Poor	3	1	2	1	Pitch is overplayed by two match equivalent sessions due to overmarking.
25	Kempsey Playing Fields	Central	Yes	Kempsey PC	Secure	Youth	(9v9)	1	Poor					
25	Kempsey Playing Fields	Central	Yes	Kempsey PC	Secure	Adult		1	Poor	1.5	1	0.5	0.5	Pitch is overplayed by 0.5 match equivalent sessions.
25	Kempsey Playing Fields	Central	Yes	Kempsey PC	Secure	Mini	(5v5)	1	Poor	-	2	2	1	Spare capacity discounted poor pitch quality.
25	Kempsey Playing Fields	Central	Yes	Kempsey PC	Secure	Mini	(7v7)	1	Poor	1	2	1	-	Pitch is played to capacity at peak time.
27	Leigh and Bransford Primary School	Central	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
29	Lower Howsell Road Playing Fields	Malvern	Yes	Malvern TC	Secure	Youth	(11v11)	2	Poor	1	2	1	1	Spare capacity discounted poor pitch quality.
30	Madresfield CE Primary School	Central	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
31	Malvern College Sports Complex	Malvern	No	Education	Unsecure	Adult		4	Good	4	12	9	4	Pitches are unavailable for community use.
31	Malvern College Sports Complex	Malvern	No	Education	Unsecure	Youth	(11v11)	1	Good	1	4	3	1	Pitch is unavailable for community use.
36	Malvern Vale Community Centre	Malvern	Yes	District Council (YMCA)	Secure	Adult		1	Standard	0.5	2	1.5	1	Actual spare capacity.
36	Malvern Vale Community Centre	Malvern	Yes	Education (YMCA)	Secure	Youth	(9v9)	1	Standard	1	2	1	-	Played to capacity at peak time.
37	Martley C of E Primary School	Tenbury and the North	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
38	Northleigh CE Primary School	Malvern	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
39	Palmers Meadow	Tenbury and the North	Yes	Tenbury TC	Secure	Adult		1	Standard	0.5	2	1	1	Spare capacity discounted due to site being located on a flood zone.
40	Pendock C of E Primary School	Upton and the South	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
41	Playscape Playing Field	Central	Yes	Rushwick PC	Secure	Adult		1	Poor	-	1	1	1	Spare capacity discounted poor pitch quality.
43	Powick C of E Primary School	Central	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.
44	Powick Playing Fields	Central	Yes	Powick PC	Secure	Adult		1	Standard	2.5	2	0.5	-	Pitch is overplayed by 0.5 match equivalent sessions.
44	Powick Playing Fields	Central	Yes	Powick PC	Secure	Youth	(9v9)	1	Standard	1	2	1	-	Played to capacity at peak time.
45	Ralph's Field	Central	Yes	Other	Unsecure	Mini	(5v5)	1	Standard	2	7	2	-	No spare capacity at peak time.
45	Ralph's Field	Central	Yes	Other	Unsecure	Mini	(7v7)	2	Standard	2.5	8	5.5	0.5	Spare capacity discounted due unsecure tenure.
46	Saint Michaels College	Tenbury and the North	No	Education	Unsecure	Adult		1	Standard	1	2	2	1	Pitch is unavailable for community use.
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Adult		1	Standard	2	2		-	Pitch is played to capacity due to overmarking.
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Mini	(5v5)	2	Standard					
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Mini	(5v5)		Standard					
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Mini	(7v7)	2	Standard					

¹² Overmarked by youth 9v9
December 2021

**MALVERN HILLS DISTRICT COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Analysis area	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁹	Site capacity ¹⁰	Capacity balance ¹¹	Spare capacity in peak period	Comments
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Mini	(7v7)		Standard					
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Youth	(11v11)	1	Standard	2	2		-	Pitch is played to capacity due to overmarking.
47	Sling Lane Playing Fields	Malvern	Yes	District Council	Unsecure	Youth	(9v9)	1	Standard					
48	Spitalfield Recreation Ground	Upton and the South	Yes	Little Malvern & Welland PC	Secure	Adult		1	Standard	2.5	2	0.5	1	Pitch is overplayed by 0.5 match equivalent sessions.
49	Dyson Perrins Academy	Malvern	Yes	Education	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Actual spare capacity.
50	Suckley Playing Fields	Central	Yes	Suckley PC	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted poor pitch quality.
51	Temple Laugherne	Central	Yes	Sports club	Secure	Mini	(5v5)	4	Poor	3	8	5	3	Spare capacity discounted poor pitch quality.
51	Temple Laugherne	Central	Yes	Sports club	Secure	Mini	(7v7)	2	Poor	1	4	3	1	Spare capacity discounted poor pitch quality.
52	Tenbury CE Primary Academy	Tenbury and the North	No	Education	Unsecure	Mini	(7v7)	2	Poor	2	4	2	1	Pitch is unavailable for community use.
53	Tenbury High Ormiston Academy	Tenbury and the North	Yes	Education	Unsecure	Adult		1	Poor	1	1		1	Pitch is played to capacity through curricular and extracurricular demand.
55	The Chantry School	Tenbury and the North	Yes	Education	Secure	Adult		1	Poor	1	1		1	Pitch is played to capacity through curricular and extracurricular demand.
56	The Chase School	Malvern	No	Education	Unsecure	Adult		1	Standard	1	1		1	Pitch is played to capacity through curricular and extracurricular demand.
57	The Glebe	Upton and the South	Yes	Education	Unsecure	Adult		1	Poor	1	1		1	Pitch is played to capacity.
57	The Glebe	Upton and the South	Yes	Education	Unsecure	Mini	(7v7)	1	Poor	0.5	2	1.5	0.5	Spare capacity discounted due to unsecure tenure and poor pitch quality.
57	The Glebe	Upton and the South	Yes	Education	Unsecure	Youth	(9v9)	1	Poor	1	1		-	Pitch is played to capacity.
58	The Jewry Field	Tenbury and the North	Yes	Sports club / Martley PC	Secure	Adult		1	Poor	2.5	1	1.5	-	Pitch is overplayed by 1.5 match equivalent sessions.
58	The Jewry Field	Tenbury and the North	Yes	Sports club / Martley PC	Secure	Mini	(5v5)	1	Poor	1	2	1	-	Pitch is played to capacity at peak time.
58	The Jewry Field	Tenbury and the North	Yes	Sports club / Martley PC	Secure	Mini	(7v7)	1	Poor	1	2	1	-	Pitch is played to capacity at peak time.
58	The Jewry Field	Tenbury and the North	Yes	Sports club / Martley PC	Secure	Youth	(9v9)	1	Poor	1	1		-	Pitch is played to capacity.
59	The Upton Hill Community Centre	Upton and the South	Yes	YMCA	Secure	Adult		1	Standard	1	2	1	0.5	Actual spare capacity.
59	The Upton Hill Community Centre	Upton and the South	Yes	YMCA	Secure	Adult ¹³		1	Standard	2	2		1	Pitch is played to capacity through overmarking.
59	The Upton Hill Community Centre	Upton and the South	Yes	YMCA	Secure	Youth	(9v9)	1	Standard					
60	University of Worcester Lakeside Campus	Tenbury and the North	Yes	Education	Unsecure	Adult		1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.
61	Upton-upon-Severn CE Primary School	Upton and the South	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Pitch is unavailable for community use.

¹³ Overmarked by youth 9v9.
December 2021

**MALVERN HILLS DISTRICT COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Analysis area	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁹	Site capacity ¹⁰	Capacity balance ¹¹	Spare capacity in peak period	Comments
63	Victoria Park	Malvern	Yes	Malvern TC	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Actual spare capacity.
64	West Worcester Park (WWYFC)	Central	Yes	Sports club	Secure	Mini	(5v5)	2	Good	1	12	11	1	Actual spare capacity.
64	West Worcester Park (WWYFC)	Central	Yes	Sports club	Secure	Mini	(7v7)	2	Good	2	12	10	-	Played to capacity at peak time.
64	West Worcester Park (WWYFC)	Central	Yes	Sports club	Secure	Youth	(11v11)	2	Good	3	8	5	-	Played to capacity at peak time.
64	West Worcester Park (WWYFC)	Central	Yes	Sports club	Secure	Youth	(9v9)	2	Good	3	8	5	-	Played to capacity at peak time.
69	Backfields Lane	Upton and the South	Yes	Upton TC	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor quality in addition to be located on a flood zone.
74	Welland Recreational Field	Upton and the South	Yes	Little Malvern & Welland PC	Secure	Mini	(5v5)	1	Standard	1.5	4	2.5	-	Played to capacity at peak time.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Spare capacity summary

When aggregated from the table above, actual spare capacity totals 8.5 match equivalent sessions per week across 12 pitches. This has been gathered up by area and by pitch type below.

Table 2.15: Summary of actual spare capacity

Analysis area	Actual spare capacity (match equivalent sessions per week)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	2.5	-	-	-	2	4.5
Malvern	3	-	-	-	-	3
Tenbury and the North	0.5	-	-	-	-	0.5
Upton and the South	0.5	-	-	-	-	0.5
Malvern Hills	6.5	-	-	-	2	8.5

Most actual spare capacity is identified on adult pitches and in Malvern Analysis Area, with some spare capacity identified to some extent on mini 5v5 pitches. There is no identified spare capacity on any form of youth 11v11, youth 9v9 or mini 7v7 pitch provision.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches in addition to overmarking. In Malvern Hills seven pitches across seven sites are overplayed by a combined total of 5.5 match equivalent sessions per week.

Table 2.16: Summary of overplay

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match equivalent sessions)
19	Hallow Playing Field	Tenbury and the North	Adult	1	0.5
25	Kempsey Playing Fields	Central	Adult	2	2
25	Kempsey Playing Fields	Central	(9v9)		
25	Kempsey Playing Fields	Central	Adult	1	0.5
44	Powick Playing Fields	Central	Adult	1	0.5
48	Spitalfield Recreation Ground	Upton and the South	Adult	1	0.5
58	The Jewry Field	Tenbury and the North	Adult	1	1.5
Total				7	5.5

The majority of overplay on sites is generated from demand accessing poor quality pitch stock. Although some overplay is derived from overmarked pitches, such as at Kempsey Playing Fields.

Although not overplayed it should be noted that the following community available pitches are also played to capacity:

- ◀ Sling Lane Playing Fields
- ◀ The Glebe
- ◀ The Upton Hill Community Centre

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay and any future demand) in each of the analysis areas for each pitch type, based on match equivalent sessions. Future demand is based solely on club aspirational demand as there is no anticipated growth driven by population increases.

Adult pitch analysis

Table 2.17: Supply and demand balance of adult pitches

Analysis area	Actual spare capacity ¹⁴	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	2.5	3	0.5	-	0.5
Malvern	3	-	3	0.5	2.5
Tenbury and the North	0.5	2	1.5	1.5	3
Upton and the South	0.5	0.5		-	
Malvern Hills	6.5	5.5	1	2	1

There is currently an overall spare capacity on adult pitches amounting to one match equivalent session, however, it should be noted there are marginal shortfalls in the Central and Tenbury and the North areas. When considering future demand spare capacity is wiped out to make adult pitches have a minor shortfall of one match equivalent sessions.

Youth 11v11 pitch analysis

Table 2.18: Supply and demand balance of youth 11v11 pitches

Analysis area	Actual spare capacity ¹⁵	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	-	-		-	
Malvern	-	-		1	1
Tenbury and the North	-	-		-	
Upton and the South	-	-		1	1
Malvern Hills	-	-		2	2

As there is no current spare capacity or overplay youth 11v11 pitches are considered played to capacity. When accounting for future demand a minimal deficit of two match equivalent sessions arises.

It must also be noted that several youth 11v11 teams are playing on adult pitches, meaning shortfalls would greatly increase should these sides transfer to the correct pitch type.

¹⁴ In match equivalent sessions

¹⁵ In match equivalent sessions

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Youth 9v9 pitch analysis

Table 2.19: Supply and demand balance of youth 9v9 pitches

Analysis area	Actual spare capacity ¹⁶	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	-	2	2	-	2
Malvern	-	-		1	1
Tenbury and the North	-	-		-	
Upton and the South	-	-		1	1
Malvern Hills	-	2	2	2	4

There is currently a shortfall across the District on youth 9v9 pitches totalling two match equivalent sessions. When accounting for future demand, the shortfalls increase to four match equivalent sessions per week.

Mini 7v7 pitch analysis

Table 2.20: Supply and demand balance of mini 7v7 pitches

Analysis area	Actual spare capacity ¹⁷	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	-	-		-	
Malvern	-	-		-	
Tenbury and the North	-	-		-	
Upton and the South	-	-		-	
Malvern Hills	-	-		-	

Across Malvern Hills mini 7v7 pitches are played to capacity with no actual spare capacity nor any overplay evident. As future demand from clubs is non-existent for mini 7v7 pitches, with clubs instead planning to add mini teams at the lowest age group each year (mini 5v5 teams), mini 7v7 pitches remain at capacity.

Mini 5v5 pitch analysis

Table 2.21: Supply and demand balance of mini 5v5 pitches

Analysis area	Actual spare capacity ¹⁸	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	2	-	2	0.5	1.5
Malvern	-	-		0.5	0.5
Tenbury and the North	-	-		-	
Upton and the South	-	-		0.5	0.5
Malvern Hills	2	-	2	1.5	0.5

Currently, mini 5v5 pitches have minimal spare capacity of two match equivalent sessions. Due to marginal levels of future demand from club's spare capacity is reduced to 0.5 match equivalent sessions.

¹⁶ In match equivalent sessions

¹⁷ In match equivalent sessions

¹⁸ In match equivalent sessions

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

2.6: Conclusions

It is determined that there is current limited spare capacity on adult and mini 5v5 pitches whereas there are minor shortfalls on youth 9v9 pitches. Furthermore, youth 11v11 and mini 7v7 pitches are played to capacity. After factoring in future demand from club aspirations, shortfalls on adult and youth 11v11 pitches become evident.

Table 2.22: Summary of supply and demand

Pitch type	Demand (match equivalent sessions per week)				
	Actual spare capacity	Overplay	Current total	Future demand	Total
Adult	6.5	5.5	1	2	1
Youth 11v11	-	-		2	2
Youth 9v9	-	2	2	2	4
Mini 7v7	-	-		-	
Mini 5v5	2	-	2	1.5	0.5

Most current overplay, is generated from high levels of demand across sites which contain poor quality pitches, in addition to a select number of pitches being overmarked by mini pitches. This worsens when accounting for the additional future demand. Scenarios on how identify this issue and potential ways in which to address it will be explored in the proceeding Strategy & Action Plan.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Football – grass pitch summary

- ◀ **It is determined that there is current limited spare capacity on adult and mini 5v5 pitches whereas there are minor shortfalls on youth 9v9 pitches. Furthermore, youth 11v11 and mini 7v7 pitches are played to capacity**
- ◀ **After factoring in future demand from club aspirations, shortfalls on adult and youth 11v11 pitches become evident with mini 7v7 pitches being played to capacity.**
- ◀ The audit identifies a total of 95 grass football pitches within Malvern Hills across 52 sites. Of these, 67 pitches are available (as seen in the table below), at some level, for community use across 32 sites.
- ◀ There is a lapsed adult pitch at West Malvern Playing Fields which West Malvern Parish Council reports has not been actively used for approximately 10 years.
- ◀ There are future development plans for Leigh & Bransford Badgers FC, Welland FC, Kempsey Parish Council and Newtown Sports Juniors FC.
- ◀ In total, 30 pitches are rated as standard quality and 29 as poor quality with just eight pitches rated as good quality.
- ◀ Palmers Meadow and Backfields Lane, both of which, are actively used for football, are located on flood zones.
- ◀ There is security of tenure issues for Leigh & Bransford Badgers FC (Ralph's Field) and Newtown Sports Juniors FC (Sling Lane Playing Fields).
- ◀ A third of sites in Malvern Hills are not serviced by any form ancillary provision. Due to the rurality of the District, the lack of any clubhouse or changing provision is common as they are many single pitch sites created to meet demand from local villages and hamlets.
- ◀ There are ancillary provision improvement aspirations for Leigh & Bransford Badgers FC (Ralph's Field and Lower Howsell Road Playing Field), Powick Playing Fields, West Worcester Park, Palmers Meadow, The Jewry Field and to support Welland FC.
- ◀ Through the audit and assessment, 116 teams are identified as playing within Malvern Hills. This consists of 23 adult men's, one adult women's, 28 youth 11v11 boys', four youth 11v11 girls', 19 youth 9v9 boys', four youth 9v9 girls' and 37 mini teams.
- ◀ In Malvern Hills, there is one club with two teams which compete in the NLS.
- ◀ Welland Ladies FC, Welland Juniors FC, West Worcester Youth FC, Newtown Sports FC and Leigh & Bransford badgers FC all have women's and girls' teams.
- ◀ In total there is one team that imports demand into Malvern Hills, namely Oldbury Park Tigers (one U14s team).
- ◀ Leigh & Bransford Badgers FC reports exporting its U16s demand into Worcester City as most of the players live there. This is a preference and is likely to remain the same moving forward.
- ◀ Four clubs' report aspirations to increase the number of teams they provide. Through the clubs that quantified potential increase, there is a predicted growth of 15 teams.
- ◀ When aggregated from the table above, actual spare capacity totals 10 match equivalent sessions per week across 15 pitches.
- ◀ In Malvern Hills seven pitches across seven sites are overplayed by a combined total of 5.5 match equivalent sessions per week.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)

3.1: Introduction

There are several surface types that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (also known as third generation turf or 3G), sand based (filled or dressed) and water based.

Table 3.1: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby type 22 and/or RFL Community Standard, requires a minimum of 60mm pile.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface. Suitable for non-contact rugby union/league practice or play.
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football.
Sand	Sand Filled	Competitive hockey and football training.
Sand	Sand Dressed	Preferred hockey surface and suitable for football training.
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

England Hockey's Artificial Grass Playing Surface Policy (June 2016) advises that 3G pitches should not be used for hockey matches or training and that they can only be used for lower level hockey (introductory level) when no sand-based or water-based AGPs are available.

Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The recommended FA dimensions for a full sized 3G pitch are 100x64 metres with additional run off areas of three metres required on each side. Minimum playing area dimensions to meet performance standard criteria for competitive football are 90x45 metres (or 100x64 metres for FIFA sanctioned international matches), with additional run off areas of three metres required on each side. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water based surfaces but is not the preferred option.

World Rugby (WR) produced the 'Performance Specification for Artificial Grass Pitches for Rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place. All full size World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification¹⁹. Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.

Many test contractors are able to offer reduced rates through efficiency savings to carry out multiple performance tests in the same session, therefore providers seeking 3G pitch compliancy for a number of sports would be recommended to consider this opportunity.

¹⁹<http://www.englishrugby.com/governance/club-support/facilities-kit-and-equipment/artificial-surfaces/artificial-grass-pitches>

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Strategic partnership investment

The FA has current programmes to invest in the creation of additional 3G pitches in order to facilitate both training and match play, serving to provide better quality playing surfaces, reduce cancellation of weather affected fixtures throughout winter months and manage use of natural turf sites. Whilst both have exclusive investment programmes for 3G pitches, in some cases there may be opportunities for the development of new 3G pitches to specifications able to support use by both sports.

As stated earlier in Part 2: Football, The FA commissioned the production of a Local Football Facility Plan for each of the local authority areas in England in order to guide future investment by itself and its partners into football facilities over the next decade. The plan focuses on four key investment priorities, one of which, is to double national full sized 3G pitch stock through development of an additional 1,000 full size 3G pitches.

3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, for the purposes of this report, all pitches measuring over 94 x 55 metres (exclusive of run offs) are considered to be full size due to the amount of demand they can accommodate. Nationally, many 3G pitches are slightly undersized due to being converted from sand-based provision (dimensions for hockey are smaller than for football).

There are just two full size 3G pitches in Malvern Hills that fully comply with the above specification both, of which, are located in the Malvern Analysis Area.

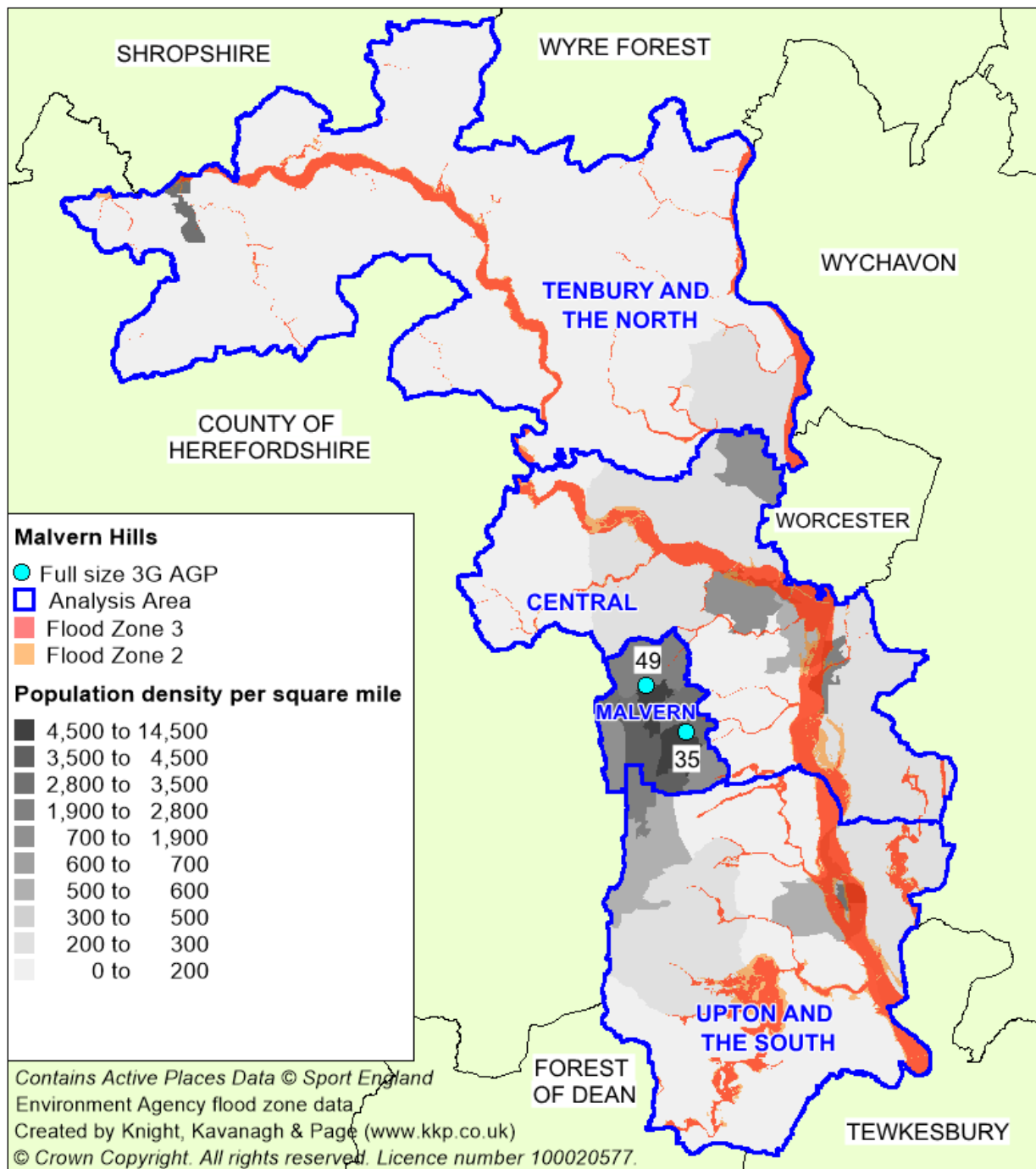
Table 3.2: Full size 3G pitches in Malvern Hills

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)	Certification
35	Malvern Town FC (Langland Stadium)	Malvern	Yes	Yes	110 x 80	FIFA
49	Dyson Perrins Academy	Malvern	Yes	Yes	104 x 70	FA

There are no smaller size 3G pitches of any kind within Malvern Hills. In fact, there is no 3G provision of any kind within the Central, Tenbury and the North and Upton and the South analysis areas.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 3.1: Location of full size 3G AGPs in Malvern Hills



MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Future provision

As mentioned in Part 2: Football, Kempsey Parish Council is currently undertaking a feasibility study to establish a sports and community facility at Pixham Ferry Lane. Although the initial feedback suggests that high quality grass pitches will be the preferred option for the potential development it should be noted that the inclusion of a 3G pitch has also been discussed.

Hanley Castle High School in partnership with Welland FC, Welland LFC and Welland Juniors FC report an aspiration to create 3G provision onsite. If this were to be created, it would be located on a current grass rugby union pitch which would need to be mitigated in accordance with Sport England Playing Field Policy.

Discussions with Malvern RFC, the Council and the RFU has concluded that the establishment of a full size World Rugby compliant 3G pitch at Malvern Rugby Football Club, could help address known shortfalls in pitch provision and to allow for future growth. If established the pitch will cater primarily for rugby union demand with any spare availability outside of this being utilised for other sports such as football.

Given that the LFFP is a live document informed by an up-to-date PPOSS, it is recommended that the project list is re-assessed following this update.

FA Pitch Register

In order for competitive matches to be played on 3G pitches, the pitch should be FIFA or IMS tested and approved and added to the FA Pitch Register, which can be found at: <https://footballfoundation.org.uk/3g-pitch-register>

Pitches undergo testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories. The changes are part of FIFA's continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new criteria.

The changes from FIFA One Star to FIFA Quality will have minimal impact on the current hours of use guidelines, which suggests that One Star pitches place more emphasis on the product's ability to sustain acceptable performance and can typically be used for 60-85 hours per week with a lifespan of 20,000 cycles. In contrast, pitches built to FIFA Quality Pro performance standards are unlikely to provide the hours of use that some FIFA Two Star products have guaranteed in the past (previously 30-40 hours per week with a lifespan of 5,000 cycles). Typically, a FIFA Quality Pro pitch will be able to accommodate only 20-30 hours per week with appropriate maintenance due to strict performance measurements.

Both pitches are registered for competitive football demand with the pitch at Dyson Perrins Academy being FA compliant and the pitch at Malvern Town FC being FIFA compliant.

World Rugby compliant pitches

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

There are no World Rugby compliant 3G pitches within Malvern Hills with the nearest one situated at Worcester Warriors (Sixways Stadium) in Wychavon. As mentioned above there are potential plans to create a World Rugby compliant pitch at Malvern Rugby Football Club.

Management

The 3G pitch at Malvern Town FC (Langland Stadium) is managed internally by the Club (Malvern Town FC) whereas the pitch at Dyson Perrins Academy is managed by the Malvern Hills District Council leisure operator Freedom Leisure.

Availability

As seen in the table below, each community available pitch is considered widely accessible between in the evenings during weekdays.

Table 3.3: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
35	Malvern Town FC (Langland Stadium)	Malvern	Everyday 09:00 to 22:00
49	Dyson Perrins Academy	Malvern	Monday to Thursday 16:00 to 22:00 Friday 16:00 to 21:00 Saturday/Sunday 09:00 to 16:00

It should be noted that provision at Dyson Perrins Academy is reserved for curricular usage 08:00 to 16:00 Monday to Friday.

During the Pandemic access to the pitches has been temporarily restricted. However, this is on a provisional basis with each site indicating that provision will be available for community use when it is safe to do so whilst meeting any social distancing requirements. The Pandemic also limited the amount of accurate pitch booking data which could be obtained however anecdotal evidence from the sites suggests each pitch is operating close to capacity during peak hours (Midweek evenings), however there is some capacity at the weekend.

Quality

It is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, combined with maintenance levels, which most commonly affects quality. It is therefore recommended that sinking funds be put into place by providers to enable long-term sustainability, ongoing repairs and future refurbishment beyond this period.

The pitch at Malvern Town FC is rated as good quality having been installed only two years ago, in comparison, the pitch at Dyson Perrins Academy is standard quality due to some signs of wear and tear being apparent. The surface is approaching the end of its recommended lifespans, meaning the rate of deterioration should be monitored in the short-term with consideration given to resurfacing/refurbishment when required.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 3.4: Age and quality of full size 3G pitches

Site ID	Site	Analysis area	Year installed/ resurfaced	Quality
35	Malvern Town FC (Langland Stadium)	Malvern	2019	Good
49	Dyson Perrins Academy	Malvern	2013	Standard

Ancillary facilities

There were no issues raised during consultation surrounding the quality of ancillary provision at either Malvern Town FC or Dyson Perrins Academy.

Demand

Outside of periods of lockdown, the 3G provision currently servicing Malvern Hills is reported to be operating at or close to capacity at peak times, especially during winter months when grass pitches cannot be used for training or recreational demand (due to a lack of floodlighting). This is corroborated by Worcestershire FA.

In addition to capacity being taken up by football clubs for training and match play purposes, there is also a strong presence of small-sided football being played. In this regard, Leisure Leagues is a key commercial operator, running leagues at Dyson Perrins Academy. All identified activity across the 3G pitches is football-based, with no other sporting activity currently taking place.

The table below summarises usage levels of the full size 3G provision in Malvern Hills based on booking sheets supplied by the operators, which accounts for demand prior to the Covid-19 pandemic (2019/2020 season). This is compared against availability at peak time, using Sport England's Facilities Planning Model (FPM). This applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 3.5: Current usage of 3G pitches across Malvern Hills

Site ID	Site name	Midweek availability (hours)	Midweek usage (hours)	Weekend availability (hours)	Weekend usage (hours)
35	Malvern Town FC (Langland Stadium)	18	18	16	12
49	Dyson Perrins Academy	18	18	16	12

As seen, all midweek availability is currently taken up, with only spare capacity existing at weekends. This data should be used to establish a baseline that can be reviewed annually to see if the position changes, taking into account any new pitches that are established and the impact these have.

In addition, it must be noted that there is football use on the sand-based AGPs in Malvern Hills particularly at Malvern St James Girls School and the Chase School. It is important to take note of this demand as such usage is required to ensure that the provision remains sustainable in the long-term. Whilst the transfer of demand to 3G provision would be beneficial to the users and to the FA, it could impact on the viability of the sand-based stock. A more detailed analysis of usage of these can be seen in Part 6: Hockey.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Imported demand

Imported demand refers to teams registered outside of Malvern Hills coming into the Authority to access pitch provision, normally because their pitch requirements cannot be met. Although there is no imported competitive demand on 3G provision there is imported training demand from Worcester City Youth FC (Worcester City) onto the 3G at Malvern Town FC. The Club reports having to access 3G provision within Wychavon, Worcester City and Malvern Hills to meet its requirements.

