



**MALVERN HILLS DISTRICT COUNCIL**

**PLAYING PITCH & OUTDOOR SPORTS  
STRATEGY AND ACTION PLAN**

**DECEMBER 2021**

**FINAL VERSION (AMENDED JULY 2022)**

QUALITY, INTEGRITY, PROFESSIONALISM

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# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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## 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

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### ***COVID-19 Addendum***

The PPOSS has been undertaken during the Covid-19 global pandemic, which has resulted in England entering into unprecedented restrictions that have fluctuated since March 2020. At various points in time, grassroots sport has been halted, leading to truncated seasons and changes to the 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 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 throughout the Strategy, where appropriate.

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 help to maintain the momentum and commitment built up during its development. Given current circumstances an annual meeting, which could coincide with the annual NGB affiliation process, would be beneficial to understand what impact, COVID-19 and the lockdowns have had within Malvern Hills.

For more information regarding the Stage E process please see Part 8: Deliver the strategy and keep it robust and up to date or see <https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport>

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### PART 1: INTRODUCTION

This is the Playing Pitch & Outdoor Sports Strategy (PPOSS) for Malvern Hills. Building upon the preceding Assessment Report, it provides a clear, strategic framework for the maintenance and improvement of existing playing pitch, creation of new provision and accompanying ancillary facilities up to 2041 (in line with the South Worcestershire Development Plan Review).

The Strategy has been developed to provide:

- ◀ A vision for the protection, enhancement and provision of playing pitches and outdoor sports.
- ◀ A number of aims to help deliver the recommendations and actions.
- ◀ A series of strategic recommendations which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch stock.
- ◀ A series of sport by sport recommendations which provide a strategic framework for sport led improvements to provision.
- ◀ A prioritised area-by-area Action Plan to address key issues on a site-by-site basis.

A PPOSS delivers the evidence required to ensure that sufficient land is available to meet existing and projected future outdoor sport requirements. Its robust evidence base should inform and be implemented into planning policy and other relevant corporate strategies to enable local policies, planning and sport development criteria to work efficiently and effectively.

The Strategy is capable of:

- ◀ Providing a clear framework for all playing pitch providers, including the public, private and third sectors;
- ◀ Clearly addressing the needs of all identified sports within the area, picking up on particular local demand issues;
- ◀ Addressing issues of population growth and major growth/regeneration areas;
- ◀ Addressing issues of cross boundary facility provision;
- ◀ Addressing issues of accessibility, quality and management with regard to facility provision;
- ◀ Standing up to scrutiny at a public inquiry as a robust study;
- ◀ Supporting funding applications;
- ◀ Providing realistic aspirations which are implementable within the local authority's budgetary position and procurement regime.

The Strategy and Action Plan recommends a number of priority projects for Malvern Hills which should be realised over the strategy period.

Partner organisations have a vested interest in ensuring that existing playing fields, pitches and ancillary facilities are protected and enhanced. As such, many of the objectives and actions within this document need to be delivered and implemented by a wide range of bodies such as National Governing Bodies of Sport (NGBs), sports organisations, education establishments and parish/town councils. In many instances, the Council will not be the agency which delivers these actions or recommendations; the PPOSS is not just for the Council to act upon, it applies to/for all the stakeholders and partners involved.

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### 1.1: Scope

The following are the key outdoor sports (and associated facilities, including artificial surfaces) in Malvern Hills 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, American football, baseball/softball, rounders, archery, croquet, lacrosse, Ultimate (frisbee) and rugby league.
- ◀ Multi Use Games Area (MUGAs)

All facilities are included for the relevant sports, regardless of ownership and/or management i.e. whether in the public, private, education, or third sector.

Pitch sports (e.g. football, rugby union, hockey and cricket) are assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An Approach to Developing and Delivering a Playing Pitch Strategy.

Non-pitch sports (e.g. tennis, netball, bowls, athletics and other sports) are assessed using Sport England's Assessing Needs and Opportunities Guidance (2014). This requires a different methodology to assess supply and demand to that used for pitch sports.

### 1.2: Study area

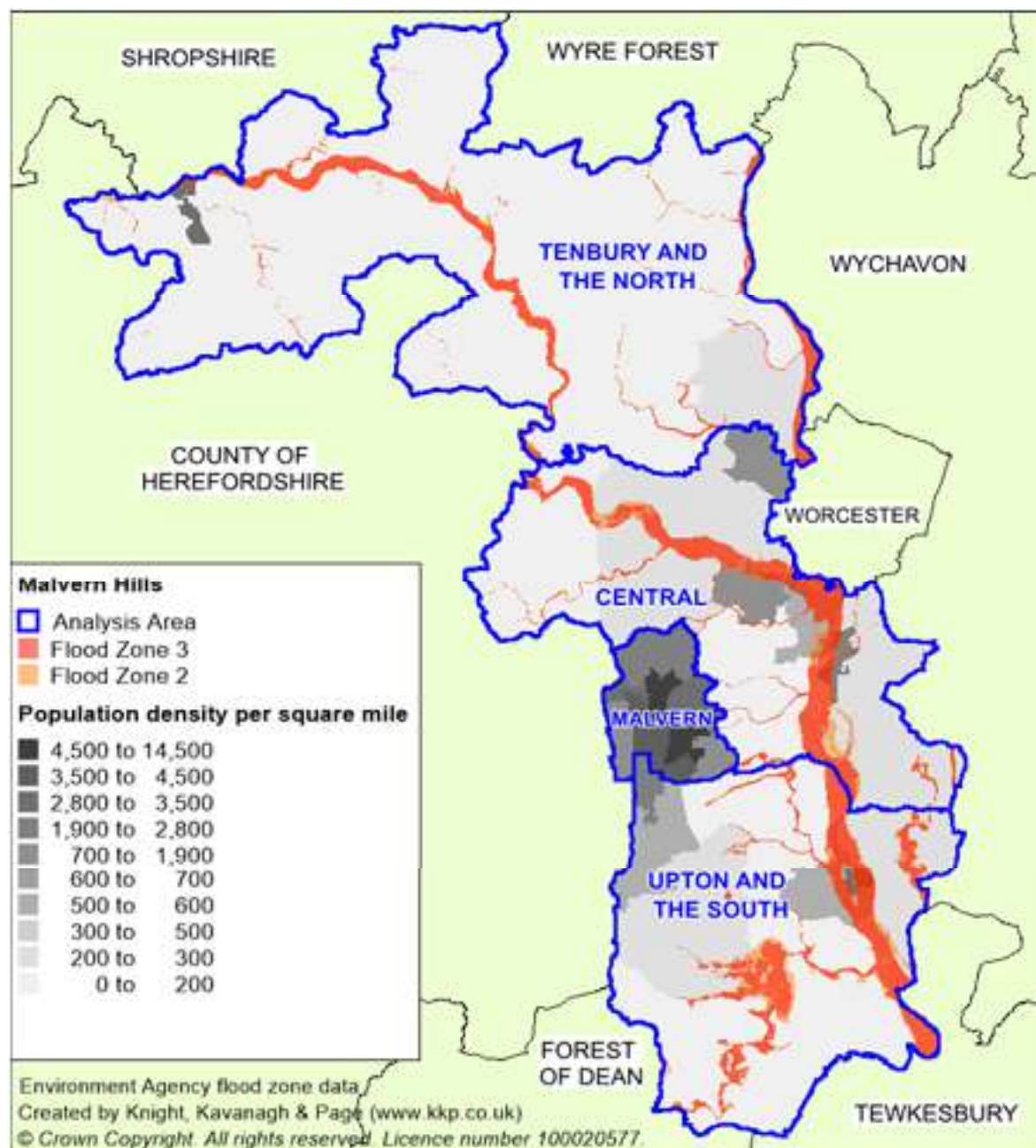
Malvern Hills is mainly a rural District that covers an area made up of countryside interspersed with the three market towns of Malvern, Tenbury Wells and Upton-upon-Severn. They are supplemented by a range of larger villages that provide some services, access to larger towns and employment opportunities,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

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Figure 1.1: Analysis area map



## 1.3: Context

### 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 provision against development pressures in, and around, urban areas.
- ◀ Identify 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.

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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.

Paragraph 99 discusses assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. Paragraphs 101 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.

### **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.



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### ***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.
- ◀ *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 (2021) 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.

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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 – 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 the table below.

*Table 1.1: Summary of adopted neighbourhood plans*

<b>Neighbourhood</b>	<b>Summary of objectives relative to community facilities</b>
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"> <li>◀ Broadwas &amp; Cotheridge Village Hall</li> <li>◀ Broadwas Primary School</li> <li>◀ St Mary Magdalene's Church, Broadwas</li> <li>◀ St Leonard's Church, Cotheridge</li> <li>◀ Broadwas Gospel Hall</li> <li>◀ Berryfields Children's Play Area &amp; Playing Field</li> <li>◀ Broadwas Sports Ground</li> <li>◀ The Royal Oak Public House</li> </ul>
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.

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Neighbourhood	Summary of objectives relative to community facilities
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.

### 1.4: Headline findings

The table below highlights the quantitative headline findings identified for all main pitch sports included in the preceding Assessment Report. MES stands for Match Equivalent Sessions and has been used as the comparable unit for natural grass pitches. Converting both the amount of play a site can accommodate (its carrying capacity) and how much play takes place there (its current use) into the same unit of demand enables a comparison to be undertaken.

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 for matches, it is appropriate for the comparable unit to be match equivalent sessions.

Based on how they tend to be played, this unit for football, rugby league and rugby union pitches relates to a typical week within the season for each sport. For cricket pitches it is appropriate to look at the number of match equivalent sessions over the course of a season. How much play a cricket pitch can accommodate is primarily determined by the number and quality of wickets on a pitch. Only one match is generally played per pitch per day. However, play is rotated across the wickets to reduce wear and allow for repair. Each wicket is able to accommodate a certain amount of play per season as opposed to a week.

The PPOSS guidance does not advocate the conversion of MES to pitches as there is not always a case for providing pitches to meet the demand/shortfalls expressed. For example, improving the quality of pitches can also increase the capacity of existing pitches to accommodate such demand. For qualitative findings and site-specific findings, please see Part 4: Sport Specific Recommendations and Scenarios, and Part 6: Action Plan.

For artificial surfaces (AGPs and 3G pitches), how much play can be accommodated is primarily determined by availability, rather than how much play it can accommodate before its quality is adversely affected as with natural grass pitches. Therefore, whole pitches are used as the comparable unit. Similarly, for the other non-pitch sports (i.e. tennis etc) where it is not as easy to determine carry capacity, whole facilities are used as the comparable unit.

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Table 1.2: Quantitative headline findings

Sport	Analysis area	Current demand		Future demand (2041)
		Pitch type	Current capacity total in MES <sup>[1]</sup>	Future capacity total in MES
Football (grass pitches)	Central	Adult	Shortfall of 0.5	Shortfall of 0.5
		Youth 11v11	At capacity	At capacity
		Youth 9v9	Shortfall of 2	Shortfall of 2
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 2	Spare capacity of 1.5
	Malvern	Adult	Spare capacity of 3	Spare capacity of 2.5
		Youth 11v11	At capacity	Shortfall of 1
		Youth 9v9	At capacity	Shortfall of 1
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	Shortfall of 0.5
	Tenbury and the North	Adult	Shortfall of 1.5	Shortfall of 3
		Youth 11v11	At capacity	At capacity
		Youth 9v9	At capacity	At capacity
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	At capacity
	Upton and the South	Adult	At capacity	At capacity
Youth 11v11		At capacity	Shortfall of 1	
Youth 9v9		At capacity	Shortfall of 1	
Mini 7v7		At capacity	At capacity	
Mini 5v5		At capacity	Shortfall of 0.5	
Football (3G pitches) <sup>[2]</sup>	Malvern Hills	Full size	Shortfall of 2	Shortfall of 2
Cricket	Central	Saturday	Shortfall of 9	Shortfall of 19
		Sunday	Shortfall of 9	Shortfall of 17
		Midweek	Shortfall of 1	Shortfall of 29
	Malvern	Saturday	Shortfall of 23	Shortfall of 33
		Sunday	Shortfall of 23	Shortfall of 39
		Midweek	Shortfall of 23	Shortfall of 39
	Tenbury and the North	Saturday	Shortfall of 48	Shortfall of 58
		Sunday	Shortfall of 48	Shortfall of 64
		Midweek	Shortfall of 48	Shortfall of 64
	Upton and the South	Saturday	Spare capacity of 10	Spare capacity of 10
		Sunday	At capacity	At capacity
		Midweek	Spare capacity of 12	Spare capacity of 8
Rugby union	Central	Senior	At capacity	At capacity
	Malvern	Senior	Shortfall of 3.5	Shortfall of 5
	Tenbury and the North	Senior	At capacity	At capacity
	Upton and the South	Senior	Shortfall of 5.5	Shortfall of 7.25
Hockey (sand AGPs)	Malvern Hills	Full size, floodlit	Enough capacity	Enough capacity

<sup>[1]</sup> MES – match equivalent sessions per week (per season for cricket)

<sup>[2]</sup> Based on accommodating 38 teams on one full size pitch

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Sport	Analysis area	Current demand		Future demand (2041)
		Pitch type	Current capacity total in MES <sup>[1]</sup>	Future capacity total in MES
Tennis	Malvern Hills	Courts	Sufficient	Sufficient
Netball	Malvern Hills	Courts	Sufficient	Sufficient
Bowls	Malvern Hills	Greens	Sufficient	Sufficient
Athletics	Malvern Hills	-	Sufficient	Sufficient
Other sports	Malvern Hills	Provision	Shortfalls of certain provision	Shortfalls of certain provision

### Conclusion

From a quantitative perspective, the existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the creation of shortfalls for some pitch types and in some areas where demand is currently being met and the exacerbation of existing shortfalls.

For football, it is determined to broadly be at capacity with minor shortfalls on adult and youth 9v9 pitches. After factoring in future demand from club aspirations, shortfalls on mini 5v5 and youth 11v11 pitches become evident with shortfalls worsening on all other overplayed pitch types. Nevertheless, it is considered that football shortfalls can be met through the better utilisation of existing provision, such as via pitch re-configuration, improving quality and encouraging or enabling access to unused/unavailable provision.

Similarly, for rugby union, there is a need to improve the quality of existing facilities to reduce shortfalls. However, there is, in addition, likely to be a need to also create new grass and artificial provision to fully meet current and future levels of demand.

For cricket there are current and future shortfalls across all analysis areas apart from the Upton and the South. There is a need to enhance the levels of current provision in addition to establishing additional cricket squares within Malvern Hills.

A shortfall of 3G pitches can only be met through increased provision. With resources to improve the quality of grass pitches being limited, an increase in 3G provision could also help reduce grass pitch shortfalls through the transfer of play, thus reducing overplay, which in turn can aid pitch quality improvements.

Where demand is being met and actual spare capacity is expressed, this does not necessarily equate to a surplus of provision, with any spare capacity instead considered as a solution to overcoming current or future shortfalls of other pitch/facility types. There is a resultant need to protect all existing outdoor sport provision (pitch and non-pitch which fall within the playing pitch definition) until all demand is met, or there is a requirement to replace provision in accordance with Sport England's Playing Fields Policy exceptions. Further to this provision can also be protected to meet any wider open space needs evidenced in the Council's open space or green infrastructure policies.

Recommendations on how to alleviate the expressed shortfalls are identified below in the Part 4: Sport Specific Issues Scenarios and Recommendation and Part 6: Action Plan.

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## PART 2: VISION

### Vision

As set out at the beginning of the study, below is a vision for South Worcestershire regarding its sports provision. It sets out to capture the corporate themes within the authority to provide an all-encompassing vision.

*“To create high quality, sustainable leisure and sports facilities which meet community need, increase participation, help tackle health and aging-related issues and provide accessible, inclusive activities for current and future South Worcestershire residents as part of an active lifestyle.”*

### Key objectives

To achieve this vision, the Strategy will seek to deliver the following objectives:

- ◀ A carefully quantified and clearly presented assessment of the current demand for playing pitches and ancillary facilities for key sports in the study area.
- ◀ A carefully quantified and clearly presented assessment of the future demand for playing pitches and ancillary facilities for key sports in the study area.
- ◀ A clear and justified series of recommendations and associated actions to ensure the protection and improvement of existing sports pitches and ancillary facilities.
- ◀ A clear and justified series of recommendations and associated actions for the provision of new sports pitches and ancillary facilities.
- ◀ A clear and justified series of recommendations and associated actions for the disposal of any pitches and associated facilities that are surplus to requirements.

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## PART 3: AIMS

The following overarching aims are based on the three Sport England themes. It is recommended that they are adopted by the Council and partners to enable delivery of the overall PPOSS vision and Sport England planning objectives.

### AIM 1

To **protect** the existing supply of outdoor sport facilities where it is needed to meet current and future needs.

### AIM 2

To **enhance** outdoor sport facilities and ancillary facilities through improving quality and management of sites.

### AIM 3

To **provide** new outdoor sport facilities where there is current or future demand to do so.

Figure 3.1: Sport England themes



Source: Sport England, Planning for Sport Guidance (June 2019)

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### PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

In order to help develop the recommendations/actions and to understand their potential impact, a number of relevant scenario questions are tested against the key issues in this section for each outdoor sport, resulting in sport specific recommendations.

#### Football – grass pitches

##### *Assessment Report summary*

##### *Supply (pitches)*

- ◀ 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.
- ◀ 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 are future development plans for Leigh & Bransford Badgers FC, Welland FC, Kempsey Parish Council and Newtown Sports Juniors FC.
- ◀ 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.

##### *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.
- ◀ 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 are two teams from two clubs that import demand into Malvern Hills, namely Tenbury United (one adult men's team) and 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.
- ◀ Three 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.

##### *Supply and demand*

- ◀ **It is determined that there is current spare capacity on adult and mini 5v5 pitches whereas there are minor shortfalls 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.**
- ◀ When aggregated from the table above, actual spare capacity totals 8.5 match equivalent sessions per week across 12 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 (2020-2041)

## Scenarios

### Improving pitch quality at overplayed sites

In total there are seven pitches overplayed in Malvern Hills across five sites by a combined total of 5.5 match equivalent sessions. Improving quality of such provision (i.e. through increased maintenance or improved drainage) will increase capacity and as a consequence reduce both current and future shortfalls.

To illustrate the above, Table 4.1 highlights that most overplayed pitches could accommodate current usage levels if quality improved.

Table 4.1: Overplay if all pitches were good quality

Site ID	Site name	Pitch type	No. of pitches	Current quality	Current Capacity rating <sup>1</sup>	Good quality capacity rating <sup>2</sup>
19	Hallow Playing Field	Tenbury and the North	Adult	Poor	0.5	1.5
25	Kempsey Playing Fields	Central	Adult	Poor	2	
25	Kempsey Playing Fields	Central	(9v9)			
25	Kempsey Playing Fields	Central	Adult	Poor	0.5	1.5
44	Powick Playing Fields	Central	Adult	Standard	0.5	0.5
48	Spitalfield Recreation Ground	Upton and the South	Adult	Standard	0.5	0.5
58	The Jewry Field	Tenbury and the North	Adult	Poor	1.5	0.5

As seen, all current levels of overplay would be fully alleviated, however, it should be noted that the overmarked adult pitch at Kempsey Playing Fields would be played to capacity.

Carrying out the improvements would not only improve quality at the relevant sites, but also in relation to the supply and demand balance for Malvern Hills as a whole. In fact, no overall pitch shortfalls would be evident.

Table 4.2: Impact of improving pitch quality on overall supply and demand

Pitch type	Demand (match equivalent sessions per week)						
	Current actual spare capacity	Current overplay	Current total	Potential overplay	Potential total	Future demand	Potential future total
Adult	6.5	5.5	1	-	6.5	2	4.5
Youth 11v11	-	-		-		2	2
Youth 9v9	-	2	2	-		2	2
Mini 7v7	-	-		-		-	
Mini 5v5	2	-	2	-	2	1.5	0.5

<sup>1</sup> Match equivalent sessions

<sup>2</sup> Match equivalent sessions

## **MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

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Although this would alleviate all current overplay, it should be noted there will still be levels of shortfall when considering future demand. However, this would be marginal and could be alleviated through transfer of demand with spare capacity and/or greater utilisation of 3G pitches.

In addition, there is currently 0.5 match equivalent sessions per week of spare capacity discounted (aggregated from all pitch types) due to poor quality. Although minimal, improving pitch quality can generally provide and increase overall actual spare capacity, which can be used to accommodate demand from the remaining overplayed sites as well as future demand.

With the above said pitch improvements at Kempsey Playing Fields may not be required as Kempsey Parish Council is currently undertaking a feasibility study regarding the creation of a new community facility which would see the football pitches at the aforementioned site be relocated to the new site, Pixham Ferry Lane.

### *Kempsey Parish Council (Pixham Ferry Lane)*

The current feasibility study is indicating there will be two adult pitches, one mini 7v7 and one mini 5v5 pitch established at Pixham Ferry Lane to accommodate the relocated demand from Kempsey Playing Fields.

The table overleaf examines what the impact would be if the demand from Kempsey Playing Fields were to relocate to Pixham Ferry Lane on the assumption that the new grass pitches would be good quality.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 4.3: Comparison of supply and demand at Kempsey Playing Fields and Pixham Ferry Lane

Site ID	Site name	Pitch type	Number of pitches	Quality	Current demand to be relocated	Site capacity	Capacity balance	Spare capacity in peak period	Comments
25	Kempsey Playing Fields	Adult 9v9	1	Poor	3	1	2	1	Pitch is overplayed by two match equivalent sessions due to overmarking.
		Adult	1	Poor	1.5	1	0.5	0.5	Pitch is overplayed by 0.5 match equivalent sessions.
		5v5	1	Poor	1	2	1	1	Spare capacity discounted poor pitch quality.
		7v7	1	Poor	-	2	2	-	Pitch is played to capacity at peak time.
-	Pixham Ferry Lane	Adult <sup>3</sup>	1	Good	2.5	3	0.5	0.5	Actual spare capacity at peak time.
		Adult	1	Good	2	3	1	0.5	Actual spare capacity at peak time.
		5v5	1	Good	1	6	5	1	Actual spare capacity at peak time.
		7v7	1	Good	-	6	6	-	Pitch is played to capacity at peak time.

If demand was relocated, all overplay would be fully alleviated. In fact, spare capacity would be established on both adult pitches and the mini 5v5 pitch to allow for future demand. If agreed, the pitches will form part of the initial phase of development of the community facility at Pixham Ferry Lane. The mini 7v7 pitch will be strategically placed in the optimum location to future proof the site for a potential secondary phase which would see the area of playing field land be converted to a small size (60x40m) floodlit 3G pitch if relevant funding can be secured.

The relocation of pitch would not only benefit for football it would also improve the quality of the cricket provision at Kempsey Playing Fields as it would alleviate the overmarking of the pitches from the cricket outfield.

<sup>3</sup> Levels of demand on this pitch are based on the assumption it will also be overmarked with a youth 9v9 pitch.

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Loosing access to unsecure sites

Across Malvern Hills there are four main sites where clubs do not have secured tenure, these are as follows:

- ◀ Hanley Castle Playing Field – Welland Junior FC
- ◀ Ralph's Field – Leigh & Bransford Badgers FC
- ◀ Sling Lane Playing Fields – Newtown Sports FC
- ◀ The Glebe – Welland Junior FC

The table below analyses the potential impact on the overall supply and demand for Malvern Hills if access to the abovementioned sites were to be lost and demand had to be relocated.

Table 4.4: Impact on supply and demand if access were to be lost at sites with unsecure tenure

Pitch type	Demand (match equivalent sessions per week)				
	Current actual spare capacity	Current overplay	Current total	Demand with unsecure tenure	Potential total
Adult	6.5	5.5	1	3	2
Youth 11v11	-	-		2.5	2.5
Youth 9v9	-	2	2	-	2
Mini 7v7	-	-		3	3
Mini 5v5	2	-	2	2	

As seen, if access to these sites were to be lost, it would create a significant shortfall across all pitch types, apart from mini 5v5, which would be played to capacity. Therefore, as a strategic priority, it is recommended that exploring options to secure tenure at these sites is prioritised.

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. If tenure can be secured the area of land can realistically accommodate a youth 9v9 pitch.

## Local Football Facility Plan (LFFP)

As improving the quality of certain overplayed sites may not be feasible from an investment point of view, an alternative approach is to focus on improving strategic sites. To that end, the Local Football Facility Plan (LFFP) identifies nine key sites for grass pitch improvements across Malvern Hills. The table below therefore identifies what the impact would be on the capacity of pitches at these sites if quality improved to good.

Table 4.5: Impact of LFFP quality improvements

Site ID	Site name	Pitch type	No. of pitches	Quality	Current capacity rating	Good capacity rating
29	Lower Howsell Road Playing Fields	(11v11)	2	Poor	1	7
44	Powick Playing Fields	Adult	1	Standard	0.5	0.5
44	Powick Playing Fields	(9v9)	1	Standard	1	4

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Site ID	Site name	Pitch type	No. of pitches	Quality	Current capacity rating	Good capacity rating
45	Ralph's Field <sup>4</sup>	(5v5)	1	Standard	1	3
45	Ralph's Field	(7v7)	2	Standard	2	6
47	Sling Lane Playing Fields <sup>5</sup>	Adult	1	Standard	0	1
47	Sling Lane Playing Fields	(5v5)	2			
47	Sling Lane Playing Fields	(5v5)	2			
47	Sling Lane Playing Fields	(7v7)				
47	Sling Lane Playing Fields	(7v7)				
47	Sling Lane Playing Fields	(11v11)	1	Standard	0	2
47	Sling Lane Playing Fields	(9v9)	1			
48	Spitalfield Recreation Ground	Adult	1	Standard	0.5	0.5
59	The Upton Hill Community Centre	Adult	1	Standard	1	2
59	The Upton Hill Community Centre	Adult	1	Standard	0	1
59	The Upton Hill Community Centre	(9v9)	1			
63	Victoria Park	Adult	1	Standard	1.5	2.5
64	West Worcester Park (WWYFC)	(5v5)	2	Good	11	11
64	West Worcester Park (WWYFC)	(7v7)	2	Good	10	10
64	West Worcester Park (WWYFC)	(11v11)	2	Good	5	5
64	West Worcester Park (WWYFC)	(9v9)	2	Good	5	5

Improving quality as set out in the table above would create 22 match equivalent sessions of additional capacity per week, whilst creating 1.5 match equivalent sessions per week of actual spare capacity and reducing overplay to just 4.5 match equivalent sessions per week.

As the LFFP is a live document to be informed by an up-to-date PPS, it is recommended that the priority list is updated to account for changes in demand since the project was completed. To that end, it is considered that most sites currently included should remain, however, West Worcester Park WWYFC should be removed.

Furthermore, in order to prioritise the sites, it is suggested that those which are currently overplayed or at capacity, namely Powick Playing Fields, Sling Lane Playing Fields, Spitalfield Recreation Ground and The Upton Hill Centre a deemed high priority for pitch enhancements.

The Football Foundation would encourage all priority sites to undertake PitchPower assessments to help determine appropriate maintenance regimes. This would also help to inform maintenance plans and determine associated costs.

<sup>4</sup> Improving these pitches is only likely to be possible via grant assistance if security of tenure can be resolved.

<sup>5</sup> Improving these pitches is only likely to be possible via grant assistance if security of tenure can be resolved.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

An alternative approach could be to focus on pitch enhancements on adult pitches and focus on moving match play for youth and mini teams onto full size 3G provision. This could limit the amount of potential monies spent of pitch improvements whilst also alleviating current and future shortfalls. A specific scenario will be run later in the section.

### *Accommodating mini and youth matches Council<sup>6</sup> based competitive football demand onto 3G pitches across South Worcestershire*

In Malvern, transferring all matches for mini and youth teams currently playing competitive football on Council owned natural grass pitches may equate to a demand for six full sized floodlit 3G (rounded up from 5.53) for all the different formats of the game. This is the highest accumulative demand from youth 11v11, youth 9v9, mini 7v7 and mini 5v5 as they have the same peak time demand. In comparison if just the mini teams there would be a requirement for just one full sized floodlit 3G pitch (rounded up for 0.40).

In Worcester City, transferring all matches for mini and youth teams currently playing competitive football on Council owned natural grass pitches may equate to a demand for exactly one full sized floodlit 3G, this is due to the fact there is only youth 11v11 demand on Council grass pitches. All youth 9v9, mini 7v7 and mini 5v5 demand in the City is located at sites which are not managed by the Council.

In Wychavon, transferring all matches for mini and youth teams currently playing competitive football on Council owned natural grass pitches may equate to a demand for four full sized floodlit 3G (rounded up from 3.67) for all the different formats of the game. This is the highest accumulative demand from youth 11v11, youth 9v9, mini 7v7 and mini 5v5 as they have the same peak time demand. In comparison if just the mini teams there would be a requirement for just one full sized floodlit 3G pitch (rounded up for 0.31).