Exported demand

Exported demand refers to Malvern Hills registered teams that are currently accessing pitches outside of the local authority for home fixtures, normally because their pitch requirements cannot be met. This is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. There are no known clubs imported or exporting competitive or demand onto 3G pitches.

Key trends and changes in demand for pitches

Football

Demand from football for 3G pitches has increased in recent years due to demand from clubs for training but also due to a growing acceptance by local leagues of use for competitive matches, where play on 3G pitches is now included within the FA Standard Code of Rule. This considered, the general condition of local authority pitches and increasingly limited budget for regular and adequate maintenance may lead more teams to consider AGPs as a possible alternative should it be financially viable.

A number of leagues around the country now use 3G pitches as central venues where all play takes place. Mini soccer leagues especially are increasingly adopting this approach either for whole seasons or a number of months throughout the winter because they can continually offer a high quality playing experience, in many cases beyond that of grass pitches which are generally of comparatively poorer quality. It also allows leagues to continue to run throughout the winter, largely unaffected by poor weather which has disrupted the football season over recent years, causing it to run into summer and clash more often with summer sports.

Rugby union

Given the inclement weather often experienced throughout the winter months of the rugby union season, more clubs are becoming increasingly receptive towards training on artificial pitches. Clubs traditionally train on match pitches where floodlights are in place or one pitch designated for all training in particular, unless there is a separate floodlight grass training area. It often results in deterioration in pitch quality coupled with decreasing maintenance budgets.

The recent RFU strategy on investment in 3G pitches both at club and community based sites is indicative of the growing acceptance of 3G pitches amongst clubs nationally. Nationally clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

FA training scenario

The FA considers high quality third generation artificial grass pitches as an essential tool in promoting coach and player development. The FA can support intensive use and as such are great assets for both playing and training. Primarily such facilities have been installed for community use and training, however, are increasingly used for competition which The FA wholly supports.

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch at peak times. It is estimated that one full size AGP can service 38 teams.

The table below considers the number of full size 3G pitches required if every team was to remain training within the analysis area in which they play. The 3G requirement is rounded to the nearest whole number.

The model assumes that all pitches are fully available for club use at peak time when in practice a number of pitches operate commercial small sided leagues which reduce capacity available. It also projects all football teams as training on full size 3G pitches when in practice a proportion of football training demand should be retained on sand based AGPs in order to maintain financial and commercial sustainability of these pitches.

As seen in the table overleaf there is a current shortfall of two full size 3G pitches within the District one each in the Central and Upton and the South Analysis Area.

Table 3.6: Current demand for 3G pitches in Malvern Hills for affiliated football team training

Analysis area	Current number of teams	Current requirement	Current number of full size 3G pitches	Current shortfall
Central	51	1.34 - 1	-	1
Malvern	28	0.73 - 1	2	-
Tenbury and the North	14	0.36 - 0	-	-
Upton and the South	23	0.60 - 1	-	1

After factoring in future demand, the overall shortfall remains the same.

Table 3.7: Future demand for 3G pitches in Malvern Hills for affiliated football team training

Analysis area	Future number of teams ²⁰	3G requirement ²¹	Current number of 3G pitches	Current shortfall
Central	51	1.34 - 1	-	1
Malvern	34	0.89 - 1	2	-
Tenbury and the North	17	0.44 - 0	-	-
Upton and the South	23	0.60 - 1	-	1

²⁰ Based on increased demand forecasted from team generation rates and club aspirational demand, both re-applied to the Area where the club is based for training purposes

²¹ Rounded to the nearest whole number

3.3: Supply and demand analysis

In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Malvern Hills. As such, it is determined that an increase in provision is required. As discussed, the best placed sites for any future development of 3G provision and the sustainability of sand-based AGPs will be examined in the Strategy & Action Plan.

In addition, to ensure that current supply and any future supply are maintained to a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. This will allow for re-surfacing to take place when required and will ensure that FA certification remains in place.

For rugby union, the creation of additional full size World Rugby compliant 3G pitch in a strategically viable location, such as Malvern Rugby Football Club, would further relieve pressure on grass pitches and also help to accommodate any future demand. As such, if the opportunity presents itself, enabling the development of such provision in correlation to reducing shortfalls for football should be encouraged.

3G summary

- ◀ **There is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Malvern Hills. As such, it is determined that an increase in provision is required.**
- ◀ There are just two full size 3G pitches in Malvern Hills that fully comply with the above specification both, of which, are located in the Malvern Analysis Area.
- ◀ There are no smaller size 3G pitches of any kind within Malvern Hills. In fact, there is no 3G provision of any kind within the Central, Tenbury and the North and Upton and the South analysis areas.
- ◀ There are aspirations for 3G provision for Kempsey Parish Council, Hanley Castle High School and Malvern Rugby Football Club.
- ◀ Both pitches are registered for competitive football demand with the pitch at Dyson Perrins Academy being FA compliant and the pitch at Malvern Town FC being FIFA compliant.
- ◀ The 3G pitch at Malvern Town FC (Langland Stadium) is managed internally by the Club (Malvern Town FC) whereas the pitch at Dyson Perrins Academy is managed by the Malvern Hills District Council leisure operator Freedom Leisure.
- ◀ The pitch at Malvern Town FC is rated as good quality having been installed only two years ago, in comparison, the pitch at Dyson Perrins Academy is standard quality due to some signs of wear and tear being apparent.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 4: CRICKET

4.1: Introduction

Worcestershire Cricket Board (WCB) serves as the main governing and representative body for cricket across Malvern Hills. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within the City. It is currently working with the ECB on delivering its Inspiring Generations Strategy which has been live since 2020.

Consultation

There are 12 cricket clubs playing in Malvern Hills. Of these, 11 responded to an online survey consultation request resulting in a 92% response rate as follows:

Table 4.1: Summary of consultation responses

Club name	Analysis area	Responded?
Barnard Green CC	Malvern	Yes
Bushley CC	Upton and the South	Yes
Hallow Taverers CC	Tenbury and the North	Yes
Hanley Castle and Upton CC	Upton and the South	Yes
Kempsey CC	Central	Yes
Knighton-on-Teme CC	Tenbury and the North	Yes
Malvern CC	Malvern	Yes
Martley CC	Tenbury and the North	Yes
Rushwick CC	Central	Yes
Tenbury Wells CC	Outside	No
West Malvern CC	Outside	Yes
Worcester Nomads CC	Central	Yes

The only club not to respond to consultation requests was Tenbury Wells CC with information relating to this club informed through consultation with Worcestershire Cricket Board and online research.

It should be noted there are two clubs which geographically are situated just outside of Malvern Hills, these are Tenbury Wells CC (Shropshire) and West Malvern CC (Herefordshire). Information about these clubs have been included in the report as they affiliate to WCB, however, they will not be allocated a dedicated Analysis Area.

Additionally, there is a new club which has just started (2021) known as Alfrick CC. The Club is in the process of establishing sufficient and constant levels of demand as well as developing suitable playing provision. As it is under development it has been decided not to include it report below.

4.2: Supply

There are 21 grass wicket squares in Malvern Hills located across 15 sites, of these, 13 squares are available for community use. The eight squares that are not available for community use are all located at Abberley Hall School (six squares) and Malvern College Sports Complex (two squares). It should be noted that only one of the squares on the former site is suitable for senior cricket with the remaining five only available for junior cricket.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Community available provision is fairly evenly spread across the District with four in the Central Analysis Area, three in the Tenbury and the North and two each in the Malvern and Upton and the South areas.

Table 4.2: Summary of grass wicket squares across Malvern Hills

Analysis area	Number of squares		Total
	Available for community use	Not available for community use	
Central	4	-	4
Malvern	2	2	4
Tenbury and the North	3	6	9
Upton and the South	2	-	2
Outside	2	-	2
Total	13	8	21

The two sites which fall outside of the Study Area Penlu (Tenbury Wells CC) and West Malvern Cricket Club (West Malvern CC) contain one square each.

The Chase School has previously provided grass wickets to accompany its NTP, however, for the past couple of years these have not been actively maintained.

Broadwas Sports Club (Central Analysis Area) previously accommodated a six wicket grass square which was actively maintained until *circa* 2018. The site was the historical home to Broadwas CC, however, more recently it has been utilised as a secondary venue for larger clubs within Malvern Hills such as Worcester Nomads CC. Although it is no longer used for cricket, it is still used by Broadwas Croquet Club which maintains five lawns on what was the outfield.

Disused and lapsed sites

Playing fields which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.

As mentioned, a lapsed site was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

There is a disused site which contains a five wicket grass square located at Holt and Grimley Cricket Club (WR6 6NE) in the Tenbury and the North Analysis Area. The site has been used by Holt and Grimley Cricket Club until *circa* 2017 when the Club folded due to a lack of demand.

Corse Lawn Common (GL19 4LZ) in Upton and the South Analysis Area previously accommodated a four wicket square to meet the unaffiliated friendly demand from Corse Lawn CC. The site has not been actively maintained over the past two years, however, the reason for this is unknown.

Future developments

Kempsey Parish Council is currently undertaking a feasibility study, the core purpose of which, is to establish a sports and community facility at Pixham Ferry Lane for the village of Kempsey

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

which is acceptable to the Parish Council, local planning authority and the current stakeholders within the context of the funding available and having regard to the needs of the new and existing community users including Kempsey Colts FC, Kempsey Colts United FC, Kempsey Corinthians FC, Kempsey CC and Kempsey TC.

Currently cricket demand within Kempsey totals two senior men's teams accessing a standard quality grass cricket square. Furthermore, there are five football pitches overmarked onto the cricket outfield which causes access issues when the football and cricket season overlap.

The initial feedback from the feasibility study is suggesting the creation of high quality grass football pitches at Pixham Ferry Lane to relocate all football demand off Kempsey Playing Fields. This would alleviate issues between football and cricket in addition to providing additional capacity for football. The feasibility study is still ongoing with an exact development plan to be decided and will be explored in greater detail in the Strategy & Action Plan.

Worcester Nomads CC has aspiration to purchase land in the locality of Bransford, near its home ground, to develop a second square so it can return its exported third Saturday team and create additional capacity for future growth.

Rushwick CC reports ambitions to create a second grass square on land adjacent to Alf Tolley Memorial Ground. It states there is substantial levels of housing growth planned (approximately 1,000 dwellings) within Rushwick which it anticipates will increase its levels of demand. To accommodate this demand, it would need to establish a second square. If such provision were established, it would also be able to accommodate the exported demand (Worcester City) from its third Saturday team.

Barnards Green CC currently uses two grounds to meet its demand, namely Barnards Green Cricket Club and The Swan Inn (Newland). The latter site is situated nearby to the development at North East Malvern, which will see 800 new homes being built which could be potentially be impacted upon by ball strike.

ECB Ball Strike

Where there is either new cricket provision being put in place, that would place neighbouring uses at risk, or more commonly a development which may prejudice the use of the cricket facility, there is a requirement for a full ball strike risk assessment to be undertaken and appropriate mitigation put in place as part of the development. As such, the ECB recommends that the clubs and organisations seek to have a ball strike risk assessment undertaken; further information can be provided by the ECB.

Non-turf pitches (NTPs)

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season, although this may include training sessions via the use of mobile nets.

In Malvern Hills, there are six NTPs that accompany grass wicket squares in addition to five standalone NTPs. The location of these can be seen in the table below.

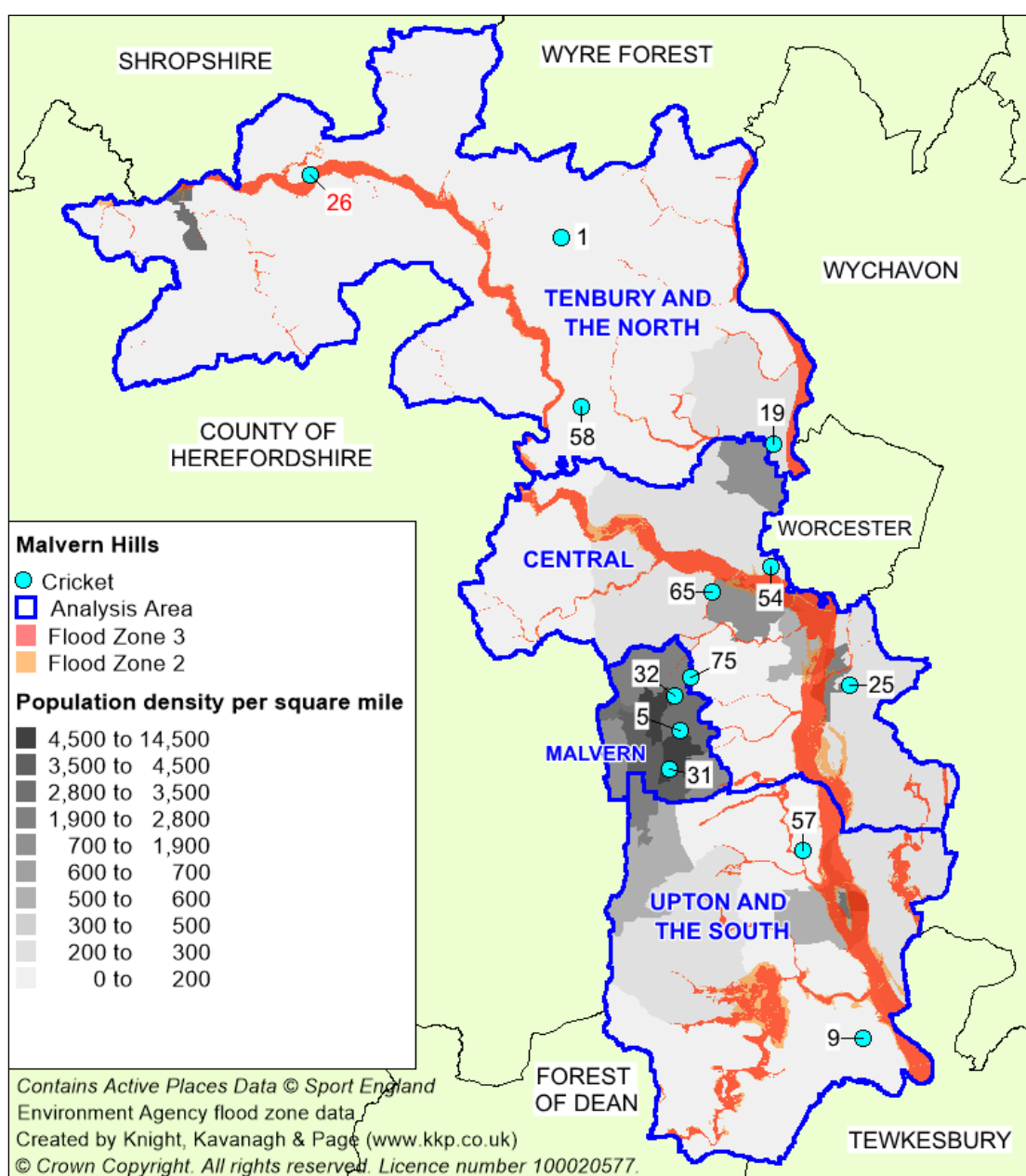
Table 4.3: Summary of NTPs in Malvern Hills

Site ID	Site name	Analysis area	Number of NTPs	Position
5	Barnards Green Cricket Club	Malvern	1	Square
7	Bredon School	Upton and the South	1	Standalone

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	Analysis area	Number of NTPs	Position
31	Malvern College Sports Complex	Malvern	1	Standalone
31	Malvern College Sports Complex	Malvern	1	Square
53	Tenbury High Ormiston Academy	Tenbury and the North	1	Standalone
54	The Alf Tolley Memorial	Central	1	Square
55	The Chantry School	Tenbury and the North	1	Standalone
56	The Chase School	Malvern	1	Standalone
57	The Glebe	Upton and the South	1	Square
65	Worcester Nomads Cricket Club	Central	1	Square
75	The Swan Inn (Newland)	Centra	1	Square

Figure 4.1: Summary of grass cricket squares in Malvern Hills



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Security of tenure

All clubs in Malvern Hills have secure tenure at their home venues through ownership, long term lease or renting from parish or town councils.

For reference a site is considered to have unsecure tenure if the cricket provision on the site is not guaranteed to be retained over the next three years. Unless known otherwise, town and parish council managed squares are considered to generally be secure, as part of the Council's maintained sports and leisure provision offering.

The table overleaf identifies tenure arrangements for all affiliated clubs.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.4: Summary of security of tenure for Malvern Hills cricket clubs

Site ID	Site	Analysis area	Club	Arrangement	Tenure
5	Barnard Green Cricket Club	Malvern	Barnard Green CC	Lease arrangement with Madresfield Estate (30 years)	Secure
9	Bushley Cricket Club	Upton and the South	Bushley CC	Lease arrangement (20 years)	Secure
19	Hallow Playing Field	Tenbury and the North	Hallow Taverners CC	Rent from Hallow Parish Council	Secure
25	Kempsey Playing Fields	Central	Kempsey CC	Lease from Kempsey Parish Council	Secure
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Knighton-on-Teme CC	Lease from Newnham Court Farm (Indefinite)	Secure
32	Malvern Cricket Club	Malvern	Malvern CC	Lease from Malvern Town Council (30 year)	Secure
54	The Alf Tolley Memorial Ground	Central	Rushwick CC	Freehold	Secure
57	The Glebe	Upton and the South	Hanley Castle and Upton CC	Lease from Diocesan Board (25 years)	Secure
58	The Jewry Field	Tenbury and the North	Martley CC	Rent from Martley Parish Council	Secure
65	Worcester Nomads Cricket Club	Central	Worcester Nomads CC	Freehold	Secure
75	The Swan Inn (Newland)	Central	Barnard Green CC	Lease arrangement with Madresfield Estate	Secure
-	Penlu (Tenbury Wells CC)	Outside	Tenbury Wells CC	Owned via Sports Club	Secure
-	Mathon Court (West Malvern CC)	Outside	West Malvern CC	25 year lease from Phipps Co Ltd.	Secure

For reference West Malvern CC has security of tenure at its home venue, Mathon Court, via a 25 year lease from a private landowner. Tenbury Wells CC also has security of tenure at its home venue, Penlu, through the overarching sports club.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Pitch quality

The quality of cricket pitches has been assessed via a combination of site visits (using non-technical assessments²² as determined by the ECB) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-79%), Poor (<49%).

Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. As an example, if a square is poor quality, a ball can bounce erratically on a wicket and become a danger to nearby players.

All grass cricket squares within Malvern Hills receive a quality score rating based on a combination of non-technical assessments and club consultation. This results in five grass wicket squares being good quality, six standard quality and two poor quality (Hallow Playing Field and Knighton-on-Teme Cricket Ground).

Table 4.5: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	Flood zone ²³	No. of squares	Square quality
5	Barnard Green Cricket Club	Malvern	No	1	Good
9	Bushley Cricket Club	Upton and the South	No	1	Standard
19	Hallow Playing Field	Tenbury and the North	No	1	Poor
25	Kempsey Playing Fields	Central	No	1	Standard
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Yes (2&3)	1	Poor
32	Malvern Cricket Club	Malvern	No	1	Standard
54	The Alf Tolley Memorial Ground	Central	No	1	Good
57	The Glebe	Upton and the South	No	1	Standard
58	The Jewry Field	Tenbury and the North	No	1	Standard
65	Worcester Nomads Cricket Club	Central	No	1	Good
75	The Swan Inn (Newland)	Central	No	1	Standard
-	Penlu (Tenbury Wells CC)	Outside	No	1	Good
-	Mathon Court (West Malvern CC)	Outside	No	1	Good

Most (46%) of all grass squares across Malvern Hills receive a standard quality rating, which is generally supported through club consultation. This is then followed by five squares being good quality (38%) and just two squares at Knighton-on-Teme Cricket Ground and Hallow Playing Field being poor quality.

²² See Appendix 2 for the non-technical assessment for cricket squares

²³ Flood zones detailed in Part 1: Introduction and Methodology

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Knighton-on-Teme CC reports its cricket provision has reduced to poor quality from a mixture of recent flooding (February 2020) and limited amount of relevant equipment to adequately maintain the facility.

Hallow Parish Council reports the cricket square at Hallow Playing Fields to be poor quality. It reports there are issues with the outfield surrounding animal burrowing.

Martley CC states the quality of cricket provision at The Jewry Field is being directly impacted on by the overmarking of football pitches on the outfield. The Club states the outfield can be dangerous as the ground becomes uneven from football boots tearing into the surface. It has recently invested into maintenance such as a new roller and grass treatment to improve quality, however, the overmarking still poses a significant issue.

Bushley CC indicates evidence of unofficial use and damage to the playing surface at Bushley Cricket Club in addition to the outfield being uneven. The Club suggests a potential reason for these issues are due to the fact the provision is located on a public village green which attracts a lot of external users.

The Swann Inn (Newland), which is used by Barnard Green CC, is rated as standard. The Club indicates the provision is borderline standard quality with significant sloping issues and issues with outfield drainage. It maintains the site to a lower specification compared to its home venue, Barnard Green Cricket club, due to cost implication.

Each square at Mathon Court (West Malven CC) and Penlu (Tenbury Wells CC) is good with quality. This being said, there occasionally drainage problems at Mathon Courts as it is situated on a slope. The outfield at Penlu is overmarked with football pitches which can cause accessibility issues when the playing seasons overlap. There were no Performance Quality Standards available to analyse the quality of these site.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a PQS assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards, which are benchmarked by the Institute of Groundsman.

Table 4.6: PQS ratings

Quality rating	Details
Premier (High)	Where the surface is intended for Premier League play, with those within the top quartile capable of holding minor county and 1st class one day matches. May include some of the better schools and university pitches
Club (Standard)	A Club pitch suitable for league, school and junior cricket
Basic	An acceptable level suitable for recreational cricket and where the surface is designed and maintained within tight financial limitations such as local authorities
Unsuitable	This is where the surface is deemed unfit or unsafe for play

Clubs can contact the ECB to arrange for a pitch advisor to complete three different reports (comprehensive/mini/verbal) that vary in cost. A fully comprehensive report includes soil testing and guidance on machinery and corrective procedures, a mini report includes guidance on machinery and corrective procedures and a verbal report is a spoken version of a mini report.

Flooding

As mentioned, Knighton-on-Teme Cricket Ground which is actively used for cricket, is located on a flood zone.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The ECB working with Sport England, has produced a set of information for clubs that have been affected by adverse weather in England²⁴. Sport England, when necessary, can also offer various funding options for clubs that have been affected by flooding.

Ancillary facilities

The audit of ancillary facilities determines that most club sites (six squares of 46%) are accompanied by poor quality provision. The quality of ancillary facilities at the remaining squares are split with three being standard quality and three being good quality.

Table 4.7: Changing room quality (grass wicket squares, site by site)

Site ID	Site	Analysis area	No. of squares	Changing room quality
5	Barnard Green Cricket Club	Malvern	1	Standard
9	Bushley Cricket Club	Upton and the South	1	Poor
19	Hallow Playing Field	Tenbury and the North	1	Poor
25	Kempsey Playing Fields	Central	1	Poor
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	1	Poor
32	Malvern Cricket Club	Malvern	1	Good
54	The Alf Tolley Memorial Ground	Central	1	Good
57	The Glebe	Upton and the South	1	Standard
58	The Jewry Field	Tenbury and the North	1	Poor
65	Worcester Nomads Cricket Club	Central	1	Good
75	The Swan Inn (Newland)	Central	1	Poor
-	Penlu (Tenbury Wells CC)	Outside	1	Standard
-	Mathon Court (West Malvern CC)	Outside	1	Standard

Hallow PC reports ancillary provision accompanying Hallow Playing Field is poor quality due to it being extremely basic. There is a need to invest in the facilities to modernise them and make them more suitable for the level of demand utilising them.

Ancillary facilities at Bushley Cricket Club are extremely basic and in need of generally modernisation. Bushley CC reports the provision has been vandalised within the last year including general littering and arson.

Barnard Green Cricket Club utilises two sites for its demand, Barnard Green Cricket Club and The Swan Inn (Newland). As mentioned above it plans to access S106 monies from the Development at North East Malvern to improve the quality of provision at the former site. This would include generally modernisation and potential creation of a second story on its current clubhouse in order to provide additional capacity, particularly for changing.

The quality of provision at its latter site, The Swan Inn (Newland), is poor quality as it is an extremely basic wood pavilion with limited facilities. Due to the site potentially being included as part of the Development at North East the Club does not foresee investing in the site short term.

Martley CC indicates there are capacity issues using the ancillary provision at The Jewry Fields as the site is also used for football. The Club additional states although it does have access to changing rooms and relevant accompanying facilities, it does not have its own

²⁴ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/sustainability>

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

dedicated social area. Furthermore, the changing rooms themselves are not separated for male/female or senior/junior demand.

No major problems were noted regarding the ancillary provision servicing standalone NTPs, although the accessibility of the changing rooms for some of the wickets at currently unused education sites is questionable should community demand exist in the future.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. A total of five sites used by affiliated cricket clubs in Malvern Hills are not serviced by fixed practice nets, these being:

- ◀ Hallow Playing Field
- ◀ Kempsey Playing Field
- ◀ Knighton-on-Teme Cricket Ground
- ◀ The Jewry Field
- ◀ The Swan Inn (Newland)

A number of clubs indicate aspirations for additional or enhancements on their current training facilities through consultation. These are summarised in table below.

Table 4.8: Summary of demand for additional training facilities

Site ID	Site	Club	Comments
5	Barnards Green Cricket Club	Barnards Green CC	Mobile net cage
26	Knighton-on-Teme Cricket Ground	Knighton-on-Teme CC	Fixed bay practice nets
58	The Jewry Field	Martley CC	Creation of a non turf pitch

Martley CC reports having to travel to The Chantry School (approximately half a mile away) to access suitable practice facilities which it would ideally prefer to be onsite at The Jewry Field.

Malvern CC does not indicate a need for any additional training facilities on site however states there is a need locally for indoor provision for winter training.

4.3: Demand

There are 12 cricket clubs competing in Malvern Hills generating 66 teams. As a breakdown, this equates to 31 senior men's, five senior women's and 29 junior boys' and one junior girls' team. The distribution of these teams across the clubs can be seen in the table overleaf.

Table 4.9: Summary of teams

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Barnard Green CC	Malvern	5	1	9	-
Bushley CC	Upton and the South	1	1	-	-
Hallow Taverners CC	Tenbury and the North	1	-	-	-
Hanley Castle and Upton CC	Upton and the South	3	-	1	-
Kempsey CC	Central	3	-	-	-
Knighton-on-Teme CC	Tenbury and the North	1	1	-	-
Malvern CC	Malvern	3	-	6	1
Martley CC	Tenbury and the North	3	1	4	-

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Rushwick CC	Central	3	-	4	-
Worcester Nomads CC	Central	3	1	5	-
Tenbury Wells CC	Outside	3	-	-	-
West Malvern CC	Outside	2	-	-	-
Total		31	5	29	1

It should be noted that the women's team at Knighton-on-Teme CC, Martley CC, Barnards Green CC and Worcester Nomads CC play softball cricket rather than hardball cricket which is often played on the cricket outfield rather than the actual square. Therefore, this demand will not be considered when evaluating the overall supply and demand analysis on the actual grass wickets. It will, however, be factored into potential spare capacity as the square cannot be used for competitive matches whilst the outfield is in use.

In addition to the demand referenced above, Malvern CC, Rushwick CC and Worcester Nomads CC, each have one senior men's team which is exported outside of Malvern Hills. This will be explored in greater detail later in this section.

A summary of teams by analysis area can be seen in the table below. The greatest amount of demand is in Malvern Analysis Area which each accommodate 25 teams or 41% of all affiliated demand. This is then followed by Central Analysis Area with 19 teams (31%), the Tenbury and North Analysis Area with 11 teams (18%) and finally Upton and the South Analysis Area with 10% or six teams.

Table 4.10: Summary of teams by analysis area

Analysis area	Number of teams				Total
	Senior men's	Senior women's	Junior boys'	Junior girls'	
Central	9	1	9	-	19
Malvern	8	1	15	1	25
Tenbury and the North	5	2	4	-	11
Upton and the South	4	1	1	-	6
Total	26	5	29	1	61

Please note that West Malvern CC and Tenbury Wells CC are not included in the above as it is geographically located outside Malvern Hills and therefore cannot be allocated to an Analysis Area.

In addition to affiliated competitive demand the majority of clubs operate ECB initiatives such as All Stars Cricket, Dynamos Cricket and Softball cricket.

All Stars Cricket

In partnership with the ECB and Chance to Shine cricket clubs in Malvern Hills can register to become an ECB All Stars Cricket Centre. Once registered, a club can deliver the programme which aims to introduce cricket to children aged from five to eight. Subsequently, this may lead to increased interest and demand for junior cricket at clubs. The programme seeks to achieve the following aims:

- ◀ Increase cricket activity for five to eight year olds in the school and club environment
- ◀ Develop consistency of message in both settings to aid transition
- ◀ Improve generic movement skills for children, using cricket as the vehicle

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Make it easier for new volunteers to support and deliver in the club environment
- ◀ Use fun small sided games to enthuse new children and volunteers to follow and play the game

Dynamos cricket

A key development area for the ECB in delivering on the outcomes of 'Inspiring Generations' will be the Dynamos Cricket programme for 8-11 year olds which originally aimed to launch in 2020. It plans on building on the significant growth of the All Stars Cricket programme for 5-8 year olds established in 2017 and will develop the pathway to retain juniors progressing from All Stars Cricket into Dynamos Cricket.

Where All Stars Cricket seeks to engage children in cricket activity and learning the skills, Dynamos Cricket seeks to engage children in learning how to play, introducing a modified soft ball format as competitive progression with a view to eventual transition through to hardball cricket. The programme is strongly linked to The Hundred, a new short format competition which also aimed to launch in 2021.

Softball cricket

Softball cricket is an ECB initiative aimed at women and girls to increase participation in cricket as a sport. The aim of softball cricket sections is enjoyment and participation, without pads, a hardball, a heavy bat and limited rules. Sessions are played on the outfield and follow a festival format with each session running for a maximum of two and half hours, shorter than traditional formats.

It should be noted that All Stars, Dynamos and Softball cricket generally takes place on the cricket outfields rather than the actual squares. Although this does not impact the carrying capacity of the square it does influence the accessibility of the squares as whilst the outfield is in use the main square cannot be used to accommodate fixtures. Therefore, this may limit the potential spare capacity whilst these activities are taking place, generally on midweek evenings or Sunday mornings.