*Table 4.6: Summary of requirement for 3G pitches*

Local authority	Number of 3G requirement for competitive demand	Current number of available 3G pitches at competitive peak time	Potential shortfall
<b>Mini</b>			
Malvern	1	2	-
Worcester City	-	2	-
Wychavon	1	2	-
<b>Mini and youth</b>			
Malvern	6	2	4
Worcester City	1	2	-
Wychavon	4	2	2

Both of the full size 3G pitches in Malvern (Malvern Town FC and Dyson Perrins) are available to accommodate competitive match play at the weekend.

Similarly, both full size 3G pitches in Worcester City (Claines Lane and University of Worcester (St Johns Campus)) are available to accommodate competitive match play at the weekend.

In comparison, Wychavon only has two full size 3G pitches available for competitive demand out of the four located within the authority namely Pershore High School and The Spiers and Hartwell Jubilee Stadium (Evesham United Football Club). The pitches at Worcester Warriors and Cummins Farm are discounted as they primarily accommodate rugby union demand.

<sup>6</sup> This includes Malvern District Council, Wychavon District Council and Worcester City Council and any relevant parish and town council sites within each authority.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Based on the potential shortfalls adopting the approach for accommodating mini and youth matches from grass to 3G is not deemed necessary within Worcester City (as there are no shortfalls), however, there is scope within Malvern Hill and Wychavon which have shortfalls of four and two, respectively. If the two councils decide this is an appropriate approach it would require the creation of additional 3G provision above that which is required for training demand.

It is recommended that Malvern Hills and Wychavon should examine adopting a hybrid approach of transferring mini and some youth demand (9v9) to 3G, in addition to grass pitch improvements to adult and youth 11v11 provision. This would provide a balanced approach to tackling identified shortfalls.

### *Central venue for Welland FC, Welland Juniors and Welland LFC*

As discussed in the proceeding Assessment Report, consultation with Welland FC, Welland Juniors FC and Welland LFC indicates an aspiration to create a dedicated central venue for all its teams. The clubs indicate there is a lack of access to suitable pitch provision within their locality. In order to understand the exact pitch provision required, the table overleaf identifies the number of teams for each club, the relevant peak times that each team plays at and the corresponding pitch types.

*Table 4.7: Summary of team demand from Welland FC, Welland Juniors FC and Welland LFC by peak time*

Analysis area	Number of teams (Welland FC, Welland Juniors and Welland LFC)					Total
	Sat AM	Sat PM	Sun AM	Sun PM	Midweek	
Adult	-	2	-	2	-	4
Youth 11v11	8	-	1	1	-	10
Youth 9v9	5	-	-	-	-	5
Mini 7v7	3	-	1	-	-	4
Mini 5v5	3	-	-	-	1	4

To accommodate the entire demand from all Welland clubs, there would be a requirement of two adult, four youth 11v11, three youth 9v9, two mini 7v7 and two mini 5v5 pitches, all of which, would need to be a minimum of standard quality. As this is a substantial number of pitches there is credence to link the clubs to any future development of full size 3G provision in order to provide them with both training and competitive capacity.

There is a clear need to assist the clubs in providing additional pitch space whether this is grass pitches or artificial provision. At the moment it cannot not realistically actualise future/latent demand due to the lack of provision it can access. It is recommended that feasibility of the clubs accessing potential S106 monies from large scale housing development within Malvern Hills is examined. Alternatively, it is suggested that if pitch provision is provided within the housing development that the Wellend clubs are linked to them in order to provide them with additional capacity.

### *Flooding*

There is a total of two sporting sites that are located on flood zone two and/or three which include football pitches, these are outlined below.

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 4.8: Football sites within flood zones across Worcester City

Site ID	Site	Analysis area	Flood zones	
			2	3
39	Palmers Meadow	Tenbury and the North	Yes	Yes
69	Backfields Lane	Upton and the South	Yes	Yes

Due to their locations, addressing quality issues through drainage improvements can often be ineffective with options such as dedicated regular and routine maintenance regimes consider a more effective solution. If these sites do flood, it is recommended relevant flood relief funds are applied for to address issues and alternative venues are found for clubs utilising the provision.

## Recommendations

- ◀ As a priority, look to secure long term community use at Hanley Castle Playing Field, Ralph's Field, Sling Lane Playing Fields and The Glebe.
- ◀ Protect existing quantity of pitches until all demand is being met (unless replacement provision meets Sport England requirements and is agreed upon and provided).
- ◀ Improve the quality of overplayed sites to alleviate identified shortfalls.
- ◀ Work to accommodate future demand at sites which are not operating at capacity or at sites not currently available for community use that could be moving forward.
- ◀ Improve ancillary facilities where there is a clear need to do so.
- ◀ Ensure clubs playing within, or with aspirations to play within, the football pyramid can progress.
- ◀ Assist where feasible in the development of community facility, including the development of football provision, at Pixham Ferry Lane.
- ◀ Explore a hybrid approach of grass pitch enhancements for youth 11v11 and adult pitches and moving mini and youth 9v9 demand to 3G to alleviate shortfalls.
- ◀ Explore the feasibility of assisting the Welland football clubs' aspirations to create a central hub site for their demand and link this to potential S106 monies where possible.
- ◀ Update the Local Football Facilities Plan for Malvern Hills with findings from the PPOSS.
- ◀ If playing field is lost due to development, ensure it is mitigated in line with NPPF and Sports England Playing Field Policy.

## Third Generation turf (3G) pitches

### Assessment Report summary

#### Supply

- ◀ 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 Sport Dyson Perrins Leisure Centre 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 Sport Dyson Perrins Leisure Centre is managed by the Malvern Hills District Council leisure operator Freedom Leisure.



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- ◀ The pitch at Malvern Town FC is rated as good quality having been installed only two years ago, in comparison, the pitch at Sport Dyson Perrins Leisure Centre is standard quality due to some signs of wear and tear being apparent.

### *Supply and demand*

- ◀ **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.**

### **Scenarios**

#### *Accommodating football training demand*

As evidenced in the preceding Assessment Report, in order to satisfy current football training demand (based on the FA's model of one full size 3G pitch being able to cater for 38 teams) there is a need for two full size 3G pitch equivalents with the Central and Upton and the South analysis areas each having a deficit of one full size pitch.

*Table 4.9: Current demand for 3G pitches by analysis area in Malvern Hills*

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

When considering future demand, the overall shortfall increases remains the same.

### ***Creating additional full size 3G pitches for football***

Even though the above scenario identifies that there are shortfalls Central and Upton and the South analysis areas, due to way football is played in Malvern Hills, in cohesion to the authority's topography, and wider discussions with the Steering Group the below recommendations are mentioned below for new 3G provision.

The priority for Malvern Hills is to create a full size floodlit 3G pitch as part of the housing development at West Worcester as there are levels of S106 monies already secured against its construction.

The priority site for the remaining shortfall is considered to be Hanley Castle High School (Upton and the South Analysis Area). If any 3G provision is established at Hanley Castle High School, due to limitations on the sites size, it will need to be built on playing field land and therefore need to adhere to the relevant NPPF guidance and Sport England's Playing Field Policy Guidance. It is recommended that any creation of 3G provision should be linked to long term agreed usage from Welland FC in order to provide the Club additional capacity. The 3G pitch would also need to explore being World Rugby Compliant based on levels of rugby union demand, however, this will be explored later in the section.

It is recommended that a feasibility study takes place at Hanley Castle High School to understand if the development is viable. If the project is not deemed possible then consideration should be given to providing a small size 3G at Pixham Ferry Lane.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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As discussed in a separate feasibility study, a small size floodlit 3G pitch (60 x 40m) should be explored within a second/third phase of development at Pixham Ferry Lane if suitable funds can be secured.

It should be noted that the feasibility of creating any 3G provision needs to be fully explored as part of the PPOSS Stage E review.

### *World Rugby compliant 3G pitches*

World Rugby (WR) has produced a 'performance specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22'. This contains the necessary technical detail to produce pitch systems appropriate for rugby union.

As outlined in greater detail under the rugby union specific scenarios there is evident enough demand (current/future/latent), in addition to shortfalls, to warrant a full size floodlit WR compliant 3G pitch with Malvern Hills. Therefore, it is recommended that a full size floodlit WR compliant 3G is established with the preferred site being Malvern Rugby Club due to having suitable infrastructure and not being located on a flood zone unlike Upton-upon-Severn RFC and Palmers Meadow (Tenbury RFC).

The requirement for this provision is based solely on rugby union demand and does not take into consideration football usage and is not considered in the abovementioned demand for 3G from football. It should therefore be prioritised to accommodate training and competitive demand for rugby union from Malvern RFC, Upton-upon-Severn RFC, Tenbury RFC and surrounding clubs from local authorities such as Wychavon, particularly those affected by flooding.

Further to this if any 3G provision is established at Hanley Castle High School there is potential sufficient levels of demand for this to also be WR compliant. This should only be considered if a WR compliant 3G pitch is not established within neighbouring Wychavon as this would likely absorb demand from Upton-upon-Severn RFC meaning there would not be a need for WR compliant provision in the Upton and South Analysis Area.

### **Recommendations**

- ◀ Protect current stock of 3G pitches.
- ◀ Ensure the 3G pitch at Malvern Town FC remains on the FIFA register.
- ◀ Ensure the 3G pitch at Sport Dyson Perrins Leisure Centre remains on the FA Register.
- ◀ Alleviate identified shortfalls of 3G provision for football with a focus on providing provision within the West Worcester housing development.
- ◀ Alleviating further shortfalls should be prioritised at Hanley Castle High School if deemed viable following a feasibility study. If this is not deemed realistic, consider the development of provision as part of a phased approach at Pixham Ferry Lane.
- ◀ If creation of provision is deemed feasible at Hanley Castle High School, ensure it is WR compliant in order to meet NPPF and Sport England Playing Field Policy.
- ◀ Ensure that any new 3G pitches have community use agreements in place.
- ◀ Ensure all current and future providers have in place a sinking fund to ensure long-term sustainability.
- ◀ Ensure that all new 3G pitches are constructed to meet FA and FIFA recommended dimensions and quality performance standards.
- ◀ Encourage more match play demand to transfer to 3G pitches and ensure that pitches remain suitable to accommodate such demand through appropriate certification when it is required.
- ◀ Explore a hybrid approach of grass pitch enhancements for youth 11v11 and adult pitches and moving mini and youth 9v9 demand to 3G to alleviate shortfalls.

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## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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- ◀ Ensure that any new 3G pitches are priced competitively against the cost of hiring a grass pitches and are aimed at local grassroots clubs.
- ◀ Ensure discussions take place between the Council, EH, RFU, WFA and FF before any new 3G or hockey suitable provision is created to ensure stock sustainability.
- ◀ Update the Local Football Facilities Plan for Malvern Hills in due course with findings from the PPOSS.

### Cricket pitches

#### *Assessment Report summary*

##### *Supply*

- ◀ 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.

##### *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.
- ◀ 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.

##### *Supply and demand*

- ◀ **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.**
- ◀ 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.

### Scenarios

#### *Alleviating overplay*

Across Malvern Hills there is a significant level of overplay amounting to 80 match equivalent sessions per season across six wickets.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 4.10: Summary of overplay

Site ID	Site name	Analysis area	Pitch quality	Number of squares	Overplay (matches per season)	Impact of improving each square to good quality
5	Barnard Green Cricket Club	Malvern	Good	1	15	15
19	Hallow Playing Field	Tenbury and the North	Poor	1	10	15
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Poor	1	10	15
32	Malvern Cricket Club	Malvern	Standard	1	8	2
54	The Alf Tolley Memorial Ground	Central	Good	1	9	9
58	The Jewry Field	Tenbury and the North	Standard	1	28	22
<b>Total</b>				<b>6</b>	<b>80</b>	<b>14</b>

A simple way to alleviate overplay at Hallow Playing Field, Knighton-on-Teme Cricket Ground, Malvern Cricket Club is to improve pitch quality by either one or two increments. If this is done sufficient capacity will be established to fully alleviate overplay at these sites.

It should be noted that any improvements made at Knighton-on-Teme Cricket Club need to take into consideration the site is located on a flood zone.

Overplay at The Jewry Field can also be lessened with quality improvements; however, this will not fully alleviate overplay on the site. Therefore, in addition to these enhancements' consideration should be given to creating a NTP in order to increase site capacity.

Overplay at Barnard Green Cricket Club and The Alf Tolley Memorial Ground cannot be alleviated through maintenance enhancements as they are both considered to be good quality. Furthermore, capacity cannot be increased any further as they each have a NTP accompanying their grass squares.

As a result, in order to alleviate overplay fully there will be a need to remove demand off the sites and onto a square with actual spare capacity. However, the squares which offer spare capacity are either located just outside of Malvern Hills (Penlu and Mathon Court) or in a different analysis area to where overplay is located such as Bushley Cricket Club (Upton and the South Analysis Area). Although these sites have suitable capacity it is unlikely, due to the way cricket is played, in connection with the typography of Malvern Hills, that clubs at overplayed sites will be willing to travel to utilise this capacity.

Alternatively, the creation of new provision with sufficient grass wickets would create the necessary capacity to alleviate overplay and also provide space to accommodate future demand or return exported demand. Both Worcester Nomads CC and Rushwick CC aspire to create new provision adjacent to their current home square. The scenario below will outline in greater detail the feasibility of create new cricket provision.

### *Creation of new provision*

The table below summarises clubs that aspire for either future demand and/or the return of exported demand which cannot currently be accommodated on their home sites due to the lack of capacity. This includes being played to capacity at peak time, being accumulatively overplay or being considered to have no capacity due to quality.

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Table 4.11: Summary of capacity and requirement for additional grass cricket squares

Site ID	Site name	Analysis area	Users	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?	Potential additional demand (Future and exported demand)	Potential additional demand in match equivalent sessions a season <sup>7</sup>
5	Barnards Green Cricket Club	Malvern	Barnard Green CC	1	Good	5	25	40	15	No	No	Yes	One senior men's, one senior women's and two junior teams	26
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Knighton-on-Teme CC	1	Poor	5	-	10	10	Yes	Yes	Yes	One senior women's and one junior team.	12
32	Malvern Cricket Club	Malvern	Malvern CC	1	Standard	10	40	48	8	No	No	No	One senior men's and two junior teams.	18
54	The Alf Tolley Memorial Ground	Central	Rushwick CC	1	Good	7	35	44	9	No	Yes	Yes	Two senior men's, one senior women's and three junior teams.	40
58	The Jewry Field	Tenbury and the North	Martley CC	1	Standard	6	24	46	28	No	No	Yes	One senior men's, one senior women's and three junior teams.	30
65	Worcester Nomads Cricket Club	Central	Worcester Nomads CC	1	Good	15	75	50	25	No	No	Yes	One senior men's and two junior teams.	18

As mentioned in the previous scenario, if the quality of the square at Knighton-on-Teme Cricket Ground is improved to a minimum of standard it would create suitable capacity to accommodate both current and future levels of demand. Enhancing the quality of the site is the highest priority and should not be factored into the consideration below for the creation of new provision.

*Central Analysis Area*

In order to alleviate overplay and accommodate all future and exported demand from Rushwick CC and Worcester Nomads CC, a total of 14 good quality grass wickets would need to be established. This equates to 10 wickets for Rushwick CC and four grass wickets for Worcester Nomads CC. It should be noted that even though four good quality grass wickets are sufficient for the future/exported demand expressed by Worcester Nomads CC it is suggested that sufficient land is provided to increase the square to 10 wickets in order to allow for further future growth on Saturdays, Sundays and Midweek.

As there are limited options available within the Central Analysis Area to alleviate overplay and provide enough capacity to accommodate future and exported demand, it is recommended that both clubs are assisted in their aspirations in creating additional provision adjacent to their home squares. Potential S106 monies from housing growth, and allocation of suitable land, should be directed to these developments in particular the strategic growth site of Rushwick to its namesake cricket club. It should be noted that there would be a need to also provided associated ancillary provision with any new provision created.

*Malvern Analysis Area*

Unlike in the Central Analysis Area partial amounts of overplay can be alleviated through quality enhancements namely at Malvern Cricket Club, however, this would not provide the capacity required to accommodate the total amount of future/exported demand which totals 44 match equivalent sessions per season. Nor would it alleviate the overplay present at Barnards Green Cricket Club. In order to fully alleviate overplay and provide sufficient enough capacity for future/exported demand there would need to be a good quality grass square with 10 wickets established, approximately five wickets for each club. Given the proximity of the clubs from each other, and potential lack of suitable land, it would be advantageous to create one ten wicket square for the clubs to share.

*Tenbury and the North Analysis Area*

Current levels of overplay at The Jewry Field can be alleviated, as suggested earlier, with quality enhancements in addition to the installation of an NTP. Although this would be substantial to alleviate overplay it would not create the capacity at peak time on a Saturday or Sunday for further teams. In order to accommodate the future demand aspirations from Martley CC, equating to 30 match equivalent sessions per season, there would be a need for an additional good quality six wicket grass square. Instead of creating new provision it is proposed that the feasibility of reinstating the disused square at Holt and Grimley Cricket Club is explored. The disused square is located within the same analysis area within six miles (approximately 13 mins) and would be considered accessible.

It should be noted that the feasibility of creating new cricket squares needs to be fully explored as part of the PPOSS Stage E review.

<sup>7</sup> Based on the average match equivalent session a season used within the Assessment Report (10 for Saturday (Men), eight for Sunday (Women) and four for midweek (junior))

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Flooding

There is a total of one sporting site that are located on flood zone two and/or three which include cricket square, this is outlined below.

Table 4.12: Cricket sites within flood zones across Malvern Hills

PPS ID	Site	Analysis area	Flood zones	
			2	3
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Yes	Yes

Due to their locations addressing quality issues through drainage improvements can often be ineffective with options such as dedicated regular and routine maintenance regimes consider a more effective solution. If these sites do flood, it is recommended relevant flood relief funds are applied for to address issues and alternative venues are found for clubs utilising the provision.

## Recommendations

- ◀ Protect all cricket squares in current use.
- ◀ Work with clubs and grounds staff to improve square quality in order to alleviate overplay and establish spare capacity particularly at Hallow Playing Field, Knighton-on-Teme Cricket Ground, Malvern Cricket Club, Kempsey Playing Fields, The Swan Inn and The Jewry Field.
- ◀ Explore the feasibility of establishing new cricket squares in the Central and Malvern analysis areas in order to alleviate overplay and provide additional capacity for future demand and the return of exported demand.
- ◀ Explore the feasibility of installing NTP at The Jewry Field to assist in alleviating overplay.
- ◀ Assist clubs in accessing relevant training facilities where appropriate.
- ◀ Improve ancillary provision where appropriate with particular consideration given to those which are poor quality.
- ◀ Work with Kempsey Parish Council in the creation of a new community facility at Pixham Ferry Lane in order to relocate football pitches off the cricket outfield.
- ◀ Any new cricket provision created should have a ball strike assessment carried out as a matter of due course. Where new housing or building developments are under consideration within proximity to existing facilities a ball strike risk assessment should be undertaken. In addition, any clubs which could be potentially affected by this issue should be signposted to the ECB.
- ◀ Deliver the All Stars Cricket, Dynamos and women & girls programmes and seek to increase junior and female participation as a result.
- ◀ Work to increase women and girls' participation in line with Inspiring Generations ECB Strategy and protect existing provision so that women and girls have a suitable place to practise and play.
- ◀ If playing field is lost due to development, ensure it is mitigated in line with NPPF and Sports England Playing Field Policy.

# MALVERN HILLS DISTRICT COUNCIL

## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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### Rugby union - grass pitches

#### *Assessment Report summary*

##### *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.
- ◀ 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.

##### *Demand*

- ◀ 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.

##### *Supply and demand*

- ◀ **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.**
- ◀ 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.

### **Scenarios**

#### *Malvern RFC – Malvern Rugby Football Club*

Malvern RFC currently accessing three senior pitches, one of which, is floodlit, and one mini pitch. Its first team pitch, which is not floodlit, M1/D2 quality rating whereas all remaining pitches are a M1/D1 quality. The table below, identifies the current capacity of the site based on findings from the Assessment Report.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 4.13: Summary of supply and demand at Malvern Rugby Football Club

Site ID	Site name	No. of pitches	Pitch type	Floodlit?	Current quality	Pitch Capacity (sessions per week)	Competitive demand (per week) <sup>8</sup>	Training sessions (per week) <sup>9</sup>	Capacity rating	Actual spare capacity	Comments
33	Malvern Rugby Football Club	1	Mini	No	Standard M1 / D1	2	3	-	1	-	Pitch is overplayed by one match equivalent session.
33	Malvern Rugby Football Club	1	Senior	No	Standard M1 / D2	2.5	1	-	1.5	-	Pitch is played to capacity at peak time.
33	Malvern Rugby Football Club	2	Senior	Yes	Standard M1 / D1	2	1	4.5	3.5	1	Pitch is overplayed by 3.5 match equivalent sessions.
				No	Standard M1 / D1	2	1	-	1	0.5	Actual spare capacity at peak time.

It should be noted that Malvern RFC also expresses future demand equating to 1.5 match equivalent sessions per season (one senior women's, one junior boys and one junior girls' team). Taking all this into consideration, in order to accommodate all current competitive, training and future demand the quality of each pitch would need to be the maximum quality rating of M2/D3, and even if this were to be feasible it would leave limited spare capacity for any further growth.

Consideration has been given to the transfer of demand off the site to other pitches within the Authority however this is not deemed viable for a number of reasons. The location of many of the other sites within Malvern Hills, due to its topography, are not easily accessible for the Club to realistically utilise. Furthermore, most sites are located at education sites which do not allow community use (Bredon School, Malvern College Sports Complex, The Chase School) or do not offer security of tenure/have poor quality provision (Dyson Perrins Academy, The Chantry School, University of Worcester Lakeside Campus).

Therefore, a more practical solution to assist the Club in alleviating overplay, in addition to provide additional capacity for future growth, would be to replace one of the senior grass pitches with a full size World Rugby compliant 3G pitch.

<sup>8</sup> Match equivalent sessions

<sup>9</sup> Match equivalent sessions



## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

The below table explores the potential impact on what would happen to the supply and demand analysis on the site if the first team pitch were to be replaced with a full size floodlit World Rugby compliant 3G pitch. It assumes all training demand would be relocated to the 3G pitch in addition to two senior matches (Saturday PM) and all mini demand (Sunday AM).

*Table 4.14: Summary of supply and demand at Malvern Rugby Football Club if a WR Complaint floodlit 3G pitch replaces the 1<sup>st</sup> team grass pitch or alternatively the floodlit training pitch*

Site ID	Site name	No. of pitches	Pitch type	Floodlit?	Current quality	Pitch Capacity (sessions per week)	Competitive demand (per week) <sup>10</sup>	Training sessions (per week) <sup>11</sup>	Capacity rating	Actual spare capacity	Comments
33	Malvern Rugby Football Club	1	Mini	No	Standard M1 / D1	2	-	-	2	1	Actual spare capacity at peak time.
33	Malvern Rugby Football Club	2	Senior	Yes	Standard M1 / D1	2	1	-	1	1	Actual spare capacity at peak time.
				No	Standard M1 / D1	2	1	-	1	0.5	Actual spare capacity at peak time.

As can be seen, all overplay would be alleviated in addition to actual spare capacity being established on all remaining grass pitches on the site. Future demand would also be able to be accommodated within ease as options would be available to provide the demand on either grass or 3G depending on the usage of the artificial pitch. There would also be plenty of additional capacity midweek on the 3G pitch to accommodate any further future growth or demand from other sports clubs.

This option does provide the Club more capacity for growth, when compared to grass pitch enhancements, however, it is also a more costly option. Therefore, costing and the feasibility for such a development will need to be explored in greater detail with options maximised for potential grant funding and housing contributions (£106 monies). If moved forward, the project should aim to maximise the usage of the 3G pitch with consideration given to surrounding rugby clubs for access during the week for training, in particular, Upton-upon-Severn RFC and Bredon Star RFC (Wychavon).

<sup>10</sup> Match equivalent sessions

<sup>11</sup> Match equivalent sessions

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Upton-upon-Severn RFC

Upton-upon-Severn RFC currently has one mini and two senior pitches, one of which, is floodlit, and all of which, are standard quality (M1/D1). The mini pitch is played to capacity and the floodlit senior pitch is overplayed by a total of 5.5 match equivalent sessions per week. The below table examines what the impact would be if all pitch achieved the maximum quality score (M2/D3).

Table 4.15: Improving pitch quality at Upton-upon-Severn RFC

Site ID	Site name	No. of pitches	Pitch type	Floodlit?	Current quality	Current capacity rating <sup>12</sup>	Maximum quality score	New capacity rating <sup>13</sup>
62	Upton-upon-Severn RFC	1	Mini	No	Standard M1 / D1	0	Good (M2/D3)	1.5
		2	Senior	Yes	Standard M1 / D1	5.5	Good (M2/D3)	4
				No	Standard M1 / D1	0.5	Good (M2/D3)	2

Although the mini pitch and the non floodlit senior pitch would have capacity, the floodlit senior pitch would remain substantially overplayed. In fact, even if the pitches are improved to the maximum quality rating, and demand is spread evenly across all pitches, there would still be overplay remaining on the site. There are a number of other factors to take into consideration such as the Club's aspirational future demand equating to 1.75 match equivalent sessions per week on a senior pitch (one senior women's, one junior boys, one junior girls and one mini team) and the site is located on a flood zone. Furthermore, the Club reports that once its flood relief funding ends it will not have the capability to maintain the pitches to M1 level.

Based on the above, maximising the quality of the pitches through expensive drainage enhancements would have reduced levels of effectiveness due to the site being located on a flood zone. Long term the Club should be assisted, where possible, to sustain the maintenance of the pitches to a minimum M1 rating with aspirations to improve this to M2.

Finally in order to alleviate the overplay, in addition to accommodating future demand, there is a need to transfer training demand off the pitches. If pitches were to be improved to an M2/D1 rating there would be a need to relocate approximately five match equivalent sessions per week (between six and eight hours of training demand). This demand ideally could be relocated to a World Rugby compliant 3G at Malvern Rugby Football Club or if one is established within Wychavon to help support other clubs that suffer from flooding issues such as Evesham RFC and Pershore RFC.

<sup>12</sup> Match equivalent sessions include both training and competitive demand

<sup>13</sup> Match equivalent sessions

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Flooding

There is a total of three sporting sites that are located on flood zone two and/or three which include rugby union, these are outlined below.

Table 4.16: Rugby union sites within flood zones across Malvern Hills

PPS ID	Site	Analysis area	Flood zones	
			2	3
39	Palmers Meadow	Tenbury and the North	Yes	Yes
62	Upton-upon-Severn RFC	Upton and the South	Yes	Yes
69	Backfields Lane	Upton and the South	Yes	Yes

Due to their locations addressing quality issues through drainage improvements can often be ineffective with options such as dedicated regular and routine maintenance regimes consider a more effective solution. If these sites do flood, it is recommended relevant flood relief funds are applied for to address issues and alternative venues are found for clubs utilising the provision.

## Recommendations

- ◀ Assist in supporting Upton-upon-Severn RFC in maintaining its pitches to a minimum M1/D1 rating with plans to increase to a M2/D1 if considered feasible due to the site's location on a flood zone.
- ◀ In order to alleviate overplay and create additional capacity for future demand at Malvern Rugby Club look to establish a WR Compliant floodlit 3G pitch on the site.
- ◀ Ensure any development of a WR Compliant floodlit 3G pitch maximises utilisation primarily for Malvern RFC and for other rugby clubs in the locality such as Upton-on-Severn RFC.
- ◀ Ensure discussions take place between the Council, EH, RFU, WFA and FF before any new 3G or hockey suitable provision is created to ensure stock sustainability.
- ◀ Continue to develop strong relationships between rugby clubs and schools through curricular and extracurricular programmes in order to increase levels of mini and junior participation.
- ◀ If playing field is lost due to development, ensure it is mitigated in line with NPPF and Sports England Playing Field Policy.

## Hockey pitches (sand/water-based AGPs)

### Assessment Report summary

#### Supply

- ◀ 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.

# MALVERN HILLS DISTRICT COUNCIL

## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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### *Demand*

- ◀ 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).

### *Supply and demand*

- ◀ **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.**

### **Scenarios**

#### *Securing tenure for Colwall & Malvern HC*

As a priority, options for securing long term tenure for Colwall & Malvern HC should be examined. Although it is considered doubtful that the Club will be removed from using the provision at Malvern College Sports Complex securing its long term tenure is still considered beneficial in relation to applying for funding and to support future growth through safeguarding access to relevant provision.

In the eventuality that the Club loses access to the hockey suitable AGPs at Malvern College Sports Complex it is suggested it secures long term tenure at the newly refurbished pitch at The Chase School.

#### *Gen 2 artificial surfaces*

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 2<sup>14</sup> 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.