The table overleaf summarises which clubs are involved in these initiatives and the participation figures for 2021 for Allstars and Dynamos.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.11: Malvern Hills cricket clubs participating Allstars, Dynamos and Women & Girls softball

Site ID	Site	Analysis area	Club	Allstars	2021 sign ups	Dynamos	2021 sign ups	Women & Girls softball	2021 sign ups
5	Barnard Green Cricket Club	Malvern	Barnard Green CC	✓	38	✓	46	✓	15
9	Bushley Cricket Club	Upton and the South	Bushley CC	-	-	-	-	✓	8
19	Hallow Playing Field	Tenbury and the North	Hallow Taverners CC	-	-	-	-	-	-
25	Kempsey Playing Fields	Central	Kempsey CC	-	-	-	-	-	-
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Knighton-on-Teme CC	-	-	-	-	-	-
32	Malvern Cricket Club	Malvern	Malvern CC	✓	24	✓	2	-	-
54	The Alf Tolley Memorial Ground	Central	Rushwick CC	✓	50	✓	27	✓	15
57	The Glebe	Upton and the South	Hanley Castle and Upton CC	-	-	-	-	-	-
58	The Jewry Field	Tenbury and the North	Martley CC	✓	76	✓	46	✓	13
65	Worcester Nomads Cricket Club	Central	Worcester Nomads CC	✓	24	✓	7	✓	9

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Exported demand

Displaced or exported demand refers to Malvern Hills based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities.

Malvern, Rushwick and Worcester Nomads cricket clubs each have one senior men's team exported outside of the District due to the lack of accessible provision. The former club exports its demand into Wychavon (Spetchley Park) whereas the latter two clubs each export their demand into Worcester City (Cinderella Sports Ground).

As referenced earlier, each club reports ambitions to create a second square within Malvern Hills, in part to return this exported demand back into the District.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Malvern Hills study area due to a lack of available facilities in other local authorities where such team or club is based. There is no known imported demand into Malvern Hills.

Unmet demand

Unmet demand is existing demand that is not able to access sufficient pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list. There is no recorded unmet demand for cricket in Malvern Hills.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Participation increases

The ECB has also recently announced new five-year media rights deals, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement. The new deals also include a return to free to air television for live cricket, with the BBC to show coverage of some international and domestic matches.

Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels in excess of those anticipated through the PPOSS and the impact should therefore be reviewed over coming years.

Of the responding clubs, eight indicate aspirations to increase levels of participation. This equates to a total predicted growth of 23 teams, equating to three senior men's, four senior women's, 16 junior teams.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.12: Future demand expressed by clubs

Club	Analysis area	Senior men's	Senior women's	Junior
Barnard Green CC	Malvern	1	1	2
Hanley Castle and Upton CC	Upton and the South	-	-	1
Kempsey CC	Central	-	-	2
Knighton-on-Teme CC	Tenbury and the North	-	1	1
Malvern CC	Malvern	-	-	2
Martley CC	Tenbury and the North	1	1	3
Rushwick CC	Central	1	1	3
Worcester Nomads CC	Central	-	-	2
Total		3	4	16

Knighton-on-Teme CC, Martley CC and Barnards Green CC all state their intension is to develop their women softball teams, as referenced above, into full hardball team. This is captured in the table above. Although this is the same demand it is captured as future demand as it will change from taking place on the outfield to the main square which will in turn affect levels of capacity. Therefore, this future demand has been considered moving forward for the overall supply and demand analysis.

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2041) based on population growth. When team generation rates are applied across Malvern Hills there is predicted growth of two teams in the junior boys (7-18) age group.

Table 4.13: Team generation rates based on population growth (2041)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ²⁵	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	15,448	31	1:498	16,013	25	0
Senior Women's (18-55)	16,176	5	1:3,235	16,763	5	0
Junior Boys (7-18)	5,177	30	1:173	5,518	32	2
Junior Girls (7-18)	5,090	1	1:5,090	5,537	1	0

When this future growth is dissipated to individual analysis areas rather than as a whole District there is not considered enough demand in to establish any future demand.

It is important to acknowledge that whilst team generation rates project team growth as a factor of population and existing teams, there are plans and strategies to increase the number of teams at some formats beyond what current trends suggest, due to a desire to change such trends. For example, they do not take into consideration ECB initiatives such as All Stars Cricket, Dynamos or Women & Girls Softball. These are all likely to contribute to growth above levels shown through team generation rates.

²⁵ Please note TGR figures are rounded to the lowest whole number.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Future demand summary

Only club aspirational demand will be used for future demand as growth from TGRs is minimal and is assumed to be encompassed by the growth from clubs. In addition, club aspirational demand better represents potential growth as it includes specific aspirations to increase women and girls demand, whereas population growth does not.

Accounting for the above, future demand to be carried through to the supply and demand analysis equates to three senior men's, four senior women's and 16 junior teams.

Peak time demand

An analysis of match play identifies peak time demand for cricket across three distinct time periods which are Saturdays, Sundays and Midweek (Monday to Friday).

The former is classified as peak time for senior men's cricket across Malvern Hills, whereas Sunday accommodates senior women's match play whether this is hardball or softball and some junior matches.

The latter, Midweek, is used by clubs to accommodate junior matches, training and ECB initiatives All Stars and Dynamos.

4.4: Capacity analysis

Capacity analysis for cricket is measured on a seasonal rather than a weekly basis. This is due to playability (as only one match is generally played per pitch per day at weekends or weekday evening) and because wickets are rotated throughout the season to reduce wear and tear and to allow for repair.

The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square. For good quality squares, capacity is considered to be five matches per wicket per season, whilst for a standard quality square, capacity is four matches per wicket per season. For poor quality squares, no capacity is considered to exist as such provision is not safe for play.

The number of matches played by each team has been derived from consultation with the clubs. Where consultation was not possible, the assumption has been made that all senior teams play between eight and 12 home matches per year and all junior teams play between four and eight matches per year depending on their age and level of competition.

The above is used to allocate capacity ratings as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

Please note that non-turf pitches have been discounted from the table overleaf. No non-turf pitches squares are recorded as accommodating more than 60 matches per season, therefore, all non-turf pitches are considered to have spare capacity. This translates to actual spare capacity for junior cricket as peak time is midweek, whereby non-turf pitches are more commonly used and matches can be played on a variety of days.

The capacity analysis assumes that all clubs rotate their wickets evenly. However, this may not be the case at all sites, with central wickets potentially used more commonly than outer

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

wickets that are closer to a boundary, especially for senior matches. The idea is to showcase what the capacity is or could be if best practice is followed for the whole square, rather than doing it on a wicket-by-wicket basis.

Spare capacity

The table below explains the difference between the potential spare capacity referenced in Table 4:15 in the final three columns (Saturday, Sunday and Midweek).

Table 4.14: Spare capacity examples

Potential spare capacity in peak period (examples)	Explanation of spare capacity
No	If the cell has a No it means the pitch is played to capacity within this peak period and therefore can not accommodate any further demand.
Yes	If the cell has a Yes that is not highlighted it means there is spare capacity to accommodate further demand within this designated peak period however this is discounted due to unsecure tenure, poor pitch quality, the pitch not being available for community use or the pitch already being played to capacity or being overplayed so it cannot accommodate any additional demand.
Yes	If the cell has a Yes and is also highlighted in green it means there is actual available spare capacity within this peak period which can be utilised.

**MALVERN HILLS DISTRICT COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 4.15: Capacity of cricket squares

Site ID	Site name	Analysis area	Community use?	Users	Security of tenure	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)	Potential spare capacity for Saturday cricket?	Potential spare capacity for Sunday cricket?	Potential spare capacity for midweek cricket?
5	Barnards Green Cricket Club	Malvern	Yes	Barnard Green CC	Secure	1	Good	5	25	40	15	No	No	Yes
9	Bushley Cricket Club	Upton and the South	Yes	Bushley CC	Secure	1	Standard	6	24	14	10	Yes	No	Yes
19	Hallow Playing Field	Tenbury and the North	Yes	Hallow Taverners CC	Secure	1	Poor	5	-	10	10	Yes	Yes	Yes
25	Kempsey Playing Fields	Central	Yes	Kempsey CC	Secure	1	Standard	8	32	26	6	No	Yes	Yes
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Yes	Knighton-on-Teme CC	Secure	1	Poor	5	-	10	10	Yes	Yes	Yes
32	Malvern Cricket Club	Malvern	Yes	Malvern CC	Secure	1	Standard	10	40	48	8	No	No	No
54	The Alf Tolley Memorial Ground	Central	Yes	Rushwick CC	Secure	1	Good	7	35	44	9	No	Yes	Yes
57	The Glebe	Upton and the South	Yes	Hanley Castle and Upton CC	Secure	1	Standard	7	30	26	4	No	Yes	Yes
58	The Jewry Field	Tenbury and the North	Yes	Martley CC	Secure	1	Standard	6	24	46	28	No	No	Yes
65	Worcester Nomads Cricket Club	Central	Yes	Worcester Nomads CC	Secure	1	Good	15	75	50	25	No	No	Yes
75	The Swan Inn (Newland)	Central	Yes	Barnard Green CC	Secure	1	Standard	7	28	28		No	Yes	Yes
-	Penlu	Outside	Yes	Tenbury Wells CC	Secure	1	Good	8	40	30	10	No	Yes	Yes
-	Mathon Court	Outside	Yes	West Malvern CC	Secure	1	Good	10	50	22	28	No	Yes	Yes

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Saturday cricket spare capacity

A square is only considered to have actual spare capacity if it is available for further usage. For senior men’s cricket, peak time is Saturday as this is when most demand exists. As only one match can be played on each square per day, only two Saturday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis). As such, if a square has two Saturday teams already playing home fixtures on it, no actual spare capacity is perceived to exist for additional senior usage. If one or no teams are playing on a square on a Saturday, and it has overall capacity, actual spare capacity for senior demand is generally identified.

Notwithstanding the above, there may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site. As such, no sites that are over, at, or close to capacity are considered to have actual spare capacity (at least 10 match equivalent sessions of spare capacity are required for an additional senior team to be accommodated) and neither are sites with unsecure tenure as future usage cannot be guaranteed.

Of the sites with spare capacity, seven are available for further usage on a Saturday and have secure tenure to allow this. Thus, they are considered to have actual spare capacity for senior cricket and are shown in the table overleaf. Please note that actual spare capacity is quantified by identifying the number of teams available for further usage.

If a square is already used by one team on a Saturday it can only accommodate one additional team if it has the minimum spare capacity of 10 match equivalent sessions a season. In comparison if a square is currently unused and has a minimum spare capacity of 20 match equivalent sessions a season it can accommodate two teams on a Saturday.

Table 4.16: Summary of actual spare capacity for Saturday cricket

Site ID	Site name	Analysis area	No. of squares	Actual spare capacity (MES)	Number of additional teams that could be accommodated ²⁶
9	Bushley Cricket Club	Upton and the South	1	10	1

Actual spare capacity for senior cricket is enough to accommodate an additional one senior men’s team on Saturdays. This equates to one additional team in Upton and the South Analysis Area.

²⁶ One senior team on a Saturday equates to 10 match equivalent session per season

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Sunday cricket spare capacity

Similar to Saturday cricket, a square on a Sunday is only considered to have actual spare capacity if it is available for further usage. As only one match can be played on each square per day, only two Sunday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis). As such, if a square has two Sunday teams already playing home fixtures on it, no actual spare capacity is perceived to exist for additional senior usage. If one or no teams are playing on a square on a Sunday, and it has overall capacity, actual spare capacity for senior demand is generally identified.

No sites that are over, at, or close to capacity are considered to have actual spare capacity (at least eight match equivalent sessions of spare capacity are required for an additional senior team to be accommodated) and neither are sites with unsecure tenure as future usage cannot be guaranteed.

Table 4.17: Summary of actual spare capacity for Sunday cricket

Site ID	Site name	Analysis area	No. of squares	Actual spare capacity (MES)	Number of additional teams that could be accommodated ²⁷
-	Penlu	Outside	1	10	1
-	Mathon Court	Outside	1	28	2

As mentioned earlier the accessibility of a square on a Sunday can be affected by Women & Girls Softball activity on the outfield. Meaning the square cannot be used whilst the outfield is in use. Therefore, if a site is used for women's and girls' softball it realistically can only accommodate one additional team on a Sunday if there is suitable spare capacity (based on being played on an alternate home and away basis). This result in an overall actual spare capacity of three teams which could be established for Sunday cricket, all of which are based at sites outside of Malvern Hills.

Midweek cricket spare capacity

For midweek cricket, most squares with spare capacity have actual spare capacity for an increase in demand. This is because usually the majority of demand is from junior matches which are generally played during midweek, where matches can be spread across numerous days, meaning capacity is not limited to two teams. Moreover, the presence of junior wickets at certain sites, as well as NTPs, provide further capacity that is generally not available to senior demand.

For a square to have actual spare capacity for junior cricket, it must not be poor quality, have secure tenure, not be overplayed or have more than four match equivalent sessions of spare capacity as this is the average number of matches an additional junior team would play.

Furthermore, a square is not considered to have capacity for an increase in demand if it is already used by six midweek teams or more as availability is then assumed to be limited (on average, clubs are able to play junior fixtures on three nights per week, with other nights reserved for other activity such as All Stars and Dynamos).

²⁷ One senior team on a Saturday equates to 10 match equivalent session per season

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

As shown in the table below there is enough junior peak time available across Malvern Hills to accommodate an additional 12 junior teams.

Table 4.18: Summary of actual spare capacity for midweek (junior) cricket

Site ID	Site name	Analysis area	No. of squares	Actual spare capacity (MES)	Number of additional teams that could be accommodated ²⁸
9	Bushley Cricket Club	Upton and the South	1	10	2
25	Kempsey Playing Fields	Central	1	6	1
57	The Glebe	Upton and the South	1	4	1
65	Worcester Nomads Cricket Club	Central	1	25	1
-	Penlu	Outside	1	10	2
-	Mathon Court	Outside	1	28	5

A total of two teams can be accommodated in Central Analysis Area, three teams in the Upton and seven teams at the two clubs located outside of the Authority: two at Penlu and five at Mathon Court.

Spare capacity analysis

It should be noted that spare capacity across Saturday, Sunday and Midweek should not be viewed collectively. Squares with actual spare should only utilise up to the remaining capacity on the site.

For example, Bushley Cricket Club has a total available capacity rating of 10 match equivalent sessions a season as it is currently unused. This means it can accommodate up to 10 match equivalent sessions across the three time periods rather than accommodating all the potential spare capacity.

If it accommodated all of the spare capacity equating to one senior men team on a Sunday (eight match equivalent sessions) and two midweek teams (eight match equivalent sessions) the site would be overplayed by six match equivalent sessions per season.

Therefore, it should only accommodate a selection of these teams as long as it does not become overplayed i.e one Sunday team (eight match equivalent sessions per season) or two midweek teams (eight match equivalent sessions per season).

Overplay

There are six sites in Malvern Hills considered to be overplayed by a total of 80 match equivalent sessions per season. Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a resolution is recommended to ensure that there is no detrimental effect on quality over time.

²⁸ One senior team on a Saturday equates to 10 match equivalent session per season

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.19: Summary of overplay

Site ID	Site name	Analysis area	Number of squares	Overplay (matches per season)
5	Barnard Green Cricket Club	Malvern	1	15
19	Hallow Playing Field	Tenbury and the North	1	10
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	1	10
32	Malvern Cricket Club	Malvern	1	8
54	The Alf Tolley Memorial Ground	Central	1	9
58	The Jewry Field	Tenbury and the North	1	28
Total			6	80

The overplay on grass cricket squares in Malvern Hills derives from three analysis areas. The Central Analysis Area has overplay totalling nine match sessions per season, Malvern Analysis Area which has overplay totalling 23 match sessions per season and Tenbury and the North Analysis Area has overplay totalling 48 match sessions per season.

4.5: Supply and demand analysis

Consideration must be given to the extent in which provision can accommodate current and future demand. As mentioned only clubs aspirational demand will be used for future demand.

Saturday cricket capacity balance

The table below looks at actual spare capacity during Saturday for senior cricket against overplay.

For this, please note that actual spare capacity is converted from squares to match equivalent sessions. This is calculated by using the average number of matches played per season by senior teams (10) multiplied by the number of additional teams that can be fielded at peak time (one team per 0.5 squares that are available). The entirety of spare capacity available at each site is not used as this number of matches may not be able to be accommodated at peak time (the maximum amount of spare capacity that can be accommodated on one square at peak time is 20 match equivalent sessions).

Table 4.20: Capacity balance of grass cricket squares for Saturday cricket

Analysis area	Demand (match sessions per season)				
	Actual spare capacity	Overplay	Current total	Future demand	Future total
Central	-	9	9	10	19
Malvern	-	23	23	10	33
Tenbury and the North	-	48	48	10	58
Upton and the South	10	-	10	-	10
Total	10	80	70	30	100

Analysis suggests that there is currently an overall shortfall of 70 match equivalent session per season for senior Saturday cricket across Malvern Hills as a whole. This being said there is a minimal spare capacity in Upton and the South Analysis Area.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

When factoring in future demand the overall shortfall worsens to 100 match equivalent sessions per season with the marginal spare capacity in Upton and the South Analysis Area remaining.

Sunday cricket capacity balance

Similar to the above the table below looks at actual spare capacity during Sundays for senior cricket against overplay.

For this, please note that actual spare capacity is converted from squares to match equivalent sessions. This is calculated by using the average number of matches played per season by senior teams (eight) multiplied by the number of additional teams that can be fielded at peak time (one team per 0.5 squares that are available). The entirety of spare capacity available at each site is not used as this number of matches may not be able to be accommodated at peak time (the maximum amount of spare capacity that can be accommodated on one square at peak time is 16 match equivalent sessions per season).

Table 4.21: Capacity balance of grass cricket squares for Sunday cricket

Analysis area	Demand (match sessions per season)				
	Actual spare capacity	Overplay	Current total	Future demand	Future total
Central	-	9	9	8	17
Malvern	-	23	23	16	39
Tenbury and the North	-	48	48	16	64
Upton and the South	-	-		-	
Total	-	80	80	40	120

Similar to Saturday capacity, there is an overall shortfall for Sunday cricket amount to 80 match equivalent sessions per season. This worsens to 120 match equivalent sessions per season when considered club aspiration demand.

Midweek (Junior) cricket capacity balance

The table below looks at actual spare capacity during the peak period (midweek) for junior cricket.

For this, actual spare capacity equates to the total spare capacity at each available site or, if it is lower, the total number of additional junior teams that could be fielded on each available square (on the assumption that one square can accommodate six midweek teams playing home and away) multiplied by four (the average number of matches a junior team plays).

As mentioned earlier, a square is not considered to have capacity for an increase in demand if it is already used by six midweek teams or more as availability is then assumed to be limited.

On average, clubs are able to play junior fixtures on three nights per week, this equates to a potential for six teams (on a home and away basis). The remaining two nights are reserved for other activity such as All Stars, Dynamos or training).

It should be noted that NTPs are not taken into consideration as all existing provision is deemed to have spare capacity for further usage.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.22: Capacity balance of grass cricket squares for junior cricket

Analysis area	Demand (match sessions per season)				
	Actual spare capacity	Overplay	Current total	Future demand	Future total
Central	8	9	1	28	29
Malvern	-	23	23	16	39
Tenbury and the North	-	48	48	16	64
Upton and the South	12	-	12	4	8
Total	20	80	60	64	124

Analysis of cricket provision for junior demand suggests that there is currently spare capacity in one out of the four analysis areas, however, there are shortfalls in the remaining analysis areas to result in an overall deficit of 60 match equivalent session a season. After factoring in future demand this shortfall increases considerably to 124 match equivalent sessions per season.

It should be noted this does not include the spare capacity of the two sites outside of Malvern Hills, Penlu and Mathon Court, which can accommodate two and five midweek teams, respectively.

4.6: Conclusion

Overall, there is currently an insufficient supply of cricket squares in Malvern Hills to cater for all types of cricket (Saturday, Sunday and Midweek). These shortfall worsen when taking into consideration future demand.

Table 4.23: Capacity balance of grass cricket squares across Malvern Hills

Analysis area	Demand (match sessions per season)				
	Actual spare capacity	Overplay	Current total	Future demand	Future total
Saturday	10	80	70	30	100
Sunday	-	80	80	40	120
Midweek	20	80	60	64	124

As a result, it is imperative that good quality provision is protected and sustained, whilst standard and poor quality provision should be improved to better cater for demand and to help negate what issues exist.

To further alleviate what shortfalls are present, multiple aspects could be explored. This includes installing more NTPs and better utilising existing NTPs, ensuring ancillary and practice provision is adequate for all forms of play and exploring the creation of new squares.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Cricket summary

- ◀ **Overall, there is currently an insufficient supply of cricket squares in Malvern Hills to cater for all types of cricket (Saturday, Sunday and Midweek). These shortfall worsen when taking into consideration future demand.**
- ◀ There are 21 grass wicket squares in Malvern Hills located across 15 sites, of these, 13 squares are available for community use.
- ◀ Broadwas Sports Club (Central Analysis Area) previously accommodated a six wicket grass square which was actively maintained until circa 2018.
- ◀ There is disused cricket provision at Holt and Grimley Cricket Club and Corse Lawn Common.
- ◀ Kempsey Parish Council, Worcester Nomads CC and Rushwick CC all reference plans to improve or create new cricket provision.
- ◀ In Malvern Hills, there are six NTPs that accompany grass wicket squares in addition to five standalone NTPs.
- ◀ All clubs in Malvern Hills have secure tenure at their home venues through ownership, long term lease or renting from parish or town councils.
- ◀ Most of all grass squares across Malvern Hills receive a standard quality rating, which is generally supported through club consultation.
- ◀ The audit of ancillary facilities determines that most club sites (six squares of 46%) are accompanied by poor quality provision.
- ◀ There are 12 cricket clubs competing in Malvern Hills generating 66 teams. As a breakdown, this equates to 31 senior men's, five senior women's and 29 junior boys' and one junior girls' team.
- ◀ Malvern, Rushwick and Worcester Nomads cricket clubs each have one senior men's team exported outside of the District due to the lack of accessible provision.
- ◀ This equates to a total predicted growth of 23 teams, equating to three senior men's, four senior women's, 16 junior teams.
- ◀ Actual spare capacity for senior cricket is enough to accommodate an additional one senior men's team on Saturdays.
- ◀ There is enough junior peak time available across Malvern Hills to accommodate an additional 12 junior teams.
- ◀ There are six sites in Malvern Hills considered to be overplayed by a total of 80 match equivalent sessions per season.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is split into four areas across the country with a workforce team that covers development, coaching, governance and competitions. Club Developers and community rugby coaches deliver core programmes in schools and clubs across Malvern Hills.

Its variety of programmes, which include 15 aside, 10 aside, 7 aside, Tag and the O2 Touch programme, all aim to increase and retain participation within the game. In order to sustain and increase participation, facilities need to be appropriate, affordable and accessible.

It should be noted that due to the Covid-19 Pandemic the decision has been made to utilise 2019 demand data, where applicable, to inform this section of the report in order to give an accurate representation for the analysis of the sport across Malvern Hills. The Pandemic and subsequent lockdown/social distancing measures meant that there was little to no rugby union played in the 2020/21 season. Where identified through consultation, 2019/2020 information will be referenced as relevant for comparison purposes.

Consultation

In Malvern Hills there is a total of three community rugby union clubs namely, Malvern RFC, Tenbury RFC and Upton-on-Severn RFC. Each club responded to consultation requests resulting in a 100% response rate as seen below.

Table 5.1: Summary of consultation

Club name	Analysis area	Responded?	Consultation
Malvern RFC	Malvern	Yes	Survey
Tenbury RFC	Tenbury and the North	Yes	Survey
Upton-on-Severn RFC	Upton and the South	Yes	Online meeting

5.2: Supply

Within Malvern Hills there are 19 senior pitches and two mini pitches provided, with all but four pitches being available for community use. This in total amounts to 21 pitches. There are no junior size pitches.

The largest number of pitches are in Malvern Analysis Area (eight pitches or 38%) which is closely followed by the Upton and the South Analysis Area with seven pitches (33%). This corresponds with where the two largest rugby union clubs are based.

Table 5.2: Supply of all rugby union pitches across Malvern Hills

Analysis area	No. of senior pitches	No. of junior pitches	No. of mini pitches
Central	1	-	-
Malvern	7	-	1
Tenbury and the North	5	-	-
Upton and the South	6	-	1
Total	19	-	2

There were previously two mini rugby pitches at Dukes Meadow Playing Fields (Malvern Analysis Area). The site was last used for rugby union circa 2010.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimensions please see the table below.

Table 5.3: Pitch dimensions

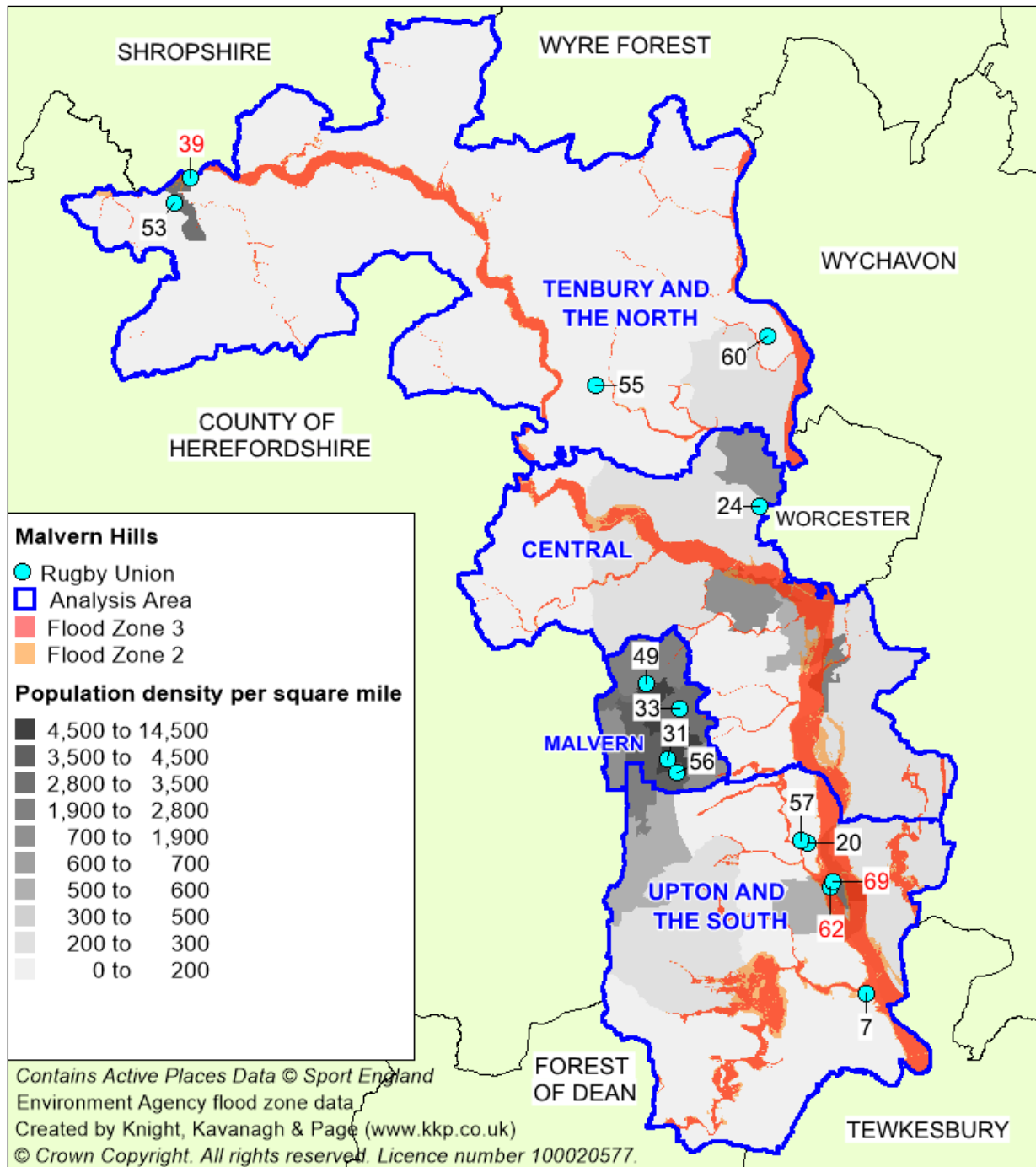
Age	Pitch type	Maximum pitch dimensions (metres)²⁹
U7	Mini	20 x 12
U8	Mini	45 x 22
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 ³⁰

²⁹ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

³⁰ Minimum dimensions of 94 x 68 metres are accepted.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 5.1: Location of rugby union pitches within Malvern Hills



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Security of tenure

Each of the three rugby clubs in Malvern Hills is considered to have security of tenure via a long term lease or rental from a Town Council. The latter is considered secure as such provision protected as part of an ongoing commitment to providing a leisure offering.

Malvern RFC has a 20 year lease of Malvern Rugby Football Club from Malvern Hills District Council which ends in 2040.

In comparison, Tenbury RFC rents the use of provision at Palmers Meadow from Tenbury Town Council, whereas Upton-on-Severn RFC rents the use of Upton-on-Severn RFC and Backfields Lane from Upton-upon-Severn Town Council.

Future developments

Discussions with Malvern RFC, the Council and the RFU has concluded that the establishment of a full size World Rugby Compliant 3G pitch at Malvern Rugby Football Club, could help address known shortfalls in pitch provision and to allow for future growth. The proceeding Strategy & Action Plan document will analysis what the potential current and future impact the creation of a WR compliant 3G would have onsite.

Pitch quality

The quality of rugby pitches across Malvern Hills have been assessed via a combination of site visits (using non-technical assessments as determined by RFU³¹) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

The methodology for assessing rugby pitch quality looks at two key elements: the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated. The agreed rating for each pitch type also represents actions required to improve pitch quality. A breakdown of actions required based on the ratings can be seen below.

Table 5.4: Definition of maintenance categories

Category	Definition
M0	Action is significant improvements to maintenance programme
M1	Action is minor improvements to maintenance programme
M2	Action is no improvements to maintenance programme

Table 5.5: Definition of drainage categories

Category	Definition
D0	Action is pipe drainage system is needed on pitch
D1	Action is pipe drainage is needed on pitch
D2	Action is slit drainage is needed on pitch
D3	No action is needed on pitch drainage

³¹ See Appendix 3 for the non-technical assessment for rugby pitches

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 5.6: Quality ratings based on maintenance and drainage scores

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	Poor	Poor	Standard
	Natural Adequate (D1)	Poor	Standard	Good
	Pipe Drained (D2)	Standard	Standard	Good
	Pipe and Slit Drained (D3)	Standard	Good	Good

The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

Of the community available pitches in Malvern Hills, ten are assessed as standard quality and seven as poor.