This surface type has the potential to be beneficial at educational sites where outdoor sporting provision has to be used for multiple activities and is often at a premium. The Gen 2 surface should therefore be considered when schools are refurbishing old hockey suitable AGPs or hard courts areas as a potential solution to maximise outdoor provision. The feasibility of refurbishing sites to accommodate a Gen 2 surface should be examined further on a case by case basis.

### **Recommendations**

- ◀ Protect the facilities for education use and to meet the needs of Colwall and Malvern HC.
- ◀ It is recommended that wider stakeholder engagement is required prior to of any future conversions from Sand to 3G, at those sites where there is extensive football demand and unsecure tenure.

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<sup>14</sup> <http://www.englishockey.co.uk/page.asp?section=2596&sectionTitle=Gen+2+Playing+Surface>

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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- ◀ When the 3G pitch stock increases, encourage the transfer of football demand from the sand-based AGPs in order to free up increased capacity for hockey activity.
- ◀ Improve ancillary facilities where there is a clear need to do so.
- ◀ Where required, assist clubs in obtaining long term agreements in order to provide security of tenure.
- ◀ Ensure discussions take place between the Council, EH, RFU, CFA and FF before any new 3G or hockey suitable provision is created to ensure stock sustainability.
- ◀ Explore the wider development of hockey demand across South Worcestershire taking into consideration the availability and accessibility of hockey suitable provision within Malvern Hills in conjunction with the potential of satellite venues for Worcester HC.

### Tennis courts

#### *Assessment Report summary*

##### *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
- ◀ There is one indoor tennis facility in Malvern Hills located at Manor Park Malvern Multi-sports 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.
- ◀ 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.

##### *Demand*

- ◀ 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.
- ◀ 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.

##### *Supply and demand*

- ◀ **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.**

### Scenarios

#### *Gate Access System*

As well as providing more accurate information on usage, Gate Access systems can assist in improving court quality. This is done via increasing usage as it allows for protected access for booked customers only, with relevant monies contributing to court refurbishment.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

With LTA support, there are Smart Access systems at Hallow Tennis Club, Kempsey Tennis Club and Manor Park. Any new LTA supported padel venues will also have Smart Access gates installed as a priority. A potential option to increase patriation across the District is to further explore installing gate access systems in order to increase usage and refurbishment, including but not limited to Victoria Park, Clifton-on-Teme Playing Field and Dyson Perrins Academy. It should be noted a potential option for surface type refurbishment is a Gen 2 artificial surface especially at education sites.

### *Flooding*

There is a total of one sporting site that are located on flood zone two and/or three which include tennis courts, this is outlined below.

*Table 4.17: Tennis sites within flood zones across Malvern Hills*

Site ID	Site name	Analysis area	Flood Zones	
			2	3
67	Burgage	Tenbury and the North	Yes	Yes

Due to their locations and surface type (macadam) the impact of any flooding should be examined on the quality and condition of the playing surface. If there is a requirement to resurface the provision it should take into consideration the fact the site is on a flood zone and choose a more durable surface like at Evesham Rowing Club (Wychavon) which is Acrylic.

### *Gen 2 artificial surfaces*

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 2<sup>15</sup> 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.

This surface type has the potential to be beneficial at educational sites where outdoor sporting provision has to be used for multiple activities and is often at a premium. The Gen 2 surface should therefore be considered when schools are refurbishing old hockey suitable AGPs or hard courts areas as a potential solution to maximise outdoor provision.

### *Housing growth scenarios*

It should be noted that later in the report in Part 7: Housing Growth Scenarios, the PPOSS provides an estimate of demand for pitch sport based on population forecasts to 2041 (in line with the South Worcestershire Development Plan Review period) using the Sport England Development Pitch Calculator. This is only for the pitch sports of football, hockey, rugby union and cricket and does not include calculations for sports such as tennis as there is no current guidance established on these sports. However, it is still recommended that tennis is acknowledged as part of this process especially as part of any large scale developments where there may be substantial enough increase in population for tennis courts.

<sup>15</sup> <http://www.englishockey.co.uk/page.asp?section=2596&sectionTitle=Gen+2+Playing+Surface>

# MALVERN HILLS DISTRICT COUNCIL

## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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### **Recommendations**

- ◀ Retain and sustain quality of club courts for competitive play through implementation of appropriate maintenance regimes.
- ◀ Support clubs which have aspiration for courts and ancillary facility improvements.
- ◀ Improve quality of key local authority courts and accompanying ancillary provision, first and foremost focusing on sites that best accommodate informal play.
- ◀ Explore implementation of ClubSpark, Rally and Smart Access systems at appropriate sites to enhance available provision for affordable and accessible tennis including but not limited to Victoria Park, Clifton-on-Teme Playing Field and Dyson Perrins Academy. It
- ◀ Consider the feasibility of operating LTA programmes.
- ◀ When refurbishing/creating provision considered the feasibility of installing a Gen 2 surface.
- ◀ Provide new courts to be established within strategic housing locations.

### **Netball courts**

#### **Assessment Report summary**

##### *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.
- ◀ 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.

##### *Demand*

- ◀ 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 Sport Dyson Perrins Leisure Centre 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.

##### *Supply and demand*

- ◀ **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.**

### **Scenarios**

#### *Gen 2 artificial surfaces*

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 2<sup>16</sup> 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.

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<sup>16</sup> <http://www.englishockey.co.uk/page.asp?section=2596&sectionTitle=Gen+2+Playing+Surface>

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This surface type has the potential to be beneficial at educational sites where outdoor sporting provision has to be used for multiple activities and is often at a premium. The Gen 2 surface should therefore be considered when schools are refurbishing old hockey suitable AGPs or hard courts areas as a potential solution to maximise outdoor provision.

### *Housing growth scenarios*

It should be noted that later in the report in Part 7: Housing Growth Scenarios, the PPOSS provides an estimate of demand for pitch sport based on population forecasts to 2041 (in line with the South Worcestershire Development Plan Review period), using the Sport England Development Pitch Calculator. This is only for the pitch sports of football, hockey, rugby union and cricket and does not include calculations for sports such as netball as there is no current guidance established on these sports. However, it is still recommended that tennis is acknowledged as part of this process especially as part of any large scale developments where there may be substantial enough increase in population for netball courts.

### **Recommendations**

- ◀ Protect the sites, particularly those used by league netball, and to protect to meet educational needs.
- ◀ When refurbishing/creating provision considered the feasibility of installing a Gen 2 surface.
- ◀ Seek to improve poor quality courts at Abberley Hall School, Dyson Perrins Academy and The Chantry School through resurfacing or improved maintenance.
- ◀ Look to continue and expand the use of courts for England Netball initiatives such as Back to Netball and Walking Netball.
- ◀ Facilitate improved engagement between England Netball and schools.
- ◀ Provide new courts to be established within strategic housing locations.

### **Bowling greens**

#### **Assessment Report summary**

##### *Supply*

- ◀ 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.

##### *Demand*

- ◀ 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.



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## Supply and demand

- Supply is considered sufficient to meet demand given that no clubs express a need for additional greens.

## Scenarios

### Flooding

There is a total of one sporting site that is located on flood zone two and/or three which include bowling, which is outlined below.

Table 4.18: Bowling green sites within flood zones across Malvern Hills

Site ID	Site name	Analysis area	Flood Zones	
			2	3
67	Burgage	Tenbury and the North	Yes	Yes

Due to its location, addressing quality issues through drainage improvements can often be ineffective with options such as dedicated regular and routine maintenance regimes consider a more effective solution. If the site does flood, it is recommended relevant flood relief funds are applied for to address issues and alternative venues are found for clubs utilising the provision.

### Housing growth scenarios

It should be noted that later in the report in Part 7: Housing Growth Scenarios, the PPOSS provides an estimate of demand for pitch sport based on population forecasts to 2041 (in line with the South Worcestershire Development Plan Review period). using the Sport England Development Pitch Calculator. This is only for the pitch sports of football, hockey, rugby union and cricket and does not include calculations for sports such as bowls as there is no current guidance established on these sports. However, it is still recommended that bowls is acknowledged as part of this process especially as part of any large scale developments where there may be substantial enough increase in population for bowling greens.

## Recommendations

- Retain existing quantity of greens.
- Look to improve poor quality greens at Clifton-on-Teme Playing Field and Burgage.
- Examine potential solutions for users of the Burgage if the site floods such as short term relocation.
- Ensure that any potential development of greens considered as disused/lapsed are mitigated in line with Sport England NPPF.
- Assist clubs, where possible, with any future ancillary provision improvements
- Support clubs with plans to increase membership so that growth can be maximised.

## Athletics

### Assessment Report summary

#### 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.

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### *Demand*

- ◀ 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.

### *Supply and demand*

- ◀ **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.**

### **Scenarios**

#### *Development of future provision*

There is a need to explore the feasibility of establishing compact facilities in certain areas of the District in order to better cater for levels of demand and to provide facilities to areas which are currently lacking in suitable Athletics provision. As identified in the Assessment Report, the analysis areas of Malvern and Tenbury and the North should be examined for potential compact/mini all-weather facilities based on consultation with UK Athletics and the fact there is no athletics provision within these areas.

#### *Housing growth scenarios*

It should be noted that later in the report in Part 7: Housing Growth Scenarios, the PPOSS provides an estimate of demand for pitch sport based on population forecasts and club consultation to 2041 (in line with the South Worcestershire Development Plan Review period), using the Sport England Development Pitch Calculator. This is only for the pitch sports of football, hockey, rugby union and cricket and does not include calculations for sports such as athletics as there is no current guidance established on these sports. However, it is still recommended that athletics is acknowledged as part of this process especially as part of any large scale developments where there may be substantial enough increase in population for athletics provision including purpose built and also active and healthy lifestyle provision such as trim trails / running routes etc.

### **Recommendations**

- ◀ Explore the feasibility of establishing a compact/mini all weather outdoor facilities in the Malvern and Tenbury and the North analysis areas.
- ◀ Look to improve accompanying ancillary where appropriate.
- ◀ Consider the feasibility of operating additional athletic programmes such as Park Runs, Couch to 5K.

### **Other sports**

#### **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.

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### ***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).

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### ***Recommendations***

- ◀ Explore the feasibility of establishing a dedicated rugby league site across South Worcestershire to assist in growing levels of demand at Worcester Jaguars.
- ◀ Assist where possible in the creation of the dedicated cycling facility within Wychavon and ensure to maximise its usage. Ensure any impact of current sporting provision on the site is fully mitigate in line with Sport England Playing Field Policy and NPPF guidelines.
- ◀ Consideration should be given to exploring and supporting cycling provision plans within Malvern Hills.
- ◀ Look to improve the quality of MUGAs across South Worcestershire and work with relevant stakeholder such as Parish/Town Councils to establishing new provision where appropriate.
- ◀ 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.
- ◀ Ensure there is suitable levels of quality and quality American football, archery, baseball/softball, croquet/lacrosse and Ultimate provision to assist in sustaining and growing the demand for each of the sports.

## PART 5: STRATEGIC RECOMMENDATIONS

The strategic recommendations have been developed via the combination of information gathered during consultation, site visits and analysis which culminated in the production of an assessment report, as well as key drivers identified for the Strategy. They reflect overarching and common areas to be addressed, which apply across outdoor sports facilities and may not be specific to just one sport.

### AIM 1

To **protect** the existing supply of outdoor sport facilities where it is needed for meeting current and future needs.

### Recommendations:

- a. Ensure, through the use of the PPOSS, that outdoor sport facilities are protected through the implementation of local planning policy.
- b. Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements.
- c. Maximise community use of education facilities where needed.

### **Recommendation (a) – Ensure, through the use of the PPOSS, that playing pitch facilities are protected through the implementation of local planning policy.**

The Malvern Hills PPOSS Assessment shows that all currently used playing field and outdoor sport sites require protection or replacement and therefore cannot be deemed surplus to requirements because of shortfalls now and in the future. This includes lapsed, disused, underused and poor quality sites, which should also be protected from development or replaced as there is a requirement for such provision to meet the identified shortfalls.

NPPF paragraph 99 states that existing open space, sports and recreational buildings and land should not be built on unless:

- ◀ An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- ◀ 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; or
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

Should outdoor sports facilities be taken out of use for any reason (e.g. council budget restraints), it is imperative that the land is retained so that it can be brought back into use in the future. This means that land containing provision should not be altered (except to improve play) and should remain free from tree cover and permanent built structures, unless the current picture changes to the extent that the site in question is no longer needed (subject to being informed by a review of the PPOSS), or unless replacement provision is provided to an equal or greater quantity and quality.

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### ***New housing development***

Where proposed housing development is located within proximity of a good quality existing site as identified in the PPOSS, this does not necessarily mean that there is no need for further improvements. To the contrary, provision enhancements may be required in order to accommodate additional demand arising from a particular development (or group of developments). The PPOSS should be used to help determine what impact the new development will have on the demand for, and capacity of, existing sites, and whether improvement to increase capacity or new provision is required.

Housing growth scenarios have been provided in Part 7 of this document to provide a guide and to estimate the additional demand that could be generated by specific housing growth by sport and facility type. Sport England's Playing Pitch Calculator, which has informed the scenarios, will be available for the Council to use upon completion of the PPOSS.

### ***Development Management***

The PPOSS should be used to help inform Development Management decisions that affect existing or new playing fields, outdoor sport facilities and ancillary provision. All applications are assessed by the Local Planning Authority on a case-by-case basis, taking into account site specific factors.

In addition, Sport England is a statutory consultee on planning applications that affect or prejudice the use of sports facilities and will use the PPOSS to help assess such planning applications against its Playing Fields Policy. It will object to proposals unless at least one of its five policy exceptions is met. The exceptions are:

- ◀ **Exception One:** Excess of provision - a robust and up-to-date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport.
- ◀ **Exception Two:** Ancillary development - the proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use.
- ◀ **Exception Three:** Land incapable of forming part of a pitch - the proposed development affects only land incapable of forming part of a playing pitch and does not:
  - ◀ reduce the size of any playing pitch;
  - ◀ result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas);
  - ◀ reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain their quality;
  - ◀ result in the loss of other sporting provision or ancillary facilities on the site; or
  - ◀ prejudice the use of any remaining areas of playing field on the site.
- ◀ **Exception Four:** Replacement provision of equivalent or better quality and quantity - the area of playing field to be lost as a result of the proposed development will be replaced, prior to the commencement of development, by a new area of playing field:
  - ◀ of equivalent or better quality, and
  - ◀ of equivalent or greater quantity, and
  - ◀ in a suitable location, and
  - ◀ subject to equivalent or better accessibility and management arrangements.
- ◀ **Exception Five:** New sports provision benefit outweighs the loss of the playing field - the proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice to the use, of the area of playing field.

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It may be appropriate to consider rationalisation of certain low value sites (i.e. poor quality one/two pitch sites with no changing provision) to generate investment in creating bigger and better venues (hub sites). It is vital, however, that there is no net loss of facilities and that replacement provision is provided, available and useable in equivalent of greater quality and quality prior to existing provision being lost (including an allowance for a “bedding-in” period. As such, rationalisation needs to be carried out in accordance with paragraph 99 of the NPPF and Sport England’s Playing Fields Policy.

### **Recommendation (b) – Secure tenure and access to sites through a range of solutions and partnership agreements.**

A number of education sites are being used across Malvern Hills for competitive play, predominately for football. The following schools are already used for community use at varying levels but have no secure community usage:

- ◀ Hanley Castle High School

Not having fully formalised usage presents a risk for those clubs using these sites as community use could technically be terminated at any time. Securing community use at such as will help to create additional pitch capacity and could help to address deficiencies as demonstrated within the Football Scenarios.

Further partnership working with NGBs should be carried out to encourage schools to put in place Community Use Agreement (CUA) including access to changing provision where required.

There are also some clubs playing on private sites in Malvern Hills which are not considered to have secure tenure. For example:

- ◀ Ralph’s Field - Leigh & Bransford Badgers FC

NGBs, Sport England and other appropriate bodies such as Active Herefordshire and Worcestershire can often help to negotiate and engage with providers where the local authority may not have direct influence. This is particularly the case at sites that have received funding from these bodies or are going to receive funding in the future as community access can be a condition of the agreement.

It is increasingly important for the Council to work with voluntary sector organisations to enable them to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, where practical, the Council should support and enable clubs to generate sufficient funds, providing this is to the benefit of sport.

The Council should explore opportunities to grant clubs security of tenure through lease agreements (minimum 25 years as recommended by Sport England and NGBs). The focus should be on clubs at poor quality local authority sites where there is opportunity to improve pitch and / or ancillary facilities. Security of tenure would encourage clubs to take more care of the site through responsible play. It would motivate them to look at ways of enhancing their facilities by using external funding mechanisms that the local authority may not be able to access. Clubs with lease arrangements already in place with other owners should review existing agreements when the term dips below 25 years.

Each club interested in leasing a site should be required to meet service and/or strategic recommendations. An additional set of criteria should also be considered, which takes into account club quality, aligned to its long-term development objectives and sustainability, as seen in the table below.

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Table 5.1: Recommended criteria for lease of sport sites to clubs/organisations

Club	Site
<p>Clubs should have NGB accreditation award.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing, or better, standards.</p>	<p>Sites should be those identified as 'Local Sites' (recommendation d) for new clubs (i.e. not those with a Malvern Hills-wide significance) but that offer development potential.</p> <p>For established clubs which have proven success in terms of self-management of key centres are also appropriate.</p> <p>Sites should acquire capital investment to improve or be leased with the intention that investment can be sourced to contribute towards improvement of the site.</p>

Local sports clubs should be supported by partners including the Council and NGBs to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)<sup>17</sup>. They should also be encouraged to work with partners locally – such as volunteer support agencies or local businesses.

The Council could establish core outcomes to derive from clubs taking on a lease arrangement to ensure that the most appropriate are assigned sites. Outcomes may, for example, include:

- ◀ Increasing participation.
- ◀ Supporting the development of coaches and volunteers.
- ◀ Commitment to quality standards.
- ◀ Improvements (where required) to facilities, or at minimum retaining existing standards.

In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields. It is important in these instances that the site, to some degree, remains available for other purposes or for other users.

For clubs with lease arrangements already in place, these should be reviewed when fewer than 25 years remain to improve security of tenure and aid the attraction of funding; clubs with fewer than 25 years remaining on a lease agreement are unlikely to be eligible for external funding.

### **Recommendation (c) - Maximise community use of education facilities where needed**

To maximise community use, development of a more coherent, structured relationship with schools is recommended. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. A key issue in Malvern Hills is a lack of access to high quality provision located at its several private educational establishments.

<sup>17</sup> <http://www.cascinfo.co.uk/cascbenefits>



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A large number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the schools and local clubs. It is, however, common for school stock not to be fully maximised for community use, even on established community use sites.

In some instances, outdoors sports facilities are unavailable for community use due to poor quality and therefore remedial works will be required before it can be established. The low carrying capacity of these pitches sometimes leads to them being played to capacity or overplayed simply due to curricular and extra-curricular use, meaning they cannot accommodate any additional use by the community.

Although there is a growing number of academies over which the Council has little or no control, it is still important to understand the significance of such sites and attempt to work with the schools where there are opportunities for community use. In addition, the relevant NGB has a role to play in supporting the Council to deliver the strategy and communicating with schools where necessary to address shortfalls in provision, particularly for football pitches.

As detailed earlier, NGBs and Sport England can often help to negotiate and engage with schools where the local authority may have limited direct influence. This is particularly the case at sites that have received funding from the relevant bodies or are going to receive funding in the future as community access can be a condition of the funding agreement.

**AIM 2**

To **enhance** outdoor sport facilities and ancillary facilities through improving quality and management of sites.

**Recommendations:**

- d. Maintain quality and seek improvements where necessary
- e. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding
- g. Secure developer contributions

***Recommendation (d) – Improve quality***

There are a number of ways in which it is possible to improve quality, including, for example, addressing overplay and improving maintenance. Given that the majority of councils' face reducing budgets it is currently advisable to look at improving key sites as a priority (e.g. the largest sites that are the most overplayed or the poorest). The action plan within this document provides a starting point for this, identifying key sites, poor quality site and/or sites that are overplayed.

With such pressures on budgets, any wide-ranging direct investment into pitch quality is challenging and other options for improvements should be considered. This could be via asset transfer as highlighted in Objective 1, with clubs taking on maintenance, whilst other options may include equipment banks and the pooling of resources for maintenance.

***Addressing quality issues***

Quality across Malvern Hills is variable but generally most pitches are assessed as poor or standard quality. Where facilities are assessed as standard or poor quality and/or overplayed, maintenance regimes should be reviewed and, where possible, improved to ensure that what is being done is of an appropriate standard to sustain/improve pitch quality. Ensuring continuance of existing maintenance of good quality sites is also essential.

It is also important to note the impact the weather has on quality. The worse the weather, the poorer facilities tend to become, especially if no drainage systems are in place or if existing drainage systems are inadequate. This also means that quality can vary, year on year, dependent upon the weather and levels of rainfall.

Based upon an achievable target using existing quality scoring to provide a baseline, a standard should be used to identify deficiencies and investment should be focused on those sites which fail to meet the proposed quality standard (using the site audit database as provided in electronic format). The strategic approach to outdoor sports facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.

For the purposes of quality assessments, outdoor sports facilities and ancillary facilities are separately reported as being of 'Good', 'Standard' or 'Poor' quality. Some good quality sites may have poor quality elements and vice versa (e.g. a good quality pitch may be serviced by poor quality changing facilities).

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Good quality refers to pitches that have, for example, good grass cover, an even surface, are free from litter. For rugby, a good quality pitch is also pipe and/or slit drained. In terms of ancillary facilities, good quality refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate provision of showers, toilets and car parking.

Standard quality refers to pitches that have, for example, adequate grass cover, minimal signs of wear and tear and goalposts may be secure but in need of minor repair. For rugby, drainage is natural but adequate. In terms of ancillary facilities, standard quality refers to adequately sized changing rooms, storage provision and provision of toilets.

Poor quality refers to provision with, for example, inadequate grass cover, uneven surfaces and poor drainage. In terms of ancillary facilities, poor quality refers to inappropriate changing rooms with no showers, no running water and/or old, dated interiors. If a poor quality site receives little or no usage that is not to say that no improvement is needed, it may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site, potentially from overplayed standard or good quality sites.

Without appropriate, fit for purpose ancillary facilities, good quality pitches may be underutilised. Changing facilities form the most essential part of this offer and therefore key sites should be given priority for improvement.

In order to prioritise investment into key sites it is recommended that the Steering Group works up a list of criteria, to provide a steer on future investment. It should be noted that for football this will be linked to the updating of the LFFP.

### *FA Pitch Improvement Programme (PIP)<sup>18</sup>*

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 FA Pitch Improvement Programme. As part of this, grass pitches identified as having quality issues undergo a pitch inspection, known as a PitchPower Assessment (more information surrounding a PitchPower Assessments can be found at <https://footballfoundation.org.uk/pitchpower>). This can be carried out by the relevant club or 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 Improvement and Maintenance Programme 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.

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<sup>18</sup> <https://footballfoundation.org.uk/grant/grass-pitch-maintenance-fund>

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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 Fund, 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.

### *Flooding*

Key sites within Malvern Hills are located near to the River Severn. This means specific sports sites within the Authority are located on flood zones. The table below identifies the different definitions for each flood zone.

*Table 5.2: Flood Zones*

Flood Zone	Definition
<b>Zone One - Low Probability</b>	Land having a less than 1 in 1,000 annual probability of river or sea flooding.
<b>Zone Two - Medium Probability</b>	Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding; or land having between a 1 in 200 and 1 in 1,000 annual probability of sea flooding.
<b>Zone Three A - High Probability</b>	Land having a 1 in 100 or greater annual probability of river flooding; or Land having a 1 in 200 or greater annual probability of sea flooding.
<b>Zone Three B - The Functional Floodplain</b>	This zone comprises land where water has to flow or be stored in times of flood. Local planning authorities should identify in their Strategic Flood Risk Assessments areas of functional floodplain and its boundaries accordingly, in agreement with the Environment Agency.

In fact, there are a total of five sites which contain outdoor sports provision which are located in either flood zones two and/or flood zone three.

*Table 5.3: Sporting sites within flood zones across Malvern Hills*

PPS ID	Site	Analysis area	Flood zones	
			2	3
26	Knighton-on-Teme Cricket Ground	Tenbury and the North	Yes	Yes
39	Palmers Meadow	Tenbury and the North	Yes	Yes
62	Upton-upon-Severn RFC	Upton and the South	Yes	Yes
67	Burgage	Tenbury and the North	Yes	Yes
69	Backfields Lane	Upton and the South	Yes	Yes

Due to the above sites’ location, addressing quality issues through drainage improvements can often be ineffective with options such as dedicated regular and routine maintenance regimes consider a more effective solution. If these sites do flood, it is recommended relevant flood relief funds are applied for to address issues.

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Addressing overplay

In order to improve the overall quality of the outdoor facility stock; it is necessary to ensure that provision is not overplayed beyond recommended carrying capacity. This is determined by assessing quality (via a non-technical site assessment) and allocating a match limit to each (daily for hockey, weekly for football, rugby union and rugby league and seasonal for cricket).

The FA, the RFU, the RFL, the ECB and EH all recommend a number of matches that pitches should take based on quality, as seen in the table below. For other grass pitch sports, no guidelines are set by the NGBs although it can be assumed that a similar trend should be followed.

Table 5.4: Capacity of pitches

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
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
Rugby league	Senior pitch	3 per week	2 per week	1 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season		
Hockey	Full size AGP	4 per day	4 per day	4 per day

For tennis, the LTA suggests that a floodlit hard court can accommodate 60 members, whereas a non-floodlit court can cater for 40 members. For athletics it is considered that in order for an athletics track to be sustainable, nationally, a club membership of 200 is recommended by UKA<sup>19</sup>.

It is imperative to engage with clubs to ensure that sites are not played beyond their capacity. Play should therefore be encouraged, where possible, to be transferred to alternative venues that are not operating at capacity. This may include transferring play to 3G pitches or to sites not currently available for community use but which may be in the future.

A cost-effective way to reduce unofficial use (and therefore overplay), particularly for football, could be to remove goalposts in between match days, principally at open access, high traffic sites that are managed by clubs. This will, however, require adequate, secured storage to be provided.

For cricket, an increase in the usage of NTPs is key to alleviating overplay as this allows for the transfer of junior demand from grass wickets. It also does not require any additional playing pitch space as NTPs can be installed in situ to existing squares.

<sup>19</sup> Source: UKA Facilities Strategy recommends that Regional Outdoor Competition Venues should have a strong anchor performance club (i.e. 200+ track and field members).

## **MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

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For rugby union and rugby league, additional floodlighting can mitigate some of the overplay as it allows training demand to be spread across a greater number of pitches or unmarked areas. If permanent floodlighting is not possible, portable floodlighting is an alternative, as is the installation of a World Rugby / RFL compliant 3G pitch. Further to this another potential option for rugby league is the creation of additional pitches.

As mentioned earlier, there are also sites that are poor quality but which are not overplayed. These should not be overlooked as often poor quality sites have less demand than others but demand could increase if the quality was improved. It does, however, work both ways as potential improvements may make sites more attractive and therefore more popular, which in the long run can again lead to them becoming poor quality pitches if not properly maintained. It is therefore imperative that any enhancements are supported by adequate maintenance to ensure that the improvements are sustainable.

### ***Increasing maintenance***

Standard or poor grass pitch quality may not just be a result of poor drainage. In some instances, ensuring there is an appropriate maintenance for the level/standard of play can help to improve quality and therefore increase pitch capacity. Each NGB can provide assistance with reviewing pitch maintenance regimes.

The FA has a general pitch improvement strategy which has been developed in partnership with Grounds Management Association (GMA) to develop a grass pitch maintenance service that can be utilised by grassroots clubs with the aim of improving knowledge, skills and therefore the quality of pitches. The key principles behind the service are to provide clubs with advice/practical solutions in a range of areas, with the simple aim of improving playing surfaces. The programme is designed to help clubs on sites that they themselves manage and maintain but can also be used to advise council-maintained sites.

In addition, the FA's Strategy also aims to focus on developing improved maintenance with local authorities that can be utilised at local authority-maintained sites.

Further to the above, the Football Foundation and the FA have recently developed a new pitch maintenance grant fund that allows clubs and sports organisations to apply for funding for maintenance assistance, consumables and/or equipment. Local authorities are currently ineligible applicants through this fund; however, clubs, leagues and or charitable organisations using local authority sites can apply provided they have security of tenure and/or a proforma is in place.

For cricket and the ECB, the equivalent is the Grounds and Natural Turf Improvement Programme, which is jointly funded by the ECB, FA, RFL, Football Foundation and the GMA. Its aim is to raise the standards of sports surfaces as well as the understanding of sports turf management practices among grassroots sports clubs across England Wales.

In relation to cricket specifically, maintaining high pitch quality is the most important aspect of the sport. If the wicket is poor, it can affect the quality of the game and, in some instances, become dangerous. The ECB recommends full technical assessments of wickets and pitches available through a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether it meets the standards that are benchmarked by the Grounds Maintenance Association (GMA).