Tenbury Town Council indicate that the pitches at Palmers Meadow receive basic levels of maintenance including grass cutting and line marking with no in-depth maintenance, such as aeration, sand dressing or fertilising, occurring within the previous three years.

In comparison both Malvern RFC and Upton-upon-Severn RFC report their pitches have recently received in depth level of maintenance to improve their quality. This being said, Upton-upon-Severn RFC indicates it has only managed to accomplish this as it has received flood relief funding. Once funding no longer allows for an in depth maintenance regime the Club states it will resort to carrying out the bare minimum due to cost implications.

In comparison, pitches at all the remaining sites which are poor quality is due to the limited amount of maintenance occurring. Most of these sites receive basic levels of maintenance, for example, grass cutting, line marking and occasional remedial work when required. There is no regular in depth maintenance regimes as the cost of carrying out the required work of verti draining, chain harrowing, sand dressing and top soiling is considered too costly.

Please see the table overleaf for the full breakdown.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 5.7: Summary of quality

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Floodlit?	Is the site on a flood zone?	Non-technical assessment score	Quality rating
7	Bredon School	Upton and the South	No	1	Senior	No	No	M1 / D1	Standard
20	Hanley Castle High School	Upton and the South	Yes	1	Senior	No	No	M0 / D1	Poor
24	Howard Road	Central	Yes	1	Senior	No	No	M0 / D1	Poor
31	Malvern College Sports Complex	Malvern	No	2	Senior	No	No	M2 / D1	Good
33	Malvern Rugby Football Club	Malvern	Yes	1	Mini	No	No	M1 / D1	Standard
33	Malvern Rugby Football Club	Malvern	Yes	1	Senior	No	No	M1 / D2	Standard
33	Malvern Rugby Football Club	Malvern	Yes	2	Senior	Yes	No	M1 / D1	Standard
						No		M1 / D1	Standard
39	Palmers Meadow	Tenbury and the North	Yes	2	Senior	No	Yes	M0 / D1	Poor
49	Dyson Perrins Academy	Malvern	Yes	1	Senior	No	No	M1 / D1	Standard
53	Tenbury High Ormiston Academy	Tenbury and the North	Yes	1	Senior	No	No	M0 / D1	Poor
55	The Chantry School	Tenbury and the North	Yes-unused	1	Senior	No	No	M0 / D1	Poor
56	The Chase School	Malvern	No	1	Senior	No	No	M0 / D1	Poor
57	The Glebe	Upton and the South	Yes	1	Senior	No	No	M1 / D1	Standard
60	University of Worcester Lakeside Campus	Tenbury and the North	Yes	1	Senior	No	No	M1 / D1	Standard
62	Upton-upon-Severn RFC	Upton and the South	Yes	1	Mini	No	Yes	M1 / D1	Standard
62	Upton-upon-Severn RFC	Upton and the South	Yes	2	Senior	Yes	Yes	M1 / D1	Standard
					Senior	No		M1 / D1	Standard
69	Backfields Lane	Upton and the South	Yes	1	Senior	No	Yes	M1 / D0	Poor

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Flooding

It should be noted that Palmers Meadow, Upton-on-Severn RFC and Backfields Lane, all of which, are actively used for rugby union, are located on flood zones.

For the purpose of this report the quality of these pitches has remained the same from the initial findings (club consultation and non-technical assessments). This is under the assumption that pitch quality will return once flooding issues are resolved. Therefore, assessing the pitches in the usual approach will give a truer picture of supply and demand in Malvern Hills.

The RFU, working with Sport England, has produced a set of information for clubs that have been affected by adverse weather in England³². Sport England, when necessary, can also offer various funding options for clubs that have been affected by flooding.

Ancillary facilities

In order to increase levels of participation, particular for women and girls, Malvern RFC aspires to enhance its clubhouse facilities which it rates as standard quality. It reports plans to establish dedicated female changing in order to help drive its future aspirations in creating a women's senior team. It is currently organising potential methods of fundraising, however, is also exploring external options such as applying for grants.

Tenbury RFC reports it does not access changing facilities at Palmers Meadow as its main clubhouse is located off site. In fact, its ancillary provision is situated in the neighbouring authority of Shropshire and is an approximate 15 minute walk from Palmers Meadow. Although it indicates it ideally would like its pitches to be closer to its clubhouse it understands the limitations.

Upton-upon-Severn RFC reports its clubhouse is standard quality and needs modernisation particularly regarding the kitchen. It also reports that it only has two changing rooms and requires more to meet current and future levels of demand. The clubhouse has previously been affected by flooding, however, there are now flood defences in situ which should address this issue.

5.3: Demand

Competitive play

There are three community rugby union clubs based in Malvern Hills providing a total of 27 teams. This is divided into two vets/social, six senior men's, seven junior boys' and 12 mini teams. There are no dedicated women's or junior girls' teams in the authority.

Table 5.8: Summary of club demand

Analysis area	Club	No. of rugby union teams			
		Vets / Social	Senior (19+)	Junior (13-18)	Mini (6-12)
Malvern	Malvern RFC	1	2	4	6
Tenbury and the North	Tenbury RFC	-	2	-	-
Upton and the South	Upton-on-Severn RFC	1	2	3	6
Total		2	6	7	12

³² <https://www.sportengland.org/how-we-can-help/facilities-and-planning/sustainability>

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

It should be noted that the senior vets/social teams at Malvern RFC and Upton-on-Severn RFC only play occasional fixtures and therefore will not be included in the overall supply and demand analysis later in the section.

Training

Throughout the Country, many rugby teams train at their home ground on match pitches. As a result, usage is concentrated which reduces the capacity for matches, meaning they are more likely to be overplayed. A key factor in determining the extent of training on match pitches is the presence of floodlighting. The table overleaf summarises the training demand for all community rugby clubs across Malvern Hills.

Table 5.9: Summary of training demand

Club	Site ID	Site name	Floodlit training provision	Hours (MES)³³
Malvern RFC	33	Malvern Rugby Football Club	Floodlit pitch	6 (4.5)
Tenbury RFC	39	Palmers Meadow	Dedicated training area with portable floodlights	2 (1.5)
Upton-on-Severn RFC	62	Upton-upon-Severn RFC	Floodlit pitch	6 (4.5)

Each club in Malvern Hills prefers to utilise floodlit pitches or floodlit training areas to meet their training demand. No clubs during consultation reference an aspiration to access 3G provision for training or match play.

Use of artificial pitches

Nationally, clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost. Further detail on use of 3G pitches can be found in Part 3: Third Generation Turf (3G) Artificial Grass Pitches (AGPS).

Exported demand

Displaced or exported demand refers to Malvern Hills based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. There is no known exported demand outside of the Authority.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Malvern Hills study area due to a lack of available facilities in other local authorities where such team or club is based. There is no known imported demand into the Authority.

³³ Match equivalent session (MES)

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Participation increases

Both Malvern RFC and Upton-upon-Severn RFC report aspirations to increase levels of demand by a total of 3.25 match equivalent sessions or seven teams.

Table 5.10: Summary of club aspirational future demand

Analysis area	Club	Future team aspirations	Future aspirations in match equivalent sessions (MES) on a senior pitch ³⁴
Malvern	Malvern RFC	1 x senior women	0.5
		1 x junior boys	0.5
		1 x junior girls	0.5
Upton and the South	Upton-upon-Severn RFC	1 x senior women	0.5
		1 x junior boys	0.5
		1 x junior girls	0.5
		1x mini	0.25
Total			3.25

During consultation each club reports a clear emphasis to drive participation levels particularly focusing on women's and girls' demand. It should be noted that Tenbury RFC also indicates plans to grow, however, it states this will be organic with no specific goal in place.

Population increases

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (2041).

Table 5.11: Team generation rates (2041)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2041)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (19-45)	9,404	7	1:1,343	9,894	7	0
Senior Women's (19-45)	9,826	0	0	10,333	0	0
Junior Boys (13-18)	2,600	7	1:371	2,858	7	0
Junior Girls (13-18)	2,564	0	0	2,940	0	0
Mini rugby mixed (7-12)	5,103	12	1:425	5,260	12	0

³⁴ Anticipated future junior demand is represented as 0.5 MES on a senior pitch whereas anticipated mini future demand is represented as 0.25 MES on a senior pitch.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Please note that due to declining population in Malvern Hills, team generation rates automatically predict that none will be created in the future as it takes current participation as a baseline.

It is important to acknowledge that whilst team generation rates project team growth as a factor of population and existing teams, there are plans and strategies to increase the number of teams at some formats beyond what current trends suggest, due to a desire to change such trends. For example, consultation with the RFU suggests that the development of female rugby in Malvern Hills is likely as it is currently a focus area for the NGB. This is quantified as future demand as reported by Malvern Hill RFC and Upton-upon-Severn RFC, equating to one women's team and one girls' team, as detailed in Table 5.10.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack pitches or appropriate facilities.

Both Malvern RFC and Upton-upon-Severn RFC report latent demand specifically related to their ancillary facilities. Each club indicates they could increase the number of teams, specifically for women's and girls, if they had access to better quality and quality changing rooms. Although neither specifically quantify this, it is understood that this latent demand is encapsulated within clubs' future demand targets referenced above.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams, it is Saturday PM as all senior men's teams play at this time. Peak time for mini and junior rugby is Sunday AM.

5.4: Capacity analysis

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off-peak times.

To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ Use of school pitches by schools reduces potential capacity by one match equivalent session.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- ◀ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Senior men’s rugby generally takes place on Saturday afternoons.
- ◀ Senior women’s rugby generally takes place on Sunday afternoons.
- ◀ Junior rugby generally takes place on Sunday mornings.
- ◀ Mini rugby generally takes place on Sunday mornings.
- ◀ Training that takes place on club pitches is reflected by the addition of match equivalent sessions to current usage levels.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate, set out below.

Table 5.12: Pitch capacity (matches per week) based on quality assessments

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate or Pipe Drained (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and consultation. This guide, however, is only a very general measure of potential pitch capacity. It does not account for specific circumstances at time of use and it assumes average rainfall and an appropriate end of season rest and renovation programme.

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

Table 5.14 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity through unsecure tenure, unless it is known a community use agreement is in situ.

For school sites which are available for community use but that currently do not have any external hirers, one match equivalent session per week, per pitch has been accredited to indicate use for curricular and extracurricular activity as opposed to them being completely unused.

Actual spare capacity

To determine ‘actual spare capacity’, each site with ‘potential capacity’ has been reviewed. A pitch is only said to have ‘actual spare capacity’ if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting this criterion has consequently been discounted.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. Furthermore, any pitches with unsecured tenure are not considered to have actual spare capacity as no further play should be encouraged on such sites given that future access cannot be guaranteed. The way this will be represented in the Table 5.14 is as follows:

Table 5.13: Actual Spare capacity examples

Spare capacity in peak period (examples)	Explanation of spare capacity
1	If the cell is highlighted in green with a number, it means that the pitch/es has actual spare capacity at peak time.
-	If the cell has a dash in it, it means the pitch is played to capacity during the peak period.
1	If the cell has a number in it but is not highlighted, it means the pitch has spare capacity at peak period; however, this is discounted. This could be due to unsecure tenure, poor pitch quality, the pitch not being available for community use, or the pitch already being played to capacity or being overplayed (outside of peak time).

**MALVERN HILLS DISTRICT COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 5.14: Capacity table for rugby pitches in Malvern Hills

Site ID	Site name	Analysis area	Tenure	Community use?	Number of pitches	Pitch type	Floodlit?	Non-technical assessment score	Quality rating	Pitch Capacity (sessions per week)	Competitive demand (per week) ³⁵	Training sessions (per week) ³⁶	Capacity rating	Actual spare capacity	Comments
7	Bredon School	Upton and the South	Unsecure	No	1	Senior	No	M1 / D1	Standard	2	1	-	1	1	Spare capacity discounted as pitch is not available for community use.
20	Hanley Castle High School	Upton and the South	Unsecure	Yes	1	Senior	No	M0 / D1	Poor	1.5	1	-	0.5	0.5	Spare capacity discounted due to unsecure tenure.
24	Howard Road	Central	Secure	Yes	1	Senior	No	M0 / D1	Poor	1.5	-	-	1.5	1	Spare capacity discounted due to poor pitch quality.
31	Malvern College Sports Complex	Malvern	Unsecure	No	2	Senior	No	M2 / D1	Good	6	2	-	4	2	Spare capacity discounted as pitches are not available for community use.
33	Malvern Rugby Football Club	Malvern	Secure	Yes	1	Mini	No	M1 / D1	Standard	2	3	-	1	-	Pitch is overplayed by one match equivalent session.
33	Malvern Rugby Football Club	Malvern	Secure	Yes	1	Senior	No	M1 / D2	Standard	2.5	1	-	1.5	-	Pitch is played to capacity at peak time.
33	Malvern Rugby Football Club	Malvern	Secure	Yes	2	Senior	Yes	M1 / D1	Standard	2	1	4.5	3.5	1	Pitch is overplayed by 3.5 match equivalent sessions.
							No	M1 / D1	Standard	2	1	-	1	0.5	Actual spare capacity at peak time.
39	Palmers Meadow	Tenbury and the North	Secure	Yes	2	Senior	No	M0 / D1	Poor	3	1	-	2	1	Spare capacity discounted due to poor pitch quality.
49	Dyson Perrins Academy	Malvern	Unsecure	Yes	1	Senior	No	M1 / D1	Standard	2	1	-	1	1	Spare capacity discounted due to unsecure tenure.
53	Tenbury High Ormiston Academy	Tenbury and the North	Unsecure	Yes	1	Senior	No	M0 / D1	Poor	1.5	1	-	0.5	1	Spare capacity discounted due to unsecure tenure.
55	The Chantry School	Tenbury and the North	Unsecure	Yes	1	Senior	No	M0 / D1	Poor	1.5	1	-	0.5	1	Spare capacity discounted due to unsecure tenure.
56	The Chase School	Malvern	Unsecure	No	1	Senior	No	M0 / D1	Poor	1.5	1	-	0.5	0.5	Spare capacity discounted as pitch is not available for community use.
57	The Glebe	Upton and the South	Unsecure	Yes	1	Senior	No	M1 / D1	Standard	2	1	-	1	1	Spare capacity discounted due to unsecure tenure.
60	University of Worcester Lakeside Campus	Tenbury and the North	Unsecure	Yes	1	Senior	No	M1 / D1	Standard	2	1	-	1	1	Spare capacity discounted due to unsecure tenure.
62	Upton-upon-Severn RFC	Upton and the South	Secure	Yes	1	Mini	No	M1 / D1	Standard	2	2	-		-	Pitch is played to capacity.
62	Upton-upon-Severn RFC	Upton and the South	Secure	Yes	2	Senior	Yes	M1 / D1	Standard	2	1	4.5	5.5	1	Pitch is overplayed by 5.5 match equivalent sessions.
						Senior	No	M1 / D1	Standard	2	1.5	-	0.5	-	Pitch is played to capacity at peak time. Site is also located on a flood zone.
69	Backfields Lane	Upton and the South	Secure	Yes	1	Senior	No	M1 / D0	Poor	1.5	0.5	-	1	1	Spare capacity discounted due to poor pitch quality. Site is also located on a flood zone.

³⁵ Match equivalent sessions

³⁶ Match equivalent sessions

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

There are 17 pitches across 14 sites that have potential spare capacity in Malvern Hills, however, when analysed in greater detail only one pitch at Malvern RFC has spare capacity amounting to 0.5 match equivalent sessions. This is due to other sites either not having secure tenure, not being community available or having poor quality pitches.

The programming of mini/junior rugby matches can be unclear with regards to ascertaining spare capacity, especially at peak time as it varies from week to week. Junior rugby sections tend to play regular matches as part of a league format, whereas, minis play organised friendly fixtures. Clubs organise a number of their mini age groups to play those from another club at once either at home or away. Teams will generally hold training sessions instead on the weeks that mini / junior sections do not have a fixture event arranged. This means that mini / junior sections require use of all home pitches for two or three mornings a month but may play an away fixture one week meaning none of the pitches are used that particular morning.

Mini/junior pitches are consequently considered to have no actual spare capacity as they are used most weeks, but it is acknowledged there are some when the pitches are not in use.

Overplay

There are three pitches across two sites in Malvern Hills which are overplayed by a total of 9.5 match equivalent sessions per week.

Please note the overplay in the table below has been equated to senior pitch equivalents. For senior and youth teams, the current level of play per week is set at 0.5 match equivalent sessions (MES) per week for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away). For mini teams, play per week is set at 0.25 MES per week for each match played across half of one senior/junior pitch, based on all teams operating on a traditional home and away basis.

Table 5.15: Summary of supply and demand balance on senior rugby union pitches

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Overplay (match equivalent sessions per week)
33	Malvern Rugby Football Club	Malvern	Mini	1	0.5
			Senior	1	3.5
62	Upton-upon-Severn RFC	Upton and the South	Senior	1	5.5
Total				3	9.5

Overplay in Malvern Hill is predictably located at the two main rugby clubs Malvern RFC and Upton-upon-Severn RFC. The shortfalls are derived from the floodlit pitches at each site which are used for both competitive and training demand.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

5.5: Supply and demand analysis

Having considered supply and demand, the table overleaf identifies the overall spare capacity in each of the analysis areas for senior rugby union pitches based on match equivalent sessions per week. Future demand is based solely on reported club development plans as there is no anticipated growth from population increases.

Table 5.16: Summary of supply and demand balance on senior rugby union pitches

Analysis area	Actual spare capacity ³⁷	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand ³⁸	Future total
Central	-	-		-	
Malvern	0.5	4	3.5	1.5	5
Tenbury and the North	-	-		-	
Upton and the South	-	5.5	5.5	1.75	7.25
Total	0.5	9.5	9	3.25	12.25

Overall, there is a current shortfall of nine match equivalent sessions per week on senior rugby union pitches to meet current demand. This is further exacerbated when considering future demand, resulting in a future shortfall of 12.25 match equivalent sessions.

Given the abovementioned shortfalls, priority should be placed first and foremost on alleviating overplay. Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby compliant 3G pitches. These will be further explored within the Strategy document.

³⁷ In match equivalent sessions per week

³⁸ Anticipated future junior demand is represented as 0.5 MES on a senior pitch whereas anticipated mini future demand is represented as 0.25 MES on a senior pitch.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Rugby union summary

- ◀ **Overall, there is a current shortfall of nine match equivalent sessions per week on senior rugby union pitches to meet current demand.**
- ◀ **This is further exacerbated when considering future demand, resulting in a future shortfall of 12.25 match equivalent sessions.**
- ◀ Within Malvern Hills there are 19 senior pitches and two mini pitches provided, with all but four pitches being available for community use. This in total amounts to 21 pitches. There are no junior size pitches.
- ◀ Each of the three rugby clubs in Malvern Hills is considered to have security of tenure via a long term lease or rental from a Town Council or the District Council.
- ◀ Discussions with Malvern RFC, the Council and the RFU indicates plans to establish a full size World Rugby Complaint 3G pitch at Malvern Rugby Football Club.
- ◀ Of the community available pitches in Malvern Hills, ten are assessed as standard quality and seven as poor.
- ◀ It should be noted that Palmers Meadow, Upton-on-Severn RFC and Backfields Lane, all of which, are actively used for rugby union, are located on flood zones.
- ◀ Both Malvern RFC and Upton-upon-Severn RFC have ambitions to enhance ancillary provision.
- ◀ There are three community rugby union clubs based in Malvern Hills providing a total of 27 teams. This is divided into two vets/social, six senior men's, seven junior boys' and 12 mini teams.
- ◀ Both Malvern RFC and Upton-upon-Severn RFC report aspirations to increase levels of demand by a total of 3.25 match equivalent sessions or seven teams.
- ◀ Both Malvern RFC and Upton-upon-Severn RFC report latent demand specifically related to their ancillary facilities. Each club indicates they could increase the number of teams, specifically for women's and girls, if they had access to better quality and quality changing rooms.
- ◀ There are 17 pitches across 14 sites that have potential spare capacity in Malvern Hills, however, when analysed in greater detail only one pitch at Malvern RFC has spare capacity amounting to 0.5 match equivalent sessions.
- ◀ There are three pitches across two sites in Malvern Hills which are overplayed by a total of 9.5 match equivalent sessions per week.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 6: HOCKEY

6.1: Introduction

Hockey in England is governed by England Hockey (EH) and is administered locally by the Worcestershire Hockey Association.

Competitive league hockey matches and training can only be played on sand filled, sand dressed or water based artificial grass pitches (AGPs). Although competitive, adult and junior club training cannot take place on third generation turf pitches (3G), 40mm pitches may be suitable at introductory level, such as school curriculum low level hockey. EH's Artificial Grass Playing Surface Policy details suitability of surface type for varying levels of hockey, as shown below.

Table 6.1: England Hockey guidelines on artificial surface types suitable for hockey

Category	Surface	Playing Level	Playing Level
England Hockey Category 1	Water surface approved within the FIH Global/National Parameters	Essential International Hockey - Training and matches	Desirable Domestic National Premier competition Higher levels of EH Player Pathway Performance Centres and upwards England
England Hockey Category 2	Sand dressed surfaces within the FIH National Parameter	Essential Domestic National Premier competition Higher levels of player pathway: Academy Centres and Upwards	Desirable All adult and junior League Hockey Intermediate or advanced School Hockey EH competitions for clubs and schools (excluding domestic national league)
England Hockey Category 3	Sand based surfaces within the FIH National Parameter	Essential All adult and junior club training and league Hockey EH competitions for clubs and schools Intermediate or advanced schools hockey	Desirable
England Hockey Category 4	All 3G surfaces	Essential None	Desirable Lower level hockey (Introductory level) when no category 1-3 surface is available.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In addition to the above pitch types England Hockey reports it is currently trialling a different multi sport surface in order to better accommodate lower levels of hockey demand and other sports such as netball and tennis. The surface type known as Gen 2³⁹ is a versatile surface that will ensure sports do not need to compromise on the playing experience. It will be a sand dressed synthetic turf with a compatible shock pad. The concept is designed to provide facilities, including schools, with a dynamic surface which reduces the amount of space required and utilised provision to full potential.

For senior teams, a full size pitch for competitive matches must measure at least 91.4 x 55 metres excluding surrounding run off areas which must be a minimum of two metres at the sides & three metres at the ends. England Hockey preference is for four metre side and five metre end run offs, with a preferred overall area of 101.4 x 63 metres though a minimum overall area of 97.4 x 59 metres is accepted.

It is considered that a hockey pitch can accommodate a maximum of four matches on one day (peak time) provided that the pitch has floodlighting. Training is generally midweek and requires access to a pitch and floodlights.

It should be noted that due to the Covid-19 Pandemic the decision has been made to utilise 2019 demand data, where applicable, to inform this section of the report to give an accurate representation for the analysis of the sport across Malvern Hills. The Pandemic and subsequent lockdown/social distancing measures meant that the hockey season in 2020/21 was truncated with a limited number of matches taking place.

Consultation

There is one hockey club in Malvern Hills, Colwall & Malvern HC, which completed an online survey resulting in a 100% response rate.

It should be noted that there is a second hockey club which is technically based within Malvern Hills, Tenbury Ladies HC. The Club's members mainly come from Tenbury within the Authority; however, its competitive and training demand takes places outside of Malvern Hills. For the purposes of the report the Club will be referenced as appropriate within the exported demand section. As it is exported demand it will not be included within the above response rate.

6.2: Supply

There are five full size hockey suitable AGPs in Malvern Hills with all apart from one (Abberley Hall School) available for community. The majority of pitches (80% or four pitches) are located in the Malvern Analysis Area and are fully floodlit. The remaining pitch is located in the Tenbury and North Analysis Area at Abberley Hall School and is not floodlit.

The table overleaf outlines details for each site in greater detail.

³⁹ <http://www.englishhockey.co.uk/page.asp?section=2596§ionTitle=Gen+2+Playing+Surface>

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 6.2: Full size hockey suitable pitches in Malvern Hills

Site ID	Site name	Analysis area	Number of pitches	Hockey usage	Surface type	Community use?	Floodlit?	Size (metres) ⁴⁰
1	Abberley Hall School	Tenbury and the North	1	Curricular / Extracurricular hockey demand.	Sand Filled	No	No	100 x 55
31	Malvern College Sports Complex	Malvern	2	Colwall & Malvern HC Curricular / Extracurricular hockey demand.	Water based	Yes	Yes	100 x 60
31	Malvern College Sports Complex	Malvern			Sand Filled	Yes	Yes	100 x 60
34	Malvern St James Girls School	Malvern	1	Curricular / Extracurricular hockey demand.	Sand Dressed	Yes	Yes	100 x 60
56	The Chase School	Malvern	1	Curricular / Extracurricular hockey demand.	Sand Filled	Yes	Yes	102 x 62

It is also known through consultation that the AGPs at Malvern St James Girls School and The Chase School are used extensively to accommodate football demand for clubs such as Welland Juniors FC, FC United of Worcester, Newtown FC and Hanley Swan FC.

In addition, there are three smaller size hockey suitable AGPs in Malvern Hills. Of these, only two are identified as being available for community use, as shown below (Suckley Playing Fields and The Jewry Field).

Table 6.3: Smaller size hockey suitable pitches in Malvern Hills

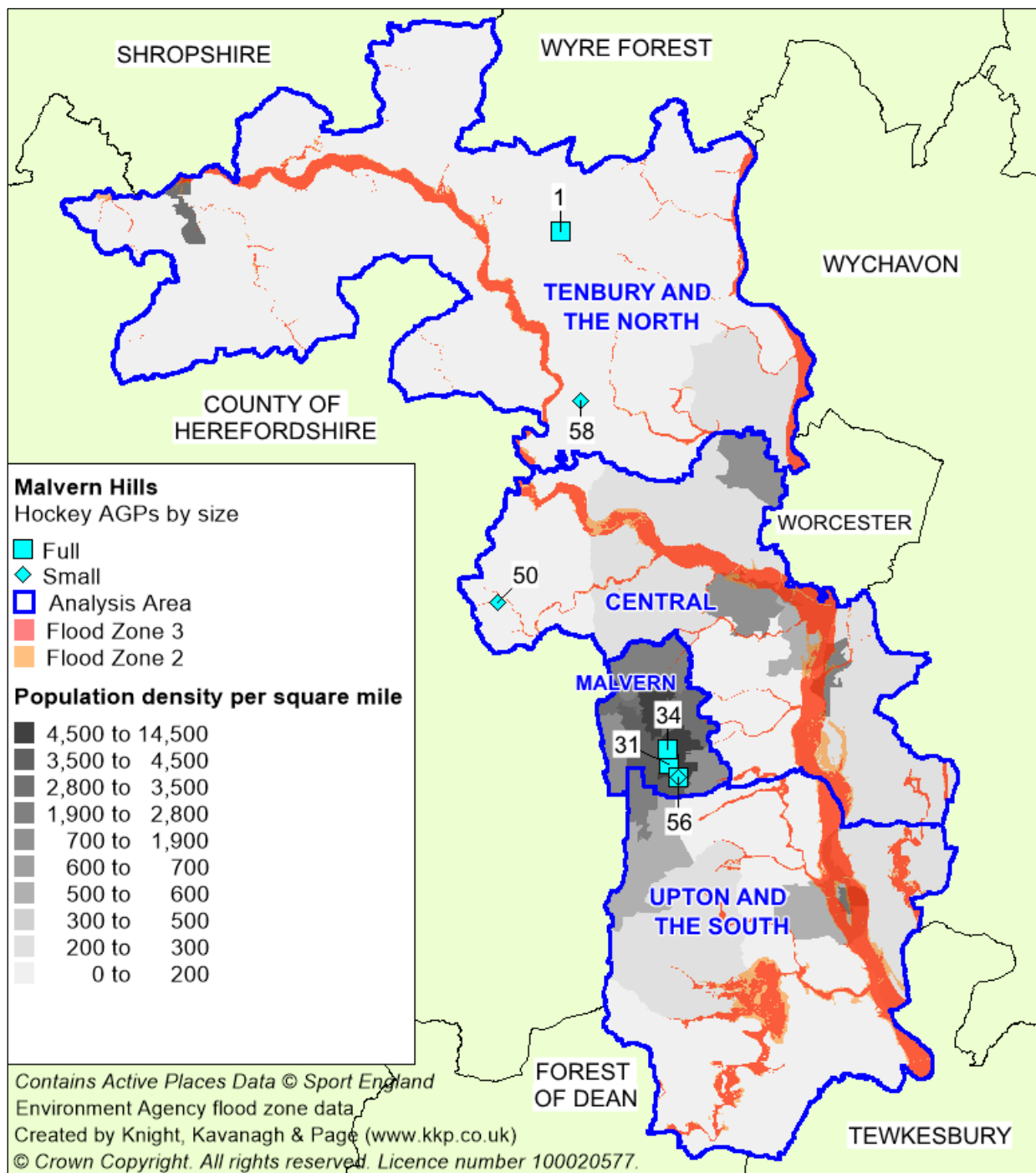
Site ID	Site name	Analysis area	Number of pitches	Surface type	Community use?	Floodlit?	Size (metres)
50	Suckley Playing Fields	Central	1	Sand filled	Yes	Yes	38 x 28
56	The Chase School	Malvern	1	Sand filled	No	No	88 x 55
58	The Jewry Field	Tenbury and the North	1	Sand filled	Yes	No	22 x 12

Whilst not large enough to accommodate senior hockey matches, smaller AGPs can be used for training activity as well as for some junior matches (if large enough).

⁴⁰ Including run offs

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 6.1: Location of full size hockey suitable AGPs within Malvern Hills



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Management

Tenure of Abberley Hall School, Malvern College Sports Complex and Malvern St James Girls School are considered unsecure as the onsite community available hockey suitable AGPs are located and managed by educational stakeholders. For reference, tenure is considered secure through a long-term lease or a guarantee that provision will continue to be provided over the next three years.

As schools and academies each have their own lettings policies which are more likely to restrict levels of community use, they are considered unsecure. The reasons for not allowing or limiting community use varies; the most common example is that the schools want to protect pitches for curricular and extra-curricular purposes due to existing quality issues. Other reasons include staffing issues, health and safety issues and a perceived lack of profitability.

Therefore Colwall & Malvern HC is considered to have unsecure tenure at Malvern College Sports Complex, however, the Club does not report this to be problematic. It should also be noted that Malvern College is a hockey playing School with the sport being prioritised for curricular and extracurricular activities. This means that Colwall & Malvern HC is unlikely to be removed from the venue.

Conversely, even though the pitch at The Chase School is managed by education stakeholders, it is considered to have secure tenure. This is due to the School entering into a 15 year community use agreement which has seen the current pitch resurfaced and a sinking fund to be set aside for its next refurbishment.

The School will be responsible for marketing and promoting the AGP to ensure usage is maximised. During term time it will be available for community use Monday to Friday 18:00 to 22:00, Saturday 09:00 to 21:30 and Sunday 09:00 to 20:00. Whereas in school holidays it will be available Monday to Friday 09:00 to 22:00, Saturday 09:00 to 21:30 and Sunday 09:00 to 20:00.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Availability

The table below summarises usage levels of the full size AGP provision in Malvern Hills based on booking sheets supplied by the operators. This is compared against availability at peak time, using Sport England's Facilities Planning Model (FPM). This applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). This totals 18 hours midweek and 16 hours on a weekend.

Table 6.4: Availability and usage across full size AGPs across Malvern Hills (where known)

Site ID	Site name	Availability	Midweek availability of pitch based on FPM (hours)	Weekend availability of pitch based on FPM (hours)	Total availability (hours)	Hockey usage (%)	Football / other usage (%)	Spare (%)
1	Abberley Hall School	<i>Not available for community use</i>						
31	Malvern College Sports Complex	Mon to Fri – 18:00 to 22:00 Sat / Sun – 06:30 – 14:00	13/18	10/16	23/34	30%	<i>Unknown</i>	
34	Malvern St James Girls School	Mon to Fri – 18:30 to 21:30 Sat / Sun – 11:00 – 15:00	10.5/18	8/16	18.5/34	0%	54%	46%
56	The Chase School	Mon to Fri – 18:00 to 22:00 Sat / Sun – 09:00 – 17:00	13/18	16/16	29/34	<i>Unknown</i>		

It should be noted that the usage referenced in the table above relates to the community use period and excludes school usage outside of the periods of community availability.

As seen, none of the sites are available for the full 34 hours as they are used for curricular / extracurricular demand particularly at Malvern College Sports Complex and Malvern St James Girls School at the weekend. As the pitch at The Chase School has just been refurbished the exact usage is unknown however it is anticipated to be higher due to the improved quality.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Quality

Taking the above into account, the quality of hockey suitable artificial grass pitches across Malvern Hills have been assessed via a combination of site visits (using non-technical assessments as determined by EH⁴¹) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (60-79%), Poor (<60%). The quality ratings assigned to the sites also consider the user quality ratings gathered from consultation.

In addition, depending on use, it is considered that the carpet of an artificial grass pitch usually lasts for approximately ten years and it is the age of the surface, combined with maintenance levels, which most commonly affects quality.

The following table indicates when each full size hockey suitable AGP was installed or last resurfaced, together with the quality ratings assigned.

Table 6.5: Summary of full size hockey suitable AGP quality

Site ID	Site name	Analysis area	Number of pitches	Community use?	Year built (refurbished)	Quality
1	Abberley Hall School	Tenbury and the North	1	Yes	2019	Good
31	Malvern College Sports Complex (Water based)	Malvern	2	Yes	2017	Good
31	Malvern College Sports Complex (Sand filled)	Malvern		Yes	2019	Good
34	Malvern St James Girls School	Malvern	1	Yes	2019	Good
56	The Chase School	Malvern	1	Yes	2021	Good

All full size AGPs within Malvern Hills are considered good quality with the majority of them being either installed/refurbished within the last three years. The only exception to this is the water based pitch at Malvern College Sports Complex which was built in 2017. Despite being older than the other pitches it is still considered to be good quality due to the high levels of maintenance it receives in addition to the reduced levels of usage as a result from the Covid 19 Pandemic.

The Council reports the pitch at The Chase School has recently been refurbished after it released S106 funds and entered into a grant and community use agreement with the School. The poor quality pitch has been replaced with an England Hockey Category 2 sand filled AGP with planning permission is to be sought for LED floodlights.

⁴¹ See Appendix 3 for the non-technical assessment for artificial grass pitches

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Ancillary provision

No issues surrounding ancillary provision were raised during consultation with each site having either standard or good quality facilities.

6.3: Demand

There is one club classified as being based within Malvern Hills which is Colwall & Malvern HC. In total, the club accommodates three teams: two women's and one mixed. The Club also has a strong junior/mini section however there are no official teams within this age group with them either training or playing in festivals throughout the season.

The table below examines the club's participation figures for the 2019/20 season for all Category One and Category Two players. These are the participants that must access hockey suitable AGPs for their demand.

Table 6.6: England Hockey affiliation figures 2019/20 (Category One and Two)

Name of club	Senior men (17-55)	Senior women (17-55)	Junior boys (14-16)	Junior girls (14-16)	Junior boys (11-13)	Junior girls (11-13)	Mini mixed (5-10)	Total
Colwall & Malvern HC	17	59	12	28	28	46	60	250
Colwall & Malvern HC	Senior men's teams		Senior women's teams		Mixed		Total	
	-		2		1		3	

As mentioned, there is also demand in the Authority from Tenbury Ladies HC. Although most of the Club's demand is exported into the neighbouring authority Herefordshire, it operates a satellite coaching session at Tenbury High Ormiston Academy.

Future demand

Growing participation is the number one aim within EH's strategic plan and key drivers include working with clubs, universities and schools, regional and local leagues, developing opportunities for over 40s and delivering a quality programme of competition. Growth in participation will not only come from the traditional 11 a side game but from the informal, recreational ways to play hockey such as small sided hockey, which can be played at any time during the week or at weekends.

Nationally, since 2012, hockey has seen a 65% increase in juniors taking up the sport within the club environment. This increase is expected to continue across all age groups in the future, especially given the success of Great Britain's women's team in the 2016 Rio and the anticipated legacy impact.

Though there remains a desire from EH to increase participation within the club/league based game, not all future demand may be realised entirely as new formalised teams playing at peak time. Some clubs may decide to offer pay and play opportunities to participants or offer small sided formats such in a bid to increase participation and club memberships by providing a different hockey offer.

Increased demand from new participants will lead to a requirement for increased capacity on available artificial grass pitches at peak time, but also midweek and on Sundays to deliver other formats of hockey activity. At present, it is not necessarily clear as to what format this may take or when it is likely to take place, however, it is clear that there will be a requirement for access

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

to increased capacity on artificial grass pitches across the area. This should be considered when assessing demand for artificial grass pitches in the future, as not only will they be needed for peak match play times and midweek training to accommodate increased participation within the formalised hockey environment, but also throughout the week and at non-peak times to offer wider opportunities for play.

Unlike other pitch sports, England Hockey do not use team generation rates to determine future demand. England Hockey likes to understand growth by participation, rather than dedicated teams. As such, team generation rates have not been used to calculate future growth in Malvern Hills.

Colwall & Malvern HC reports it has no plans to increase the number of teams it accommodates, instead it is focusing sustain current levels of demand.

Hockey Heroes

Hockey Heroes is a six-week hockey programme aimed at beginners (children aged five to eight) that not only focuses on helping children develop some physical hockey skills such as dribbling, passing and goal scoring, but also places as much emphasis on character development including teamwork, communication, perseverance and respect.

There are currently no Hockey Heroes courses operating in Malvern Hills, with the closest course running at Cheltenham Junior HC (Cheltenham) or Stourport HC (Wyre Forest). It is also anticipated that Hockey Heroes sessions will run out of the Worcester International Hockey Centre once operational in Worcester City.

Back to Hockey

Back to Hockey sessions are fun, social and informal and are aimed at people who either have not played for a number of years or that are looking to play for the first time. They are generally hosted by clubs, with EH providing guidance on how to deliver the programme. Benefits of clubs being involved include:

- ◀ More members
- ◀ More casual players
- ◀ Additional income
- ◀ Extra publicity
- ◀ New volunteers

Similar to Hockey Heroes, there are no current Back to Hockey sessions available in Malvern Hills. These are anticipated to start once the neighbouring authority of Worcester City when the Worcester International Hockey Centre is online.

Latent demand

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is no known latent hockey demand in Malvern Hills.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within Malvern Hills due to a lack of available facilities in other local authorities where such team or club is based. There is no known imported hockey demand in Malvern Hills.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Exported demand

Exported demand refers to teams that are currently accessing provision for home fixtures outside of Malvern Hills, despite being from within the Authority.

As discussed above there is exported demand from Malvern Hills from Tenbury Ladies HC. The Club has two teams playing in the Worcestershire League Division One and Worcestershire League Division Three which trains and plays at Bridge Street Sports Centre, Leominster (Herefordshire Council). Due to the site's proximity to Malvern Hills (approximately 20 minutes / 10 miles) the Club does not indicate this to be problematic.

Peak time demand

For matches, most of the senior hockey activity in Malvern Hills takes place on a Saturday, whereas most junior activity occurs on a Sunday. For training, peak time is midweek evenings, although preference is generally given for Tuesdays, Wednesdays and Thursdays.

6.4: Supply and demand analysis

Match play

The PPOSS Guidance suggests that a floodlit pitch is able to accommodate four match equivalent sessions on a Saturday. With teams playing on a home and away format, this equates to one AGP being able to cater for eight 'home' teams. One team requires 0.5 match equivalent sessions per week on its 'home' AGP.

Colwall & Malvern HC has a total of three dedicated senior teams, therefore, based on the above there is enough supply to meet current levels of demand. In fact, just one full size hockey suitable AGP is considered sufficient with the Club not stating any specific aspirations to increase demand.

For junior hockey, the provision of one full size AGP is also considered sufficient to accommodate match play demand. This is because there are fewer junior teams and because there is no conflict with senior demand with matches mostly being played on a Sunday.

Furthermore, some of the younger aged participants only require half of a pitch, meaning multiple matches can be played at the same time should demand increase to a point where that becomes necessary.

Training

Colwall & Malvern HC reports no issues with fielding its training demand on the pitches at Malvern College Sports Complex.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Hockey summary

- ◀ **There is a need for one full size hockey suitable AGP to accommodate all current demand and future demand. Therefore, there is enough provision within Malvern Hills.**
- ◀ There are five full size hockey suitable AGPs in Malvern Hills with all but one available for community.
- ◀ In addition, there are three smaller size hockey suitable AGPs in Malvern Hills. Of these, only two are identified as being available for community use.
- ◀ Tenure of all sites, apart from The Chase School, for hockey suitable AGPs is considered unsecure.
- ◀ Tenure at The Chase School is considered secure as it is entered into a 15 year community use agreement in June 2021 which has seen the current pitch resurfaced and a sinking fund to be set aside for its next refurbishment.
- ◀ All full size hockey suitable AGPs are considered to be good quality.
- ◀ There is one club classified as being based within Malvern Hills which is Colwall & Malvern HC. In total, the club has 250 category one and two members.
- ◀ Colwall & Malvern HC reports it has no plans to increase the number of teams it accommodates, instead it is focusing sustain current levels of demand.
- ◀ There is no latent or imported hockey demand in Malvern Hills.
- ◀ There is exported demand from Malvern Hills from Tenbury Ladies HC. The Club has two teams which train and play at Bridge Street Sports Centre, Leominster (Herefordshire Council).

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 7: TENNIS

7.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally across Malvern Hills. It has recently restructured its strategic approach to target several national focus areas, with a priority on developing the sport at park sites.

Consultation

There are four tennis clubs in Malvern Hills. Of these, three clubs (75%) responded to consultation requests whereas one did not. The responsiveness of each club is summarised in the table below.

Table 7.1: Summary of tennis club consultation

Name of club	Responded?
Hallow TC	No
Kempsey TC	Yes
Ledbury TC	Yes
Manor Park Sports Club TC	Yes

It should be noted that Ledbury TC geographically falls outside of the boundary of Malvern Hills and is located in the neighbouring authority of Herefordshire. This being said the Steering Group of the PPOSS considers it to be a Malvern Hills based club and as a result it will be treated as such throughout the report.

7.2: Supply

There is a total of 89 outdoor tennis courts identified in Malvern Hills across 21 sites. Of these courts, 71 are categorised as being available for community use at 17 sites compared to 18 that are unavailable at four sites. The Malvern Analysis Area contains the largest number of available courts (40), whilst the Central and Upton and the South analysis areas contains the join fewest with five courts each.

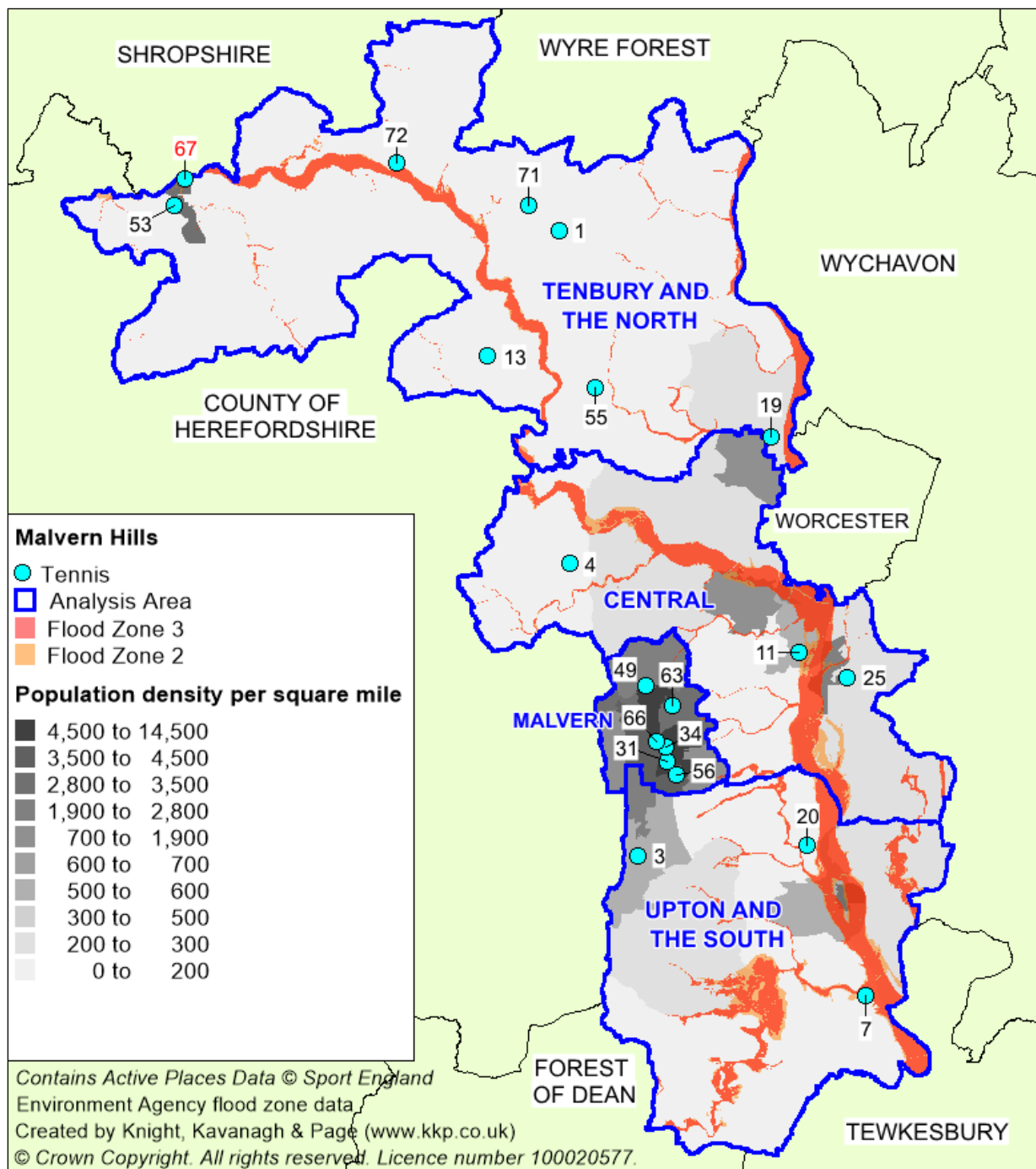
Table 7.2: Summary of the number of outdoor courts by analysis area

Analysis area	Number of courts available for community use	Number of courts unavailable for community use
Central	5	-
Malvern	40	9
Tenbury and the North	18	1
Upton and the South	5	8
Outside LA	3	-
Malvern Hills	71	18

Figure 7.1 shows the location of all courts currently servicing Malvern Hills, regardless of community use. For a key to the map, see Table 7.3. This map however does not include the courts at Ledbury Tennis Club which are located outside of the Authority.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 7.1: Location of outdoor tennis courts in Malvern Hills



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH AND OUTDOOR SPORTS STRATEGY

Table 7.3: Breakdown of outdoor tennis courts in Malvern Hills

Site ID	Site name	Analysis area	Ownership	Community use?	Club users	No. of courts	Floodlit?	Court type	Court quality
1	Abberley Hall School	Tenbury and the North	Education	Yes		2	No	Macadam	Poor
3	Abbey College in Malvern	Upton and the South	Education	No		4	No	Macadam	Poor
4	Alfrick Playing Field	Central	Alfrick & Lusley PC	Yes		1	No	Macadam	Poor
7	Bredon School	Upton and the South	Education	No		4	No	Macadam	Standard
11	Callow End Playing Field	Central	Powick PC	Yes		1	No	Macadam	Poor
13	Clifton-on-Teme Playing Field	Tenbury and the North	Clifton-upon-Teme PC	Yes		2	No	Macadam	Poor
19	Hallow Playing Field	Tenbury and the North	Hallow PC	Yes	Hallow TC	5	Yes	Macadam	Good
20	Hanley Castle High School	Upton and the South	Education	Yes		5	No	Macadam	Good
25	Kempsey Playing Fields	Central	Kempsey PC	Yes	Kempsey TC	3	Yes	Macadam	Good
31	Malvern College Sports Complex	Malvern	Education	Yes		10	No	Macadam	Standard
						3	No	Macadam	Standard
34	Malvern St James Girls School	Malvern	Education	Yes		6	No	Macadam	Standard
49	Dyson Perrins Academy	Malvern	Education	Yes		5	Yes	Macadam	Poor
53	Tenbury High Ormiston Academy	Tenbury and the North	Education	Yes		2	Yes	Macadam	Good
55	The Chantry School	Tenbury and the North	Education	Yes		3	Yes	Macadam	Poor
56	The Chase School	Malvern	Education	No		3	No	Macadam	Standard
						6	No	Artificial	Poor
63	Victoria Park	Malvern	Malvern TC	Yes		2	No	Macadam	Poor

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH AND OUTDOOR SPORTS STRATEGY

Site ID	Site name	Analysis area	Ownership	Community use?	Club users	No. of courts	Floodlit?	Court type	Court quality
66	Manor Park Malvern Multisports Complex	Malvern	Sports club	Yes	Manor Park Sports Club TC	2	No	Acrylic	Good
						2	Yes	Acrylic	Good
						2	No	Artificial Clay	Good
						4	No	Grass	Good
						4	Yes	Tiger turf	Good
67	Burgage	Tenbury and the North	Tenbury Town Council	Yes		3	No	Macadam	Poor
71	The Spa at the Elmes	Tenbury and the North	Commercial	No		1	No	Macadam	Poor
72	Lindridge Tennis Court	Tenbury and the North	Lindridge PC	Yes		1	No	Macadam	Poor
-	Ledbury Tennis Club	Outside	Sports Club	Yes	Ledbury TC	3	Yes	Tiger turf	Good

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Indoor provision

There is one indoor tennis facility in Malvern Hills located at Manor Park Malvern Multisports Complex. The site has three good quality indoor acrylic courts. Further information relating to indoor tennis is detailed within the Indoor Built Facilities Strategy.

Future developments

Kempsey Parish Council is currently undertaking a feasibility study, the core purpose of which, is to establish a sports and community facility at Pixham Ferry Lane for the village of Kempsey which is acceptable to the parish council, local planning authority and the current stakeholders within the context of the funding available and having regard to the needs of the new and existing community users including Kempsey Colts FC, Kempsey Colts United FC, Kempsey Corinthians FC, Kempsey CC and Kempsey TC.

The initial feedback from the feasibility study suggests there will not be a significant impact regarding tennis apart from the potential investment into poor quality ancillary provision accompanying the tennis courts.

Management

The table below highlights the ownership of tennis courts within Malvern Hills. The majority are operated by schools, 60% of these are available for community use. A total of 17 courts are managed by clubs, either via ownership or a lease agreement, whilst 18 are managed by either the Council, or a town/parish council.

Table 7.4: Outdoor tennis courts by management type

Community use	No. of courts			
	Club	Council ⁴²	Education	Other
Available	17	18	36	-
Unavailable	-	-	17	1
Total	17	18	53	1

Security of tenure

None of the clubs which responded to consultation requests indicate an issue regarding their security of tenure. Manor Park Sports Club TC and Ledbury TC own Manor Park Malvern Multisports Complex and Ledbury Tennis Club, respectively. In comparison Kempsey TC has a long term lease at Kempsey Playing Field from Kempsey Parish Council.

Court type

Most outdoor tennis courts in Malvern Hills have a macadam surface, with 66 being of this type and 54 of these being available for community use. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continued to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

⁴² Includes parish/town council courts.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

There are only three sites which do not have macadam courts namely The Chase School, Ledbury Tennis Club and Manor Park Malvern Multisports Complex. The courts at the former site are not available for community use and are overmarked on the small size hockey suitable AGP. In comparison there are various different court types at Manor Park Malvern Multisports Complex including acrylic, artificial club, tiger turf and grass. The courts at Ledbury Tennis Club have a tiger turf surface.

Grass courts, whilst much sought after by players, are becoming increasingly rare across the Country, in part, due to them requiring higher levels of maintenance and being able to accommodate less usage. They are generally reserved for summer use, with bad weather at other times of the year making them unusable.

Floodlighting

Floodlit courts enable use throughout the year and are identified by the LTA as being a key priority for growing participation nationally. The LTA reports that floodlights allow for a 35% increase in available court time on an annual basis.

In total, 27 of the 89 tennis courts in Malvern Hills are serviced by floodlights, representing over a quarter (30%) of the provision, which is a relatively low amount when compared to other local authorities nationally. All floodlit courts are also available for community use.

A lack of floodlighting presents a key reason as to why non-floodlit courts are unavailable for community use in the District, especially those at school sites. In that regard, many providers state that making them available for lettings would not be financially viable as usage would be limited, although the LTA does offer solutions to help overcome this i.e. Clubspark and Smart Access (detailed further on). Only 72% of non-floodlit courts are accessible for the community compared to 100% of floodlit courts.

Access to floodlit courts is considered particularly key for clubs as it allows for more usage of provision, which in turns can help accommodate more members. In Malvern Hills, each of the four clubs Hallow TC, Ledbury TC, Kempsey TC and Manor Park Sports Club TC have access to floodlit courts at their respective home venues; Hallow Playing Field, Ledbury Tennis Club, Kempsey Playing Fields and Manor Park Malvern Multisports Complex, respectively.

Over markings

Tennis courts, particularly within schools, are often over marked by netball, basketball and/or football courts. Courts which are over marked tend to receive higher levels of use which can be detrimental to quality over time, as well as creating capacity issues if there is community demand from more than one sport.

In Malvern Hills, 42 courts are over marked by netball provision, with the majority of these located at school sites where curriculum activity makes this necessary.

Quality

The quality of tennis courts has been informed through non-technical site assessments and consultation with providers to assign each court a rating of good, standard or poor. Key aspects informing the findings include surface quality, grip underfoot, line marking quality, evenness and evidence of inappropriate use (e.g. vandalism and/or littering).

For the full assessment criteria, please refer to Appendix 2.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Of the courts in Malvern Hills, a total of 25 of courts are assessed as standard quality with the remaining split between 32 being poor quality and 32 being good quality. All good quality courts are available for community use, compared to 81% of the standard quality courts and 66% of the poor quality courts.

Table 7.5: Quality of community available outdoor tennis courts

Community use?	Quality		
	Good	Standard	Poor
Available	32	18	21
Unavailable	-	7	11
Total	32	25	32

The courts assessed as poor quality are located at the following sites:

- ◀ Abberley Hall School
- ◀ Abbey College in Malvern
- ◀ Alfrick Playing Field
- ◀ Callow End Playing Field
- ◀ Clifton-on-Teme Playing Field
- ◀ The Chantry School
- ◀ The Chase School
- ◀ Burgage
- ◀ The Spa at the Elmes
- ◀ Lindridge Tennis Court
- ◀ Victoria Park

Manor Park Sports Club TC and Kempsey TC report that the quality of their courts at Manor Park Malvern Multisports Complex and Kempsey Playing Fields, respectively, have improved in quality due to recent refurbishments.

Abberley Hall School reports its short term priority is to resurface its macadam area to improve the quality of both its tennis and netball courts to better withstand curricular and extracurricular usage. It also aspires that once refurbished external community usage will increase.

Malvern College Sports Complex reports it plans to refurbish its tennis and netball courts within the next five years.

Away from club courts, improving park courts is a national priority for the LTA. Suitable sites that cater for high levels of recreational demand or that have the potential to do so should therefore be of focus. This is especially the case if the provision is serviced (or could be serviced) by changing facilities, a café and floodlighting, whereby a sustainable tennis programme could be supported, although this is not a necessity, especially in more rural areas.

Flooding

It should be noted that Burgage which accommodates tennis provision, is located on a flood zone.

The LTA, working with Sport England, has produced a set of information for clubs that have been affected by adverse weather in England⁴³. Sport England, when necessary, can also offer various funding options for clubs that have been affected by flooding.

⁴³ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/sustainability>

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Ancillary provision

Kempsey TC reports its ancillary provision at Kempsey Playing Fields is poor quality. As mentioned earlier there is an ongoing feasibility study being carried out within Kempsey Parish Council which could potentially see investment and modernisation in the provision.

Manor Park Sports Club TC reports it has completed a crowd funding project to improve and modernise its ancillary provision, in particular its changing rooms. The venture raised £35,642 and secured £7,500 in match funding from Sport England.

Ledbury TC reports it received funding during the Pandemic from Herefordshire Council and Sport England to make ancillary and court improvements.

For non-club courts, ancillary provision is also generally considered to be problematic. Whilst most sites do provide changing facilities and/or toilets, they are not specific for tennis and are generally too far away from the courts to be realistically used. Often, the facilities predominately service football/cricket pitch users and therefore are not readily available or suited to tennis court users. In some instances, quality is also poor.

Insight from the LTA indicates good quality ancillary facilities such as toilets, changing rooms and cafes encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest in suitable ancillary amenities, which can then also provide a source of income.

7.3: Demand

Please note that, due to Covid-19 and subsequent restrictions limiting the amount of tennis demand that can take place, this section primarily considers what was taking place before the pandemic (and/or what would have been happening had there not been a pandemic). This is because, during periods of lockdown, all tennis activity has had to be cancelled/postponed, with previously open access courts locked.

Notwithstanding the above, it is reported that demand for tennis provision during the pandemic has increased substantially compared to prior levels when court restrictions have not been in place (potentially linked by tennis being one of the first sports to be allowed to resume). This should therefore be monitored moving forward to ensure that any growth can be accommodated for if the increases are sustained.

Competitive tennis

There are four tennis clubs in Malvern Hills which have an overall membership of 798, which broken down amounts to 566 senior and 232 junior members. It should be noted that the LTA provided membership figures for Hallow TC whereas Ledbury TC did not provide any membership figures in consultation.

Table 7.6: Summary of tennis club demand

Club	Number of members	
	Senior	Junior
Hallow TC	90	20
Ledbury TC	<i>Unknown</i>	<i>Unknown</i>
Kempsey TC	112	22
Manor Park Sports Club TC	364	190
Total	566	232

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Manor Park Sports Club TC is by far the largest club, catering for 554 members, followed by Kempsey TC with 134 members.

Latent/unmet demand

Latent demand for tennis nationally is reported to be high by the LTA, which has an insight tool that suggests that 18% of the five million players that pick up a racket each year would play more often if key barriers such as poor promotion of opportunities to get on court, unclear booking journeys (especially those that are 'offline') and low quality facilities were addressed. As such, there is a potential opportunity in Malvern Hills for the Council and other providers to address such barriers, whilst also bettering understanding of court usage.

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in tennis but 'are not currently doing so'. The tool identifies latent demand of 1,419 people within Malvern Hills.

In relation to clubs, Kempsey TC reports it would be able to accommodate more members if it had an additional court and improved ancillary provision. Similarly, Manor Park Sports Club TC also reports it could accommodate more members if it had access to additional courts.

Future demand

The majority of clubs (75%) indicate aspirations to increase participation. Kempsey TC report aspirations to increase levels of demand by a total of 75 members: 25 seniors and 50 juniors.

Hallow TC aspires to grow adult membership by 30 members to bring it to a total of 120 people according to information provided by the LTA, similarly, Ledbury TC also wants to increase by 30 members.

Although Manor Park Sports Club TC does not specifically report aspirations to increase levels of demand it does state a need to sustain current levels of demand.

Informal tennis

It is considered that all local authority courts available for community use in Malvern Hills have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded due to the open access nature of many sites. Most of the current use is assumed to take place throughout the summer months although it is also accepted that many courts are accessed unofficially for activities unrelated to tennis.

The LTA has developed a package of support for local authorities to grow the use of tennis courts by removing key barriers to participation. The three products are ClubSpark, Rally and Smart Access, which are further detailed below.

It is believed by many of the schools that a lack of demand is a direct result of quality issues and/or a lack of floodlighting, as well as other courts being available for free. This results in the community being less likely to pay a hire charge for their provision.

ClubSpark – Improving the booking process

ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions at their venue(s), including:

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Managed website - create and manage a mobile friendly website tailored to LA/club requirements to promote events and activities.
- ◀ Managed coaching – set up coaching lessons and courses online.
- ◀ Membership management - improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch (includes online payments, direct debits and the monitoring of revenue streams; membership modules can also be used to take season ticket payments for venues operating a non-traditional annual facility fee).
- ◀ Organise payments - set the way payments are taken, whether it's immediate pay and play, or bookable as part of a membership package
- ◀ Court bookings – reduced administration for managing bookings; give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.
- ◀ Scheduling - set unique booking and price rules to suit the venue and enable lights to switch on/off automatically when linked to the LTA Premium Gate Access system.
- ◀ Book and pay remotely - customers can make bookings and payments for a venue anytime, anywhere via the real-time booking app.
- ◀ Reporting - ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders; this allows for identification of trends and patterns and evidence to demonstrate participation levels and impact.

RALLY

Rally is an aggregator that collects all booking and coaching information via ClubSpark pages and displays it for participants in one easy to view page. It allows players to search for venues close to them and provides booking options, removing the barriers of not knowing where courts are or how to book.

Rally provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. Courts can be set to book for free of charge or at a fee agreed by the provider.