### ***Improving changing provision***

There is a need to address changing provision at some sites in Malvern Hills, these are generally centred at either club or town /parish council managed sites.

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Sites which predominantly accommodate adult and/or older junior age group sports should be prioritised for improvements, whilst there is a trend for younger junior age groups (particularly for football) not to require use of changing provision, with suitable male and female toilet provision for players and spectators considered to be of greater importance. This include, but are not limited to:

- ◀ Bushley Cricket Club
- ◀ Hallow Playing Field
- ◀ Kempsey Playing Fields
- ◀ Knighton-on-Teme Cricket Ground
- ◀ Lower Howsell Road Playing Field
- ◀ Ralph's Field
- ◀ Palmers Meadow
- ◀ The Jewry Field
- ◀ The Swan Inn (Newland)
- ◀ West Worcester Park

### **Recommendation (e) – Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites**

To allow for facility developments to be programmed on a phased basis the Council should adopt a tiered approach to the management and improvement of outdoor sport sites and associated facilities. Please refer to Part 6: Action Plan for the proposed hierarchy.

### **Recommendation (f) – Work in partnership with stakeholders to secure funding**

Partners, led by the Council, should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in playing pitches and outdoor sports facilities as well as accompanying ancillary facilities.

To address community need, target priority areas and reduce provision duplication, a coordinated approach to strategic investment is required. In delivering this recommendation, the Council should maintain a regular dialogue with local partners through the PPOSS Steering Group.

Although some investment in new provision will not be made by the Council directly, it is important that the Steering Group directs and leads a co-ordinated approach to facility development whether made at/by education sites, NGBs, sports clubs and the commercial sector. This is to ensure that the extent to which it addresses community need is optimised and duplication is avoided.

One of sport's key contributions is its positive impact on public health. It is therefore important to lever in investment from other sectors such as, for example, health and wellbeing. Sport and physical activity can have a profound effect on peoples' lives, and plays a crucial role in improving community cohesion, educational attainment and self-confidence.

Please refer to Appendix One for further funding information which includes detail in respect of current opportunities, likely funding requirements and indicative project costs.

### **Recommendation (g) –Secure developer contributions**

This strategy should inform policies and supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development.

A development located within an accessible distance from a high-quality outdoor sport facility does not necessarily negate need for further provision or improvement to existing provision in the locality to accommodate additional demand arising from that development. The PPOSS should be used to help determine the likely impact of a new development on demand, the capacity of existing sites in the area, and whether there is a need for improvements to increase capacity or new provision is required.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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For playing pitches, the Council should use Sport England's Playing Pitch Calculator (PPC) (see Part 7) as a tool to determine developer contributions linking to sites within the locality. This uses team generation rates from the Assessment Report to determine how many new teams will be generated from an increase in population, as per that derived from housing growth. This is then converted into pitch requirements for each sport alongside the associated costs.

Important to note that the calculator is only a guide price and, for example, does not include local requirements e.g. the SWDPR requires the inclusion of a 'greening;' measures e.g, grey water harvesting renewable energy installations in new and refurbished developments.

The guidance should be the basis for negotiation with developers to secure contributions to include provision within the development and/or enhancement of appropriate playing fields and subsequent maintenance on existing sites within the locality. Section 106 contributions can also be used to improve the condition and maintenance regimes of pitches which, in turn, will increase pitch capacity to accommodate more matches.

Where it is determined that new provision is required to accompany a development, priority should be placed on providing facilities that contribute towards alleviating existing shortfalls within the locality, with the PPOSS used to guide this. Where improvements are required, the PPOSS and in particular the Action Plan can identify sites in the locality that would most benefit from contributions and that would best cater for the increased demand.

To determine what supply of provision is provided, it is imperative that the PPOSS findings are taken into consideration and that for particularly large developments consultation takes place with the relevant NGBs and Sport England. This is due to the importance of ensuring that the stock of facilities provided is correct to avoid provision becoming unsustainable and unused. The preference is for multi-pitch and multi-sport sites to be developed, supported by a clubhouse and adequate parking facilities which consider the potential for future 3G/AGP development.

It is recognised that consultation cannot take place with NGBs for every development due to resource restrictions. Instead, it is recommended that such discussions take place within the PPOSS Steering Group meetings that should take place regularly following adoption of this study as part of the ongoing monitoring and evaluation process. It is recommended that these take place every 6-12 months and inform the annual PPS review/update (see Part 8 for further information).

Sport England recommends that a number of objectives should be implemented to enable the above to be delivered:

- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a Section 106 agreement or equivalent must be completed that should specify, when applied, the amount that will be linked to Sport England's Building Cost Information Service from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first 20 years of maintenance on new pitches, the cost of which is indicated by the Sport England Development Calculator. NGBs and Sport England can provide further and up to date information on the associated costs.
- ◀ External funding should be sought/secured to achieve maximum benefit from the investment into appropriate playing pitch facility enhancement, alongside other open space provision, and its subsequent maintenance.
- ◀ Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.
- ◀ All new or improved outdoor sports facilities on school sites should be subject to community use agreements.



## AIM 3

To **provide** new outdoor sport facilities where there is current or future demand to do so.

### Recommendations:

- h. Identify opportunities to add to the overall stock to accommodate both current and future demand.
- i. Rectify quantitative shortfalls through the current stock.

### **Recommendation (h) - Identify opportunities to add to the overall stock to accommodate both current and future demand**

The Steering Group should use the Action Plan within this Strategy for improvements to the Council's own outdoor sports facilities whilst recognising the need to support partners. The Action Plan lists improvements to be made to each site focused upon both qualitative and quantitative improvements as appropriate on an area by area basis.

Although there are identified shortfalls of match equivalent sessions, most current and future demand is currently being met and most shortfalls can be addressed via quality improvements and/or improved access to sites that are presently used minimally or currently unavailable. Adding to the current stock, particularly in the short term, is therefore not recommended as a priority, except in the case of 3G pitches where there is a discrete need, where there is significant housing growth, or where sites fall out of use and require mitigation.

It is important that there is a joined-up approach between the relevant neighbouring authorities to ensure that 3G pitches are developed at the most appropriate sites, such as by selecting sites that can contribute towards accommodating demand from neighbouring authorities. This approach will also ensure there is no duplication of provision that will compete against each other to attract demand.

Where new schools are provided in major new residential developments, they should be designed to facilitate community access, with opportunities for meeting the community's outdoor sports needs explored at the planning stage to maximise potential demand and ensure the correct facility provision. For example, full size 3G pitches are often best suited to secondary school sites, whereas mini football pitches and MUGAs/small sided AGPs on primary school sites tend to be provided.

### **Recommendation (i) - Rectify quantitative shortfalls through the current stock**

The Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the preceding Assessment Report and the sport by sport specific recommendations (Part 3) as well as the following Action Plan (Part 6).

It is important that the current levels of provision are protected, maintained and enhanced to secure provision now and in the future. For most sports the current and future demand for provision identified in Malvern Hills can be overcome through maximising use of existing stock through a combination of:

- ◀ Improving quality in order to improve the capacity to accommodate more demand.
  - ◀ It should be noted that improvements at sites within flood zones may not provide value for money due to their location and should be examined on a site by site basis.

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- ◀ Transferring demand from overplayed sites to sites with spare capacity.
- ◀ The re-designation of facilities.
- ◀ Securing long term community use at school sites including those currently unavailable.
- ◀ Working with commercial and private providers to secure tenure and increase usage.

Unmet demand, changes in sport participation and trends, and proposed housing growth should be recognised and factored into future facility planning. Assuming an increase in participation and housing growth occurs, it will impact on the future need for certain types of sports facilities. Sports development work also approximates unmet demand which cannot currently be quantified (i.e. it is not being suppressed by a lack of facilities) but is likely to occur. The following table highlights the main development trends in each sport and their likely impact on facilities. However, it is important to note that these may be subject to change.

Furthermore, retaining some spare capacity allows some pitches to be rested to protect overall pitch quality in the long-term. Therefore, whilst in some instances it may be appropriate to re-designate a senior pitch where there is low demand identified a holistic approach should be taken to re-designation for the reasons cited. The site-by-site action planning will seek to provide further clarification on where re-designation is suitable.

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## PART 6: ACTION PLAN

The site-by-site action plan seeks to address key issues identified in the preceding Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement. It should be reviewed in the light of staff and financial resources in order to prioritise support for strategically significant provision and provision that other providers are less likely to make. The Action Plan is separated by analysis area.

The Council should make it a high priority to work with NGBs and other partners to comprise a priority list of actions based on local priorities, NGB priorities and available funding. To allow for facility developments to be programmed within a phased approach, the Council should adopt a tiered approach to the management and improvement of outdoor facility sites and associated provision.

The identification of sites is based on their strategic importance within the Authority i.e. they accommodate the majority of demand, or the recommended action has the greatest anticipated impact on addressing shortfalls (identified either on a sport-by-sport basis or across the Council area as a whole).

*Table 6.1: Tiered site criteria*

Criteria	Hub sites	Key centres	Local sites
<b>Site location</b>	Strategically located in the Authority. Priority sites for NGBs.	Strategically located within the analysis area.	Serves the local community.
<b>Site layout</b>	Accommodates three or more grass pitches, including provision of an AGP.	Accommodates two or more grass pitches.	Accommodates one or more pitches.
<b>Type of sport</b>	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.
<b>Management</b>	Management control remains within the local authority/other provider or with an appropriate lease arrangement through a committee or education owned.	Management control remains within the local authority/provider or with an appropriate club on a lease arrangement.	Management control remains within the local authority/provider or with an appropriate club on a lease arrangement.
<b>Maintenance regime</b>	Maintenance regime aligns with NGB guidelines.	Maintenance regime aligns with NGB guidelines.	Standard maintenance regime either by the club or in house maintenance contract.
<b>Ancillary facilities</b>	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	No changing room access on site or appropriate access to accommodate both senior and junior use concurrently (if required).

**Hub sites** are of strategic Authority wide importance where users are willing to travel to access the range and high quality of facilities offered and are likely to be multi-sport. These have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment.

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**Key centre** are more community focused sites, although some are still likely to service a wider analysis area. There may be more of a focus on a specific sport.

Additionally, it is considered that some financial investment may be necessary to improve the ancillary facilities at both hub sites and key centre sites to complement the pitches in terms of access, flexibility (i.e. single-sex changing if necessary), quality and that they meet the rules and regulations of local competitions.

**Local sites** refer to those sites offering minimal provision or that are of minimal value to the wider community. Primarily they are sites with one facility or a low number of facilities that service just one or two sports. The level of priority attached to them for external investment may be relatively low.

For local authority sites, consideration should be given, on a site-by-site basis, to the feasibility of a club taking on a long-term lease (if not already present), in order that external funding can be sought. Such sites will require some level of investment, either to the outdoor sport facilities or ancillary facilities, and is it anticipated that one of the conditions of offering a hire/lease is that the Club would be in a position to source external funding to improve/extend the provision.

Other sites considered in this tier may be primary school sites or secondary school sites that are not widely used by the community or that do not offer community availability.

Some local sites are suitable for rationalisation providing that capital receipts are allocated to replace the lost provision at larger, multi-pitch sites.

### **Management and development**

The following issues should be considered when undertaking sports related site development or enhancement:

- ◀ Financial viability.
- ◀ Security of tenure.
- ◀ Planning permission requirements and any foreseen difficulties in securing permission.
- ◀ Adequacy of existing finances to maintain existing sites.
- ◀ Business Plan/Masterplan – including financial package for creation of new provision where need has been identified.
- ◀ Analysis of the possibility of shared site management opportunities.
- ◀ The availability of opportunities to lease sites to external organisations.
- ◀ Options to assist community groups to gain funding to enhance existing provision.
- ◀ Negotiation with landowners to increase access to private hub sites.
- ◀ Football investment programme/3G pitch development with the FA and Football Foundation

### **Partners**

The column indicating partners refers to the main organisations that the Council would look to work with to support delivery of the actions. Given the extent of potential actions it is reasonable to assume that partners will not necessarily be able to support all of the actions identified but where the action is a priority and resource is available the partner will endeavour to provide support.

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### **Priority**

Although hub sites are mostly likely to have a **high** priority level as they have wide importance, high priority sites have been identified on the basis of the impact that the site will have on addressing the key issues identified in the assessment. Therefore, some key centres and local sites are also identified as having a high priority level. It is these projects/sites which should generally, if possible, be addressed within the short term (1-2 years).

The majority of key centres are a **medium** priority, have analysis area importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment.

The **low** priority sites tend to be single pitch or single sport sites and often club or education sites with local specific importance but that may also contribute to addressing the issues identified in the assessment for specific users.

### **Costs**

The strategic actions have also been ranked as low, medium or high based on cost. The brackets are:

- ◀ (L) -Low - less than £50k;
- ◀ (M) -Medium - £50k-£250k;
- ◀ (H) -High £250k and above.

These are based on Sport England's estimated facility costs which can be found at:  
<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

### **Timescales**

The Action Plan has been created to be delivered over a ten-year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur.

The indicative timescales relate to delivery times and are not priority based:

- ◀ (S) -Short (1-2 years);
- ◀ (M) - Medium (3-5 years);
- ◀ (L) - Long (6+ years).

### **Aim**

Each action seeks to meet at least one of the three aims of the Strategy; **Enhance, Provide, Protect**.

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## CENTRAL ANALYSIS AREA

Sport	Analysis area	Current demand		Future demand (2041)
		Pitch type	Current capacity total in MES <sup>[1]</sup>	Future capacity total in MES
Football (grass pitches)	Central	Adult	Shortfall of 0.5	Shortfall of 0.5
		Youth 11v11	At capacity	At capacity
		Youth 9v9	Shortfall of 2	Shortfall of 2
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 2	Spare capacity of 2
	Malvern Hills	Adult	Spare capacity of 1	Shortfall of 1
		Youth 11v11	At capacity	Shortfall of 2
		Youth 9v9	Shortfall of 2	Shortfall of 4
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 2	Spare capacity of 0.5
Football (3G pitches)	Malvern Hills	Full size, floodlit	Shortfall of 2	Shortfall of 2
Cricket	Central	Saturday	Shortfall of 9	Shortfall of 19
		Sunday	Shortfall of 9	Shortfall of 17
		Midweek	Shortfall of 1	Shortfall of 29
	Malvern Hills	Saturday	Shortfall of 70	Shortfall of 100
		Sunday	Shortfall of 80	Shortfall of 120
		Midweek	Shortfall of 60	Shortfall of 124
Rugby union	Central	Senior	At capacity	At capacity
	Malvern Hills	Senior	Shortfall of 9	Shortfall of 12.25
Hockey (sand AGPs)	Malvern Hills	Full size, floodlit	Enough capacity	Enough capacity
Tennis	Malvern Hills	Courts	Sufficient	Sufficient
Netball	Malvern Hills	Courts	Sufficient	Sufficient
Bowls	Malvern Hills	Greens	Sufficient	Sufficient
Athletics	Malvern Hills	-	Sufficient	Sufficient
Other Sports	Malvern Hills	Provision	Shortfalls of certain provision	Shortfalls of certain provision

<sup>[1]</sup> MES – match equivalent sessions per week (per season for cricket)

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Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
4	Alfrick Playing Field	WR6 5HJ	Football	Alfrick & Lusley PC	One standard quality adult pitch with actual spare capacity for one match equivalent session.	Sustain pitch quality with appropriate levels of maintenance. Utilise spare capacity.	Alfrick & Lusley PC FF WFA	Local site	L	L	L	Protect
4	Alfrick Playing Field	WR6 5HJ	Tennis	Alfrick & Lusley PC	One poor quality, non-floodlit macadam court with community access.	Improve court quality with enhanced levels of maintenance/refurbishment.	Alfrick & Lusley PC LTA	Local site	L	S	L	Enhance
6	Berryfields	WR6 5NE	Football	Broadwas & Cotheridge PC	One poor quality adult pitch with spare capacity discounted due to quality.	Improve pitch quality as required to better sustain curricular and extracurricular demand.	Broadwas & Cotheridge PC FF, WFA	Local site	L	S	L	Enhance
10	Callow End C of E Primary School	WR2 4TE	Football	Education	One poor quality 5v5 pitch that is unavailable for community use.	Improve pitch quality as required to better sustain curricular and extracurricular demand.	Education FF, WFA	Local site	L	S	L	Enhance
11	Callow End Playing Field	WR2 4UH	Football	Powick PC	One adult and one mini 5v5 pitch both of which are standard quality. Adult pitch has actual spare capacity of 0.5 match equivalent sessions available at peak time whereas the mini 5v5 pitch has one match equivalent session of spare capacity.	Sustain pitch quality with appropriate levels of maintenance. Look to utilise spare capacity. Explore moving mini demand to 3G.	Powick PC FF WFA	Local site	L	L	L	Protect
11	Callow End Playing Field	WR2 4UH	Tennis	Powick PC	One poor quality, non-floodlit macadam tennis court that is available for community use.	Improve court quality with enhanced levels of maintenance/refurbishment.	Powick PC LTA	Local site	L	S	L	Enhance
24	Howard Road	WR2 5RB	Football	County council	One standard quality adult pitch with actual spare capacity.	Sustain pitch quality with appropriate levels of maintenance. Look to utilise spare capacity.	County council FF, WFA	Local site	L	L	L	Protect
24	Howard Road	WR2 5RB	Rugby union	County council	One poor quality (M0/D1), non-floodlit senior pitch with spare capacity discounted due to poor pitch quality.	Improve pitch quality as required to better support demand.	County council RFU	Local site	L	L	L	Enhance
25	Kempsey Playing Fields	WR5 3SA	Football	Kempsey PC	Five pitches, two adult, one 9v9, one 7v7 and one 5v5 all of which are poor quality. The pitches are used by a total of 11 teams from the following clubs: Kempsey Colts FC, Kempsey Colts United FC, Kempsey Corinthians FC. All pitches are either overplayed, at capacity or have extra capacity discounted due to pitch quality. Ancillary provision has also been identified as poor quality. Pitches are anticipated to be moved to Pixham Ferry Lane.	Look to relocate the pitches off the site to the proposed new community centre at Pixham Ferry Lane in accordance with the ongoing Feasibility Study. Ensure new changing facilities are FF compliant. Explore moving mini demand to 3G.	FF WFA Council	Key site	M	M	L-M	Enhance
25	Kempsey Playing Fields	WR5 3SA	Cricket	Kempsey PC	One standard quality square with six wickets. Serviced by poor quality changing rooms. Outfield is used overmarked with football pitches which could potentially be relocated to a new community facility (Pixham Ferry Lane).	Sustain pitch quality with appropriate levels of maintenance. Invest in improving ancillary provision in conjunction with the potential development of Pixham Ferry Lane.	Kempsey PC ECB WCB	Key site	M	M	L - M	Enhance Protect

<sup>20</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>21</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

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Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
25	Kempsey Playing Fields	WR5 3SA	Tennis	Kempsey PC	Three good quality macadam courts accompanied with floodlights. Ancillary provision is poor quality and has an ongoing feasibility study being carried out within Kempsey Parish Council which could potentially see investment and modernisation in the provision.	Sustain court quality with appropriate levels of maintenance. Invest in improving ancillary provision in conjunction with the potential development of Pixham Ferry Lane.	Kempsey PC LTA	Key site	M	M	L - M	Enhance Protect
27	Leigh and Bransford Primary School	WR13 5DX	Football	Education	One standard quality mini 7v7 pitch with spare capacity discounted due to unsecure tenure.	Sustain pitch quality with appropriate levels of maintenance. Look to secure tenure user via a community use agreement. Explore moving mini demand to 3G.	Education FF WFA	Local site	M	S - M	L	Protect
30	Madresfield CE Primary School	WR13 5AA	Football	Education	One poor quality 7v7 pitch that is unavailable for community use.	Improve pitch quality as required to better support curricular and extracurricular demand.	Education FF WFA	Local site	L	S	L	Enhance
41	Playscape Playing Field	WR2 5SU	Football	Rushwick PC	One poor quality adult pitch with spare capacity discounted poor pitch quality.	Improve pitch quality as required to better support demand from the community.	Rushwick PC FF, WFA	Local site	L	S	L	Enhance
43	Powick C of E Primary School	WR2 4RT	Football	Education	One poor quality 7v7 pitch that is unavailable for community use.	Improve pitch quality as required to better support curricular and extracurricular demand.	Education FF WFA	Local site	L	S	L	Enhance
44	Powick Playing Fields	WR2 4SU	Football	Powick PC	One adult and one 9v9 pitch both of a standard quality. Adult pitch is overplayed by 0.5 match equivalent sessions, whilst the 9v9 pitch is played at capacity at peak time. The Parish Council have commenced works to install a new pavilion including, changing rooms, community room and kitchen. Due to be completed in 2022.	Improve pitch quality with enhanced levels of maintenance to coincide with ancillary developments. Explore moving youth 9v9 demand to 3G.	Powick PC FF WFA	Local site	M	S	L	Protect Provide Enhance
45	Ralph's Field	WR13 5EQ	Football	Other	One 5v5 and two 7v7 pitches, all of which are standard quality. The 5v5 pitch has no spare capacity at peak time whilst the two 7v7 pitches have actual spare capacity discounted due to unsecure tenure. The site features poor quality ancillary provision due to being extremely basic.	Sustain or improve pitch quality with appropriate levels of maintenance. Look to secure long term tenure from the landlord. If tenure can be secured explore the feasibility of improving ancillary provision. Alternatively, investigate options to secure other pitch/facility provision within the vicinity aligned to developer contributions. Explore moving mini demand to 3G.	Other FF WFA	Local site	M	M	L - M	Enhance Protect
50	Suckley Playing Fields	WR6 5DE	Football	Suckley PC	One poor quality adult pitch with spare capacity discounted due to poor pitch quality.	Improve pitch quality as required to better support demand. Improve/provide ancillary facilities.	Suckley PC FF, WFA	Local site	L	S	L	Enhance
51	Temple Laugherne	WR2 6RF	Football	Sports club	Four mini 5v5 pitches and two mini 7v7 pitches all of which have their spare capacity discounted due to the poor pitch quality.	Improve pitch quality as required to better support demand. Improve/provide ancillary facilities. Explore moving mini demand to 3G.	FF WFA Sports Club	Local site	M	S	L - M	Enhance



**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
54	The Alf Tolley Memorial Ground (Rushwick)	WR2 5SU	Cricket	Sports Club	One good quality square with seven wickets accompanied by an NTP. Overplayed by nine match equivalent sessions a season. Owners of the site, Rushwick CC, express ambitions to create a second square on adjacent land. The Club wants this new square to return exported demand and to actualise latent and future demand. It aspires to access potential S106 monies to help with the project.	Sustain square quality with appropriate levels of maintenance. Work with relevant stakeholders to explore the feasibility of creating a second square on adjacent land. If deemed achievable maximise S106 monies to create a second square and make appropriate ancillary facilities enhancements to alleviate overplay on its current square, allow for exported demand to return and allow capacity for future and latent demand.	Sports Club ECB WCB Council SE	Local site	H	M	H	Protect Provide
64	West Worcester Park (WWYFC)	WR6 5LP	Football	Sports club	Two youth 11v11, two youth 9v9, two mini 7v7 and two mini 5v5 pitches all of which are good quality. The mini 5v5 pitch have actual spare capacity of one match equivalent session at peak time whereas all remaining pitches are played to capacity at peak time. West Worcester Youth FC aspires to develop ancillary provision on the site.	Sustain pitch quality with appropriate levels of maintenance. Explore the feasibility of creating dedicated onsite ancillary provision. Utilise spare capacity available for extra play. Explore moving mini and youth 9v9 demand to 3G.	Sports club FF WFA	Local site	M	M	L-M	Protect Provide
65	Worcester Nomads Cricket Club	WR6 5JH	Cricket	Sports Club	One good quality square with 15 wickets and a separate NTP. Square a spare capacity on a midweek. 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.	Sustain square quality with appropriate levels of maintenance. Work with relevant stakeholders to explore the feasibility of creating a second square on adjacent land. If deemed achievable maximise S106 monies to create a second square and make appropriate ancillary facilities enhancements to alleviate overplay on its current square, allow for exported demand to return and allow capacity for future and latent demand.	Sports Club ECB WCB Council SE	Local site	H	M	H	Protect Provide
75	The Swan Inn (Newland)	WR13 5AY	Cricket	Madresfield Estate	One standard quality Cricket square with a poor-quality changing room used by Barnard Green CC. Ancillary provision is an extremely dated wooden building with limited facilities. Site has spare capacity for Cricket on Sundays and Midweek.	Sustain square quality with appropriate levels of maintenance. Utilise spare capacity available for Sunday and Midweek Cricket. Improve basic on-site ancillary provision.	ECB WCB Madresfield Estate	Local site	M	M	L-M	Protect Enhance
80	Broadwas Sports Club	WR6 5NG	Croquet	Sports Club	Former site of Broadways CC that was owned and maintained by the Club is now used by Broadwas Croquet 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.	Seek possibilities of acquiring funding to resolve undulating lawns.	CA Sports Club	Local site	L	L	L	Enhance

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## MALVERN ANALYSIS AREA

Sport	Analysis area	Current demand		Future demand (2041)
		Pitch type	Current capacity total in MES <sup>[1]</sup>	Future capacity total in MES
Football (grass pitches)	Malvern	Adult	Spare capacity of 3	Spare capacity of 2.5
		Youth 11v11	At capacity	Shortfall of 1
		Youth 9v9	At capacity	Shortfall of 1
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	Shortfall of 0.5
	Malvern Hills	Adult	Spare capacity of 1	Shortfall of 1
		Youth 11v11	At capacity	Shortfall of 2
		Youth 9v9	Shortfall of 2	Shortfall of 4
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 2	Spare capacity of 0.5
Football (3G pitches)	Malvern Hills	Full size, floodlit	Shortfall of 2	Shortfall of 2
Cricket	Malvern	Saturday	Shortfall of 23	Shortfall of 33
		Sunday	Shortfall of 23	Shortfall of 39
		Midweek	Shortfall of 23	Shortfall of 39
	Malvern Hills	Saturday	Shortfall of 70	Shortfall of 100
		Sunday	Shortfall of 80	Shortfall of 120
		Midweek	Shortfall of 60	Shortfall of 124
Rugby union	Malvern	Senior	Shortfall of 3.5	Shortfall of 5
	Malvern Hills	Senior	Shortfall of 9	Shortfall of 12.25
Hockey (sand AGPs)	Malvern Hills	Full size, floodlit	Enough capacity	Enough capacity
Tennis	Malvern Hills	Courts	Sufficient	Sufficient
Netball	Malvern Hills	Courts	Sufficient	Sufficient
Bowls	Malvern Hills	Greens	Sufficient	Sufficient
Athletics	Malvern Hills	-	Sufficient	Sufficient
Other Sports	Malvern Hills	Provision	Shortfalls of certain provision	Shortfalls of certain provision

<sup>[1]</sup> MES – match equivalent sessions per week (per season for cricket)

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>22</sup>	Cost <sup>23</sup>	Aim
5	Barnards Green Cricket Club	WR14 2ET	Cricket	Sports club	One good quality square with five wickets accompanied by an NTP. Square is overplayed by 15 match equivalent sessions a season. Used by Barnards Green CC that aspires for a mobile cage.	Explore greater utilisation of onsite NTP to alleviate overplay or transfer demand off the site to one with spare capacity or potential new site. Explore the feasibility of assisting the Club in obtaining additional training provision.	Sports club ECB WCB	Local site	L	S	L	Protect Provide
15	Dukes Meadow Playing Fields	WR14 2BY	Football	Malvern TC	One standard quality adult pitch that has actual spare capacity of one match equivalent session at peak time. Accompanied by poor quality ancillary provision.	Sustain pitch quality with appropriate levels of maintenance. Utilise spare capacity. Improve/provide ancillary facilities.	Malvern TC WFA, FF	Local site	L	L	L	Protect
15	Dukes Meadow Playing Fields	WR14 2BY	Rugby union	Malvern TC	There were two mini rugby pitches previously marked out on the site last used circa 2010.	Keep as a strategic reserve and explore the feasibility of bringing back into use based on levels of demand.	Malvern TC RFU	Local site	M	L	L	Protect
15	Dukes Meadow Playing Fields	WR14 2BY	MUGA	Malvern TC	One poor quality MUGA which is not floodlit.	Explore the feasibility of refurbishment based on demand.	Malvern TC	Local site	L	M	L	Enhance
17	Grove Primary School	WR14 2LU	Football	Education	One poor quality mini 7v7 pitch that has spare capacity discounted due to unsecure.	Improve pitch quality as required to better sustain curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance
29	Lower Howsell Road Playing Fields	WR14 1EW	Football	Malvern TC	Two youth 11v11 pitches that have spare capacity discounted due to quality. Accompanied by poor quality ancillary provision. Used by Leigh & Bransford Badgers FC.	Improve pitch quality with an enhanced maintenance regime. Explore the feasibility of improving onsite ancillary provision. Explore long term tenure options for the Club if beneficial in obtaining relevant grant funding.	Malvern TC Sports club WFA FF	Local site	M	M	L - M	Enhance
31	Malvern College Sports Complex	WR14 3PL	Football	Education	Four adult and one youth 11v11 pitch all of which are good quality. Pitches are unavailable for community use. Welland FC aspires to access the site to provide additional capacity.	Sustain pitch quality with appropriate levels of maintenance. Explore opening the pitches up for community use, particularly for Welland FC.	Education WFA FF Sports club	Key centre	M	S	L	Protect Provide
31	Malvern College Sports Complex	WR14 3PL	Cricket	Education	Two good quality squares one with six wickets and one with five wickets accompanied by an NTP. There is also a separate standalone NTP. Spare capacity discounted due to unsecure tenure.	Sustain square quality with appropriate maintenance.	Education ECB WCB	Key centre	L	L	L	Protect
31	Malvern College Sports Complex	WR14 3PL	Rugby union	Education	Two good quality (M2/D1) senior pitches that are not available for community nor floodlit.	Sustain pitch quality with appropriate levels of maintenance.	Education RFU	Key centre	L	L	L	Protect
31	Malvern College Sports Complex	WR14 3PL	Hockey	Education	Two full size floodlit hockey suitable AGPs one is water based whereas the other is sand filled. Both are good quality with the water based pitch built in 2017 and the sand filled pitch refurbished in 2019. Pitches are used by Colwall & Malvern HC and are heavily used for curricular / extracurricular demand. The Club has unsecure tenure, however, it is unlikely to be removed from the venue.	Sustain pitch quality with appropriate levels of maintenance. Look to formalise long term security of tenure for Colwall & Malvern HC.	Education EH	Key centre	H	L	L	Protect