Hallow TC, Kemspey TC & Manor Park all promote community access on Rally.

Smart Access

The LTA has developed two Smart Access gate systems that work in association with ClubSpark to secure courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and receive a four digit access code via email to enter using a courtside keypad. The gate access system then allows entry for the time booked if a correct code is entered.

There are two gate options available: SmartAccess Premium and SmartAccess Lite. The demands and needs of users plus the setup of the venue determines the most appropriate system for each site.

Nationally, the LTA report that in the last three years, sites with a gate access system installed have attracted 64,841 unique players, leading to 609,671 courts being booked. This has generated income of over £1 million.

Kempsey TC has received an LTA grant within the last five years to install a gate access system to increase levels of pay and play on the site.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Local Tennis Leagues

Recreational Tennis leagues are less formal in comparison to established club play, offering greater flexibility and an opportunity for all abilities to engage in competition at local venues. The leagues are available to all aged 18 years and above and are run by an organisation called Local Tennis Leagues, which affiliates to the LTA. Players are organised into mixed sex leagues of eight based on similar ability levels, with matches arranged between the two players at whatever time and court is agreed. The flexibility of play is conducive to the use of park sites which are typically more easily accessible. Although not designated as a primary venue, Kempsey Playing Fields is used as a secondary venue as part of the Worcester & Droitwich Park League.

LTA Youth Programme

The LTA coordinate courses for children aged 4 – 18, consisting of fun games and dynamic training. Specialist coaches make sure every child has the best start to their tennis journey in a safe and inclusive environment. Sessions cater to all abilities.

Youth stages:

- ◀ Blue Stage (Age 4-6)
- ◀ Red Stage (Age 6-8)
- ◀ Orange Stage (Age 8-9)
- ◀ Green Stage (Age 9-10)
- ◀ Yellow Stage (Age 10+)

Key points:

- ◀ There are assigned ages to each stage, but this only serves as a guide.
- ◀ Young people want to play in groups and with their friends, and so whatever stage they start at, all kids will see progression.
- ◀ In every LTA Youth stage, young people will be active, having fun and developing skills.

LTA Youth Start

This is the fun starter course for children who have never played the sport before or may have played very little. Packed full of fun games and training drills, it also gives parents the chance to join in too. For £25, kids get six weeks coaching by an LTA Accredited coach, along with a free racket, pack of balls and personalised t-shirt so that they can continue playing.

There are LTA Youth Start programmes operating out of Hallow TC, Kempsey TC and Manor Park.

Tennis for Free

Tennis for Free is a community sports charity that works in partnership with the LTA. The charity delivers free, fully inclusive weekly coaching sessions for all ages and abilities in local communities across the UK, especially those in low income areas. Tennis for Free offer a package for local authorities and court operators that includes financial support for local LTA Accredited coaches to deliver the sessions, tennis equipment for attendees and coaches and promotional support. Sessions are typically delivered across three courts, although the charity have recently launched 'Tennis for Free Lite', available to clubs that wish to open their doors to non-members. Through its offer, it aims to:

- ◀ Reinvigorate under-used public facilities
- ◀ Make tennis a sport for all

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Make tennis more financially accessible in the UK
- ◀ Improve the physical and mental wellbeing of local communities through tennis

There are currently no Tennis for Free sessions taking place in Malvern Hills with the nearest being located at Cripplegate Park in Worcester.

7.4: Supply and demand analysis

The LTA suggests that a non-floodlit hard court can accommodate 40 members whereas a floodlit hard court can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members. It should be noted that the abovementioned figures relate to LTA viability guidelines for clubs and are not the maximum capacity. The figure relates to what most clubs, based on the level of provision, would find sustainable. As grass courts are only available for 12 weeks of the year they are not included in membership numbers.

Analysing tennis across Malvern Hills in this way may give an inaccurate representation of supply and demand due to its geographical size and rurality. Many courts, although not at capacity regularly service demand from local communities and provide a crucial way for people in rural areas to remain active.

Clubs are considered viable as long as they have the appropriate levels of membership to sustain their courts and accompanying ancillary facilities. Therefore, clubs that have lower levels of participation in comparison to the remaining clubs within the Authority may have issues maintaining their provision.

Improving the quality of and accessibility to existing tennis, which are not good quality, will likely improve the capacity for provision to accommodate increase levels of demand. Clubs that are going to be impacted by housing growth should be acknowledged as demand at these clubs will likely increase. This will be examined in greater detail in the proceeding Strategy & Action Plan.

All remaining publicly available non-club courts are deemed to have spare capacity. When this is accompanied by the substantial amount of expressed latent demand there is a clear need to actualise further usage of these courts. As such, the focus should be on improving quality, both in terms of the courts and the accompanying ancillary facilities, as well as providing a smoother booking system for potential users. Initiatives such LTA Youth Start and Tennis for Free and can also be used at such sites to encourage the increase of tennis participation.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Tennis summary

- ◀ **Clubs are considered viable as long as they have the appropriate levels of membership to sustain their courts and accompanying ancillary facilities.**
- ◀ **Clubs should be assisted to improve their ancillary offering, and therefore, achieving this will likely be the most beneficial action to tennis. Further to this, improving the quality of and accessibility to existing tennis, which are not good quality, will likely improve the capacity for provision to accommodate increase levels of demand.**
- ◀ There is a total of 89 outdoor tennis courts identified in Malvern Hills across 21 sites. Of these courts, 71 are categorised as being available for community use at 17 sites compared to 18 that are unavailable at four sites
- ◀ There is one indoor tennis facility in Malvern Hills located at Manor Park Malvern Multisports Complex. The site has three good quality indoor acrylic courts.
- ◀ The majority are operated by schools, 60% of these are available for community use. A total of 17 courts are managed by clubs, either via ownership or a lease agreement, whilst 18 are managed by either the Council, or a town/parish council. Only a small number of these have formal agreements or are widely used.
- ◀ There is an opportunity to develop school courts and to make them more accessible to the community. It is logical to develop current courts, rather than building new ones. The LTA can help support venues open up with Smart Access Systems, mentioned above.
- ◀ Developing Smart Access tennis venues is encouraged to help develop a better customer journey for tennis participants, so that finding and bookings courts is made easy.
- ◀ Most outdoor tennis courts in Malvern Hills have a macadam surface, with 66 being of this type and 54 of these being available for community use.
- ◀ In total, 27 of the 86 tennis courts in Malvern Hills are serviced by floodlights.
- ◀ Of the courts in Malvern Hills, a total of 30 of courts are assessed as standard quality with the remaining split between 32 being poor quality and 32 being good quality.
- ◀ There are four tennis clubs in Malvern Hills which have an overall membership of 798, which broken down amounts to 566 senior and 232 junior members.

PART 8: NETBALL COURTS

8.1: Introduction

England Netball is the governing body with overall responsibility for ensuring the effective governance of the sport.

Whilst often played indoors, there are far more outdoor courts provided and in use by the netball community than there are indoor. Nationally, England Netball reports that the challenge is that the supply of outdoor netball courts is generally not of a good enough standard for use by the community, whilst accessibility can also be problematic.

Consultation

Information for netball was gathered through online research and consultation with England Netball. Consultation attempts were made to the relevant clubs (Malvern Spring NC, Malvern Hearts NC) within Malvern Hills, however, none responded.

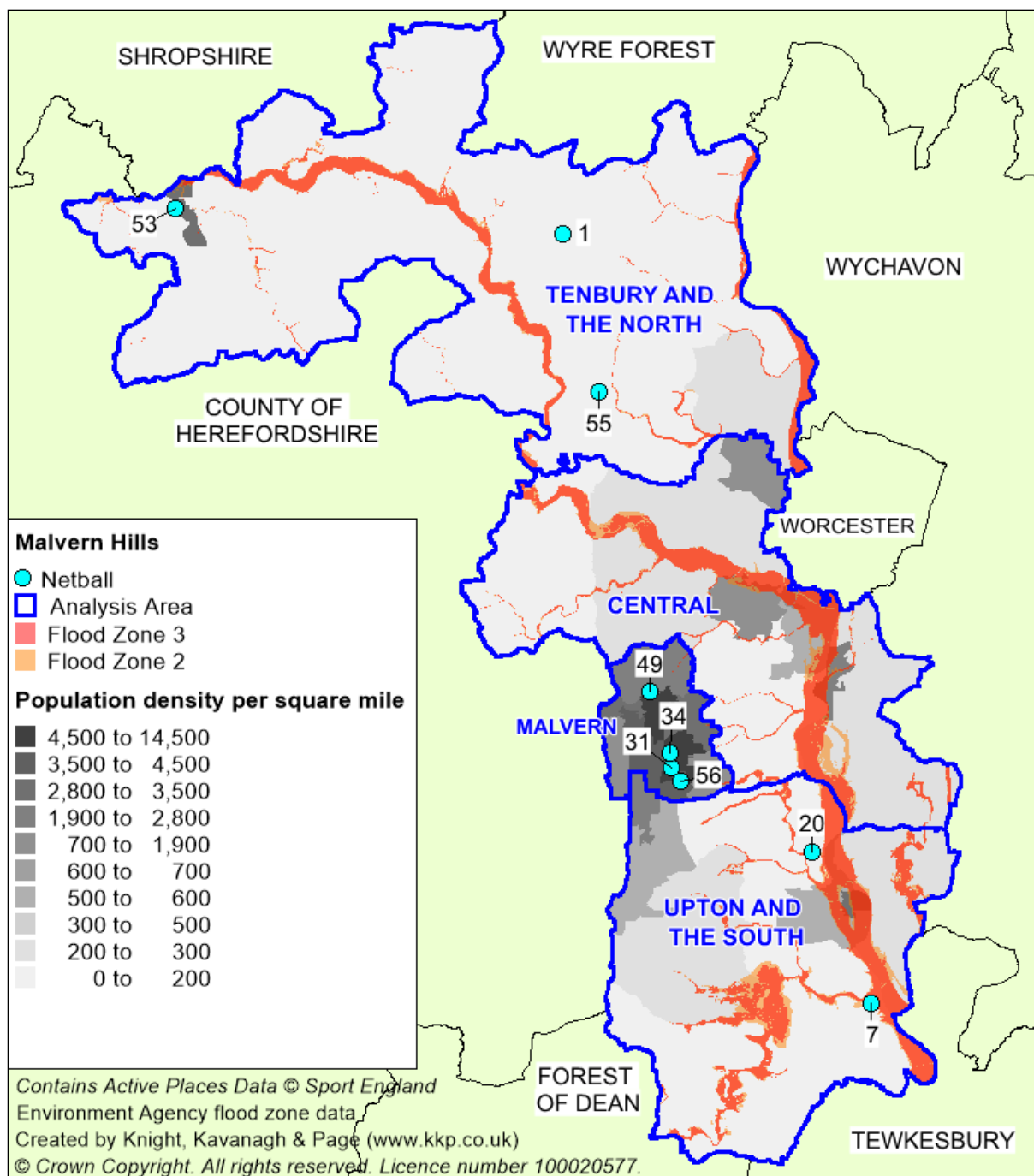
8.2: Supply

There are 39 outdoor macadam netball courts located across nine sites in Malvern Hills, of which, 33 courts across seven sites are available for community use. All courts are located at educational sites.

The two sites which do not allow community use, Bredon School and The Chase School, state they do not allow their courts to be available for community use due to a lack of floodlighting and lack of demand.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 8.1: Location of outdoor netball courts in Malvern Hills



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 8.1: Netball courts in Malvern Hills

Site ID	Site name	Analysis area	Management	Available for community use?	No. of courts	Floodlit?	Court type	Court quality
1	Abberley Hall School	Tenbury and the North	Education	Yes	2	No	Macadam	Poor
7	Bredon School	Upton and the South	Education	No	4	No	Macadam	Standard
20	Hanley Castle High School	Upton and the South	Education	Yes	4	No	Macadam	Good
31	Malvern College Sports Complex	Malvern	Education	Yes	10	No	Macadam	Standard
31	Malvern College Sports Complex	Malvern	Education	Yes	2	No	Macadam	Standard
34	Malvern St James Girls School	Malvern	Education	Yes	6	No	Macadam	Standard
49	Dyson Perrins Academy	Malvern	Education	Yes	4	Yes	Macadam	Poor
53	Tenbury High Ormiston Academy	Tenbury and the North	Education	Yes	2	Yes	Macadam	Good
55	The Chantry School	Tenbury and the North	Education	Yes	3	Yes	Macadam	Poor
56	The Chase School	Malvern	Education	No	2	No	Macadam	Standard

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

Indoor provision

This report only considers the supply of outdoor netball courts; however, it is recognised that a substantial amount of netball activity also takes place indoors via the use of courts that are marked out in sports halls, especially during winter months. Supply and demand for this is captured within the Malvern Hills Indoor Built Facilities Strategy.

Quality

As seen in the table above, six (15%) courts are assessed as good quality, 23 (69%) as standard quality and 10 (16%) as poor quality.

Abberley Hall School reports its short term priority is to resurface its macadam area to improve the quality of both its tennis and netball courts to better withstand curricular and extracurricular usage. It also suggests that once refurbished it will promote community use.

Malvern College Sports Complex reports it plans to refurbish its tennis and netball courts within the next five years.

Over marking

Whilst it does help with usage levels and sustainability, an issue for netball nationally is that most of its courts are dual use tennis courts. This limits accessibility (especially during the summer when tennis nets are often permanently in place) and also impacts on quality due to higher levels of wear and tear. In Malvern Hills, all netball courts are overmarked for tennis.

Court type

All outdoor netball courts in Malvern Hills have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

8.3: Demand

The main club operating within Malvern Hills is Malvern Spring NC which has *circa* 100 members of which around 60 are juniors. Whilst there is no affiliated England Netball league in Malvern Hills, the Club does enter teams into the Worcester City Netball League. All fixtures for this league are played in neighbouring Worcester City. In addition, the Club enters teams in Leagues for You.

Leagues for You is a commercial netball league provider which operates at 35 venues across the Midlands, Southwest and Southeast. It organises weekly leagues at Dyson Perrins Academy and The Chantry School. The League at the former runs from September to April and comprises three divisions and 18 teams in total. It uses the outdoor courts as well as sports hall for the winter months. There was no information available for the league at the Chantry School.

Consultation with England Netball highlights that both Malvern College Sports Complex and Malvern St James Girls School are, at times, used as overspill venues for the Worcester City League.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

Back 2 Netball, Walking Netball and Netball Now

Back 2 Netball sessions are running across England and provides women of all ages a welcoming re-introduction to the sport. Sessions cover the basics of the game including passing, footwork and shooting and finish with a friendly game. Since its creation in 2010, over 60,000 women have taken part. There are no current Back 2 Netball sessions in Malvern Hills with the nearest being in Wychavon at Droitwich Spa Leisure Centre.

Walking netball has evolved from a growing demand of walking sports e.g. walking football. Walking netball is a slower version of the game. It has been designed so that anyone can play regardless of age and fitness level and therefore offers opportunities for older adults to participate and enjoy. The leisure operator for the Council, Freedom Leisure, is working with England Netball to bring Walking netball sessions to Dyson Perrins Academy.

Netball Now is a simple, straight forward way to play netball as it is not coached, led by competition rules, regulations with scores not being recorded. It is a way for people to be able to socially play the sport for a nominal fee. There are no Netball Now sessions held in Malvern Hills.

Bee Netball

A new initiative by England Netball, Bee Netball a programme for children all about friendship, inclusion, fair play and teamwork. Each session is managed by an England Netball accredited coach. Although there are currently no sessions operating in Malvern Hills, it is still in its infancy so one may be established in the near future.

8.4: Supply and demand analysis

In summary, there is enough outdoor netball provision in Malvern Hills to meet current demand and therefore priority should be placed on improving court quality and ensuring courts are retained and made available to the community where demand arises.

Consideration should also be given to increasing the amount of England Netball initiatives such as Back 2 Netball, Walking Netball and Netball Now taking place in Malvern Hills to further increase participation.

Netball summary

- ◀ **In summary, there is enough outdoor netball provision in Malvern Hills to meet current demand and therefore priority should be placed on improving court quality and ensuring courts are retained and made available to the community where demand arises.**
- ◀ There are 39 outdoor macadam netball courts located across nine sites in Malvern Hills, of which, 33 courts across seven sites are available for community use. All courts are located at educational sites.
- ◀ In total six (15%) courts are assessed as good quality, 23 (69%) as standard quality and 10 (16%) as poor quality.
- ◀ All outdoor netball courts in Malvern Hills have a macadam surface.
- ◀ The main club operating within Malvern Hills is Malvern Spring NC which has circa 100 members of which around 60 are juniors.
- ◀ Leagues for You is a commercial netball league provider which operates at 35 venues across the Midlands, Southwest and Southeast. It organises weekly leagues at Dyson Perrins Academy and The Chantry School.
- ◀ Consultation with England Netball highlights that both Malvern College Sports Complex and Malvern St James Girls School are, at times, used as overspill venues for the Worcester City League.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

PART 9: BOWLS

9.1: Introduction

All outdoor bowling greens in Malvern Hills are flat green. Bowls England is the NGB for flat green bowls with overall responsibility for ensuring effective governance. Regionally, flat green bowls is administered by the Worcestershire Bowling Association.

Consultation

There are five bowling clubs within Malvern Hills. An online survey was sent to all bowling clubs playing within Malvern Hills, follow up phone consultations were done with most clubs which had not yet responded. Through both survey responses and telephone interviews, a response rate of 100% (5/5 clubs) was achieved.

Table 9.1: Summary of consultation

Club name	Analysis area	Responded?	Method
Clifton-upon-Teme BC	Tenbury and the North	Yes	Phone Consultation
Malvern Priory BC	Malvern	Yes	Phone Consultation
Malvern Victoria BC	Malvern	Yes	Phone Consultation
Manor Park BC	Malvern	Yes	Online Survey
Tenbury BC	Tenbury and the North	Yes	Phone Consultation

9.2: Supply

There are five bowling greens in Malvern Hills located across five sites. All of the bowling greens are normal flat greens. All of the greens are considered to be available for community use.

Table 9.2: Number of greens by analysis area

Analysis area	Number of greens
Tenbury and the North	2
Malvern	3
Central	0
Upton and the South	0
Total	5

As seen in the table above, most greens are located in Malvern Analysis Area (three) whilst Tenbury and the North Analysis Area has two greens. The Central and Upton and the South analysis areas have zero bowling greens between them.

Indoor bowls

There is one indoor bowls facility in Malvern Hills, located at Manor Park Malvern Multisports Complex (AKA Manor Park Sports Club). It has six rinks. The non-technical assessment found the facility to be in above average condition.

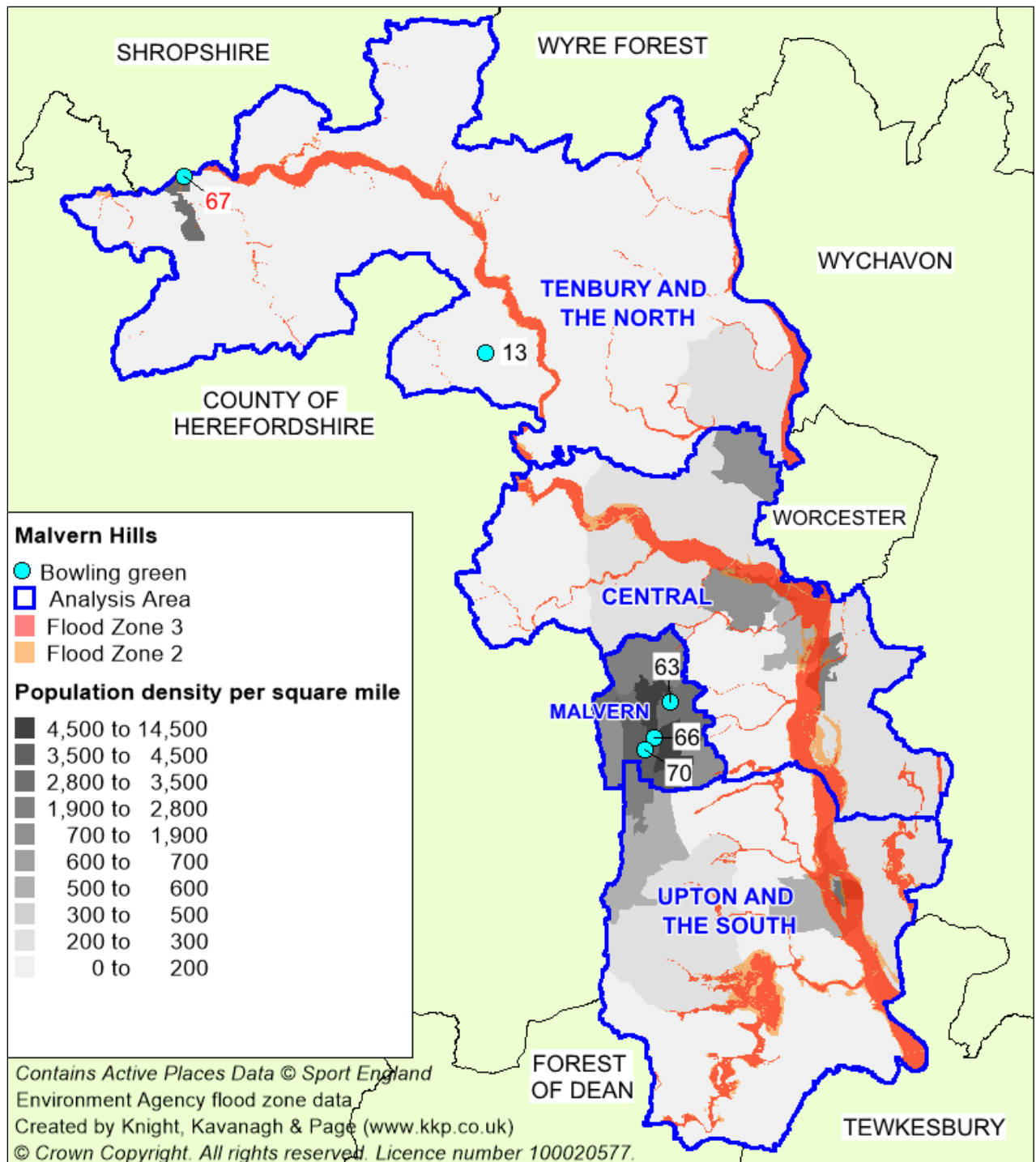
There is no other indoor bowls facility within 30 minutes' drive of Malvern Hills. There is one site, South Littleton Recreation Ground in Wychavon- this is located over 45 minutes' drive time away from the centre of Malvern Hills.

Clifton- upon-Teme BC, Malvern Victoria BC and Malvern Priory BC access short mat bowls in their clubhouse over the winter months.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Further information relating to indoor bowls is detailed within the Indoor Built Facilities Strategy.

Figure 9.1: Bowling greens in Malvern Hills



MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Table 9.3: Key to map

Site ID	Site name	Analysis area	Number of greens
13	Clifton-on-Teme Playing Field	Tenbury and the North	1
63	Victoria Park	Malvern	1
66	Manor Park Malvern Multisports Complex	Malvern	1
67	Burgage	Tenbury and the North	1
70	Priory Park	Malvern	1

Ownership/management

The green at Manor Park Sports Complex is owned and maintained by Manor Park BC, however, changing facilities are owned by the sports club. The greens at Priory Park, Burgage and Victoria Park are owned by the District Council and rented by Malvern Priory BC (Priory Park) and Tenbury BC (Burgage), whilst Malvern Victoria BC (Victoria Park) lease its green from the District Council. The green at Clifton-on-Teme Playing Field is owned by Clifton-on-Teme Parish Council and rented by Clifton-upon-Teme BC.

Quality

Following a non-technical assessment of greens in Malvern Hills and consultation with Worcestershire Bowling Association, two greens are assessed as good (40%), two as poor (40%) and one as standard quality (20%). The table below summarises the quality on a site-by-site basis.

Table 9.4: Summary of bowling green quality

Site ID	Site name	Number of greens	Quality of green
13	Clifton-on-Teme Playing Field	1	Poor
63	Victoria Park	1	Good
66	Manor Park Malvern Multisports Complex	1	Good
67	Burgage	1	Poor
70	Priory Park	1	Standard

Due to the Covid-19 pandemic, revenue for clubs has been at a low. Manor Park BC applied and received funding in order to help maintain its green.

The green at Priory Park is reported to be of a standard quality, this is due to parts of the green being slightly sloped. Work has been done on the green including fitting a new water system, however, Malvern Priory BC report that the green needs more work doing in the off season to level it out.

The green at Clifton-on-Teme Playing Fields is of poor quality due to it never being serviced or looked after professionally, meaning the grass quality is poor. Clifton-upon-Teme BC report that since it was laid 26 years ago only club members have looked after the green leading to it decreasing in quality in recent years. Potential Section 106 monies may be available later in the year and the Club is looking to resurface and improve the green quality to help attract more playing members.

The green at Burgage is assessed as poor quality, due to the fact that the boardings are not in a good state as well as significant signs of wear and tear, it is maintained by the Council.

All other greens are assessed as good quality with no evidence of any significant issues.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Ancillary facilities

All clubs have access to a clubhouse/pavilion on site although quality varies.

The clubhouse that is situated at Victoria Park went through a rebuild in 2020. Malvern Victoria BC report that their previous clubhouse wasn't in good condition and therefore with grants from both the District Council and Sport England the clubhouse was rebuilt.

The clubhouse and changing facilities at Manor Park Malvern Multisports Complex have recently undergone redevelopment, a grant was received from the sports club to support the money raised by Manor Park BC in order to proceed with the redevelopment. The clubhouse is owned by the sports club and maintained by the bowls club. The clubhouse has toilets along with changing rooms for both male and female members, however, it does not have showers. The clubhouse has improved vastly in quality and should be considered as good quality.

Malvern Priory BC states that to develop its club and to have more revenue it would like to obtain an alcohol license so it can sell refreshments and alcoholic beverages during and after matches. Along with this, it reports that even though it would like to redevelop the clubhouse it is unable to as it is owned by the Council.

In 2020 the clubhouse facility at Burgage was subject to flood damage, since then Tenbury BC has only had access to toilets and is in talks to start being allowed a small changing area again. The flood has caused damage to the hall and severely decreased its quality.

All other bowling greens are accompanied by facilities considered to be adequate quality.

Floodlighting

No greens in Malvern Hills are serviced by floodlighting. This means that opportunities for access for training and matches during evenings outside of the summer months is limited. That being said, floodlit bowling greens are relatively rare across the country, and this should therefore not be considered as a significant issue.

9.4: Demand

Current demand

There are five bowls clubs playing in Malvern Hills. Where identified, membership of these clubs equates to 185. This can be seen broken down by club in the table below.

Table 9.5: Demand for bowls clubs in Malvern Hills

Club name	Current membership
Clifton-upon-Teme Bowling Club	12
Malvern Priory Bowling Club	40
Malvern Victoria Bowling Club	50
Manor Park Bowling Club	71
Tenbury Bowling Club	12
Total	185

The largest club in the District is currently Manor Park BC with 71 members (37 men and 34 women). This is followed by Malvern Victoria BC, with 50 members of a mix between men and women. The smallest clubs are Clifton-upon-Teme BC and Tenbury BC both with around 12 members.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

At Priory Park the green is accessed by the University of the Third Age (U3A) a movement that brings together the retired community. It uses the green to play and practise bowls as a group on Wednesday afternoons.

Malvern Priory BC and Clifton-upon-Teme BC highlight a slight decrease in players in recent years. Whilst Malvern Victoria BC state that it has had an increase in members over the last 12 months.

Future demand

Using ONS projections (2019-2041)⁴⁴, the number of persons aged 65 and over living in Malvern Hills is likely to increase continuously from 21,826 in 2019 to 32,614 in 2041, representing an increase of 49%. Due to this age band being the most likely to play bowls, demand for bowling greens is likely to increase slightly in the future or at least remain static.

Malvern Priory BC, Malvern Victoria BC, Tenbury BC and Clifton-upon-Teme BC state that they are all looking to increase membership numbers. Manor Park BC states that it is not looking to increase its members.

Latent demand

Sport England's Market Segmentation Tool⁴⁵ enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 152 people who would like to participate in the sport within Malvern Hills, with the most dominant segment being 'Ralph & Phyllis retired couples, enjoying active and comfortable lifestyles'.

Notwithstanding the above, one bowling club in Malvern Hills, Manor Park BC is reported as being at capacity, with all other clubs willing to accept new members. As such, it is considered that anyone within the District that would like to start participating could do so at the clubs and greens already in existence.

9.5: Supply and demand analysis

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon or evening when a popular league operates.

All other time periods that are not used for league matches can be available for social bowling or, more often than not, used for practice by club members throughout the week. This demand is unquantifiable as participants can use the greens as often or as little as they deem necessary.

Clubs are considered viable as long as they have the appropriate levels of membership to sustain their bowling green and accompanying ancillary facilities. Therefore, clubs that have lower levels of participation in comparison to the remaining clubs within the Authority may have issues maintaining their provision.

Two clubs indicate through consultation they are operating below or close to 20 members: Clifton-upon-Teme BC and Tenbury BC. These clubs need to be monitored to ensure

⁴⁴ ONS projections do not take into account housing growth and as a result, projections may result in an under-estimate of future demand.

⁴⁵ See Appendix 2

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

membership figures do not decrease to a level where they cannot effectively maintain green and ancillary provision quality.

Conversely those clubs which have a substantial level of demand also need to be monitored to ensure they have the appropriate quantity/quality of provision. Manor Park BC has over 60 members and should be consulted with regularly to ensure its provision is suitable for the level of demand.

Only one bowling club in Malvern Hills, Manor Park BC is not willing to take on new members, however, all other clubs are willing to accept new members. On this basis, it is likely that Manor Park Sports Complex is played to capacity given it is the largest club in the District. However, it is considered that anyone within Malvern Hills that would like to start participating could do so at the other clubs and greens already in existence. This means there is enough supply of greens within the Authority.

As there is no evidence to suggest a need for new bowling greens in Malvern Hills, the priority should be based on supporting existing clubs improve their facilities.

Several clubs in Malvern Hills aspire to improve their ancillary offering, and therefore, achieving this will likely be the most beneficial action to bowls. Further to this, improving the quality of existing bowling greens, will likely improve the capacity for provision to accommodate increase levels of demand. In particular clubs that are going to be impacted by housing growth should be acknowledged as demand at these clubs will likely increase. This will be examined in greater detail in the proceeding Strategy & Action Plan.

Bowls summary

- ◀ **Supply is considered sufficient to meet demand given that no clubs express a need for additional greens.**
- ◀ There are five flat greens located across five sites in Malvern Hills.
- ◀ The large majority of greens are located in the Malvern analysis area (three) whilst the Tenbury and the North analysis area has two greens. Central analysis area and Upton and the South analysis area have zero bowling greens between them.
- ◀ Two greens are assessed as good quality, two as poor quality and one as standard quality.
- ◀ No greens are floodlit.
- ◀ The green at Manor Park Sports Complex is owned and maintained by Manor Park BC, however changing facilities are owned by the sports club. The greens at Priory Park and Victoria Park are owned by the Malvern Hills District Council and rented by Malvern Priory BC (Priory Park), whilst Malvern Victoria BC (Victoria Park) lease its green from the district council. The green at Clifton-on-Teme Playing Field is owned by the parish council and rented by Clifton-upon-Teme BC.
- ◀ All clubs have access to a clubhouse/pavilion on site; however, these vary in quality.
- ◀ There are five clubs playing in Malvern Hills. Where known, membership of these clubs equates to 185.
- ◀ Using ONS projections, demand for bowling greens is likely to increase slightly in the future or at least remain static in the future due to an increase in the population aged 65 and over.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

PART 10: ATHLETICS

10.1: Introduction

As a Governing Body, UK Athletics is responsible for developing and implementing the rules and regulations of athletics, including everything from anti-doping, health and safety, facilities and welfare, to training and education for coaches and officials as well as permitting and licensing.

Locally, the sport is governed through England Athletics, which is the development and membership body for athletics and running clubs in England. It has a National Head of Clubs and Participation and a team of five club support managers across the Country, with one of these covering activity in South Worcestershire including Malvern Hills.

Consultation

Malvern Joggers and Malvern Buzzards Running Club were sent electronic surveys to complete, however, neither responded to consultation requests. Therefore, information for these clubs was gathered through online research. Additionally, wider consultation also took place with England Athletics.

10.2: Supply

There are no purpose-built athletics track provided in Malvern Hills with the nearest facility located in Worcester City at Nunnery Wood Sports Complex. This track services the majority of Malvern Hills, however, there are areas towards the west of the Authority including Great Malvern and Tenbury Wells which are not currently serviced by any athletics provision.

Given this, all athletics demand currently identified in the District is taking place via road running and trim trails or through the use of grass areas such as at parks and schools.

Consultation with England Athletics reveals that, nationally, no new standard 400-metre athletics tracks are planned to be constructed. Focus is instead on the retention of existing 400-metre facilities and the development of new innovative, entry level facilities such as mini tracks and endurance loops, particularly if part of floodlit, multi-sport developments.

Although there are no plans to create any 400- metre tracks, England Athletics reports there is a requirement to create a Mini Track/Compact/Daily Mile/Endurance Loop within the locality of Tenbury Wells and Great Malvern in order to better cater for the levels of demand in the area. This is based on detailed supply and demand analysis carried out by the England Athletics.

It should be noted that there is no current funding for such a project, nor is there any specific sites identified, however, England Athletics is willing to work with Sport England, Malvern Hills District Council and any other relevant stakeholders to identify potential projects.

Indoor provision

Whilst not falling within the remit of this study, it is worth noting that there are also no purpose-built indoor athletics facilities within Malvern Hills. This being said, England Athletics reports that area of South Worcestershire (Malvern Hills, Worcester City and Wychavon) as a whole is well serviced by the indoor athletic facilities at Alexander Stadium (Birmingham City Council) which is within its recommended 60 minute drive time. Further information relating to indoor athletics is detailed within the Indoor Built Facilities Strategy.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

10.3: Demand

For the purposes of this study, athletics demand is considered to come in various forms, rather than just traditional track and field activity. As such, running clubs are also considered, as are organised running events and various running initiatives, some of which, are governed by England Athletics. It is also acknowledged that recreational running forms a large part of demand, although this is difficult to measure.

Please note that Covid-19 and subsequent restrictions have had and continue to have a significant impact on athletics and running demand, with clubs generally unable to hold training sessions and various events being cancelled. As such, this section considers what was taking place prior to the pandemic (and/or what would have been happening had there not been a pandemic).

Malvern Joggers

Malvern Joggers is a small club based out of Malvern St James Sports Hall. It currently focuses on road running and cross country. Its main club night is on Wednesday evenings and training during the winter at the aforementioned sports hall. The Club organises regular events such as 5k and 10k runs with its most recent being at the end of June 2021 and also is actively in the Couch to 5k initiative.

Malvern Buzzards Running Club

Malvern Buzzards Running Club is the newer than Malvern Joggers having been established in 2016 compared to 2003. The Club focuses on a number of disciplines including track & field, road running, trail running, cross country and hill & fell running. It is generally a trail run club, however, does occasional tarmac sessions and has seen a growing presence in at Park Run events in the neighbouring authority of Worcester City.

Run Together

Run Together is an official England Athletics recreational running project which aims to get the whole nation running. Its aim is to provide fun, friendly, supportive and inclusive running opportunities for everyone, regardless of ability and availability. It believes that running is more fun and easier to become part of a lifestyle when shared with others.

There are currently no Run Together groups in Malvern Hills, with the nearest event taking place at Swallow Farm Livery Yard (based in Herefordshire Council) A key focus for England Athletics is increasing demand for participation programmes such as Run Together, meaning this could be something that is targeted moving forward, especially given the large number of clubs in Malvern Hills that could be involved.

Park Run

Park Run is a series of 5k runs held on Saturday mornings in areas of open space around the UK. They are open to all, free, and are safe and easy to take part in. Runners must first register online in order to access a printed barcode which gives them access to all Park Run events. For those aged between 4 and 14, junior Park Run events are also available.

There are no current Park Run or Junior Park Run events within Malvern Hills with the nearest being located in the neighbouring authority of Worcester City and Wychavon, respectively.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

Great Run Local

Great Run hosts numerous running events across the Country. There are no such events within South Worcestershire with the nearest being located in Birmingham City Council in October 2021.

Couch to 5k

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining an active and healthy lifestyle including regular exercise.

The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect of leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

Whilst no data is available in relation to take up of the Couch to 5k initiative in Malvern Hills, anecdotal evidence suggests that it is popular and also growing in popularity. Furthermore, it is actively promoted by both the Council and by Active Herefordshire & Worcestershire, which is likely to further increase participation.

Latent/unmet demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in athletics but 'are not currently doing so'. The tool identifies latent demand amounting to 1,548 people within Malvern Hills.

Comparatively latent demand is 2,592 people in Wychavon whereas it is 2,160 people in Worcester City. Therefore, for South Worcestershire as a whole, there is a significant level of latent demand amounting to 6,300 people.

Future demand

Both clubs consulted with express an aspiration to grow membership, although the majority state that this is difficult to quantify as they will not turn demand away. England Athletics also believes that demand for initiatives such as Park Run is likely to continue to increase in the future, although again to what extent is difficult to quantify.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

10.4: Supply and demand analysis

There are levels of current, latent and future demand for athletics and particularly running in Malvern Hills, as evidenced by the information referenced above. As a result, priority should be placed on continuing to support activity, with a focus on retaining and increasing participation.

Although it is clear there is not a need for a purpose built 400-metre track or indoor provision there is evidence that both the Tenbury Wells and Great Malvern area would benefit from a Mini Track/Compact/Daily Mile/Endurance Loop facility. Therefore, England Athletics should work with Sport England, Malvern Hills District Council and any other relevant stakeholders to identify and potential projects.

Athletics summary

- ◀ **Priority should be placed on continuing to support activity, with a focus on retaining and increasing participation. This being said, Tenbury Wells and Great Malvern area would benefit from access to a Mini Track/Compact/Daily Mile/Endurance Loop facility.**
- ◀ There are no purpose-built athletics track provided in Malvern Hills with the nearest facility located in Worcester City at Nunnery Wood Sports Complex.
- ◀ Demand for athletics in Malvern Hills primarily comes from Malvern Joggers and Malvern Buzzards Running Club.
- ◀ Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in athletics but 'are not currently doing so'. The tool identifies latent demand amounting to 1,548 people within Malvern Hills.
- ◀ There are no dedicated Park Run events within Malvern Hills.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

PART 11: OTHER PITCH SPORTS

11.1 Rugby league

The Rugby Football League (RFL) is the governing body for rugby league in England. It administers the England national rugby league team, the Challenge Cup, Super League and the championships which form the professional and semi-professional structure of the game in the UK.

Most community club rugby league is now played through the summer season (from February to October). However, rugby league is considered as a winter season sport within schools, colleges and universities and therefore pitch provision for matches and training is required through the winter months.

Senior rugby league is played on a field measuring 100 x 68 metres. The preferred pitch size for u7s, u8s and u9s is 60 x 40 metres, whereas for u10s and u11s it is 80 x 30 metres. U12s and above generally play on senior pitches. Teams from u7s to u11s are known as primary teams, with teams from u12s to u18s known as junior teams.

Consultation

An online video meeting was carried out with the only rugby league club operating across South Worcestershire, Worcester Jaguars RLFC, representing a 100% response rate.

Supply

Across the three authorities which comprise of South Worcestershire (Malvern Hills, Worcester City and Wychavon) there is one standard quality senior pitch. This is located at Droitwich RFC (Glyn Mitchell Memorial Ground) within Wychavon. It should be noted that this is a dedicated rugby league pitch and is not overmarked on a rugby union pitch.

Worcester Jaguars RLFC rent the use of the pitch and accompanying ancillary facilities from Droitwich RFC. It reports that hiring the both the pitch and ancillary provision is currently suitable due to its level of demand but will not be adequate moving forward.

Demand

The Club has two senior men teams playing in the 2021 season which were supposed to start playing competitively in 2020, however, had to postpone its activity due to the Covid-19 Pandemic.

It will be starting its Academy program in September 2021 which it hopes will lead to additional future teams including a dedicated mini and youth teams. It also reports as of next season (2022) it will be fielding a women's senior team.

Future developments

Worcester Jaguars RLFC has an eight-year development plan which includes both improving levels of supply and demand for rugby league across South Worcestershire. The Club reports over the previous three years it has created a player pathway from mini and youth through to its academy and senior teams. It has managed to accomplish this via its partnership with Christopher Whitehead Language College (Worcester City) and has ambitions to expand its school development to the primary school network in the City. Its eventual aim is to establish itself as a professional club which can provide accessible sporting opportunities for the wider community of Worcester.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

It also has plans to create a dedicated rugby league competition for all secondary schools in Worcester City and the relevant surrounding areas.

In order to achieve the above it has plans to work with Christopher Whitehead Language College to develop its off-site playing fields on Kingfisher Path. Its initial proposal is to create a purpose built stadium facility, with elite level grass rugby league pitch accompanied by two junior rugby league pitches on the bottom half of the site and to create a further elite grass pitch on the top half of the site which can be used for a variety sports. This will include relevant accompanying ancillary provision including a clubhouse, floodlights and car parking. It also plans to carry out specific drainage works to the site and relevant surrounding areas in order to protect it from potential flooding issues.

If the above changes take place this would see the current provision on the site lost which includes one adult and one mini 7v7 football pitch, one artificial cricket wicket (NTP) and two senior rugby union pitches. It should be noted that there had also previously been a separate grass cricket square on the site which has not been maintained since *circa* 2017.

This is still in its development phase with the Club and School actively searching for potential funding streams to contribute to the project. It should be noted it has previously submitted a grant application to the Rugby League World Cup development fund, however, this was unsuccessful.

It should also be noted that the Club is open for discussions with the various stakeholders involved in the South Worcestershire PPOSS to find a suitable alternative venue if Christopher Whitehead Language College is deemed unfeasible.

Supply and demand analysis

Although the current pitch at Droitwich RFC (Glyn Mitchell Memorial Ground) is suitable for its current level of demand it will not provide enough capacity for the Worcester Jaguars RLFC moving forward.

Therefore, the feasibility of developing the unattached playing fields at Christopher Whitehead Language College, or suitable alternative site, should be explored to provide the Club with additional capacity to increase levels of rugby league demand across South Worcestershire. This will be explored in greater detail in the proceeding Strategy & Action Plan document.

11.2 Cycling

British Cycling is the national governing body for all forms of cycling. It oversees six sporting disciplines, with each having a dedicated facility type:

- ◀ Track cycling – Velodrome
- ◀ Road cycling – Closed Road Circuits
- ◀ Mountain Bike – Trails
- ◀ BMX – Race/Pump tracks
- ◀ Cycle Speedway – Cycle speedway tracks
- ◀ Cyclocross – non-dedicated, non-permanent venues

British Cycling aids in the development of all six formats, helping to safeguard those that wish to participate in a competitive and compelling environment. The popularity of cycling has increased since elite sporting success in the Olympics, Paralympics and major championships.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Active travel, which includes cycling, forms a part of the current South Worcestershire Development Plan (2016), Worcestershire Health and Well-Being Strategy (2016-21) and will also be included in the South Worcestershire Development Plan Review (2021-41).

It is identified as a key area of development, particularly across the three authorities, as a method of sustainable travel. As such any new developments are looking to include walking and cycling links in an effort to reduce car dependency whilst also promoting a healthy lifestyle choice.

Consultation

Information for cycling was gathered through online research and consultation with British Cycling.

Supply

Across South Worcestershire (Malvern Hills, Worcester City and Wychavon) there are currently no dedicated cycling facilities. Many users tend to utilise the pre-established cycle routes, road network or designated open spaces for their demand.

For example, Malvern Hills Area of Outstanding Natural Beauty and Rose Bank Gardens are frequently used by riders as a social route. These routes often cross local authorities and enter authorities bordering those within South Worcestershire such as Herefordshire, Bromsgrove and Tewkesbury.

Future developments

Due to the levels of current and latent demand across all three authorities, which are outlined below, Wychavon District Council, in partnership with British Cycling and Sport England, is working towards developing a purpose built cycling facility.

In August 2021 a planning application (21/02022/FUL) was submitted for the creation of a closed road circuit, pump track, a learn to ride circuit, an all ability cycle route, a trials/cyclocross route option an access path and car park extension at The Spiers and Hartwell Jubilee Stadium (Evesham United Football Club).

The area of land subject to be developed is located south of Evesham United Football Club and if approved will see a selection of pitches relocated in order to create dedicated access.

Malvern Cycle Sport has demonstrated aspirations to Malvern Hills District Council over the past 15 years for the development of a cycle facility. The aspirations have varied from a cyclo-cross facility on the Malvern Hills to a Pump Track.

The delivery of an appropriate cycling facility with the Malvern Hills should be supported subject to the availability of land and funding.

Demand

The table below identifies British Cycling affiliated clubs operating within South Worcestershire. There are 15 designated clubs with the majority (eight or 53%) of these being identified as a standard club, four being a commercial club and three being an accredited Go-Ride club.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Table 11.1: Summary of cycling demand across South Worcester (where known)

Club name	Club type	Total declared members	Total British Cycling members
Malvern Cycle Sport	Accredited Go-Ride	141	93
Severn Valley Velo	Accredited Go-Ride	40	18
Wyre Forest CRC	Accredited Go Ride	220	121
Black Sheep Cycling Club	Club	10	10
Bromsgrove Olympique CC	Club	37	14
Second Wind	Club	1	1
T-Mo Racing	Club	4	4
Team V-Sprint Racing	Club	79	51
Team Velo West Mercia	Club	101	1
Women on Wheels	Club	78	51
Worcester St Johns CC	Club	301	53
AeroCoach	Club Commercial	20	8
AeroLab Ward WheelZ	Club Commercial	12	5
Prime Pedallers	Club Commercial	9	0
Success Cycling	Club Commercial	15	11

In total across South Worcestershire there is a total of 1,068 declared cycling members, of which, 441 are affiliated to British Cycling.

Latent demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in cycling but are not currently doing so'. The tool identifies latent demand of 12,865 people who would like to participate in the sport within South Worcestershire. It should be noted that this demand is actually than current levels of affiliated participation across the area.

As seen in the table overleaf, Wychavon has the highest amount of latent demand for the cycling when compared to Worcester City and Malvern Hills.

Table 11.2: Comparison of neighbouring Local Authorities latent demand

Neighboring local authorities	Latent demand of adults like to participate in cycling but are not currently doing so
Malvern Hills	3,211
Worcester City	4,303
Wychavon	5,351
South Worcestershire	12,865

Latent demand does not account for societal factors or changes in the way people may wish to participate in sport and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus by British Cycling to develop youth participation through the HSBC UK Go-Ride or HSBC UK Breeze schemes.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

HSBC UK Go-Ride

HSBC UK Go-Ride is a British Cycling's development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills. People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport.

Progression is obtainable with Go-Ride Racing, offering competition for riders to transition from school or club coaching to inter club and open regional competitions.

HSBC UK Breeze

HSBC UK Breeze is a British Cycling's development programme for women. It offers three categories easy going, steady and challenging to allow women of all abilities to get involved. The programme offers exercise whilst also creating a comfortable environment to meet new people. There are HSBC UK Breeze events taking place in Wychavon most Saturdays at 09:00 from Droitwich Lido.

Supply and demand analysis

High demand for cycling is identified within South Worcestershire through identified current and latent demand. Furthermore, there are clear aspirations from within the area to develop a purpose built cycling facility.

Therefore, assistance should be provided to Wychavon District Council and its ambitions in establishing a dedicated cycling facility with the exact site location and configuration to be decided on with relevant stakeholders (British Cycling, Sport England etc).

Furthermore, consideration should be given to exploring and supporting cycling provision plans within Malvern Hills.

This being said, consideration should also go towards improving the current cycling infrastructure within South Worcestershire including the implementation of relevant cycling in any new developments such as Throckmorton, Worcestershire Parkways, Rushwick and Mitton.

11.3 Multi Use Games Areas

Multi use games areas (MUGAs) are a reference to any sport or games areas which are often used for social and recreational sport in the community and are generally categorised into typologies, as seen in the table below. To qualify as a MUGA, a facility should be minimum of a five-a-side football pitch (two tennis courts) in size and be marked out for at least three sports.

Table 11.3: Types of MUGAs

Type	Surface	Characteristics	Preferred sports
Type One	Open textured porous macadam	Used for ball rebound sports. Suitable for wheelchair sports.	Tennis and netball.
Type Two			
Type Three	Polymeric surface over macadam		
Type Four	Polymeric surface over macadam base	Due to their greater shock absorbency and lower surface friction, these areas are not recommended for tennis or netball.	Football, basketball and recreational activity

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Type Five	Sand based or third generation turf (3G)	Shockpad and either heavily doused with water before play or filled or dressed with sand or rubber crumb	Formalised sports including hockey, football, American football, lacrosse and rugby.
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Please note that type five MUGAs are not included within this section of the report but are instead included within the 3G (Part 3) and hockey (Part 6) sections.

Supply

Across South Worcestershire there are a total of 25 MUGAs. Most of this provision is located within Wychavon (44%), followed by Worcester City (36%) and finally Malvern Hills (20%).

Table 11.4: Summary of MUGAs in South Worcestershire

Local authority	Number of MUGA sites
Malvern Hills	5
Worcester City	9
Wychavon	11
Total	25

It should be noted that the assessment of MUGAs across South Worcestershire does not include those located within educational facilities. This is due to them generally only being utilised to meet curricular and extracurricular demand and serving limited community demand. These areas are commonly a macadam surface, without floodlights or purpose built fencing and are marked for one or more of the following sports; tennis, netball, basketball, five a side football and hockey.

Table 11.5: Summary of provision

Site ID	Site	Analysis area	Type	Floodlit?	Quality
Malvern Hills					
15	Dukes Meadow Playing Fields	Malvern	Type One/Two	No	Poor
63	Victoria Park	Malvern	Type One/Two	Yes	Poor
68	Powick Park	Central	Type One/Two	No	Standard
69	Backfields Lane	Upton and the South	Type One/Two	No	Standard
79	Bowen's Field	Tenbury and the North	Type One/Two	No	Good
Worcester City					
12	King George V Playing Field	Worcester City East	Type One/Two	No	Poor
34	Ronkswood	Worcester City East	Type One/Two	Yes	Standard
61	City Centre Community Centre	Worcester City East	Type One/Two	No	Standard
62	City Youth House	Worcester City East	Type One/Two	Yes	Poor
64	Dines Green Community Centre	Worcester City West	Type One/Two	No	Poor
65	Fairfield Community Centre	Worcester City East	Type One/Two	No	Poor

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Site ID	Site	Analysis area	Type	Floodlit?	Quality
67	Merrimans Hill	Worcester City East	Type One/Two	Yes	Poor
71	St Peters MUGA	Worcester City East	Type One/Two	Yes	Standard
72	Warndon Community Centre	Worcester City East	Type One/Two	No	Standard
Wychavon					
3	Ashton-Under-Hill Playing Field	Evesham	Type One/Two	No	Poor
12	Bredon Playing Field	Pershore	Type One/Two	Yes	Standard
44	Honeybourne Sports & Recreation Field	Evesham	Type One/Two	No	Standard
53	Norton Parish Hall Playing Field	Pershore	Type One/Two	No	Good
68	South Littleton Recreation Ground	Evesham	Type One/Two	No	Poor
80	The Lenches Sport & Recreation Club	Evesham	Type Five	Yes	Standard
94	Wychbold Playing Field	Droitwich	Type One/Two	No	Good
97	Hartlebury Paying Fields	Droitwich	Type One/Two	No	Good
101	Droitwich Spa Lido	Droitwich	Type One/Two	No	Poor
102	Abbey Park	Evesham	Type One/Two	No	Standard
105	Woodlands Open Space	Evesham	Type One/Two	No	Standard

Future developments

Malvern Hills

Tenbury Town Council reports aspirations to covert its tennis courts at Tenbury Tennis Club into a MUGA.

Alfrick & Lulsley Parish Council has plans to install an all-weather MUGA within its parish.

Wychavon

It should be noted that although rated as poor quality, the MUGA at Droitwich Spa Lido, upon site assessment, was undergoing maintenance to upgrade it quality.

Management

Most MUGAs across South Worcestershire are owned by the local authorities (including parish and town councils) and available as open access meaning they do not need to be booked. Anecdotal evidence suggests that they are well used in the summer months for activities such as informal football, however, can be prone to vandalism such as broken glass.

Quality

MUGAs are deemed to be poor quality if they have inadequate grip underfoot, loose gravel and evidence of litter, glass and moss with maintenance of such provision also considered to be basic and infrequent.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Following non-technical assessments, in total across South Worcestershire there are five MUGAs are assessed as good quality, ten assessed as standard quality and nine evaluated as poor quality.

Table 11.6: Summary of MUGA quality in South Worcestershire

Local authority	Good	Standard	Poor
Malvern Hills	1	2	2
Worcester City	-	4	5
Wychavon	3	5	3
Total	4	10	10

Within Malvern Hills an equal amount of provision, two MUGAs, are rated as poor and standard quality (40% each). The remaining MUGA is good quality.

There are no good quality MUGAs in Worcester City with provision either being standard quality (44%) or poor quality (56%).

Most provision in Wychavon is standard quality (five MUGAs or 45%) remaining provision is split evenly between good and poor quality (three MUGAs each).

Floodlighting

The presence of floodlighting is considered to encourage more demand as it enables evening use all year round. However, it is also acknowledged that it also encourages higher levels unofficial use resulting in increased anti-social behaviour, vandalism and littering.

In total seven MUGAs across South Worcestershire are accompanied by floodlights. These are Victoria Park (Malvern Hills), Ronkswood, City Youth House, Merrimans Hill and St Peters MUGA (Worcester City) and Bredon Playing Field and The Lenches Sport & Recreation Club (Wychavon).

Demand

Given the open access nature of the MUGAs provided within South Worcestershire, usage is generally not recorded; meaning demand for access is therefore unknown.

Supply and demand analysis

Given that demand for MUGAs falls into informal use it is difficult to assess and quantify demand. However, it is considered likely that there is an under provision due to the low quantity provided against the geographical size of South Worcestershire. Furthermore, usage of current provision is likely to be limited given that the majority are poor quality and not accompanied by floodlighting.

Provision of MUGAs is recommended within new major housing developments and should be considered within rural communities where formal pitches may not be deliverable.

11.4 American football

American football in the UK is governed and administered by the British American Football Association (BAFA). Adult men's contact teams play within its National Leagues (BAFANL) on Sunday afternoons and play five home fixtures per regular season with a playoff system to follow for those which qualify. Junior (U19) contact football is played as a full 11v11 format

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

league season whilst youth (U17) contact football is played as a 5v5 format with full equipment and tackling based across a series of day tournaments as part of a festival structure.

Supply

In South Worcestershire there are currently two American football clubs that compete, Worcestershire Black Knights and the University of Worcester Royals. Worcestershire Black Knights are based at Worcester Rugby Club which is located in Wychavon District Council. Whilst the University of Worcester Royals are based on the University of Worcester St John's Campus 3G for training whilst it has its own dedicated pitch on Moors Field, which is also owned by the university for matches.

Demand

Worcestershire Black Knights have a single team that in normal seasons have competed in the BAFA NL SFC 2 West Division. Due to the COVID-19 pandemic the BAFA have restructured its divisional system for 2021 meaning the team are competing in the BAFA NL Severn Division. Worcestershire Black Knights also have academy sides at Cadet, Youth and Junior ages.

University of Worcester Royals compete in the BUCs league structure playing in the BUCS Division 1A South-West. It should be noted that there is a partnership between the University team and Worcestershire Black Knights where there is a crossover of players as well as coaching staff, that help to support the universities side.

11.5 Archery

The Archery GB is the NGB for the sport of Archery in England. Archery GB is responsible for all levels of archery within the UK from elite to development level.

Supply and demand

Two archery clubs are located in Wychavon and one within Malvern Hills. Evesham Archery Club and Droitwich Archery Society in Wychavon and Malvern Archers in Malvern Hills. Evesham Archery Club is located and a part of Badsey Community & Sports Club and predominantly shoots outdoors. Droitwich Archery Society shoot at its own home ground located at Loggerheads Lane, Hanbury. Over the winter months Evesham AC and Droitwich Archery Society hire Prince Henry's High School and Droitwich High School's sports hall respectively to enable them to offer a year-round programme. Malvern Archers is based at Manor Park Multi Sports Club where it has its own dedicated archery ground.

11.6 Baseball/Softball

The British Softball Federation (BSF) and British Baseball Federation (BBF) are responsible for the administration and governance of softball and baseball in the UK and are part of the overarching body BaseballSoftballUK (BSUK) which takes in both baseball and softball. The West Midlands Baseball League (WMBL) are responsible for regional baseball governance in the South Worcestershire area. However, there are no softball clubs located in South Worcestershire. Consultations were undertaken by phone call with both Worcester Baseball Club and The West Midlands Baseball League.

Supply

There is only one baseball club that is currently based in South Worcestershire, which is located in Wychavon, called the Worcester Baseball Club (AKA Worcester Sorcerers). The

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Club is based at Norton Parish Hall Playing Fields there are permanent fixtures for the mound, backstop cage with the plastic outfield perimeter and bases being put out on match days. The site is owned by the parish council and rented by the club, the council cut the outfield grass, with any other specific baseball maintenance being done by the club. The outfield and infield are uneven and can be dangerous at times, with work needed to be done to sort this. The pitch, however, can be considered as standard quality as it is able to facilitate matches and practises. There is a clubhouse on site with changing and kitchen facilities.

The Club state that the site needs development in the infield diamond area. To make it safe and to improve the quality of the pitch they need to lay 'Infield Dirt' (a mixture of sand, loam and soil) this will then make the surface flatter and therefore safer.

Training takes places at Norton Parish Hall Playing Fields on Thursdays, with matches being played on Sundays (six home games for the competitive team, four home games for development, with intraclub friendlies also being played).

The West Midlands Baseball League, which Worcester Sorcerers Baseball Club play in was set up and ran its first season in 2019. The League has developed into a seven-team outdoor league, growing yearly since it started. The WMBL stated that it has potential of starting another team in the league which would be based in the Droitwich/Bromsgrove area and therefore would be able to supply demand for baseball in South Worcestershire. Going forward the league want to develop a Midlands Baseball Association creating an East Midlands conference to rival the West Midlands league, with play offs and a final to have an overall winner of baseball in the Midlands.

Demand

Worcester Baseball Club currently has 30 members which has grown in recent years. They field one competitive team in the WMBL with a development side that plays against other WMBL development teams. The Club is open to new members and continues to try and bring more in.

11.7 Croquet

The Croquet Association is the NGB for the sport of Croquet in England. The sport is continuing to grow in popularity with over 200 clubs now registered with the Croquet Association. A full-size croquet lawn measures 32 metres by 28 metres.

Supply

There are two croquet clubs in the South Worcestershire area Worcester Norton Croquet Club is located in Wychavon, whilst Broadwas Croquet Club is based in Malvern Hills. Worcester Norton Croquet Club is located at The Gordon Jones Memorial Ground (Worcester Norton Sports Club).

There are two lawns used by Worcester Norton Croquet Club at The Gordon Jones Memorial Ground (Worcester Norton Sports Club) the lawns were of a below standard quality but over the past few years with regular maintenance it has seen them increase to a standard quality. Broadwas Croquet Club is located at Broadwas Sports Club, formerly the home for Broadwas Cricket Club, which is no longer used for cricket. The site is owned and maintained by the Club. There are five lawns located on the site, of standard quality. The lawns have a problem with undulation and to improve the lawns they need to be levelled out, however, it would be costly and the Club understands the limitations to accessing funding for this.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Worcester Norton Croquet Club has access to a portacabin on site, which includes changing and storage facilities, as well as a kitchen and toilets. The portacabin on site is reported to be in poor condition, however, it serves a purpose although is something that could be looked to being replaced in the future.

At Broadwas Sports Club, there is a pavilion with kitchen area and a changing/storage area, they aspire to build a new pavilion and have had a price quoted to do so, but they could not currently fund that themselves. Broadwas Croquet Club self-funded and built its own toilet block. It is also looking to develop the old cricket pavilion which needs knocking down and replacing into new and better changing facilities, but access to funding although limited would be required.

Demand

Worcester Norton Croquet Club currently has 32 members, and this membership base has been consistent for the last three years. It is open to new members and it is actively looking to recruit new members through social media and events where anyone can turn up and give croquet a try. It did state, however, that the lawns have a max capacity of around 50 members before membership numbers would have to be looked at being limited.

Broadwas Croquet Club currently has 75 members, this membership number has increased in the last three years. However, it states that going forward it is currently at capacity and if it were to take on more playing members, it would have to develop another lawn onsite, which there is available space to do so.

11.8 Lacrosse

English Lacrosse (EL) is responsible for the governance and administration of lacrosse nationwide. Men's and women's lacrosse is played on different pitches with different field dimensions. The season runs from September to March. Match play is permitted to take place on grass, sand based and 3G surface pitches. In South Worcestershire clubs play in the South West Women's Lacrosse League (SWWLL).