<sup>22</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>23</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>22</sup>	Cost <sup>23</sup>	Aim
31	Malvern College Sports Complex	WR14 3PL	Tennis	Education	A total of 13 standard quality macadam courts that are available for community use but are not floodlit. The College has plans to refurbish the courts in the next five years.	Sustain court quality with appropriate levels of maintenance and look to refurbish them when deemed necessary. Once refurbish aim to increase community usage.	Education LTA	Key centre	L	L	M	Protect Enhance
31	Malvern College Sports Complex	WR14 3PL	Netball	Education	A total of 12 standard quality macadam courts that are available for community use but are not floodlit. The College has plans to refurbish the courts in the next five years.	Sustain court quality with appropriate levels of maintenance and look to refurbish them when deemed necessary. Once refurbish aim to increase community usage.	Education EN	Key centre	L	L	M	Protect Enhance
32	Malvern Cricket Club	WR14 1EB	Cricket	Sports club	One standard quality square with ten wickets that is overplayed by 10 match equivalent sessions a season. Malvern CC lease the site from Malvern Town Council (30 years). The Club aspires to return is one exported team back into the District.	Improve square quality with an enhanced maintenance regime. Explore potential options to allow for the exported team to return back into the District, including accessing a square with spare capacity or creation of new provision.	Cricket ECB WCB	Local site	M	M	L - M	Protect Provide
33	Malvern Rugby Football Club	WR14 1AJ	Rugby union	Sports club	One standard quality (M1/D2) senior pitch is played to capacity at peak time. One standard quality (M1/D1) senior pitch has spare capacity of 0.5 match equivalent sessions at peak time. One standard quality (M1/D1) floodlit senior pitch is overplayed by 3.5 MES. Two standard quality (M1/D1) mini pitches that are overplayed by one MES. Malvern RFC has a 20 year lease from the District Council which ends in 2040. The Club aspires to enhance it ancillary provision to better cater from female demand.	Sustain pitch quality with appropriate levels of maintenance in the short term whilst the development of a full size floodlit 3G WR compliant 3G pitch is considered. Look to consider this 3G development with any enhancement to accompanying ancillary provision and extension of lease to provide longer term security of tenure.	Sports club RFU Council	Key centre	H	S – M	M	Protect Enhance
33	Malvern Rugby Football Club	WR14 1AJ	Potential 3G	Sports club	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.	In order to alleviate identified levels of overplay, and to create capacity for latent and future demand, look to establish a full size floodlit WR compliant 3G pitch. Ensure the feasibility of creating a pitch is fully explore including a detailed programme of usage. Look to provide training capacity for other rugby union clubs. Look to consider this development with any enhancement to accompanying ancillary provision. Maximise S106 monies to assist in financing the project.	Sports club RFU Council	Key centre	H	M - L	H	Provide
34	Malvern St James Girls School	WR14 3LH	Hockey	Education	One good quality floodlit hockey suitable AGP that as refurbished in 2019. Although not used for community hockey the pitch is used for curricular and extracurricular hockey demand. Community use is primarily football training demand.	Sustain pitch quality with appropriate levels of maintenance and retain as current use.	Education EH	Local site	L	L	L	Protect

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>22</sup>	Cost <sup>23</sup>	Aim
34	Malvern St James Girls School	WR14 3LH	Tennis	Education	Six standard quality macadam courts that are available for community use but are not floodlit.	Sustain quality with appropriate levels of maintenance and retain as current use.	Education LTA	Local site	L	L	L	Protect
34	Malvern St James Girls School	WR14 3LH	Netball	Education	Six standard quality macadam courts that are available for community use but are not floodlit.	Sustain quality with appropriate levels of maintenance and retain as current use.	Education EN	Local site	L	L	L	Protect
34	Malvern St James Girls School	WR14 3LH	Lacrosse	Education	Two lacrosse pitches used by Tribe LC.	Ensure the pitches are of a suitable quality for Tribe LC and look to formally secure the clubs usage.	Education EL Sports club	Local site	L	L	L	Protect
35	Malvern Town FC (Langland Stadium)	WR14 2EQ	3G	Sports club	One good quality full size floodlit FIFA complaint 3G pitch built in 2019. Pitch and ancillary facilities are suitable for Step 5 football. Site is managed by Malvern Town FC which in the process of converting old changing rooms into a multi-functional community rooms. Council supporting with the renovation and expansion of car park provision.	Sustain pitch quality with appropriate levels of maintenance. Ensure pitch and ancillary provision meets the requirements for relevant Step football onsite and allows for promotion.	Sports club WFA FF	Local site	L	L	L	Protect
36	Malvern Vale Community Centre	WR14 1GU	Football	Education (YMCA)	One adult and one youth 9v9 pitch both of which are standard quality. The youth 9v9 pitch is played to capacity at peak time whereas the adult pitch has actual spare capacity of one match equivalent session at peak time.	Sustain pitch quality with appropriate levels maintenance. Utilise spare capacity.	Education (YMCA) WFA FF	Local site	L	S	L	Protect
38	Northleigh CE Primary School	WR14 1QS	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better sustain curricular and extracurricular demand.	Education WFA FF	Local site	L	S	L	Enhance
47	Sling Lane Playing Fields	WR14 2BW	Football	District Council	One standard quality adult pitch that is overmarked with two mini 7v7 and two mini 5v5 pitches. Pitches are played to capacity due to overmarking. Also, one standard quality youth 11v11 pitch, which is overmarked onto an adult pitch, which is played to capacity. The Council owns the site and is seeking to secure prescribed rights over Network Rail land relation to the exit from the site. Once this has been secured the Council will enter into a long term lease with the Club. The Club cannot currently apply for grant funding due to tenure arrangement. The Club aspires to create additional pitches but cannot obtain funding due to unsecure tenure. It also plans to install CCTV.	As a priority aim to secure long term tenure for Newtown Sports Juniors FC. If tenure can be secured look to assist the Club in applying for relevant funding to create new pitches, install CCTV. In the short term improve pitch quality with enhanced levels of maintenance. Explore moving mini demand to 3G.	District Council Sports club Network Rail WFA FF	Local site	H	S - L	M	Protect Enhance Provide
49	Dyson Perrins Academy	WR14 1WD	Football	Education	One standard quality adult pitch that has actual spare capacity of 0.5 MES at peak time.	Sustain pitch quality with appropriate levels of maintenance.	Education WFA, FF	Key centre	L	L	L	Protect
49	Dyson Perrins Academy	WR14 1WD	3G	Education	One full size floodlit FA compliant 3G pitch which is standard quality. Built in 2013.	Ensure the pitch remains on the FA register and available for community use. Ensure there is a sinking fund in place for its eventual refurbishment.	Education WFA, FF	Key centre	M	M	M	Protect Enhance

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>22</sup>	Cost <sup>23</sup>	Aim
49	Dyson Perrins Academy	WR14 1WD	Rugby union	Education	One standard quality (M1/D1) senior pitch that has spare capacity discounted due to unsecure tenure.	Sustain pitch quality with appropriate levels of maintenance.	Education RFU	Key centre	L	L	L	Protect
49	Dyson Perrins Academy	WR14 1WD	Tennis	Education	Five standard quality macadam courts that are available for community use and are floodlit.	Improve court quality through resurfacing.	Education LTA	Key centre	M	M	M	Protect Enhance
49	Dyson Perrins Academy	WR14 1WD	Netball	Education	Four standard quality macadam courts that are available for community use and are floodlit.	Improve court quality through resurfacing.	Education EN	Key centre	M	M	M	Protect Enhance
56	The Chase School	WR14 3NZ	Football	Education	One standard quality adult pitch that is played to capacity through curricular and extracurricular demand. Not available for community use.	Sustain pitch quality with appropriate levels of maintenance.	Education WFA FF	Key centre	L	L	L	Protect
56	The Chase School	WR14 3NZ	Cricket	Education	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.	Sustain quality of the NTP with appropriate levels of maintenance and retain as current use.	Education ECB WCB	Key centre	L	L	L	Protect
56	The Chase School	WR14 3NZ	Rugby union	Education	One poor quality (M0/D1) senior pitch that has spare capacity discounted due to unsecure tenure.	Improve pitch quality as required to better sustain curricular and extracurricular demand.	Education RFU	Key centre	L	S	L	Enhance
56	The Chase School	WR14 3NZ	Hockey	Education	One good quality floodlit full size hockey suitable AGP available for community use and one small size hockey suitable AGP which is not available nor floodlit.	Ensure usage of the full size hockey suitable AGP is maximised for curricular, extracurricular and community demand. Sustain pitch quality with appropriate levels of maintenance.	Education EH	Key centre	H	L	L	Protect
56	The Chase School	WR14 3NZ	Tennis	Education	Three standard and six poor quality macadam courts that are not available for community use and are not floodlit.	Sustain quality with appropriate levels of maintenance and retain as current use.	Education LTA	Key centre	L	L	L	Protect
56	The Chase School	WR14 3NZ	Netball	Education	Two standard quality macadam courts that are not available for community use and are not floodlit.	Sustain quality with appropriate levels of maintenance and retain as current use.	Education EN	Key centre	L	L	L	Protect
63	Victoria Park	WR14 1AJ	Football	Malvern TC	One standard quality adult pitch that has actual spare capacity of 0.5 match equivalent sessions.	Sustain pitch quality with appropriate levels of maintenance. Utilise spare capacity.	Malvern TC WFA, FF	Local site	L	S	L	Protect
63	Victoria Park	WR14 1AJ	Tennis	Malvern TC	Two standard quality macadam courts that are not floodlit.	Sustain quality with appropriate levels of maintenance and retain as current use. Potentially look to refurbish the courts in cohesion with LTA initiatives such as ClubSpark/Gate Access	Malvern TC LTA	Local site	L	L	L	Protect
63	Victoria Park	WR14 1AJ	Bowls	Malvern TC	One good quality bowling green.	Sustain quality with appropriate maintenance and retain current use.	Malvern TC BE	Local site	L	L	L	Protect
63	Victoria Park	WR14 1AJ	MUGA	Malvern TC	One poor quality MUGA that is floodlit.	Improve quality with enhanced levels of maintenance or resurfacing.	Malvern TC	Local site	M	L	L	Enhance
66	Manor Park Malvern Multisports Complex	WR14 2TL	Tennis	Sports club	Four acrylic courts, two floodlit, two artificial clay courts, four grass courts and four floodlit tiger turf courts. All are good quality. There are also indoor courts. Manor Park Sports Club TC reports it has recently started a crowd funding project to improve and modernise its ancillary provision, in particular its changing rooms.	Sustain court quality with appropriate levels of maintenance. Assist the Club where possible in making improvements to ancillary provision.	Sports club LTA	Local site	L	M	L	Protect Enhance

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>22</sup>	Cost <sup>23</sup>	Aim
66	Manor Park Malvern Multisports Complex	WR14 2TL	Bowls	Sports club	One good quality bowling green and indoor bowling provision. Manor Park Sports Club reports it has recently started a crowd funding project to improve and modernise its ancillary provision, in particular its changing rooms.	Sustain court quality with appropriate levels of maintenance. Assist the Club where possible in making improvements to ancillary provision.	Sports club BE	Local site	L	M	L	Protect Enhance
70	Priory Park	WR14 3DR	Bowls	District Council	One standard quality bowling green.	Improve green quality with enhanced levels of maintenance.	District Council BE	Local site	L	M	L	Enhance

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## TENBURY WELLS AND THE NORTH ANALYSIS AREA

Sport	Analysis area	Current demand		Future demand (2041)
		Pitch type	Current capacity total in MES <sup>[1]</sup>	Future capacity total in MES
Football (grass pitches)	Tenbury Wells and the North	Adult	Shortfall of 1.5	Shortfall of 3
		Youth 11v11	At capacity	At capacity
		Youth 9v9	At capacity	At capacity
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	At capacity
	Malvern Hills	Adult	Spare capacity of 1	Shortfall of 1
		Youth 11v11	At capacity	Shortfall of 2
		Youth 9v9	Shortfall of 2	Shortfall of 4
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 2	Spare capacity of 0.5
Football (3G pitches)	Malvern Hills	Full size, floodlit	Shortfall of 2	Shortfall of 2
Cricket	Tenbury Wells and the North	Saturday	Shortfall of 48	Shortfall of 58
		Sunday	Shortfall of 48	Shortfall of 64
		Midweek	Shortfall of 48	Shortfall of 64
	Malvern Hills	Saturday	Shortfall of 70	Shortfall of 100
		Sunday	Shortfall of 80	Shortfall of 120
		Midweek	Shortfall of 60	Shortfall of 124
Rugby union	Tenbury Wells and the North	Senior	At capacity	At capacity
	Malvern Hills	Senior	Shortfall of 9	Shortfall of 12.25
Hockey (sand AGPs)	Malvern Hills	Full size, floodlit	Enough capacity	Enough capacity
Tennis	Malvern Hills	Courts	Sufficient	Sufficient
Netball	Malvern Hills	Courts	Sufficient	Sufficient
Bowls	Malvern Hills	Greens	Sufficient	Sufficient
Athletics	Malvern Hills	-	Sufficient	Sufficient
Other Sports	Malvern Hills	Provision	Shortfalls of certain provision	Shortfalls of certain provision

<sup>[1]</sup> MES – match equivalent sessions per week (per season for cricket)



**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>24</sup>	Cost <sup>25</sup>	Aim
1	Abberley Hall School	WR6 6DD	Football	Education	One youth 11v11, one youth 9v9 and one mini 7v7 all of which are good quality. Not available for community use.	Sustain pitch quality with appropriate levels of maintenance to meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	L	L	Protect
1	Abberley Hall School	WR6 6DD	Cricket	Education	One senior square and five junior squares all of which are good quality. Not available for community use.	Sustain square quality with appropriate levels of maintenance to meet curricular and extracurricular demand.	Education ECB WCB	Local site	L	L	L	Protect
1	Abberley Hall School	WR6 6DD	Hockey	Education	One full size hockey suitable AGP that is not floodlit nor available for community use. Pitch is good quality having been refurbished in 2019.	Sustain pitch quality with appropriate levels of maintenance to meet curricular and extracurricular demand.	Education EH	Local site	L	L	L	Protect
1	Abberley Hall School	WR6 6DD	Tennis	Education	Two poor quality macadam courts that are not floodlit nor available for community use. The 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.	Assist the School, where possible, in refurbishing the courts suitable for tennis and netball. Once refurbished look to establish community use potentially linking it to LTA/EN initiatives.	Education LTA	Local site	M	M	L-M	Enhance Provide
1	Abberley Hall School	WR6 6DD	Netball	Education	Two poor quality macadam courts that are not floodlit nor available for community use. The 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 anticipates that community usage will then increase.	Assist the School, where possible, in refurbishing the courts suitable for tennis and netball. Once refurbished look to establish community use potentially linking it to LTA/EN initiatives.	Education Netball	Local site	M	M	L-M	Enhance Provide
2	Abberley Parochial VC Primary School	WR6 6AA	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA FF	Local site	L	S	L	Enhance
13	Clifton-on-Teme Playing Field	WR6 6TZ	Football	Clifton-upon-Teme PC	One standard quality adult pitch that has actual spare capacity of 0.5 match equivalent sessions of spare capacity. Accompanied by poor quality ancillary facilities.	Sustain pitch quality with appropriate levels of maintenance. Utilise spare capacity. Explore the feasibility of enhancing ancillary provision.	Clifton-upon-Teme PC WFA, FF	Local site	L	L	L	Protect
13	Clifton-on-Teme Playing Field	WR6 6TZ	Tennis	Clifton-upon-Teme PC	Two poor quality macadam courts that are not floodlit.	Improve court quality through enhance levels of maintenance / refurbishments. Look to maximise courts usage through LTA initiatives.	Clifton-upon-Teme PC LTA	Local site	L	M	L	Protect Enhance
13	Clifton-on-Teme Playing Field	WR6 6TZ	Bowls	Clifton-upon-Teme PC	One poor quality bowling green rented by Clifton-upon-Teme BC.	Improve green quality with enhanced levels of maintenance.	Clifton-upon-Teme PC, BE	Local site	L	M	L	Protect Enhance
14	Clifton-upon-Teme Primary School	WR6 6DE	Football	Education	One poor quality mini 5v5 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance

<sup>24</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>25</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>24</sup>	Cost <sup>25</sup>	Aim
16	Great Witley C of E Primary School	WR6 6HR	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance
18	Hallow C of E Primary School	WR2 6LD	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance
19	Hallow Playing Field	WR2 6PW	Football	Hallow PC	One poor quality adult pitch that is overplayed by 0.5 match equivalent sessions. Accompanied by poor quality ancillary facilities.	Improve quality with enhanced levels of maintenance. Explore the feasibility of improving ancillary provision.	Hallow PC WFA, FF	Local site	H	S - M	H	Enhance
19	Hallow Playing Field	WR2 6PW	Cricket	Hallow PC	One poor quality square with five wickets overplayed by 10 MES. Rented by Hallow Taverners CC. Accompanied by poor quality ancillary facilities.	Improve quality with enhanced levels of maintenance. Explore the feasibility of improving ancillary provision.	Hallow PC ECB WCB	Local site	H	S - M	H	Enhance
19	Hallow Playing Field	WR2 6PW	Tennis	Hallow PC	Five good quality floodlit macadam courts used by Hallow TC.	Sustain court quality with appropriate levels of maintenance.	Hallow PC Sports club LTA	Local site	L	L	L	Protect
23	Holt and Grimley Cricket Club (Closed)	WR6 6NE	Cricket (Disused)	Unknown	There is a disused site which contains a five wicket grass square located at Holt and Grimley Cricket Club. The site has been used by Holt and Grimley Cricket Club until circa 2017 when the Club folded due to a lack of demand	The disused provision should be protected from development or replacement (unless adequately re-provided elsewhere in accordance with Sport England's Playing Fields Policy), as there is potential need for playing field land to accommodate more pitches to meet the identified shortfalls.	ECB WCB	Local site	L	L	L	Protect
26	Knighton-on-Teme Cricket Ground	WR15 8JF	Cricket	Sports club	One poor quality square with five wickets overplayed by ten MES. Knighton-on-Teme CC has an indefinite lease on the site from Newnham Court Farm. Accompanied by poor quality ancillary provision and located on a flood zone.	Assist the Club, where possible, in improving the quality (including providing maintenance equipment/knowledge if require) of the square/outfield and ancillary facilities taking into consideration the site is on a flood zone.	Sports club ECB WCB	Local site	M	S	L - M	Enhance
37	Martley C of E Primary School	WR6 6QA	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA FF	Local site	L	S	L	Enhance
39	Palmers Meadow	WR15 8SF	Football	Tenbury TC	One standard quality adult pitch that has spare capacity discounted due to being located on a flood zone. Accompanied by poor quality ancillary facilities. <b>(Since initial audit there have been additional pitches marked onto the site, however, information is accurate based on the timeline of non-technical assessments).</b>	Sustain pitch quality with appropriate maintenance with consideration given to the site being located on a flood zone. Explore the feasibility of improving ancillary provision in accordance with FF guidelines. If number of pitches increases look to improve quality where appropriate.	Tenbury TC WFA FF	Key centre	L	M	L	Protect Enhance
39	Palmers Meadow	WR15 8SF	Rugby union	Tenbury TC	Two poor quality (M0/D1) senior pitches that have spare capacity discounted die to quality. Rented by Tenbury RFC. Located on a flood zone. Accompanied by poor quality ancillary facilities.	Improve pitch quality with enhanced levels of maintenance with consideration given to the site being located on a flood zone. Explore the feasibility of improving ancillary provision.	Tenbury TC RFU	Key centre	L	M	L	Protect Enhance

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>24</sup>	Cost <sup>25</sup>	Aim
46	Saint Michaels College	WR15 8PH	Football	Education	One standard quality adult pitch that has spare capacity discounted due to unsecure tenure.	Sustain pitch quality with appropriate levels of maintenance to meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	L	L	Protect
52	Tenbury CE Primary Academy	WR15 8BS	Football	Education	Two poor quality mini 7v7 pitches that are not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance
53	Tenbury High Ormiston Academy	WR15 8XA	Football	Education	One poor quality adult pitch that is played to capacity.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Key centre	L	S	L	Enhance
53	Tenbury High Ormiston Academy	WR15 8XA	Cricket	Education	Two standalone NTPs.	Sustain quality and retain as current use.	Education ECB, WCB	Key centre	L	L	L	Protect
53	Tenbury High Ormiston Academy	WR15 8XA	Rugby union	Education	One poor quality (M0/D1) senior pitch that has spare capacity discounted due to unsecure tenure.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education RFU	Key centre	L	S	L	Enhance
53	Tenbury High Ormiston Academy	WR15 8XA	Tennis	Education	Two good quality macadam courts that are floodlit.	Sustain court quality with appropriate levels of maintenance and seek to maximise community usage.	Education LTA	Key centre	L	S	L	Enhance
53	Tenbury High Ormiston Academy	WR15 8XA	Netball	Education	Two good quality courts that are floodlit.	Sustain court quality with appropriate levels of maintenance and seek to maximise community usage.	Education EN	Key centre	L	S	L	Enhance
55	The Chantry School	WR6 6QA	Football	Education	One poor quality adult pitch that is played to capacity.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA FF	Key centre	L	S	L	Enhance
55	The Chantry School	WR6 6QA	Cricket	Education	One standalone NTP.	Sustain quality and retain as current use.	Education ECB, WCB	Key centre	L	L	L	Protect
55	The Chantry School	WR6 6QA	Rugby union	Education	One poor quality (M0/D1) senior pitch that has spare capacity discounted due to unsecure tenure.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education RFU	Key centre	L	S	L	Enhance
55	The Chantry School	WR6 6QA	Tennis	Education	Three poor quality macadam courts that are floodlit.	Improve court quality through enhance levels of maintenance / refurbishments. Look to maximise courts usage through LTA initiatives.	Education LTA	Key centre	M	M	L	Enhance
55	The Chantry School	WR6 6QA	Netball	Education	Three poor quality macadam courts that are floodlit.	Improve court quality through enhance levels of maintenance / refurbishments. Look to maximise courts usage through EN initiatives.	Education EN	Key centre	M	M	L	Enhance
58	The Jewry Field	WR6 6PE	Football	Sports club / Martley PC	One adult, one youth 9v9, one mini 7v7 and one mini 5v5 pitch all poor quality. The adult pitch is overplayed by 1.5 MES, the youth 9v9 pitch is played to capacity whereas both mini pitches are played to capacity at peak time. Pitches are marked on the outfield of the cricket provision. There are plans to improve poor quality ancillary provision.	Improve pitch quality with enhanced levels of maintenance. Explore the potential of creating additional pitches offsite. Explore the feasibility of improving ancillary provision. Explore moving mini demand to 3G.	Sports club / Martley PC WFA FF	Local site	M	S - M	M	Enhance Provide

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>24</sup>	Cost <sup>25</sup>	Aim
58	The Jewry Field	WR6 6PE	Cricket	Martley PC	One standard quality square with six wickets overplayed by 28 MES. Used by Martley CC that aspires for an NTP. Accompanied by poor quality ancillary provision. Football pitches are marked onto the cricket outfield. There are plans to improve ancillary provision.	Improve square quality with enhanced levels of maintenance and look to install a NTP on site in order to alleviate overplay. Explore the feasibility of improving onsite ancillary provision.	Sports club / Martley PC ECB WCB	Local site	M	S	M	Enhance
58	The Jewry Field	WR6 6PE	Hockey	Martley PC	One small size (22x12m) hockey suitable AGP that is not floodlit.	Explore the feasibility of resurfacing the small size AGP.	Martley PC EH	Local site	L	L	L	Enhance
60	University of Worcester Lakeside Campus	WR6 6NH	Football	Education	One standard quality adult pitch that has spare capacity discounted due to unsecure tenure.	Sustain pitch quality with appropriate levels of maintenance to meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	L	L	Protect
60	University of Worcester Lakeside Campus	WR6 6NH	Football	Education	One standard quality (M1/D1) senior pitch that has spare capacity discounted due to unsecure tenure.	Sustain pitch quality with appropriate levels of maintenance to meet curricular and extracurricular demand.	Education RFU	Local site	L	L	L	Protect
67	Burgage	WR15 8AA	Tennis	Tenbury Town Council	Three poor quality macadam courts. Located on a flood zone.	Explore the feasibility of improving court quality with consideration given to the site location on a flood zone.	Tenbury Town Council LTA	Local site	L	L	L	Enhance
67	Burgage	WR15 8AA	Bowls	Tenbury Town Council	One poor quality bowling green. Located on a flood zone.	Explore the feasibility of improving green quality with consideration given to the site location on a flood zone.	Tenbury Town Council EB	Local site	L	L	L	Enhance
71	The Spa at the Elmes	WR6 6AT	Tennis	Commercial	One poor quality macadam court that is not floodlit no available for community use.	Look to improve court quality based on levels of demand.	Commercial LTA	Local site	L	L	L	Enhance
72	Lindridge Tennis Court	WR15 8JQ	Tennis	Lindridge PC	One poor quality macadam court that is not floodlit.	Examine the potential of refurbishing the court in cohesion with LTA initiatives such as Gate Access / Clubspark.	Lindridge PC LTA	Local site	L	L	L	Enhance
79	Bowen's Field	WR6 6JP	Football	Unknown	One informal mini 5v5 pitch.	Retain as current use and keep as strategic reserve.	WFA FF	Local site	L	L	L	Protect
79	Bowen's Field	WR6 6JP	MUGA	Unknown	One good quality MUGA that is not floodlit.	Sustain quality with appropriate levels of maintenance and retain as current use.	Unknown	Local site	L	L	L	Protect

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## UPTON AND THE SOUTH ANALYSIS AREA

Sport	Analysis area	Current demand		Future demand (2041)
		Pitch type	Current capacity total in MES <sup>[1]</sup>	Future capacity total in MES
Football (grass pitches)	Upton and the South	Adult	At capacity	At capacity
		Youth 11v11	At capacity	Shortfall of 1
		Youth 9v9	At capacity	Shortfall of 1
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	Shortfall of 0.5
	Malvern Hills	Adult	Spare capacity of 1	Shortfall of 1
		Youth 11v11	At capacity	Shortfall of 2
		Youth 9v9	Shortfall of 2	Shortfall of 4
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 2	Spare capacity of 0.5
Football (3G pitches)	Malvern Hills	Full size, floodlit	Shortfall of 2	Shortfall of 2
Cricket	Upton and the South	Saturday	Spare capacity of 10	Spare capacity of 10
		Sunday	At capacity	At capacity
		Midweek	Spare capacity of 12	Spare capacity of 8
	Malvern Hills	Saturday	Shortfall of 70	Shortfall of 100
		Sunday	Shortfall of 80	Shortfall of 120
		Midweek	Shortfall of 60	Shortfall of 124
Rugby union	Upton and the South	Senior	Shortfall of 5.5	Shortfall of 7.25
	Malvern Hills	Senior	Shortfall of 9	Shortfall of 12.25
Hockey (sand AGPs)	Malvern Hills	Full size, floodlit	Enough capacity	Enough capacity
Tennis	Malvern Hills	Courts	Sufficient	Sufficient
Netball	Malvern Hills	Courts	Sufficient	Sufficient
Bowls	Malvern Hills	Greens	Sufficient	Sufficient
Athletics	Malvern Hills	-	Sufficient	Sufficient
Other Sports	Malvern Hills	Provision	Shortfalls of certain provision	Shortfalls of certain provision

<sup>[1]</sup> MES – match equivalent sessions per week (per season for cricket)

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>26</sup>	Cost <sup>27</sup>	Aim
3	Abbey College in Malvern	WR14 4JF	Football	Education	One poor quality youth 9v9 pitch that is played to capacity through curricular and extracurricular demand. Pitch is unavailable for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA FF	Local site	L	S	L	Enhance
3	Abbey College in Malvern	WR14 4JF	Tennis	Education	Four poor quality macadam courts that are not floodlit nor available for community use.	Improve court quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S - M	L	Enhance
7	Bredon School	GL20 6AH	Football	Education	One adult and one youth 11v11 pitch both of which are standard quality. Not available for community use.	Sustain pitch quality as required to meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	L	L	Protect
7	Bredon School	GL20 6AH	Cricket	Education	One standalone NTP.	Sustain quality and retain as current use.	Education ECB, WCB	Local site	L	L	L	Protect
7	Bredon School	GL20 6AH	Rugby union	Education	One standard quality (M1/D1) senior pitch that is not floodlit nor available for community use.	Sustain pitch quality as required to meet curricular and extracurricular demand.	Education RFU	Local site	L	L	L	Protect
7	Bredon School	GL20 6AH	Tennis	Education	Four standard quality courts that are not floodlit nor available for community use.	Sustain court quality with appropriate levels of maintenance.	Education LTA	Local site	L	L	L	Protect
7	Bredon School	GL20 6AH	Netball	Education	Four standard quality courts that are not floodlit nor available for community use.	Sustain court quality with appropriate levels of maintenance.	Education EN	Local site	L	L	L	Protect
9	Bushley Cricket Club	GL20 6JB	Cricket	Sports club	One standard quality square with six wickets that has spare capacity on a Saturday and Midweek. Outfield has been damaged from unofficial usage. Serviced by poor quality ancillary provision.	Improve square quality with enhanced levels of maintenance and look to utilise spare capacity. Explore the feasibility of enhancing ancillary provision and increasing measure to address unofficial use.	Sports club ECB WCB	Local site	M	S - M	L - M	Protect Enhance
12	Castlemorton C of E Primary School	WR13 6BG	Football	Education	One poor quality mini 5v5 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance
20	Hanley Castle High School	WR8 0BL	Football	Education	One poor quality youth 11v11 pitch with spare capacity discounted due to unsecure tenure. 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. Same footprint as the rugby union pitch.	Improve pitch quality with enhanced levels of maintenance. Explore formalising community use with a CUA. If this can be secured look at potential ways to improve ancillary provision.	Education RFU	Key centre	M	S	L - M	Enhance
20	Hanley Castle High School	WR8 0BL	Rugby union	Education	One poor quality (M0/D1) senior pitch. Same footprint as the youth 11v11 pitch.	Improve pitch quality with enhanced levels of maintenance as above.	Education RFU	Key centre	M	S	L - M	Enhance
20	Hanley Castle High School	WR8 0BL	3G	Education	Hanley Castle High School in partnership with Welland FC, Welland LFC and Welland Juniors FC report an aspiration to create 3G provision onsite.	Explore the feasibility of creating a full size floodlit 3G pitch on the site based on levels of supply and demand across South Worcestershire. This consideration should explore whether the surface would need to be FA/FIFA/WR to meet Sport England guidance and demand across South Worcestershire.	Education WFA FF RFU	Key centre	L	L	H	Provide

<sup>26</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>27</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>26</sup>	Cost <sup>27</sup>	Aim
20	Hanley Castle High School	WR8 0BL	Tennis	Education	Five good quality macadam courts that are available for community use but are not floodlit.	Sustain court quality with appropriate maintenance. Explore increasing community usage with consideration given to creating floodlights and LTA initiatives.	Education LTA	Key centre	L	M	L	Protect Provide
20	Hanley Castle High School	WR8 0BL	Netball	Education	Four good quality macadam courts that are available for community use but are not floodlit.	Sustain court quality with appropriate maintenance. Explore increasing community usage with consideration given to creating floodlights.	Education EN	Key centre	L	M	L	Protect Provide
21	Hanley Swan Playing Fields	WR8 0EQ	Football	Hanley Castle PC	One adult pitch that has spare capacity discounted due to its poor quality.	Improve pitch quality with enhanced levels of maintenance.	Hanley Castle PC WFA, FF	Local site	L	S	L	Enhance
40	Pendock C of E Primary School	GL19 3PW	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance
48	Spitalfield Recreation Ground	WR13 6NE	Football	Little Malvern & Welland PC	One standard quality adult pitch that is overplayed by 0.5 match equivalent sessions.	Improve pitch quality with enhanced levels of maintenance.	Little Malvern & Welland PC WFA, FF	Local site	L	S	L	Enhance
57	The Glebe	WR8 0BL	Football	Education	One adult, one youth 9v9 and one mini 7v7 pitch all of which are poor quality. The adult and youth 9v9 pitches are played to capacity. The mini 7v7 pitch has spare capacity discounted due to unsecure tenure. Pitches suffer from poor drainage and unofficial usage. Used by Welland FC.	Improve quality with enhanced levels of maintenance. Look to secure community use through a long term agreement. Explore moving mini and youth 9v9 demand to 3G.	Education WFA FF	Local site	M	S	L - M	Enhance
57	The Glebe	WR8 0BL	Cricket	Education	One standard quality square with seven wickets accompanied by an NTP. Hanley Castle and Upton CC has a 25 lease from the Diocesan Board. Marginal spare capacity Midweek.	Improve quality with enhanced levels of maintenance.	Education ECB WCB	Local site	L	S	L	Enhance
57	The Glebe	WR8 0BL	Rugby union	Education	One standard quality (M1/D1) senior pitch that is not floodlit but is available for community use. Spare capacity discounted due to unsecure tenure.	Improve quality with enhanced levels of maintenance.	Education RFU	Local site	L	S	L	Enhance
59	The Upton Hill Community Centre	WR8 0EN	Football	YMCA	One standard quality adult pitch that has actual spare capacity of 0.5 MES and one adult pitch, overmarked by a youth 9v9, that is played to capacity due to overmarking. Pitches are used by Upton Town FC and Welland Juniors FC. There are also issues with dog fouling on the pitches.	Improve pitch quality with enhanced levels of maintenance. Explore moving youth 9v9 demand to 3G.	YMCA Sports clubs WFA FF	Local site	L	S	L	Enhance
61	Upton-upon-Severn CE Primary School	WR8 0LD	Football	Education	One poor quality mini 7v7 pitch that is not available for community use.	Improve pitch quality as required to better meet curricular and extracurricular demand.	Education WFA, FF	Local site	L	S	L	Enhance

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

Site ID	Site	Post code	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>26</sup>	Cost <sup>27</sup>	Aim
62	Upton-upon-Severn RFC	WR8 0JH	Rugby union	Sports club	One floodlit standard quality (M1/D1) senior pitch that is overplayed by 5.5 MES. One standard quality (M1/D1) senior pitch that is not floodlit and is played to capacity at peak time. One standard quality (M1/D1) mini pitch that is played to capacity. Site is located on a flood zone. The Club reports it is only able to maintain the pitches to a M1 rating due to recent flood relief funding, once this ends it will reduce. Upton-upon-Severn RFC reports its clubhouse is standard quality and needs modernisation particularly regarding the kitchen.	Assist the Club in funding so it can sustain a long term maintenance regime on its pitches after flood relief funding has gone. Look at the feasibility of assisting the Club in modernising its club house. Assist the Club in finding relevant off site training provision (grass pitch or artificial) in order for it to reduce levels of overplay.	Sports club RFU	Local site	H	S - M	M	Protect Enhance
69	Backfields Lane	WR8 0JH	Football	Upton TC	One poor quality adult pitch that has spare capacity discounted as it is located on a flood zone.	Examine potential options of improving pitch quality given the fact the pitch is located on a flood zone.	Upton TC WFA, FF	Local site	L	L	L	Enhance
69	Backfields Lane	WR8 0JH	Rugby union	Upton TC	One poor quality (M1/D0) senior pitch that has spare capacity discounted as it is located on a flood zone.	Examine potential options of improving pitch quality given the fact the pitch is located on a flood zone.	Upton TC Sports club RFU	Local site	L	L	L	Enhance
69	Backfields Lane	WR8 0JH	MUGA	Upton TC	One standard quality MUGA that is not floodlit. Site is located on a flood zone.	Sustain quality with appropriate levels of maintenance and retain as current use.	Upton TC	Local site	L	L	L	Protect
74	Welland Recreational Field	WR13 6AJ	Football	Little Malvern & Welland PC	One standard quality mini 5v5 pitch that is played to capacity at peak time.	Sustain quality with appropriate levels of maintenance and retain as current use.	Little Malvern & Welland PC WFA FF	Local site	L	L	L	Protect
76	West Malvern Playing Fields	WR14 4NR	-	West Malvern Parish Council	One informal mini 5v5 pitch.	Retain as current use and keep as strategic reserve.	West Malvern Parish Council WFA, FF	Local site	L	L	L	Protect
77	Asserts Road Playing Field	WR14 4HW	Football	Unknown	One informal youth 9v9 pitch.	Retain as current use and keep as strategic reserve.	WFA, FF	Local site	L	L	L	Protect
78	Madge Hill Cricket Pitch	WR8 9JQ	Cricket (Lapsed)	Unknown	The site previously accommodated a six wicket square. The site has not been actively maintained for several years.	The disused provision should be protected from development or replacement (unless adequately re-provided elsewhere in accordance with Sport England's Playing Fields Policy), as there is potential need for playing field land to accommodate more pitches to meet the identified shortfalls.	ECB WCB	Local site	L	L	L	Protect
81	Corse Lawn Common	GL19 4IZ	Cricket (Disused)	Unknown	The site 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.	The disused provision should be protected from development or replacement (unless adequately re-provided elsewhere in accordance with Sport England's Playing Fields Policy), as there is potential need for playing field land to accommodate more pitches to meet the identified shortfalls.	ECB WCB	Local site	L	L	L	Protect



# MALVERN HILLS DISTRICT COUNCIL

## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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### PART 7: HOUSING GROWTH SCENARIOS

The PPOSS provides an estimate of demand for pitch sports based on population forecasts and club consultation to 2041 (in line with the South Worcestershire Development Plan Review period). This future demand is translated into teams likely to be generated, rather than actual pitch provision required.

The Sport England Playing Pitch Calculator (PPC) adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved via team generation rates (TGRs) in the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth and gives the associated costs of supplying the increased pitch provision.

As a guide, our experience shows that housing sites with 600 dwellings or more are likely to generate demand for new provision to be created. For large scale developments, it is likely that demand will be potentially generated for larger sports such as football and/or cricket. Consideration should be given to providing multi-pitch sites with suitable ancillary provision, including appropriate clubhouse/changing facilities and car parking. Single pitch sites which have been provided traditionally by developers are not considered to provide long term sustainable provision for pitch sports.

Where demand does not warrant new pitch provision, contributions should be used to enhance existing provision in the locality through, for example, improving quality or providing new or improved ancillary provision. The Action Plan, as well as consultation with appropriate NGBs, should be used to assist in the selection of suitable sites and suitable enhancements.

The scenarios below show the additional demand for pitch sports generated from housing growth. The demand is shown in match equivalent sessions per week for the majority of sports, with the exception of cricket, where match equivalent sessions are by season. Training demand is expressed in either hours or match equivalent sessions. Where expressed in hours, it is expected that demand will be to either a 3G pitch (to accommodate football demand) or an AGP (to accommodate hockey demand). Where expressed in match equivalent sessions, it is expected training will take place on floodlit grass pitches.

It should be noted that rugby league is included within the PPC, however, as there is no rugby league demand across South Worcestershire this will not be included in the scenarios below as it will not produce any relevant findings.

The indicative figures assume that population growth will average 2.3 per dwelling. This figure is based upon the average household sizes from the 2011 census for Malvern Hills, Wychavon and Worcester City. The indicative figures will be applied to the scenario as follows:

- ◀ **Scenario One** - additional demand for pitch sports generated from housing growth from 2,000 dwellings by Strategic Site Development (Throckmorton). This site is located within the local authority of Wychavon.
- ◀ **Scenario Two** - additional demand for pitch sports generated from housing growth from 5,000 dwellings by Strategic Site Development (Worcestershire Parkway). This site is located within the local authority of Wychavon.
- ◀ **Scenario Three** - additional demand for pitch sports generated from housing growth from 1,000 dwellings by Strategic Site Development (Rushwick). This site is located within the local authority of Malvern Hills.
- ◀ **Scenario Four A** - additional demand for pitch sports generated from housing growth from 500 dwellings by Strategic Site Development (Mitton). This site is located within Wychavon, however, caters for housing need for both Wychavon and the neighbouring authority of Tewkesbury. The 500 dwellings in this scenario is the amount of housing required to meet Wychavon's need.

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

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- ◀ **Scenario Four B** - additional demand for pitch sports generated from housing growth from 1,000 dwellings by Strategic Site Development (Mitton). This site is located within Wychavon, however, caters for housing need for both Wychavon and the neighbouring authority of Tewkesbury. The 1,000 dwellings in this scenario is the amount of housing required to meet the need for both authorities (500 for Wychavon and 500 from Tewkesbury).
- ◀ **Scenario Five** - Accumulative demand for pitch sports generated from housing growth from total anticipated housing growth across South Worcestershire

Please note that scenarios take into consideration training demand for the individual sports which will give an exact requirement for provision required by housing growth.

Although the demand data for each sport is based on information utilised within the draft assessment reports, it is yet to be verified by the relevant NGB. However, the demand data is considered robust enough to run the below scenarios as it has mainly been provided through NGB affiliation data and any resultant changes in demand are highly unlikely to have a significant impact on the figures.

The number of pitches required in the following tables has been rounded up or down accordingly, however, capital and revenue costs are based on indicative pitch costs, proportionate to the total match equivalent sessions required rather than just whole pitches required. Where demand is not sufficient to warrant the creation of new pitches, the associated costs are still included and investment into existing sites should be considered to increase capacity to accommodate new demand.

It should be noted that the figures referenced for changing rooms are based upon information from Sport England's Facility Cost Guidance<sup>28</sup> which is based upon costings for two changing rooms and one official's room. Although the costs are based on specifically on the aforementioned it should be noted that any gathered developer contributions do not have to be limited to changing rooms, however, can be spent on wider ancillary provision such as multi-functional rooms / kitchens etc.

Additionally, the below scenarios/recommendations are based upon the PPC which only takes into consideration the five pitch sports of football (grass and 3G), cricket, rugby league, rugby union and hockey (AGPs). It does not take into consideration the requirement of other sports facilities mentioned within the document such as Athletics, Tennis, Netball, Bowls, MUGAs. Nor does it consider the requirement for open space/recreational playing fields areas. Therefore, master planning for these elements within housing developments will need to take place outside of PPOSS, however, this document can help guide these discussions.

### **Scenario One – Throckmorton (Wychavon)**

The estimated additional population derived from housing growth from 2,000 dwellings with an occupancy rate of 2.3 per household is 4,600 people.

This population increase equates to 4.51 match equivalent sessions of demand per week for grass pitch sports, 0.24 match equivalent sessions of demand per week on AGPs for hockey and 38.05 match equivalent sessions of demand per season for cricket.

Training demand equates to 7.23 hours of use per week for football on 3G pitches and hockey equates to 0.84 hours of use per week on AGPs. There are also 1.01 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

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<sup>28</sup><https://www.sportengland.org/how-we-can-help/facilities-and-planning/design-and-cost-guidance/facility-cost-guidance>

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 7.1: Likely demand for grass pitch sports generated from 2,000 dwellings

Pitch sport	Estimated demand by sport for 2,000 dwellings	
	Match demand (MES) per week <sup>29</sup>	Training demand <sup>30</sup>
Adult football	1.09	7.23 hours
Youth football	1.58	
Mini soccer	0.95	
Rugby union	0.86	0.98 match equivalent sessions
Rugby league	0.03	0.03 match equivalent sessions
Adult hockey	0.24	0.73 hours
Junior & mixed hockey	0.0	0.11 hours
Cricket	38.05	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.2: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>31</sup>	Lifecycle Cost (per annum) <sup>32</sup>	Number	Capital cost
Adult football	1.09	£104,265	£22,000	2.17	£359,715
Youth football	1.58	£121,597	£25,535	1.95	£322,898
Mini soccer	0.95	£22,732	£4,774	0	£0
Rugby union	0.86	£115,791	£24,779	1.72	£285,341
Rugby league	0.03	£3,859	£853	0.07	£11,577
Cricket	0.84	£238,062	£48,089	1.68	£278,412
Sand based AGPs	0.06	£48,349	£1,499	0.12	£20,097
3G	0.19	£181,818	£7,008	0.38	£63,042
<b>Total</b>	<b>5.6</b>	<b>£836,473</b>	<b>£134,537</b>	<b>8.09</b>	<b>£1,341,082</b>

## Key recommendations - Throckmorton

Population growth due to the housing development at Throckmorton indicates there is a need for 5.6 pitches to be provided. Using this information, and with evidence from the PPOSS documents there is an identified need to provide onsite provision at this location.

It should be noted that the exact facility mix of any potential provision should not be limited to football but be dependent on the specific supply and demand requirements at the time of site development and checked against the findings of an up to date PPOSS. In addition, any future onsite sports provision should explore the feasibility of providing multi sports and not just be specific to one sport, as well as providing appropriate accompanying ancillary provision.

With the above being said, there are current shortfalls on youth 9v9, full size 3G pitches, cricket squares and rugby union provision. When factoring in future demand shortfalls become evident on youth 11v11 and mini 5v5 pitches.

<sup>29</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>30</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>31</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>32</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Although the scenario is based on 2,000 dwellings there is a potential to increase the future size of the development moving forward to 5,000 dwellings (an additional 3,000) post 2041. The 5,000 dwellings would generate a need for a new secondary school and three primary schools. Depending on phasing, it is recommended that additional new provision is provided linked to the education sites, primarily the secondary school, to meet curricular, extracurricular and external community demand. If provision is to be established at these educational sites, there would need a be a community use agreement to form part of the planning conditions.

Furthermore, consideration needs to be given to the locality of flood zones on or nearby the development. In the first instance if new provision is provided onsite it needs to be located in a suitable location in order to minimise the potential impact of flooding. Secondly, if monies are spent on improving existing provision within the locality it should be directed at assisting sites that are readily affected by flooding including but not limited to site in Pershore, Fladbury and Evesham.

### **Scenario Two – Worcestershire Parkway**

The estimated additional population derived from housing growth from 5,000 dwellings with an occupancy rate of 2.3 per household is 11,500 people.

This population increase equates to 11.29 match equivalent sessions of demand per week for grass pitch sports, 0.61 match equivalent sessions of demand per week on AGPs for hockey and 95.13 match equivalent sessions of demand per season for cricket.

Training demand equates to 18.08 hours of use per week for football on 3G pitches and hockey equates to 2.1 hours of use per week on AGPs. There are also 2.54 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

*Table 7.3: Likely demand for grass pitch sports generated from 5,000 dwellings*

Pitch sport	Estimated demand by sport for 5,000 dwellings	
	Match demand (MES) per week <sup>33</sup>	Training demand <sup>34</sup>
Adult football	2.71	18.08 hours
Youth football	3.96	
Mini soccer	2.37	
Rugby union	2.15	2.45 match equivalent sessions
Rugby league	0.09	0.09 match equivalent sessions
Adult hockey	0.61	1.82 hours
Junior & mixed hockey	0	0.28 hours
Cricket	95.13	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

<sup>33</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>34</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 7.4: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>35</sup>	Lifecycle Cost (per annum) <sup>36</sup>	Number	Capital cost
Adult football	2.72	£260,655	£54,998	5.43	£899,258
Youth football	3.96	£304,002	£63,840	4.87	£807,252
Mini soccer	2.37	£56,832	£11,935	0	£0
Rugby union	2.15	£289,478	£61,948	4.31	£713,357
Rugby league	0.09	£9,647	£2,132	0.17	£28,942
Cricket	2.1	£595,148	£120,220	4.2	£696,020
Sand based AGPs	0.15	£120,872	£3,747	0.3	£50,242
3G	0.48	£454,550	£17,519	0.95	£157,608
<b>Total</b>	<b>14.02</b>	<b>£2,091,184</b>	<b>£336,339</b>	<b>20.23</b>	<b>£3,352,679</b>

## Key recommendations - Worcestershire Parkway

Population growth due to the housing development at the Worcestershire Parkway indicates there is a need for 14 pitches. Using this information, and in line with evidence from both PPOSS documents there is an identified need to provide onsite provision at this location.

It should be noted that the above scenario is run off demand based within Wychavon as this is where the proposed development is geographically located. However, the Worcestershire Parkway development will also help to meet some of the housing need arising from neighbouring authority Worcester City. Therefore, this would further compound the need to create new provision as the site is likely to have sporting demand from both Worcester City and Wychavon.

Similar to Throckmorton, the proposed development at Worcestershire Parkway is of such a size that there is a need for additional infrastructure to support the housing demand. To 2041, this includes the need for a secondary school and four primary schools. A further 5,000 dwellings could also be delivered post 2041. If these additional dwellings are built out the overall pitch requirements could approximately double to an overall 28 pitches (however a new supply and demand analysis of playing provision would be required to get an accurate idea of the need for new provision). It is recommended that new community provision is built to accompany this site in order to maximise sustainability through usage (education and community) and efficiencies for provision of ancillary facilities.

With the above being said, there are current shortfalls on youth 9v9, full size 3G pitches, cricket squares and rugby union provision. When factoring in future demand shortfalls become evident on youth 11v11 and mini 5v5 pitches.

It should be noted that the exact facility mix of any potential provision should not be limited to football but be dependent on the specific supply and demand requirements at the time of site development and checked against the findings of the PPOSS. In addition, any future onsite sports provision should explore the feasibility of providing multi sports and not just be specific to one sport, as well as providing appropriate accompanying ancillary provision.

<sup>35</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>36</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Scenario Three – Rushwick

The estimated additional population derived from housing growth from 1,000 dwellings with an occupancy rate of 2.3 per household is 2,300 people.

This population increase equates to 1.69 match equivalent sessions of demand per week for grass pitch sports, 0.04 match equivalent sessions of demand per week on AGPs for hockey and 17.39 match equivalent sessions of demand per season for cricket.

Training demand equates to 2.89 hours of use per week for football on 3G pitches and hockey equates to 0.25 hours of use per week on AGPs. There are also 0.29 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.5: Likely demand for grass pitch sports generated from 1,000 dwellings

Pitch sport	Estimated demand by sport for 1,000 dwellings	
	Match demand (MES) per week <sup>37</sup>	Training demand <sup>38</sup>
Adult football	0.3	2.89 hours
Youth football	0.69	
Mini soccer	0.46	
Rugby union	0.24	0.29 match equivalent sessions
Rugby league	0	-
Adult hockey	0.04	0.13 hours
Junior & mixed hockey	0	0.12 hours
Cricket	17.39	-

The table below translates estimated demand into new pitch provision with associated capital and lifecycle costs.

Table 7.6: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>39</sup>	Lifecycle Cost (per annum) <sup>40</sup>	Number	Capital cost
Adult football	0.3	£28,848	£6,087	0.6	£99,527
Youth football	0.69	£52,676	£11,062	0.86	£141,976
Mini soccer	0.46	£10,997	£2,309	0	£0
Rugby union	0.24	£32,676	£6,993	0.49	£80,524
Rugby league	0	£0	£0	0	£0
Cricket	0.38	£108,786	£21,975	0.77	£127,225
Sand based AGPs	0.02	£16,237	£503	0.04	£6,749
3G	0.08	£72,625	£2,799	0.15	£25,181
<b>Total</b>	<b>2.17</b>	<b>£322,845</b>	<b>£51,728</b>	<b>2.91</b>	<b>£481,182</b>

<sup>37</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>38</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>39</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>40</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Key recommendations - Rushwick

Population growth due to the housing development at the Rushwick indicates there is a need for two pitches. It should be noted that this demand is accumulated across the various pitch sports with no sports requiring a full pitch. Therefore, monies from the development should, primarily, be allocated to improving existing provision within the locality and the PPOSS Action Plan should be used to further help determine where capacity improvements can be made.

With the above being said, there are current shortfalls on youth 9v9, full size 3G pitches, cricket squares and rugby union provision. When factoring in future demand shortfalls become evident on youth 11v11 pitches.

If there is scope to create new provision, either on, or adjacent to the current site to alleviate overplay, or to create additional capacity for future, latent or exported demand, this should also be explored as well as providing appropriate accompanying ancillary provision.

It should be noted that an emerging concept plan is proposing a second cricket square for Rushwick CC, new/replacement football pitches and associated ancillary provision, which is in cohesion with the above recommendations.

## Scenario Four A – Mitton (Wychavon Housing Need)

The estimated additional population derived from housing growth from 500 dwellings with an occupancy rate of 2.3 per household is 1,150 people.

This population increase equates to 1.14 match equivalent sessions of demand per week for grass pitch sports, 0.06 match equivalent sessions of demand per week on AGPs for hockey and 9.51 match equivalent sessions of demand per season for cricket.

Training demand equates to 1.81 hours of use per week for football on 3G pitches and hockey equates to 0.21 hours of use per week on AGPs. There are also 0.25 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.7: Likely demand for grass pitch sports generated from 500 dwellings

Pitch sport	Estimated demand by sport for 500 dwellings	
	Match demand (MES) per week <sup>41</sup>	Training demand <sup>42</sup>
Adult football	0.27	1.81 hours
Youth football	0.4	
Mini soccer	0.24	
Rugby union	0.22	0.24 match equivalent sessions
Rugby league	0.01	0.01 match equivalent sessions
Adult hockey	0.06	0.18 hours
Junior & mixed hockey	0	0.03 hours
Cricket	9.51	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

<sup>41</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>42</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

# MALVERN HILLS DISTRICT COUNCIL

## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 7.8: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>43</sup>	Lifecycle Cost (per annum) <sup>44</sup>	Number	Capital cost
Adult football	0.27	£26,067	£5,500	0.54	£89,931
Youth football	0.4	£30,400	£6,384	0.49	£80,739
Mini soccer	0.24	£5,684	£1,194	0	£0
Rugby union	0.22	£28,947	£6,195	0.43	£71,334
Rugby league	0.01	£965	£213	0.02	£2,894
Cricket	0.21	£59,515	£12,022	0.42	£69,602
Sand based AGPs	0.02	£12,087	£375	0.03	£5,024
3G	0.05	£45,457	£1,752	0.1	£15,761
<b>Total</b>	<b>1.42</b>	<b>£209,122</b>	<b>£33,635</b>	<b>2.03</b>	<b>£335,285</b>

### Scenario Four B – Mitton (Wychavon & Tewkesbury Housing Need)

The estimated additional population derived from housing growth from 1,000 dwellings with an occupancy rate of 2.3 per household is 2,300 people.

This population increase equates to 2.25 match equivalent sessions of demand per week for grass pitch sports, 0.12 match equivalent sessions of demand per week on AGPs for hockey and 19.03 match equivalent sessions of demand per season for cricket.

Training demand equates to 3.62 hours of use per week for football on 3G pitches and hockey equates to 0.42 hours of use per week on AGPs. There are also 0.51 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.9: Likely demand for grass pitch sports generated from 1,000 dwellings

Pitch sport	Estimated demand by sport for 1,000 dwellings	
	Match demand (MES) per week <sup>45</sup>	Training demand <sup>46</sup>
Adult football	0.54	3.62 hours
Youth football	0.79	
Mini soccer	0.47	
Rugby union	0.43	0.49 match equivalent sessions
Rugby league	0.02	0.02 match equivalent sessions
Adult hockey	0.12	0.36 hours
Junior & mixed hockey	0	0.06 hours
Cricket	19.03	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

<sup>43</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>44</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

<sup>45</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>46</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP



# MALVERN HILLS DISTRICT COUNCIL

## PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

Table 7.10: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>47</sup>	Lifecycle Cost (per annum) <sup>48</sup>	Number	Capital cost
Adult football	0.54	£52,130	£10,999	1.09	£179,848
Youth football	0.79	£60,808	£12,770	0.97	£161,457
Mini soccer	0.47	£11,367	£2,387	0	£0
Rugby union	0.43	£57,898	£12,390	0.86	£142,678
Rugby league	0.02	£1,929	£426	0.03	£5,788
Cricket	0.42	£119,031	£24,044	0.84	£139,206
Sand based AGPs	0.03	£24,174	£749	0.06	£10,048
3G	0.1	£90,916	£3,504	0.19	£31,524
<b>Total</b>	<b>2.8</b>	<b>£418,253</b>	<b>£67,269</b>	<b>4.04</b>	<b>£670,549</b>

### Key recommendations – Land at Mitton

Although this scenario is split into two, one for just housing need from Wychavon and one for housing need from both Wychavon and Tewkesbury, it is suggested that only the figures used in scenario Four B are utilised. This is due to all 1,000 houses being geographically located within Wychavon, even though they are partly meeting the housing demand from Tewkesbury. Therefore, the entire increase in population, not just demand generated from the 500 dwellings proposed in the SWDP Review, is highly likely to utilise provision within Wychavon.