Supply

There is one lacrosse club in South Worcestershire, Tribe LC is located in Malvern Hills. Tribe LC is based at Malvern St James Girls School. There are two lacrosse pitches that are located at the school and used for both training and matches by Tribe LC. The Club also play indoor tournaments at centralised venues. It has access to ancillary facilities onsite at the school, including changing rooms and toilets.

Demand

Tribe LC is a girls and women's lacrosse club, meaning that there are no clubs in South Worcestershire offering men's lacrosse. Taking this into account it must be noted that the closest club to South Worcestershire that offers men's lacrosse is Cheltenham Lacrosse Club, which state on its club website that players often travel from Worcestershire to play. Cheltenham LC is located around a 30-minute drive from Worcester City Centre, with Central Wychavon and Central Malvern Hills having a slightly longer journey of 40 minutes.

Currently Tribe LC runs two teams that play in the SWWLL, whilst it also states that it has players which just train as they are not yet ready for competitive play. There are around six/seven fixtures that take place on Sundays over six/seven weekends from October-March.

11.9 Ultimate (frisbee)

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

UK Ultimate (UKU) is the national governing body of Ultimate Frisbee, better known as Ultimate. Its role is to assist and encourage both players and teams at all levels of the sport. The sport can be played both indoor (winter) and outdoor (summer).

The rules of Ultimate are a combination of two sports: American football and basketball. Two teams of seven compete to score points in the opponents 'end zone' located at either side of the pitch. Players cannot run with the disk or allow it to hit the ground and must throw it to a teammate located in the opposing end zone to score. This non-contact sport is played on a pitch 100x37 metres in size. Competitive outdoor matches occur between the months of April and August with matches lasting approximately one hour.

Supply and demand

In South Worcestershire, the only Ultimate team to be identified was that of the one located at the University of Worcester. The team from the University of Worcester compete in the Ultimate BUCs league. Training and matches mainly take place on the University of Worcester St John's Campus 3G pitch, as well as using indoor sports hall provision on the University campus during the winter.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

Rugby league summary

- ◀ Although the current pitch at Droitwich RFC (Glyn Mitchell Memorial Ground) is suitable for its current level of demand it will not provide enough capacity for the Worcester Jaguars RLFC moving forward.
- ◀ Therefore, the feasibility of developing a suitable site for Worcester Jaguars RLFC should be explored to provide the Club with additional capacity to increase levels of rugby league demand across South Worcestershire. Subject to addressing displacement of any existing pitches.

Cycling summary

- ◀ High demand for cycling is identified within South Worcestershire through identified current and latent demand. Furthermore, there are clear aspirations from within the area to develop a purpose built cycling facility.
- ◀ Therefore, assistance should be provided to Wychavon District Council and the planning application (21/02022/FUL) for the creation of a closed road circuit, pump track, a learn to ride circuit, an all ability cycle route, a trials/cyclocross route option an access path and car park extension at The Spiers and Hartwell Jubilee Stadium (Evesham United Football Club).
- ◀ Malvern Cycle Sport has demonstrated aspirations to Malvern Hills District Council over the past 15 years for the development of a cycle facility. The aspirations have varied from a cyclo-cross facility on the Malvern Hills to a Pump Track.
- ◀ The delivery of an appropriate cycling facility with the Malvern Hills should be supported subject to the availability of land and funding.

Multi use games areas summary

- ◀ Given that demand for MUGAs falls into informal use it is difficult to assess and quantify demand. However, it is considered likely that there is an under provision due to the low quantity provided against the geographical size of South Worcestershire.
- ◀ Provision of MUGA's is recommended within new major housing developments and should be considered within rural communities where formal pitches may not be deliverable.

American football summary

- ◀ In South Worcestershire there are currently two American football clubs that compete, Worcestershire Black Knights (Wychavon) and the University of Worcester Royals (Worcester City). Current levels of supply are considered sufficient to meet the demand from the clubs.

Archery summary

- ◀ Current levels of provision for outdoor archery services Evesham Archery Club, Droitwich Archery Club (Wychavon) and Malvern Archers (Malvern Hills), is considered sufficient.

Baseball/Softball summary

- ◀ There is a need to improve the quality of baseball/softball provision at Norton Parish Hall Playing Fields (Wychavon) to better support current and future levels of demand.

Croquet summary

- ◀ There are lawn and ancillary provision improvements required at Worcester Norton Croquet Club (Wychavon) and Broadwas Croquet Club (Malvern Hills) to better support current and future levels of demand.

Lacrosse summary

- ◀ There is considered enough Lacrosse provision at Malvern St James Girls School (Malvern Hills) to cater or demand from Tribe LC.

Ultimate (frisbee) summary

- ◀ There is considered enough Ultimate provision to cater for current levels of demand from the University of Worcester (Worcester City).

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

APPENDIX 1: SPORTING CONTEXT

The following section outlines a series of national, regional and local policies pertaining to the study and which will have an important influence on the Strategy.

National context

The provision of high quality and accessible community outdoor sports facilities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in addition to local priorities and plans.

Department of Media Culture and Sport Sporting Future: A New Strategy for an Active Nation (2015)

The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

Sport England Uniting the Movement: Our 10-year vision to transform lives and communities through sport (2021-2031)

Sport and physical activity makes people happier and healthier, and movement is the lens through which we can make that happen. It does the same thing for our communities, with life-changing, sustainable benefits that have huge economic and social value. That's why Sport England wants sport and physical activity to be recognised as essential to help overcome these national challenges.

The Strategy recognises the need to invest in sport and physical activity through NGBs, other sports bodies and local sports clubs, organisations and community groups to increase engagement for different groups as part of our core purpose. It states that there is now a need to go further in promoting movement in general as the means to unlock sport and activity for some people.

Tackling inequalities

There are deep-rooted inequalities in sport and physical activity, which means that there are people who feel excluded from being active because the right options and opportunities aren't there. These inequalities are at the very core of the Uniting the Movement.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Sport England plans on having a laser focus on tackling inequalities in all that it does, because providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity is vitally important.

National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite the NPPF states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

The FA National Football Facilities Strategy (2018-28)

The Football Association's (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game, whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: *"Within 10 years we aim to deliver great football facilities, wherever they are needed"*

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- ◀ **Improve 20,000 Natural Turf pitches**, with a focus on addressing drop off due to a poor playing experience;
- ◀ **Deliver 1,000 3G AGP 'equivalents'** (mix of full size and small sided provision, including MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- ◀ **Deliver 1,000 changing pavilions/clubhouses**, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
- ◀ **Support access to flexible indoor spaces**, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- ◀ **Refurbish existing stock to maintain current provision**, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- ◀ **Support testing of technology and innovation**, building on customer insight to deliver hubs for innovation, testing and development of the game.

Time for Change: The FA Strategy (2020-2024)

The new FA strategy aims to take the FA and English football forward with bold leadership and ambitious targets to build on the progress of the last four years. It identifies six Game Changer objectives and eight Serve the Game objectives which demonstrate its determination to substantially change the fabric of the game and address key societal issues.

The Game Changer objectives are:

- ◀ Win a major tournament
- ◀ Serve two million + through a transformed digital platform
- ◀ Equal opportunities for every girl
- ◀ Deliver 5,000 quality pitches
- ◀ A game free from discrimination
- ◀ Maximise the appeal and revenue of the FA cups and Women's Super League

These are underpinned by its eight Serve the Game objectives, which are:

- ◀ Trusted, progressive regulation and administration
- ◀ Safe and inclusive football pathways and environment
- ◀ Personalised and connected learning experiences
- ◀ Maximum investment into the game
- ◀ Diverse, high performance workforce and inclusive culture
- ◀ World class venues and events
- ◀ Strong reputation and clear brand identity

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

- ◀ Technology enabled and insight driven

The FA: National Game Strategy (2018-2021)

The FA launched its National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

England and Wales Cricket Board (ECB) Inspiring Generations (2020-2024)

The England and Wales Cricket Board unveiled a new strategic plan in 2019. The strategic plan aims to connect communities and improve lives by inspiring people to discover and share their passion for cricket

The plan sets out six important priorities and activities, these are:

- ◀ ***Grow and nurture the core***
 - ◀ Create an infrastructure investment fund for First Class County Clubs (FCCs)
 - ◀ Introduce a new Community Investment Funding for FCCs and County Cricket Boards (CCBs)
 - ◀ Invest in club facilities
 - ◀ Develop the role of National Counties Cricket
 - ◀ Further invest in County Competitions
- ◀ ***Inspire through elite teams***
 - ◀ Increase investment in the county talent pathway
 - ◀ Incentivise the counties to develop England Players
 - ◀ Drive the performance system through technology and innovation
 - ◀ Create heroes and connect them with a new generation of fans
- ◀ ***Make cricket accessible***
 - ◀ Broaden crickets appeal through the New Competition
 - ◀ Create a new digital community for cricket
 - ◀ Install non-traditional playing facilities in urban areas
 - ◀ Continue to deliver South Asian Action Plans
 - ◀ Launch a new participation product, linked to the New Competition
- ◀ ***Engage children and young people***
 - ◀ Double cricket participation in primary schools
 - ◀ Deliver a compelling and coordinated recreational playing offer from age five upwards
 - ◀ Develop our safeguarding to promote safe spaces for children and young people

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

- ◀ **Transform women's and girls' cricket**
 - ◀ Grow the base through participation and facilities investment
 - ◀ Launch centres of excellence and a new elite domestic structure
 - ◀ Invest in girls' county age group cricket
 - ◀ Deliver a girls' secondary school programme
- ◀ **Support our communities**
 - ◀ Double the number of volunteers in the game
 - ◀ Create a game-wide approach to Trust and Foundations through the cricket network
 - ◀ Develop a new wave of officials and community coaches
 - ◀ Increase participation in disability cricket

The Rugby Football Union Strategic Plan (2017-2021)

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPOSS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider market influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.

The four key aims to ensure long term sustainability are to:

- ◀ Improve player transition from age grade to adult 15-a-side rugby
- ◀ Expand places to play through Artificial Grass Pitches (AGPs)
- ◀ Engage new communities in rugby
- ◀ Create a community 7's offering

England Hockey (EH) - A Nation Where Hockey Matters 2013

The vision is for England to be a 'Nation Where Hockey Matters'.

We know that delivering success on the international stage stimulates the nation's pride in their hockey team and, with the right events in place, we will attract interest from spectators, sponsors and broadcasters alike. The visibility that comes from our success and our occasions will inspire young people and adults to follow in the footsteps of their heroes and, if the right opportunities are there to meet their needs, they will play hockey and enjoy wonderful experiences.

Underpinning all this is the infrastructure which makes our sport function. We know the importance of our volunteers, coaches, officials, clubs and facilities. The more inspirational our people can be, the more progressive we can be and the more befitting our facilities can be, the more we will achieve for our sport. England Hockey will enable this to happen and we are passionate about our role within the sport. We will lead, support, counsel, focus and motivate the Hockey Nation and work tirelessly towards our vision.

As a governing body, we want to have a recognisable presence to participants of the game, be that through club or association website or their communications, or through the work of the many outstanding coaches in our game, so that players understand that their club is part of a wider team working together to a common goal.

The core objectives are as follows:

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

1. Grow our Participation
2. Deliver International Success
3. Increase our Visibility
4. Enhance our Infrastructure
5. For England Hockey to be proud and respected custodians of the sport

Club participation

Our club market is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result only relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain's women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey. Thanks to the outstanding work of the network of clubs across the country, England Hockey has seen unprecedented growth at both ends of the age range. There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in Primary Schools have been hugely successful in allowing new players to take part in the sport from an early age. The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

England Hockey Strategy

England Hockey's Facilities Strategy can be found [here](#).

Vision: For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: More, Better, Happier Players with access to appropriate and sustainable facilities

The 3 main objectives of the facilities strategy are:

- ◀ **PROTECT: To conserve the existing hockey provision**
 - There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.
- ◀ **IMPROVE: To improve the existing facilities stock (physically and administratively)**
 - The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. England Hockey works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.
- ◀ **DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.**

England Hockey has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

LTA Facilities Investment Strategy – Vision for the 2020 and beyond

The LTA has developed a programme of action based on seven core strategies. These are:

- ◀ Visibility – Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
- ◀ Innovation – Innovate in the delivery of tennis to widen its appeal.
- ◀ Investment – Support community facilities and schools to increase the opportunities to play.
- ◀ Accessibility – Make the customer journey to playing tennis easier and more accessible for anyone.
- ◀ Engagement – Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers, to attract and maintain more people in the game.
- ◀ Performance – Create a pathway for British champions that nurtures a diverse team of players, people and leaders.
- ◀ Leadership – Create a pathway for British champions that nurtures a diverse team of players, people and leaders.

The LTA Facilities Investment Framework sets out how it intends to deliver the investment to support community accessible tennis facilities. The focus will be on:

- ◀ New and existing indoor tennis centres
- ◀ Park tennis
- ◀ Tennis clubs
- ◀ Schools and other educational establishments

The key principles of the framework are to:

- ◀ Help fund projects through interest free loans.
- ◀ Invest in venues that have a proven record of increasing participation.
- ◀ Invest where there is thorough community engagement.
- ◀ Support venues that encourage participation growth.
- ◀ Targeted investment that is demand-led.
- ◀ Support venues that have successfully sourced partnership funding.

MALVERN HILLS DISTRICT COUNCIL

PLAYING PITCH & OUTDOOR SPORT STRATEGY

The Rugby Football League Facility Strategy

The RFL's Facilities Strategy was published in 2011. The following themes have been prioritised:

- ◀ Clean, Dry, Safe & Playable
- ◀ Sustainable clubs
- ◀ Environmental Sustainability
- ◀ Geographical Spread
- ◀ Non-club Facilities

The RFL Facilities Trust website www.rffacilitiestrust.co.uk provides further information on:

- ◀ The RFL Community Facility Strategy
- ◀ Clean, Dry, Safe and Playable Programme
- ◀ Pitch Size Guidance
- ◀ The RFL Performance Standard for Artificial Grass Pitches
- ◀ Club guidance on the Annual Preparation and Maintenance of the Rugby League Pitch

Further to the 2011 Strategy detail on the following specific programmes of particular relevance to pitches and facility planning are listed below and can be found via the trust link (see above):

- ◀ The RFL Pitch Improvement Programme 2013 – 2017
- ◀ Clean, Dry and Safe programmes 2013 - 2017

Rugby League World Cup 'Inspired by 2021' Legacy Programme

The Rugby League World Cup 2021 will develop a £10 million legacy programme with funds driven into local clubs and community projects. The government investment, delivered by Sport England, is part of RLWC 2021's ambitious plan to grow the sport and make it more visible, engaging and welcoming to current and potential participants.

The funding will be split into large transformational community projects, such as changing room improvements and new artificial grass pitches with the remaining funding used for smaller scale initiatives such as supplying new kit and equipment to promote club and community development. The investment will focus on the following four key areas:

- ◀ Creating welcoming environments
- ◀ Encouraging participation growth
- ◀ Building community engagement
- ◀ Cultivating further investment

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

England Netball - Your Game, Your Way 2013-17

Even though this Plan is out of date, England Netball remains committed to its '10-1-1' mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business.

To facilitate the successful achievement of Netball 10:1:1 and Goal 4, England Netball will:

- ◀ Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.
- ◀ Increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.
- ◀ Build a sustainable performance pathway and system built on the principles of purposeful practice and appropriate quality athlete coach contact time.
- ◀ Develop sustainable revenue streams through the commercialisation of a portfolio of products and programmes and increasing membership sales. This will also include the creation of cost efficiencies and improved value for money through innovative partnerships and collaborations in all aspects of the business.
- ◀ Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

Bowls England: Strategic Plan 2014-2017

Although the Plan is out of date, it remains the most up to date available. Bowls England will provide strong leadership and work with its stakeholders to support the development of the sport of bowls in England for this and future generations.

The overall vision of Bowls England is to:

- ◀ Promote the sport of outdoor flat green bowls.
- ◀ Recruit new participants to the sport of outdoor flat green bowls.
- ◀ Retain current and future participants within the sport of flat green bowls.

In order to ensure that this vision is achieved, ten key performance targets have been created, which will underpin the work of Bowls England up until 31st March 2017.

- ◀ 115,000 individual affiliated members.
- ◀ 1,500 registered coaches.
- ◀ Increase total National Championship entries by 10%.
- ◀ Increase total national competition entries by 10%.
- ◀ Medal places achieved in 50% of events at the 2016 World Championships.
- ◀ 35 county development plans in place and operational.
- ◀ County development officer appointed by each county association.
- ◀ National membership scheme implemented with 100% uptake by county associations.
- ◀ Secure administrative base for 1st April 2017.
- ◀ Commercial income to increase by 20%.

Despite a recent fall in affiliated members, and a decline in entries into National Championships over the last five years, Bowls England believes that these aims will be attained by following core values. The intention is to:

- ◀ Be progressive.
- ◀ Offer opportunities to participate at national and international level.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

- ◀ Work to raise the profile of the sport in support of recruitment and retention.
- ◀ Lead the sport.
- ◀ Support clubs and county associations.

England Athletics Strategic Plan – Athletics & Running: for everyone, forever – 2017 and beyond

This plan sets out England Athletics' mission, vision and strategic priorities that will direct how they work as an organisation during the coming years: what they do and how they will do it.

Vision: Make athletics and running the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body.

For England Athletics to achieve this vision, they will focus on three values:

- Pride – taking pride in their work and demonstrating to athletes that they recognise the importance of their role in bettering athletics.
- Integrity – demonstrate integrity to earn respect and to build effective partnerships.
- Inclusivity – promote inclusivity in all their actions.

Mission: To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

In order to achieve their mission, England Athletics will have three strategic priorities.

1. To expand the capacity of the sport by supporting and developing its volunteers and other workforce. The target is to achieve a 6% increase every year of licensed leaders, coaches and officials.
2. To sustain and increase participation and performance levels in our sport. To achieve this, England Athletics' current targets are to increase the number of club registered athletes from (149,000 to 172,000), engage 135,000 people through the RunTogether programme and to increase athlete performance levels across all events and disciplines by 1% every year.
3. To influence participation in the wider athletics market. Their target here is to increase the number of regular athletes or runners by at least one million.

England Athletics Facility Strategy (2018 – 2025)

The purpose of this document is to set out our long term vision for athletics facilities in England. Facilities form a vital component of the overall England Athletics strategy.

The development, protection and enhancement of facilities will support our strategic plan and help England Athletics contribute to the delivery of the Department for Culture, Media and Sport's Sporting Futures: A New Strategy for Sport and Sport England's strategy Towards an Active Nation. Appropriate facilities help to attract and inspire new participants and provide the foundation and focus for a significant proportion of the England Athletics family.

The England Athletics Strategic Plan notes that the sport increasingly needs to become financially sustainable and that a business-like and innovative approach is a vital component of its future success. Facilities are fundamental, but they are also expensive to create and to maintain. The sport therefore faces a significant challenge to develop, improve and maintain facilities, most of which are currently operated and funded by third parties.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

This strategy sets out a challenge to all those involved with the delivery of the sport to be innovative and business like in the operation and development of facilities at a time of financial challenge, as it aims “To create an innovative and inspiring network of sustainable athletic facilities, with the capacity to meet both current and future demand across England”.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

APPENDIX 2: NON TECHNICAL ASSESSMENT SHEETS

Grass football pitch non-technical assessment sheet

Non Technical Visual Quality Assessment - Football						
Please complete one form per pitch						
Site reference:			Site Name:			
6 figure grid reference			Pitch ID(s):			
Number of football pitches on site:			Pitch size:	(Adult 11v11, Youth 11v11, 9v9, 7v7 Mini, 5v5, 7v7)		
Availability			Are any other pitches marked out over this pitch?	<input type="checkbox"/>		
Weather at time of visit & date of visit			If yes, please indicate what pitches are overmarked? (i.e. one youth pitch is overmarked on a adult pitch) in Pitch Issues			
Pitch Issues:						
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)						
Element (Gathered via a non technical site assessment)	Rating			Guidance notes	Comments	
Playing surface						
Grass Cover	Good >80%		Adequate 60-80%		Poor <60%	Advice is to walk through the middle of the pitch
Does the pitch meet The FA minimum size?	Yes - as per the FA recommended size		Within FA recommended guidelines		No	See size chart below for recommended dimensions
Slope of pitch (gradient and cross fall)	Flat		Moderate		Severe	
Length of grass	Good		Too long		Too short	Good 30mm-50mm, Too long 51mm plus, Too short 29mm less
Evenness of pitch	Good		Adequate		Poor	
Problem Areas: Evidence of dog fouling/glass/litter/vehicle tracks	None		Yes - some		Yes - lots	
Problem Areas: Evidence of unofficial use/damage to the surface	None		Yes - some		Yes - lots	
Problem Areas: Evidence of poor drainage	No evidence of standing water or poor drainage		Some evidence of poor drainage		Yes, poor drainage	
Maintenance programme (information from maintenance schedule/grounds team/club survey)						Section total
Grass cutting	Yes, as required		Yes, but not frequent enough		No	
Seeded	Yes, as required		Not known		No	
Aerated (per year)	Three or more times		Once/ twice		No	
Sand dressed	Within the last 12 months		Within the last 2 years		No	
Fertilised	Within the last 12 months		Within the last 2 years		No	
Weed killed	Within the last 12 months		Within the last 2 years		No	
						Section total
NB If none of this information is provided you should assume that only the grass is being cut and the rest of the maintenance items should be marked with the lowest score option.						
PITCH SCORE			0.0%	RATING	Poor	

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Rugby pitch non-technical assessment sheet

Non Technical Visual Quality Assessment - Rugby Union										
Please complete one form per pitch										
Site reference				Site Name						
6 figure grid reference				Pitch ID(s)						
Date of assessment				Pitch size	(Senior, Mini/Midi)					
Number of pitches on site				Are any other pitches marked out over this pitch?						
Availability				<i>If yes, please indicate what pitches are overmarked? (i.e. one mini/ midi pitch is overmarked on a senior pitch) in Pitch Issues</i>						
<small>Community Use - used, Community Use - unused, No Community Use, Available but Unused</small>										
Weather at time of visit										
General comments/observations										
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)										
Qualitative information (gathered on site)	Rating					Guidance notes	Comments			
Grass Coverage	Good		Adequate		Poor		>90% = good. <80% = poor			
Size of pitch	Acceptable (between recommended minimum and maximum sizes)		Flag for further investigation (below recommended minimum size)		Unacceptable (above maximum size)		Maximum size = width 70m, goal line to goal line 100m, in goal area 22m, run offs 5m where practical. Recommended minimum size = width 68m, goal line to goal line 94m, in goal area 6m, run offs 5m where practical.			
Length of grass	Too Long		Good		Too short		Too long = >75mm. Too short = <50mm			
Problem Areas: Evidence of glass/litter/vehicle tracks/dog fouling	None		Yes - some		Yes lots					
GOALPOSTS										
Are goalposts installed?	Yes		No							
Is there any obvious danger on posts?	Yes		No							
Are the posts stable in the ground?	Yes		No							
Is the crossbar fixed securely?	Yes		No							
Is there evidence of rust on the posts?	Yes		No							
ANCILLARY										
Is the pitch floodlit?	Yes		No							
Is there changing accommodation for the pitch?	Yes		No							
Is an appropriate level of car parking available?	Yes		No							
Pitch maintenance (information gathered via club survey/ pitch provider consultation) - refer to the guidance notes below										
Aerated (per year)	three or more times		twice		once		never			
Sand dressed (per year)	three or more times		twice		once		never			
Fertilised (per year)	three or more times		twice		once		never			
Weed killed (per year)	three or more times		twice		once		never			
Chain harrowed	every week		fortnightly		monthly		never			
							Pitch Maintenance Score			
Drainage	Natural (inadequate) SCORE D0		Natural (adequate) SCORE D1		Pipe drained SCORE D2		Pipe and slit drained SCORE D3		Unknown SCORE D0	Natural (adequate) = 3 or less training/match cancellations per season Natural (inadequate) = 4 or more training match cancellations per season *Based on a pipe drained system at 5m centres that has been installed in the previous eight years **Based on a slit drained system at 1m centres completed in the previous five years.

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Cricket non-technical assessment

Element	Rating			Guidance notes	Comments (use the guidance notes to help complete)
About the cricket outfield					
Grass coverage	Good	Acceptable	Poor	 Falls below the ECB basic standard	
Length of grass	Good	Acceptable	Poor	Usually 12mm - 25mm	
Evenness	Even	Uneven		Ball should run without deviation or ramp	
Evidence of Dog fouling/glass/stones/litter?	None	Yes	Immediate action required	May also wish to refer to sewer survey. If yes, refer to maintenance site manager	
Evidence of Unofficial use?	None	Yes	Immediate action required	eg informal, casual use, unbooked use, kids kickabout etc. May also wish to refer to sewer survey. If yes, refer to maintenance site manager	
Evidence of Damage to surface?	None	Yes	Immediate action required	eg from aerial vehicles - rabbit, gulls and fence etc may also wish to refer to sewer survey	
Artificial wickets					
Is the wicket and surrounds married in	Yes	No		There should be no trip points	
Evenness of wicket	Even	Uneven		There should be no contours in surface levels	
Stump holes	Yes	No		Should be no wider than a standard cricket ball	
Moss or materials in the surface	Yes	No		There should be none	
Rips or surface lifting	Yes	No		If "yes" contact site manager	
Surface worn in high traffic areas - creases	Yes	No		If "yes" contact site manager	
Hardness - does the ball rebound when thrown straight down?	Yes	No			
Grass wickets					
Presence of line markings	Yes	No			
Evidence of rolling - is wicket smooth and uniform	Yes	No			
Evidence of straight cut and height	Yes	No		3mm to 4mm high/175mm run of square	
Evidence of repair work on old wickets	Yes	No			
Grass coverage (square and wickets)	Yes	No		 Falls below the ECB basic standard	
Hardness - does a cricket ball thrown straight down into the surface rebound?	Yes	No			
Changing/ Pavilion					
Umpires provision	Yes	No			
Toilets	Yes	No			
Hot/cold water	Yes	No			
Heating	Yes	No			
Condition of building	Good	Acceptable	Requires attention		
NTP					
Is the wicket and surrounds married in (no trip points)	Yes	No			
Evenness of wicket (no contours in surface levels)	Even	Uneven			
Stump holes (no wider than a standard cricket ball)	Yes	No			
Moss or materials in the surface (should be none)	Yes	No			
No rips or surface lifting	Yes	No			
Surface worn in high traffic areas - crease	Yes	No			
Hardness - does the ball rebound when thrown straight down	Yes	No			
Is the steel frame/posts upright?	Yes	No			
Are steel cross members detached?	Yes	No			
Are all posts and net fixings in place?	Yes	No			
Can a ball pass through any part of the netting?	Yes	No			
Is appropriate safety/supervisory signage present?	Yes	No			

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Artificial grass pitches non-technical assessment (including third generation turf pitches)

Non Technical Visual Quality Assessment - Artificial grass pitches									
Site reference			Site Name						
6 figure grid reference			Pitch ID						
Number of AGPs on site			Pitch size	Full (i.e., 100m x 60m)			Half (i.e., 60m x 40m)		
Availability			Community Use - used, Community Use - unused, No Community Use, Available but Unused						
Type of pitch	Long Pile 3G (65mm with shock pad)		Medium Pile 3G (55-60mm)		Short Pile 3G (40mm)				
	Sand Dressed		Sand Filled		Water based				
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)									
Element	Rating						Guidance notes	Site comments	
Age of Surface	less than 2 years		2-5 years		5-10 years		over 10 years		
Evidence of moss/lichen (all surfaces)	None		Yes - some		Yes - lots				
Loose gravel (macadam surface)	None		Yes - some		Yes - lots				
Holes or rips in surface (macadam, art. grass or polymeric surfaces)	None		Yes - some		Yes - lots				
Grip underfoot	Good		Adequate		Poor				
Line markings - quality	Good		Adequate		Poor				
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots				
Problem Areas: Evidence of inappropriate use	None		Yes - some		Yes - lots				
Problem Areas: Evidence of damage to surface	None		Yes - some		Yes - lots		If no evidence, assume none.		
Access for disabled players. i.e.: ramps onto courts, width of gates	Good		Adequate		Poor				
Condition of posts/ nets/ goals	Good		Adequate		Poor				
Surrounding fencing	Good		Adequate		Poor				
Adequate safety margins (w here appropriate)	Yes - fully		No- but adequate		No - not adequate				
Is the AGP floodlit?	Yes		No						
Is the AGP left open at all times?	Yes		No						
Are there dug outs?	Yes		No						
Are there youth shelters/spectator seating around AGP?	Yes		No						
Is there changing accommodation for the AGP?	Yes		No						
Maximum score	93	Scoring:	Poor <=50	Standard 51-79	Good 80+	Total Score	0	Potential Rating	Poor

MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Athletics non-technical assessment

Non Technical Visual Quality Assessment - Athletics Tracks						
KKPref	<input type="text"/>					
Site name:	<input type="text"/>					
Track surface	<input type="text"/>	Grass, polymeric, cinder, other specify	Specify If 'Other' <input type="text"/>			
No. of Lanes	<input type="text"/>	Length of track:	<input type="text"/>	Community Use:	<input type="text"/>	
Assessment Criteria (please rank each of the following aspects for each track with an 'X' in the coloured box to the right of the chosen answer)						
Element	Rating					Comments
About the track facilities						
Damage to the track surface	None	<input type="checkbox"/>	Yes - some	<input type="checkbox"/>	Yes - lots	<input type="checkbox"/>
Grip underfoot	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Line markings - quality	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Track edging	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Disabled access	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Problem Areas: Evidence of Glass/ stones/ litter	None	<input type="checkbox"/>	Yes - some	<input type="checkbox"/>	Yes - lots	<input type="checkbox"/>
Floodlighting	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Is the track fenced?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Surface of run ups - long/triple jump, high jump						
Surface of run ups - long/triple jump, high jump	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Adequate landing areas - jumps	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Adequate safety margins	Yes - fully	<input type="checkbox"/>	No-but adequate	<input type="checkbox"/>	No-not adequate	<input type="checkbox"/>
Take off boards	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Landing mats	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Surface of throwing areas - shot, discuss, hammer	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Adequate safety margins - throws	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Throwing cages	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Access to facilities						
Access to toilets	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Changing accomodation	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Changing accomodation - quality	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
Club room	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		<input type="checkbox"/>
Car parking	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>
General Comments						
<input type="text"/>						ENTER Athletics
						Please make sure there is no filter on in sheet At_db !