With the above being said, there are current shortfalls on youth 9v9, full size 3G pitches, cricket squares and rugby union provision. When factoring in future demand shortfalls become evident on youth 11v11 and mini 5v5 pitches.

Population growth due to the housing development at Mitton indicates a need for 2.8 pitches. Due to the minimal amount of anticipated new pitch provision indicated in the tables above it is recommended that potential monies from the development should be allocated to increasing capacity at existing provision within the locality. For Wychavon, focus should be on those sites in the immediate vicinity of the development such as those in Bredon, Beckford and Overbury. The PPOSS Action Plan should be used to further help determine where capacity improvements can be made.

It should be noted that both Sport England and Wychavon Council agree that off site contributions are the preferred option, however, a developer is currently promoting dual use of the proposed primary school playing field as contributions which Sport England has objected against. This being said if demand is to be met on site the pitches provided should be suitable for a broader age range not just suitable for mini/youth football.

<sup>47</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>48</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

**MALVERN HILLS DISTRICT COUNCIL  
PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

**Scenario Five - Accumulative demand for pitch sports generated from housing growth from total anticipated housing growth across South Worcestershire**

The estimated additional population from housing growth from all the scenarios is 19,687 dwellings with an occupancy rate of 2.3 per household this equates to 45,280 people. This equates to 7,652 dwellings in Malvern Hills (17,600 people), 1,336 dwellings in Worcester City (3,073 people) and 10,699<sup>49</sup> dwellings in Wychavon (24,607 people). It should be noted that this does not include the estimated windfall sites from the SWDP Review which amount to approximately 1,900 dwellings as these cannot be accurately attributed to each local authority at this stage.

This population increase equates to 39.28 (12.89 Malvern Hills, 2.24 Worcester City and 24.15 Wychavon) match equivalent sessions of demand per week for grass pitch sports, two match equivalent sessions of demand per week on AGPs for hockey (0.33 Malvern Hills, 0.38 Worcester City and 1.29 Wychavon) and 343.31 match equivalent sessions of demand per season for cricket (133.08 Malvern Hills, 6.68 Worcester City and 203.55 Wychavon).

Training demand equates to 65.28 hours (22.11 Malvern Hills, 4.48 Worcester City and 38.69 Wychavon) of use per week for football on 3G pitches and hockey equates to 7.3 hours of use per week on AGPs (1.93 Malvern Hills, 0.87 Worcester City and 4.5 Wychavon). There are also 7.61 match equivalent sessions per week of training for rugby on a floodlit grass pitch (2.18 Malvern Hills and 5.43 Wychavon).

Table 7.11: Likely demand for grass pitch sports generated from all housing demand across South Worcestershire

Pitch sport	Malvern Hills		Worcester City		Wychavon		South Worcestershire	
	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand
Adult football	2.3	22.11 hours	0.71	4.48 hours	5.81	38.69 hours	8.82	65.28 hours
Youth football	5.24		0.93		8.47		14.64	
Mini soccer	3.5		0.6		5.08		9.18	
Rugby union	1.85	2.18 MES	0	0	4.6	5.24 MES	6.45	7.42 MES
Rugby league	0	0	0	0	0.19	0.19 MES	0.19	0.19 MES
Adult hockey	0.33	0.99 hours	0.23	0.68 hours	1.29	3.9 hours	1.85	5.57 hours
Junior & mixed hockey	0	0.94 hours	0.15	0.19 hours	0	0.6 hours	0.15	1.73 hours
Cricket	133.08	-	6.68	-	203.55	-	343.31	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.12: Estimated demand and costs for new pitch provision from all housing demand across South Worcestershire

Pitch type	Malvern Hills					Worcester City					Wychavon <sup>50</sup>					South Worcestershire				
	Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>51</sup>	Lifecycle Cost (per annum) <sup>52</sup>	No.	Capital cost	Number of pitches to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost	Number of pitches to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost	Number of pitches to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost
Adult football	2.3	£220,749	£46,578	4.59	£761,591	0.71	£67,846	£14,316	1.41	£234,069	5.81	£557,739	£117,682	11.61	£1,924,194	8.82	£846,334	£178,576	17.61	£2,919,854
Youth football	5.24	£403,049	£84,641	6.55	£1,086,354	0.93	£71,585	£15,033	1.17	£194,196	8.47	£650,474	£136,599	10.43	£1,727,326	14.64	£1,125,108	£236,273	18.15	£3,007,876
Mini soccer	3.5	£84,158	£17,673	0	£0	0.6	£14,433	£3,031	0	£0	5.08	£121,604	£25,538	0	£0	9.18	£220,195	£46,242	0	£0
Rugby union	1.85	£250,034	£53,508	3.73	£616,158	0	£0	£0	0	£0	4.6	£619,407	£132,554	9.22	£1,526,395	6.45	£869,441	£186,062	12.95	£2,142,553
Rugby league	0	£0	£0	0	£0	0	£0	£0	0	£0	0.19	£20,642	£4,563	0.36	£61,928	0.19	£20,642	£4,563	0.36	£61,928
Cricket	2.95	£832,421	£168,150	5.88	£973,509	0.14	£40,453	£8,172	0.29	£47,309	4.5	£1,273,461	£257,240	8.99	£1,489,303	7.59	£2,146,335	£433,562	15.16	£2,510,121
Sand based AGPs	0.15	£124,246	£3,851	0.31	£51,644	0.06	£47,629	£1,476	0.12	£19,798	0.33	£258,636	£8,018	0.65	£107,506	0.54	£430,511	£13,345	1.08	£178,948
3G	0.58	£555,730	£21,420	1.18	£192,690	0.12	£112,623	£4,341	0.24	£39,050	1.02	£972,613	£37,487	2.05	£337,237	1.72	£1,640,966	£63,248	3.47	£568,977
<b>Total</b>	<b>16.57</b>	<b>£2,470,387</b>	<b>£395,821</b>	<b>22.24</b>	<b>£3,681,946</b>	<b>2.56</b>	<b>£354,569</b>	<b>£46,369</b>	<b>3.23</b>	<b>£534,422</b>	<b>30</b>	<b>£4,475,576</b>	<b>£719,681</b>	<b>43.31</b>	<b>£7,173,889</b>	<b>49.13</b>	<b>£7,229,532</b>	<b>£1,161,871</b>	<b>68.78</b>	<b>£11,390,257</b>

<sup>49</sup> The total amount of dwellings for Wychavon includes the 500 to cater for the Land at Mitton Development rather than the total of 1,000 as the remaining 500 houses are to meet the need of Tewkesbury.

<sup>50</sup> The total amount of dwellings for Wychavon includes the 500 to cater for the Land at Mitton Development rather than the total of 1,000 as the remaining 500 houses are to meet the need of Tewkesbury.

<sup>51</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>52</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

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## **Conclusion**

The tables above show that through housing growth, demand will be generated for each pitch sport to a lesser or greater extent. That being said, it must be noted that not all developments will require new on site provision, with the capacity of existing sites in the locality needing to be assessed to understand if they can accommodate increased usage.

Experience shows that only significantly large housing sites are likely to generate demand in their own right; however, the cumulative impact of housing across South Worcestershire will result in substantial demand generated across each local authority in each analysis area.

For developments not requiring on site provision, contributions should be focused on improving existing sites.

## *Creation of new provision*

Even though developer contributions generated can go towards improving current sites or reintroducing unused and lapsed sites back into use, in order for them to accommodate additional demand there is still a clear requirement to create new provision. This is mainly to accommodate the future demand from the significant population from housing growth specifically from the proposed strategic sites of Throckmorton, Worcestershire Parkway, and Rushwick, and the reallocation sites at Worcester West Urban Extension and Worcester South Urban Extension.

Further to this there is a need to create new provision to cater for current shortfalls as identified within the assessment reports. Such provision is outlined below:

- ◀ **Malvern Hills** – Football pitches, Full size floodlit 3G pitches and additional cricket provision.
- ◀ **Worcester City** – Full size floodlit 3G pitches, potentially rugby league and additional cricket provision.
- ◀ **Wychavon** – Football pitches, Full size floodlit 3G pitches and additional cricket provision.

Although the PPC focuses on pitch sports it should be noted that there may be a future requirement to create new non pitch sports provision such as tennis, netball, other sports and MUGAs.

Unless stated, the location of new provision is still undetermined at this time and would require further feasibility as part of the Stage E process with dialogue between the relevant stakeholders i.e. the Council, NGBs and Sport England.

Wider feasibility studies should be explored across South Worcestershire before the creation of any new provision as it could potentially have a direct impact of the sustainability of other provision.

## *Strategic Hub sites*

Taking the above into consideration, the information below identifies the strategic options for sporting provision and securing S106 monies for each of the strategic housing sites based on the findings from the PPOSS.

- ◀ **Throckmorton** – focus should be on creating new cricket and football provision to assist in addressing overplay and flooding issues. Further dialogue is required with Sport England, RFU and ECB/WCB to identify the best suitable locations and a club which could benefit from the new provision.

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- ◀ There is scope to alleviate identified 3G shortfalls at the proposed secondary schools within the development, however, this is dependent on the levels of supply and demand at the time of construction and would require further consultation with the wider Steering Group.
- ◀ **Worcestershire Parkway** – similar to Throckmorton there is scope to alleviate identified 3G shortfalls at the proposed secondary school/leisure centre within the development, however, this is dependent on the levels of supply and demand at the time of construction and would require further consultation with the wider Steering Group.
- ◀ Focus should also be on proving youth football, cricket and rugby union pitches. Further dialogue would be required with Sport England, RFU, FF, WFA and ECB/WCB to identify the best suitable locations and suitable club which could benefit from new provision.
- ◀ **Rushwick** - there is scope to create new provision, at/adjacent or in close proximity to current sites to alleviate overplay, or to create additional capacity for future, latent and/or exported demand. New cricket provision for would help to address shortfalls.
- ◀ **Land at Mitton** - focus should be placed on those sites in the immediate vicinity of the development such as those in Bredon, Beckford and Overbury and improve their quantity/quality, where feasible.

The PPOSS identifies the current and future shortfalls of provision, however, additional feasibility work is required with relevant stakeholders to create detailed site layouts for provision to be established at the four key strategic location sites. Furthermore, the sports facilities to be provided may change based depending on when the strategic sites are constructed.

Furthermore, it is suggested that at multi pitch sites on major developments, consideration should be given to forming community partnerships to work alongside a secondary schools/community organisations if the provision is to be located on school sites to ensure the longevity of provision quality and ensure it is managed and operated appropriately.

### *New educational provision*

It should be noted that the abovementioned recommendations need to take into consideration the development of new educational provision within the four major strategic growth areas across South Worcestershire. The SWDPR identifies that there will be a requirement for one secondary school and two primary schools in Throckmorton (Scenario One), one secondary school and four primary schools within Worcestershire Parkway (Scenario Two) and one primary school within Rushwick (Scenario Three) (data correct as of September 2020).

As the exact dates for the creation of the strategic sites are currently unknown it is not possible within this document to provide a detailed analysis on what sporting provision should be established within each of the secondary school sites. However, co-location of sporting provision attached to the secondary school sites should be a key consideration. Keeping the PPOSS up to date in line with Sport England Guidance will provide future evidence for this.

Schools, in particular the secondary schools, often provide suitable land for the creation of new playing field which can assist in alleviating shortfalls identified in the vicinity. When establishing new school sites, suitable community use access (including community use agreements and accessible ancillary provision etc) should be built into masterplans. These community use agreements must be robust with clear commitments to maintenance standards.

Although exact provision cannot be detailed at this stage, artificial provision (3G pitches/hockey suitable AGPs) at secondary schools are generally considered sustainable given they provide suitable provision for curricular, extracurricular and community demand throughout the week.

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### *Improving current provision*

The PPC indicates that all scenarios have enough growth in new population across the lifespan of the Local Plan to warrant new provision. Although there is some need to create new provision, developer contributions can be utilised to improve existing facilities, so they have the capacity to accommodate increased levels of demand from new populations.

All remaining scenarios should look at the potential option of pooling funds to improve existing facilities. The table below identifies potential sites where developer contributions could be secured to alleviate current and future shortfalls through qualitative improvements. The detailed actions required can be found in Part 6 Action Plan.

It should be noted that further work is required as part of the Stage E process to fully identify key sites for investment as supply and demand may change on an annual basis.

*Table 7.13: Key site recommendations for investment*

Authority	Analysis area	Site ID	Site name
Malvern Hills	Central	45	Ralph's Field
	Malvern	29	Lower Howsell Road Playing Fields
	Malvern	33	Malvern Rugby Football Club
	Malvern	47	Sling Lane Playing Fields
	Upton and the South	48	Spitalfield Recreation Ground
	Upton and the South	62	Upton-upon-Severn RFC
	Tenbury and the North	19	Hallow Playing Field
	Tenbury and the North	26	Knighton-on-Teme Cricket Ground
	Tenbury and the North	39	Palmers Meadow
	Tenbury and the North	58	The Jewry Field
Worcester City	East	1	Archdale 73
	East	2	Bilford Road Corner
	East	22	Nunnery Wood Sports Complex
	East	28	Perdiswell Leisure Centre
	East	31	Pitchcroft
	West	6	Cinderella Sports Ground
Wychavon	Droitwich	20	Chawson Valley
	Droitwich	28	Glyn Mitchell Memorial Ground
	Droitwich	30	Droitwich Spa Leisure Centre
	Droitwich	76	St Peter's Playing Field
	Droitwich	83	Cutnall Green Tennis & Cricket Club
	Droitwich	122	Worcester Rugby Club
	Evesham	3	Ashton-Under-Hill Playing Field
	Evesham	35	Evesham Sports Club
	Evesham	44	Honeybourne Sports & Recreation Field
	Evesham	49	Milestone Ground (Broadway FC)
	Evesham	54	Offenham Recreation Ground
	Evesham	62	Prince Henry's High School
	Evesham	78	The De Montfort School
	Pershore	12	Bredon Playing Field
	Pershore	27	Drakes Broughton Playing Field
	Pershore	32	Eckington Recreation Centre
	Pershore	46	King George V Playing Fields (Pershore)
	Pershore	57	Peopleton Playing Fields
	Pershore	59	Pershore & District Sports Club
	Pershore	65	Sands Road
	Pershore	69	Spetchley Park
	Pershore	121	Pershore Rugby Club

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As mentioned, the PPC only identifies pitch sports and there is also a requirement to improve facilities for non-pitch sports such as tennis, netball, bowls, athletics and MUGAs. Therefore, securing developer contributions to deliver improvements/new provision should be guided by the site by site Action Plan and in consultation with the relevant NGB.

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### **PART 8: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE**

#### ***Delivery***

The PPOSS provides guidance for maintenance/management decisions and investment made across Malvern Hills. By addressing issues identified in the Assessment Report and using the strategic framework presented in this Strategy, where resources can be identified the current and future sporting and recreational needs of the Authority could be met. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

Production of this Strategy is the start of the planning process. Successful implementation and the benefits to be gained depend upon regular engagement between all partners involved and the adoption of a mutually bought into strategic approach. It is important that this document is used in a practical manner, supports engagement with partners and encourages partnerships to be developed. This is to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.

Each member of the Steering Group should take the lead to ensure the PPOSS is used and applied appropriately within their area of work and influence. The role of the Steering Group should not end with the completion of the Strategy and Action Plan.

To help ensure that the PPOSS is well used it should be regarded as the key document within the study area guiding the improvement and protection of playing pitch provision. It needs to be the document to which people and agencies regularly turn to for information in respect of how current demand should be met and what actions are required to improve the situation and meet future demand. To ensure that this is achieved the Steering Group need to have a clear understanding of how the PPOSS can be applied and therefore delivered.

The process of PPOSS development has already led to a number of benefits that assist its application and delivery. These include enhanced partnership work across different agendas and organisations, pooling of resources along with strengthened relationships and understanding between stakeholders, members of the Steering Group and the sporting community. The drivers behind the PPOSS and the work to develop the recommendations and action plan will have also highlighted, and helped the Steering Group to understand, the key areas to which its influence should be applied and strategy delivered enhanced.

#### ***Monitoring and updating***

It is important that as part of the Stage E process there is need for regular annual monitoring and review against the actions identified in the Strategy. This is particularly pertinent due to the ongoing COVID19 Pandemic (2020/21) which is expected to continue to have a direct impact on participation and funding streams across all sports.

In the case of the Malvern Hills PPOSS, it is advised the documents are reviewed within 12 months of adoption by the Council to further understand the impact of COVID 19 on the demand for outdoor sports. Depending on the outcomes of the PPOSS review, there may be a need to carry out alterations to the strategic recommendations within this document or add new recommendations.

As mentioned in Part 7: Housing Growth Scenarios, it is also suggested that any usage of Playing Pitch Calculator should be carried out as part of a Stage E review and updated following consultation with the NGBs in relation to adjusting future demand from participation.

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This should be led by the Council and supported by all members of, and reported back to, the Steering Group. Understanding and learning lessons from how the PPOSS has been applied should be a key component of monitoring its delivery and be an on-going role of the steering group.

As a guide, if no review and subsequent update has been carried out within three years of the PPOSS being signed off by the steering group, Sport England and the NGBs will consider the PPOSS and the information on which it is based to be out of date.

The nature of the supply and in particular the demand for outdoor sports facilities will likely to have changed over the three years. Therefore, without any form of review and update within this time period it would be difficult to make the case that the supply and demand information and assessment work is sufficiently robust.

A review should not be regarded as a particular resource intensive task. However, it should highlight:

- ◀ How delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase or reduce following the delivery of others).
- ◀ How the PPOSS has been applied and the lessons learnt.
- ◀ Any changes to particularly important sites and/or clubs in the area (e.g. the most used or high quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- ◀ Any development of a specific sport or particular format of a sport.
- ◀ Any new or emerging issues and opportunities.
- ◀ Impact of COVID 19.

Once the PPOSS is complete the role of the Steering Group should evolve so that it:

- ◀ Acts as a focal point for promoting the value and importance of the PPOSS provision in the area.
- ◀ Monitors, evaluates and reviews progress with the delivery of the recommendations and action plan.
- ◀ Shares lessons learnt from how the PPOSS has been used and how it has been applied to a variety of circumstances.
- ◀ Ensures that the PPOSS is used effectively to input into any new opportunities to secure improved provision and influence relevant programmes and initiatives.
- ◀ Monitors the extent of pitch sports developer contributions secured, based on the four housing growth scenarios presented and any other development which successfully secure pitch sports contributions;
- ◀ Maintains links between relevant parties with an interest in local outdoor sports provision;
- ◀ Reviews the need to update the PPOSS along with the supply and demand information and assessment work on which it is based.
- ◀ Further to review the group should either:
  - ◀ Provide a short annual progress and update paper;
  - ◀ Provide a partial review focussing on particular sport, pitch type and/or sub area; or
  - ◀ Lead a full review and update of the PPOSS document (including the supply and demand information and assessment details).

Alongside regular Steering Group meetings a good way to keep the PPOSS up to date and maintain relationships is to hold annual sport specific meetings with pitch sport NGBs and other relevant parties. These could be part of a process of updating key supply and demand information plus, if necessary, amending assessment work, tracking progress in respect of implementing action plan recommendations and highlighting new issues and opportunities.



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Meetings could be timed to coincide with annual NGB affiliation processes. This would help to signal changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites should also feed into these meetings.












NGBs will also be able to confirm any further performance quality assessments undertaken within the study area. Discussions with league secretaries may also indicate annual league meetings may be useful to attend to pick up on specific issues and/or enable a review of the relevant club details to be undertaken.

The Steering Group should also regularly review and refresh the Action Plan, taking account of any changes in pitch quality (and hence changes in pitch capacity) and demand as well as new provision that has been created or any new negotiations for community use of education sites in the future.

It is important that the Council maintains the data contained within the accompanying PPOSS database. This will enable it to refresh and update the work on a regular basis. The accompanying database is intended to be refreshed on a season by season basis and it is important that there is cross-departmental work encompassing, for example, grounds maintenance and sports development departments, to ensure that this is achieved and that results inform subsequent annual sports facility development plans. Results should be shared with partners via a consultative mechanism.

### Checklists

In order for this Strategy to be signed off by the steering group, a Stage D Checklist: Develop the Strategy, is signed off.

Stage D Checklist: Develop the Strategy	Tick 	
	Yes	Requires Attention
<b>Step 7: Develop the recommendations and action plan</b>		
1. Have a number of study area specific scenarios been looked at to help explore key issues and findings along with possible recommendations and actions?		
2. Have any recommendations and actions regarding AGP provision taken into account the guidance in the 'Selecting the Right Artificial Surface' document and any NGB specific information?		
3. Do the recommendations reflect the drivers, vision and objectives of the work?		
4. Are the recommendations precise enough to enable the development of clear individual area, sport and site specific actions to help achieve them?		
5. Have all relevant parties been engaged with the development of, and are signed up to the delivery of, the recommendations and actions?		
6. Are the recommendations and actions clearly presented?		
7. Has particular attention been paid to the situation at priority sites and those which are being significantly overlapped?		
8. Have area, sport and site specific solutions been proposed to protect, enhance, and provide playing pitch provision to meet the current and future demand?		
9. Has guidance on the future of any sites highlighted as being at risk been provided?		
10. Do the recommendations and actions seek to make the best use of existing pitches?		

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11. Has the detriment and benefit of proposals to relocate provision been presented?	✓	
12. Has the level and type of any new playing pitch provision required been presented?	✓	
13. Has the importance of providing appropriate and fit for purpose ancillary facilities been highlighted in order to maximise the potential benefit to sport of any pitches?	✓	
14. Have the recommendations sought to ensure an adequate amount of spare capacity in the provision of accessible pitches with secured community use?	✓	
15. Does the PPS provide a steer as to the future of any spare capacity and any provision that may be genuinely surplus to requirements (paragraphs D12 to D15)?	✓	
16. Does the action plan cover the points listed in paragraph D17?	✓	
17. Does the action plan provide the most appropriate actions to improve provision in the study area rather than just those which the local authority can deliver?	✓	
18. Does the action plan represent an infrastructure plan for playing pitches with deliverable area, sport and site specific actions and projects?	✓	
<b>Step 8: Write and Adopt the Strategy</b>	✓	
1. Does the PPS document provide the reader with a clear understanding of the areas listed in paragraph D20?	✓	
2. Is it clear from the PPS document why the recommendations and actions have been included, how they are to be delivered and what they will achieve?	✓	
3. Does the PPS document indicate how it should be used and applied in different areas and circumstances along with the benefits of doing so?	✓	
4. Has the PPS document been subject to appropriate consultation?	✓	
5. Do all members of the steering group and other relevant parties endorse the PPS and recognise its lead role in guiding the improvement of pitches in the study area?	✓	
6. Has the PPS document been formally adopted by the local authority and is its status recognised across all relevant departments?	✓	

To help ensure the PPS is delivered and is kept robust and up to date, the steering group can refer to the new methodology Stage E Checklist: Deliver the strategy and keep it robust and up to date:

<b>Stage E: Deliver the strategy and keep it robust and up to date</b>	Tick ✓	
	Yes	Requires Attention
<b>Step 9: Apply &amp; deliver the strategy</b>		
1. Are steering group members clear on how the PPS can be applied across a range of relevant areas?		
2. Is each member of the steering group committed to taking the lead to help ensure the PPS is used and applied appropriately within their area of work and influence?		
3. Has a process been put in place to ensure regular monitoring of how the recommendations and action plan are being delivered and the PPS is being applied?		
<b>Step 10: Keep the strategy robust &amp; up to date</b>		
1. Has a process been put in place to ensure the PPS is kept robust and up to date?		
2. Does the process involve an annual update of the PPS?		

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3.	Is the steering group to be maintained and is it clear of its on-going role?		
4.	Is regular liaison with the NGBs and other parties planned?		
5.	Has all the supply and demand information been collated and presented in a format (i.e. single document that can be filtered accordingly) that will help people to review it and highlight any changes?		
6.	Have any changes made to the Active Places Power data been fed back to Sport England?		

For more information, see:

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

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## APPENDIX ONE: FUNDING PLAN

### Funding opportunities

In order to deliver much of the Action Plan it is recognised that external partner funding will need to be sought. Although seeking developer contributions in applicable situations and other local funding/community schemes could go some way towards meeting deficiencies and/or improving provision, other potential/match sources of funding should be investigated. Below is a list of current funding bodies and relevant website links offering funding advice for each sport. Please note that funding streams are regularly changing.

Awarding body	Website link
England Hockey	<a href="https://www.englishockey.co.uk/deliver/facilities/funding-for-facilities">https://www.englishockey.co.uk/deliver/facilities/funding-for-facilities</a>
EU Life Fund	<a href="http://ec.europa.eu/environment/funding/intro_en.htm">http://ec.europa.eu/environment/funding/intro_en.htm</a>
Football Foundation	<a href="https://footballfoundation.org.uk/looking-for-funding">https://footballfoundation.org.uk/looking-for-funding</a>
National Hockey Foundation	<a href="http://www.thenationalhockeyfoundation.com/">http://www.thenationalhockeyfoundation.com/</a>
Rugby Football League (RFL)	<a href="https://www.rwc2021.com/facilities">https://www.rwc2021.com/facilities</a> <a href="https://www.rugby-league.com/get-involved/club-support/community-investment-&amp;-funding-">https://www.rugby-league.com/get-involved/club-support/community-investment-&amp;-funding-</a>
Rugby Football Union (RFU)	<a href="https://www.englishrugby.com/participation/running-your-club/funding">https://www.englishrugby.com/participation/running-your-club/funding</a>
Sport England	<a href="https://www.sportengland.org/funding/">https://www.sportengland.org/funding/</a>
The England and Wales Cricket Board (ECB)	<a href="https://www.ecb.co.uk/be-involved/club-support/club-funding">https://www.ecb.co.uk/be-involved/club-support/club-funding</a> <a href="https://www.ecb.co.uk/be-involved/club-support/creating-welcoming-environments">https://www.ecb.co.uk/be-involved/club-support/creating-welcoming-environments</a> <a href="https://www.ecb.co.uk/be-involved/club-support/club-funding/county-grant-fund">https://www.ecb.co.uk/be-involved/club-support/club-funding/county-grant-fund</a>
The National Lottery Community Fund	<a href="http://www.tnlcommunityfund.org.uk/">http://www.tnlcommunityfund.org.uk/</a>
England Athletics	<a href="https://www.englishathletics.org/clubs-and-facilities/club-support-services/club-support-fund/">https://www.englishathletics.org/clubs-and-facilities/club-support-services/club-support-fund/</a>
England Netball	<a href="https://www.englishnetball.co.uk/support/support-for-organisations/facilities/funding-sources/">https://www.englishnetball.co.uk/support/support-for-organisations/facilities/funding-sources/</a>
Lawn Tennis Association (LTA)	<a href="https://www.lta.org.uk/workforce-venues/tennis-venue-support/tennis-and-padel-facility-funding-and-advice/">https://www.lta.org.uk/workforce-venues/tennis-venue-support/tennis-and-padel-facility-funding-and-advice/</a>

### Funder's requirements

Below is a list of funding requirements that can typically be expected to be provided as part of a funding bid, some of which will fall directly out of the Playing Pitch Strategy:

- ✦ Identify need (i.e., why the Project is needed) and how the Project will address it.
- ✦ Articulate what difference the Project will make.
- ✦ Identify benefits, value for money and/or added value.
- ✦ Provide baseline information (i.e., the current situation).
- ✦ Articulate how the Project is consistent with local, regional and national policy.
- ✦ Financial need and project cost.
- ✦ Funding profile (i.e., Who's providing what? Unit and overall costs).
- ✦ Technical information and requirements (e.g., planning permission).
- ✦ Targets, outputs and/or outcomes (i.e., the situation after the Project/what the Project will achieve)
- ✦ Evidence of support from partners and stakeholders.

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- ◀ Background/essential documentation (e.g., community use agreement).
- ◀ Assessment of risk.

### **Indicative costs**

The indicative costs of implementing key elements of the Action Plan can be found on the Sport England website:

<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

The costs are for the development of community sports facilities and are based on providing good quality sports facility based on the last quarter. The Facilities Costs are updated on the Sport England website every quarter. These rounded costs are based on schemes most recently funded through the Lottery (and therefore based on economies of scale), updated to reflect current forecast price indices provided by the Building Cost Information Service (BCIS), prepared by Technical Team Lead of Sport England.

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### APPENDIX TWO: GLOSSARY

**Capacity** is the amount of play a site can regularly accommodate (in the relevant comparable unit) for community use without adversely affecting its quality and use. This is typically outlined by the NGB

**Overplay** is when a pitch is used over the amount that the carrying capacity will allow, (i.e. more than the site can accommodate). 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.

**Spare capacity** is the amount of additional play that a pitch could potentially accommodate in addition to current activity. There may be reasons why this potential to accommodate additional play should not automatically be regarded as actual spare capacity, for example, a site may be managed to regularly operate slightly below its carrying capacity to ensure that it can cater for a number of friendly matches and training activity. This needs to be investigated before the capacity is deemed **actual spare capacity**.

**Match equivalent sessions** is an appropriate comparable unit for pitch usage. For football, rugby union and rugby league, pitches should relate to a typical week within the season and one match = one match equivalent session if it occurs every week or 0.5 match equivalent sessions if it occurs every other week (i.e. reflecting home and away fixtures). For cricket pitches, it is appropriate to look at the number of match equivalent sessions over the course of a season and one match = one match equivalent session.

**Displaced demand** generally relates to play by teams or other users of playing pitches from within the study area (i.e. from residents of the study area) which takes place outside of the area. This may be due to issues with the provision of pitches and ancillary facilities in the study area, just reflective of how the sports are played (e.g. at a central venue for the wider area) or due to the most convenient site for the respective users just falling outside of the local authority/study area.

**Unmet demand** is demand that is known to exist but unable to be accommodated on current supply of pitches. This could be in the form of a team with access to a pitch for matches but nowhere to train or vice versa. This could also be due to the poor quality and therefore limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement. League secretaries may be aware of some unmet demand as they may have declined applications from teams wishing to enter their competitions due to a lack of pitch provision which in turn is hindering the growth of the league.

**Latent demand** is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club who may feel that they could set up and run an additional team if they had access to better provision.

**Future demand** is an informed estimate made of the likely future demand for pitches in the study area. This is generally based on the most appropriate current and future population projections for the relevant age and gender groupings for each sport. Key trends, local objectives and targets and consultation also inform this figure.

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**Casual use** or other use could take place on natural grass pitches or AGPs and include:

- ◀ Regular play from non-sports club sources (e.g. companies, schools, fitness classes)
- ◀ Infrequent informal/friendly matches
- ◀ Informal training sessions
- ◀ More casual forms of a particular sport organised by sports clubs or other parties
- ◀ Significant public use and informal play, particularly where pitches are located in parks/recreation grounds.

### APPENDIX THREE: 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 2021***

Sport and physical activity has a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all. From this notion, Sport England has recently released its new strategy, Uniting the Movement, its 10-year vision to transform lives and communities through sport and physical activity.

It seeks to tackle the inequalities long seen in sport and physical activity. Providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity, has never been more important.

There are three key objectives to the Strategy:

- ◀ Advocating for movement, sport and physical activity.
- ◀ Joining forces on five big issues
- ◀ Creating the catalyst for change

In particular, the five big issues are identified where the greatest potential is seen for preventing and tackling inequalities in sport and physical activity. Each one is a building block that, on its own, would make a difference, but together, could change things profoundly:



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**Recover and reinvent:** Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

**Connecting communities:** Focusing on sport and physical activity's ability to make better places to live and bring people together.

**Positive experiences for children and young people:** Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

**Connecting with health and wellbeing:** Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

**Active environments:** Creating and protecting the places and spaces that make it easier for people to be active.

The specific impact of the Strategy will be captured through programmes funded, interventions made, and partnerships forged. For each specific area of action, a set of key performance indicators will be developed. This hybrid approach will help evidence the overall progress being made by all those involved in supporting sport and physical activity.

### **National Planning Policy Framework (updated 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.

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### ***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"*

£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.

### ***Local Football Facility Plans***

To support in delivery of the NFFS, The FA has commissioned a national project., which saw a Local Football Facility Plan (LFFP) produced for every local authority across England. Each plan is unique to its area as well as being diverse in its representation, including currently underrepresented communities.

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Identifying strategic priorities for football facilities across the formal, recreational and informal game, LFFPs establish a ten-year vision for football facilities that aims to transform the playing pitch stock in a sustainable way. They identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all will be identified via LFFPs. LFFPs will guide the allocation of 90% of national football investment (The FA, Premier League and DCMS) and forge stronger partnerships with local stakeholders to develop key sites. This, together with local match-funding will deliver over one billion pounds of investment into football facilities over the next 10-years.

It is important to recognise that a 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. Therefore, it cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an 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 PPS and/or complement these with additional investment priorities.

### ***The FA: National Game Strategy (2018-2021)***

The FA launched its new 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

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### ◀ **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

### ◀ **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 (2021)**

The RFU has released its new strategic vision, which is to achieve 'a successful and thriving game across England'. The strategy can be found [here](#).

It identifies four 'Game Objectives' and four 'Driving Objectives', to form priority focuses for the strategy. It believes that these objectives will make the greatest substantive improvements to the game and investment will be aligned to these areas.

#### *Game objectives*

- ◀ **Enjoyment** – Enable positive player experiences on and off the field.
- ◀ **Winning England** – Create the best possible high-performance system for England Rugby.
- ◀ **Welfare** – Enhance players welfare to protect and support the wellbeing of players.
- ◀ **Flourishing rugby communities** – Support clubs to sustain and grow themselves and to reflect society.

#### *Driving objectives*

- ◀ **Diversity & inclusion** – Drive rugby union in England to reflect the diversity of society.
- ◀ **Understand** – Build a deep understanding of players, volunteers and fans to shape the future of the game.
- ◀ **Connect** – Connect with and grow the rugby community and create exceptional experiences.

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- ◀ **Commercial & operational excellence** – Ensure a sustainable and efficient business model delivered by an inspired workforce.

A number of aims, identified as key to the achievement of these main objectives, are particularly relevant to facilities. The provision of good quality and suitable rugby union facilities will help to achieve these aims and in turn objectives:

- ◀ *Enjoyment* – Improve accessibility for women and girls across the game.
- ◀ *Enjoyment* – Make the game inclusive and attractive for 14 to 18 year olds.
- ◀ *Flourishing rugby communities* – Provide support to help clubs maximise the benefit from their facilities and assets.
- ◀ *Diversity & Inclusion* – Improve the diversity of all facets of our game and continue to create an inclusive environment for all.

### **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.rflfacilitiestrust.co.uk](http://www.rflfacilitiestrust.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 2022' Legacy Programme**

The Rugby League World Cup 2022 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

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### ***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:

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.

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## ***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:

### **1. 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.

### **2. 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.

### **3. 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 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.

## ***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.

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### ***Tennis in Britain - LTA Strategy***

The LTA's vision for 2019 – 2023, Tennis Opened Up includes seven strategies relating to three objectives which are built around its mission 'to grow tennis by making it relevant, accessible, welcoming and enjoyable'.

#### **Objectives**

- ◀ Increase the number of fans on our database from [623,602] to [1,000,000] by 2023.
- ◀ More people playing more often;
  - ◀ Increase the number of adults playing tennis each year from [7.7% (4,018,600)] of the population to [8.5% (4,420,460)], and the frequency of adults playing tennis twice a month 2.5% 1,311,800 to 1.9% 1,500,000 by 2023.
  - ◀ The number of children playing tennis once a week from 550,000 to 700,000 (7.9% to 10% of the population) by 2023.
- ◀ Enable 5 new players to break into the top 100 by 2023 and inspire the tennis audience.

#### **Strategies**

1. Visibility -Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
2. Innovation - Innovate in the delivery of tennis to widen its appeal.
3. Investment - Support community facilities and schools to increase the opportunities to play
4. Accessibility - Make the customer journey to playing tennis easier and more accessible for anyone
5. 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.
6. Performance - Create a pathway for British champions that nurtures a diverse team of players, people and leaders.
7. Leadership - Lead tennis in Britain to the highest standard so it is a safe, welcoming, well-run 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 31<sup>st</sup> 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.



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- ◀ 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.
- ◀ 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.

## **MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)**

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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.

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 SPORTS STRATEGY (2020-2041)

## APPENDIX FOUR: ADDITIONAL HOUSING SCENARIOS

### *Housing growth information in scenarios correct as of September 2020*

#### **Scenario Six – Worcester West Urban Extension (Malvern Hills)**

The estimated additional population derived from housing growth from 2,150 dwellings with an occupancy rate of 2.3 per household is 4,945 people.

This population increase equates to 3.63 match equivalent sessions of demand per week for grass pitch sports, 0.09 match equivalent sessions of demand per week on AGPs for hockey and 37.39 match equivalent sessions of demand per season for cricket.

Training demand equates to 6.21 hours of use per week for football on 3G pitches and hockey equates to 0.55 hours of use per week on AGPs. There are also 0.61 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

*Table 7.14: Likely demand for grass pitch sports generated from 2,150 dwellings*

Pitch sport	Estimated demand by sport for 2,150 dwellings	
	Match demand (MES) per week <sup>53</sup>	Training demand <sup>54</sup>
Adult football	0.65	6.21 hours
Youth football	1.47	
Mini soccer	0.99	
Rugby union	0.52	0.61 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.09	0.28 hours
Junior & mixed hockey	0	0.27 hours
Cricket	37.39	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

*Table 7.15: Estimated demand and costs for new pitch provision*

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>55</sup>	Lifecycle Cost (per annum) <sup>56</sup>	Number	Capital cost
Adult football	0.65	£62,022	£13,087	1.29	£213,977
Youth football	1.47	£113,242	£23,781	1.84	£305,229
Mini soccer	0.99	£23,645	£4,966	0	£0
Rugby union	0.52	£70,250	£15,033	1.05	£173,116
Rugby league	0	£0	£0	0	£0
Cricket	0.83	£233,879	£47,244	1.65	£273,520
Sand based AGPs	0.04	£34,909	£1,082	0.09	£14,510
3G	0.16	£156,139	£6,018	0.33	£54,139
<b>Total</b>	<b>4.66</b>	<b>£694,086</b>	<b>£111,211</b>	<b>6.25</b>	<b>£1,034,491</b>

<sup>53</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>54</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>55</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>56</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Seven – Worcester South Urban Extension (Malvern Hills)

The estimated additional population derived from housing growth from 2,600 dwellings with an occupancy rate of 2.3 per household is 5,980 people.

This population increase equates to 4.38 match equivalent sessions of demand per week for grass pitch sports, 0.11 match equivalent sessions of demand per week on AGPs for hockey and 45.22 match equivalent sessions of demand per season for cricket.

Training demand equates to 7.51 hours of use per week for football on 3G pitches and hockey equates to 0.65 hours of use per week on AGPs. There are also 0.74 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.16: Likely demand for grass pitch sports generated from 2,600 dwellings

Pitch sport	Estimated demand by sport for 2,600 dwellings	
	Match demand (MES) per week <sup>57</sup>	Training demand <sup>58</sup>
Adult football	0.78	7.51 hours
Youth football	1.78	
Mini soccer	1.19	
Rugby union	0.63	0.74 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.11	0.33 hours
Junior & mixed hockey	0	0.32 hours
Cricket	45.22	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.17: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>59</sup>	Lifecycle Cost (per annum) <sup>60</sup>	Number	Capital cost
Adult football	0.78	£75,006	£15,826	1.56	£258,772
Youth football	1.78	£136,954	£28,760	2.23	£369,125
Mini soccer	1.19	£28,596	£6,005	0	£0
Rugby union	0.63	£84,957	£18,181	1.26	£209,359
Rugby league	0	£0	£0	0	£0
Cricket	1	£282,841	£57,134	2	£330,780
Sand based AGPs	0.05	£42,215	£1,309	0.11	£17,547
3G	0.2	£188,831	£7,278	0.4	£65,474
<b>Total</b>	<b>5.64</b>	<b>£839,400</b>	<b>£134,493</b>	<b>7.55</b>	<b>£1,251,057</b>

<sup>57</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>58</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>59</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>60</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Eight – Worcester City (1,336 dwellings)

The estimated additional population derived from housing growth from 1,336 dwellings with an occupancy rate of 2.3 per household is 3,073 people.

This population increase equates to 2.24 match equivalent sessions of demand per week for grass pitch sports, 0.12 match equivalent sessions of demand per week on AGPs for hockey and 6.68 match equivalent sessions of demand per season for cricket.

Training demand equates to 4.48 hours of use per week for football on 3G pitches and hockey equates to 0.87 hours of use per week on AGPs.

Table 7.18: Likely demand for grass pitch sports generated from 1,336 dwellings

Pitch sport	Estimated demand by sport for 1,336 dwellings	
	Match demand (MES) per week <sup>61</sup>	Training demand <sup>62</sup>
Adult football	0.71	4.48 hours
Youth football	0.93	
Mini soccer	0.6	
Rugby union	0	0 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.23	0.68 hours
Junior & mixed hockey	0.15	0.19 hours
Cricket	6.68	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.19: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>63</sup>	Lifecycle Cost (per annum) <sup>64</sup>	Number	Capital cost
Adult football	0.71	£67,846	£14,316	1.41	£234,069
Youth football	0.93	£71,585	£15,033	1.17	£194,196
Mini soccer	0.6	£14,433	£3,031	0	£0
Rugby union	0	£0	£0	0	£0
Rugby league	0	£0	£0	0	£0
Cricket	0.14	£40,453	£8,172	0.29	£47,309
Sand based AGPs	0.06	£47,629	£1,476	0.12	£19,798
3G	0.12	£112,623	£4,341	0.24	£39,050
<b>Total</b>	<b>2.56</b>	<b>£354,569</b>	<b>£46,369</b>	<b>3.23</b>	<b>£534,422</b>

<sup>61</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>62</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>63</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>64</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Scenario Nine – Evesham (658 dwellings)

The estimated additional population derived from housing growth from 658 dwellings with an occupancy rate of 2.3 per household is 1,513 people.

This population increase equates to 1.48 match equivalent sessions of demand per week for grass pitch sports, 0.08 match equivalent sessions of demand per week on AGPs for hockey and 12.52 match equivalent sessions of demand per season for cricket.

Training demand equates to 2.38 hours of use per week for football on 3G pitches and hockey equates to 0.28 hours of use per week on AGPs. There are also 0.33 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.20: Likely demand for grass pitch sports generated from 658 dwellings

Pitch sport	Estimated demand by sport for 658 dwellings	
	Match demand (MES) per week <sup>65</sup>	Training demand <sup>66</sup>
Adult football	0.36	2.38 hours
Youth football	0.52	
Mini soccer	0.31	
Rugby union	0.28	0.32 match equivalent sessions
Rugby league	0.01	0.01 match equivalent sessions
Adult hockey	0.08	0.24 hours
Junior & mixed hockey	0	0.04 hours
Cricket	12.52	-

The table below translates estimated demand into new pitch provision with associated capital and lifecycle costs.

Table 7.21: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>67</sup>	Lifecycle Cost (per annum) <sup>68</sup>	Number	Capital cost
Adult football	0.36	£34,296	£7,236	0.71	£118,320
Youth football	0.52	£39,999	£8,400	0.64	£106,216
Mini soccer	0.31	£7,477	£1,570	0	£0
Rugby union	0.28	£38,087	£8,151	0.57	£93,858
Rugby league	0.01	£1,269	£281	0.02	£3,808
Cricket	0.28	£78,307	£15,818	0.55	£91,580
Sand based AGPs	0.02	£15,904	£493	0.04	£6,611
3G	0.06	£59,807	£2,305	0.13	£20,737
<b>Total</b>	<b>1.84</b>	<b>£275,146</b>	<b>£44,254</b>	<b>2.66</b>	<b>£441,130</b>

<sup>65</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>66</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>67</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>68</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Ten – Droitwich Spa (925 dwellings)

The estimated additional population derived from housing growth from 925 dwellings with an occupancy rate of 2.3 per household is 2,128 people.

This population increase equates to 2.09 match equivalent sessions of demand per week for grass pitch sports, 0.11 match equivalent sessions of demand per week on AGPs for hockey and 17.6 match equivalent sessions of demand per season for cricket.

Training demand equates to 3.35 hours of use per week for football on 3G pitches and hockey equates to 0.39 hours of use per week on AGPs. There are also 0.47 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.22: Likely demand for grass pitch sports generated from 925 dwellings

Pitch sport	Estimated demand by sport for 925 dwellings	
	Match demand (MES) per week <sup>69</sup>	Training demand <sup>70</sup>
Adult football	0.5	3.35 hours
Youth football	0.73	
Mini soccer	0.44	
Rugby union	0.4	0.45 match equivalent sessions
Rugby league	0.02	0.02 match equivalent sessions
Adult hockey	0.11	0.34 hours
Junior & mixed hockey	0	0.05 hours
Cricket	17.6	-

The table below translates estimated demand into new pitch provision with associated capital and lifecycle costs.

Table 7.23: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>71</sup>	Lifecycle Cost (per annum) <sup>72</sup>	Number	Capital cost
Adult football	0.5	£48,232	£10,177	1	£166,400
Youth football	0.73	£56,245	£11,811	0.9	£149,363
Mini soccer	0.44	£10,517	£2,209	0	£0
Rugby union	0.4	£53,564	£11,463	0.8	£131,997
Rugby league	0.02	£1,785	£395	0.03	£5,355
Cricket	0.39	£110,126	£22,246	0.78	£128,792
Sand based AGPs	0.03	£22,367	£693	0.06	£9,297
3G	0.09	£84,108	£3,242	0.18	£29,163
<b>Total</b>	<b>2.6</b>	<b>£386,944</b>	<b>£62,236</b>	<b>3.75</b>	<b>£620,367</b>

<sup>69</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>70</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>71</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>72</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Eleven – Malvern (833 dwellings)

The estimated additional population derived from housing growth from 833 dwellings with an occupancy rate of 2.3 per household is 1,916 people.

This population increase equates to 1.4 match equivalent sessions of demand per week for grass pitch sports, 0.04 match equivalent sessions of demand per week on AGPs for hockey and 14.49 match equivalent sessions of demand per season for cricket.

Training demand equates to 2.41 hours of use per week for football on 3G pitches and hockey equates to 0.12 hours of use per week on AGPs. There are also 0.24 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.24: Likely demand for grass pitch sports generated from 833 dwellings

Pitch sport	Estimated demand by sport for 833 dwellings	
	Match demand (MES) per week <sup>73</sup>	Training demand <sup>74</sup>
Adult football	0.25	2.41 hours
Youth football	0.57	
Mini soccer	0.38	
Rugby union	0.2	0.24 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.04	0.11 hours
Junior & mixed hockey	0	0.01 hours
Cricket	14.49	-

The table below translates estimated demand into new pitch provision with associated capital and lifecycle costs.

Table 7.25: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>75</sup>	Lifecycle Cost (per annum) <sup>76</sup>	Number	Capital cost
Adult football	0.25	£24,030	£5,070	0.5	£82,905
Youth football	0.57	£43,876	£9,214	0.71	£118,269
Mini soccer	0.38	£9,162	£1,924	0	£0
Rugby union	0.2	£27,218	£5,825	0.41	£67,073
Rugby league	0	£0	£0	0	£0
Cricket	0.32	£90,619	£18,305	0.64	£105,978
Sand based AGPs	0.02	£13,526	£419	0.03	£5,622
3G	0.06	£60,498	£2,332	0.13	£20,977
<b>Total</b>	<b>1.8</b>	<b>£268,929</b>	<b>£43,089</b>	<b>2.42</b>	<b>£400,824</b>

<sup>73</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>74</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>75</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>76</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)



# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Scenario Twelve – Pershore (358 dwellings)

The estimated additional population derived from housing growth from 358 dwellings with an occupancy rate of 2.3 per household is 823 people.

This population increase equates to 0.8 match equivalent sessions of demand per week for grass pitch sports, 0.04 match equivalent sessions of demand per week on AGPs for hockey and 6.81 match equivalent sessions of demand per season for cricket.

Training demand equates to 1.29 hours of use per week for football on 3G pitches and hockey equates to 0.15 hours of use per week on AGPs. There are also 0.19 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.26: Likely demand for grass pitch sports generated from 358 dwellings

Pitch sport	Estimated demand by sport for 358 dwellings	
	Match demand (MES) per week <sup>77</sup>	Training demand <sup>78</sup>
Adult football	0.19	1.29 hours
Youth football	0.28	
Mini soccer	0.17	
Rugby union	0.15	0.18 match equivalent sessions
Rugby league	0.01	0.01 match equivalent sessions
Adult hockey	0.04	0.13 hours
Junior & mixed hockey	0	0.02 hours
Cricket	6.81	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.27: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>79</sup>	Lifecycle Cost (per annum) <sup>80</sup>	Number	Capital cost
Adult football	0.19	£18,649	£3,935	0.39	£64,337
Youth football	0.28	£21,755	£4,569	0.35	£57,773
Mini soccer	0.17	£4,066	£854	0	£0
Rugby union	0.15	£20,713	£4,433	0.31	£51,042
Rugby league	0.01	£690	£153	0.01	£2,071
Cricket	0.15	£42,579	£8,601	0.3	£49,796
Sand based AGPs	0.01	£8,649	£268	0.02	£3,595
3G	0.03	£32,524	£1,254	0.07	£11,277
<b>Total</b>	<b>0.99</b>	<b>£149,625</b>	<b>£24,067</b>	<b>1.45</b>	<b>£239,891</b>

<sup>77</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>78</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>79</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>80</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Thirteen – Tenbury (180 dwellings)

The estimated additional population derived from housing growth from 180 dwellings with an occupancy rate of 2.3 per household is 414 people.

This population increase equates to 0.29 match equivalent sessions of demand per week for grass pitch sports, 0.01 match equivalent sessions of demand per week on AGPs for hockey and 3.13 match equivalent sessions of demand per season for cricket.

Training demand equates to 0.52 hours of use per week for football on 3G pitches and hockey equates to 0.04 hours of use per week on AGPs. There are also 0.05 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.28: Likely demand for grass pitch sports generated from 180 dwellings

Pitch sport	Estimated demand by sport for 180 dwellings	
	Match demand (MES) per week <sup>81</sup>	Training demand <sup>82</sup>
Adult football	0.05	0.52 hours
Youth football	0.12	
Mini soccer	0.08	
Rugby union	0.04	0.05 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.01	0.02 hours
Junior & mixed hockey	0	0.02 hours
Cricket	3.13	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.29: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>83</sup>	Lifecycle Cost (per annum) <sup>84</sup>	Number	Capital cost
Adult football	0.05	£5,197	£1,097	0.11	£17,930
Youth football	0.12	£9,475	£1,990	0.15	£25,544
Mini soccer	0.08	£1,980	£416	0	£0
Rugby union	0.04	£5,884	£1,259	0.09	£14,500
Rugby league	0	£0	£0	0	£0
Cricket	0.07	£19,585	£3,956	0.14	£22,904
Sand based AGPs	0	£2,923	£91	0.01	£1,215
3G	0.01	£13,072	£504	0.03	£4,532
<b>Total</b>	<b>0.37</b>	<b>£58,116</b>	<b>£9,313</b>	<b>0.53</b>	<b>£86,625</b>

<sup>81</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>82</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>83</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>84</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Fourteen – Upton (120 dwellings)

The estimated additional population derived from housing growth from 120 dwellings with an occupancy rate of 2.3 per household is 276 people.

This population increase equates to 0.2 match equivalent sessions of demand per week for grass pitch sports, 0.01 match equivalent sessions of demand per week on AGPs for hockey and 2.09 match equivalent sessions of demand per season for cricket.

Training demand equates to 0.35 hours of use per week for football on 3G pitches and hockey equates to 0.03 hours of use per week on AGPs. There are also 0.03 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.30: Likely demand for grass pitch sports generated from 276 dwellings

Pitch sport	Estimated demand by sport for 276 dwellings	
	Match demand (MES) per week <sup>85</sup>	Training demand <sup>86</sup>
Adult football	0.04	0.35 hours
Youth football	0.08	
Mini soccer	0.05	
Rugby union	0.03	0.03 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.01	0.02 hours
Junior & mixed hockey	0	0.01 hours
Cricket	2.09	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.31: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>87</sup>	Lifecycle Cost (per annum) <sup>88</sup>	Number	Capital cost
Adult football	0.04	£3,459	£730	0.07	£11,934
Youth football	0.08	£6,317	£1,327	0.1	£17,031
Mini soccer	0.05	£1,319	£277	0	£0
Rugby union	0.03	£3,918	£839	0.06	£9,656
Rugby league	0	£0	£0	0	£0
Cricket	0.05	£13,049	£2,636	0.09	£15,260
Sand based AGPs	0	£1,948	£60	0	£810
3G	0.01	£8,710	£336	0.02	£3,020
<b>Total</b>	<b>0.26</b>	<b>£38,720</b>	<b>£6,205</b>	<b>0.34</b>	<b>£57,711</b>

<sup>85</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>86</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>87</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>88</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

### Scenario Fifteen – Rural areas Wychavon (1,258 dwellings)

The estimated additional population derived from housing growth from 1,258 dwellings with an occupancy rate of 2.3 per household is 2,893 people.

This population increase equates to 2.84 match equivalent sessions of demand per week for grass pitch sports, 0.15 match equivalent sessions of demand per week on AGPs for hockey and 23.93 match equivalent sessions of demand per season for cricket.

Training demand equates to 4.55 hours of use per week for football on 3G pitches and hockey equates to 0.53 hours of use per week on AGPs. There are also 0.64 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.32: Likely demand for grass pitch sports generated from 1,258 dwellings

Pitch sport	Estimated demand by sport for 1,258 dwellings	
	Match demand (MES) per week <sup>89</sup>	Training demand <sup>90</sup>
Adult football	0.68	4.55 hours
Youth football	1	
Mini soccer	0.6	
Rugby union	0.54	0.62 match equivalent sessions
Rugby league	0.02	0.02 match equivalent sessions
Adult hockey	0.15	0.46 hours
Junior & mixed hockey	0	0.07 hours
Cricket	23.93	-

The table below translates estimated demand into new pitch provision with associated capital and lifecycle costs.

Table 7.33: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>91</sup>	Lifecycle Cost (per annum) <sup>92</sup>	Number	Capital cost
Adult football	0.68	£65,575	£13,836	1.37	£226,233
Youth football	1	£76,476	£16,060	1.23	£203,085
Mini soccer	0.6	£14,296	£3,002	0	£0
Rugby union	0.54	£72,827	£15,585	1.08	£179,466
Rugby league	0.02	£2,427	£536	0.04	£7,281
Cricket	0.53	£149,724	£30,244	1.06	£175,101
Sand based AGPs	0.04	£30,408	£943	0.08	£12,640
3G	0.12	£114,349	£4,407	0.24	£39,649
<b>Total</b>	<b>3.53</b>	<b>£526,082</b>	<b>£84,613</b>	<b>5.1</b>	<b>£843,455</b>

<sup>89</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>90</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>91</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>92</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

# MALVERN HILLS DISTRICT COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY (2020-2041)

## Scenario Sixteen – Rural areas Malvern Hills (769 dwellings)

The estimated additional population derived from housing growth from 769 dwellings with an occupancy rate of 2.3 per household is 1,769 people.

This population increase equates to 1.3 match equivalent sessions of demand per week for grass pitch sports, 0.03 match equivalent sessions of demand per week on AGPs for hockey and 13.37 match equivalent sessions of demand per season for cricket.

Training demand equates to 2.22 hours of use per week for football on 3G pitches and hockey equates to 0.2 hours of use per week on AGPs. There are also 0.22 match equivalent sessions per week of training for rugby on a floodlit grass pitch.

Table 7.34: Likely demand for grass pitch sports generated from 769 dwellings

Pitch sport	Estimated demand by sport for 769 dwellings	
	Match demand (MES) per week <sup>93</sup>	Training demand <sup>94</sup>
Adult football	0.23	2.22 hours
Youth football	0.53	
Mini soccer	0.35	
Rugby union	0.19	0.22 match equivalent sessions
Rugby league	0	0 match equivalent sessions
Adult hockey	0.03	0.1 hours
Junior & mixed hockey	0	0.1 hours
Cricket	13.37	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.35: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>95</sup>	Lifecycle Cost (per annum) <sup>96</sup>	Number	Capital cost
Adult football	0.23	£22,187	£4,681	0.46	£76,546
Youth football	0.53	£40,509	£8,507	0.66	£109,180
Mini soccer	0.35	£8,459	£1,776	0	£0
Rugby union	0.19	£25,131	£5,378	0.37	£61,930
Rugby league	0	£0	£0	0	£0
Cricket	0.3	£83,662	£16,900	0.59	£97,842
Sand based AGPs	0.02	£12,488	£387	0.03	£5,191
3G	0.06	£55,855	£2,153	0.12	£19,367
<b>Total</b>	<b>1.68</b>	<b>£248,291</b>	<b>£39,782</b>	<b>2.23</b>	<b>£370,056</b>

<sup>93</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>94</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>95</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>96</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)