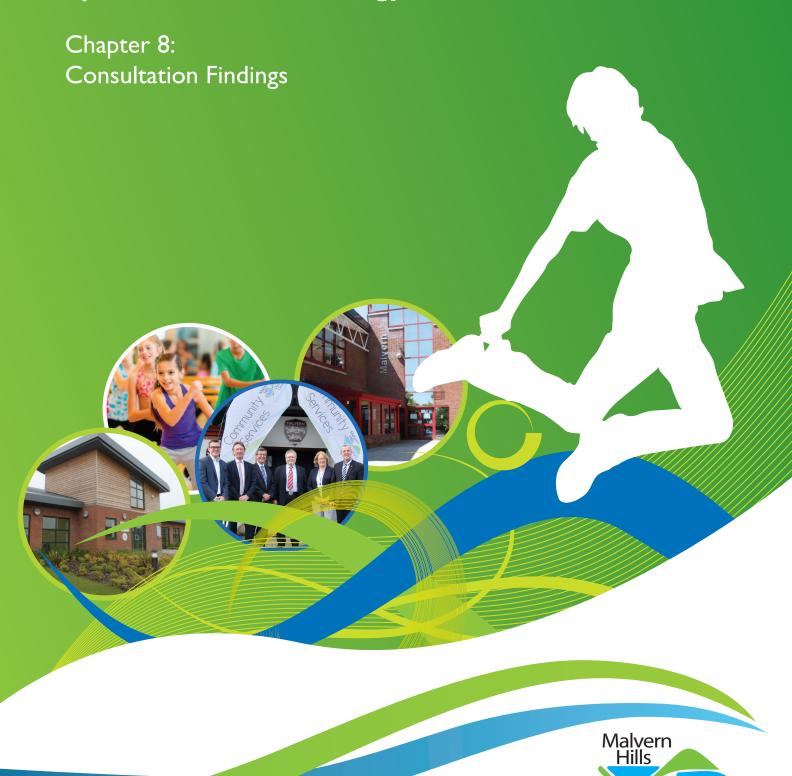
Active Communities Malvern Hills District: A Vision for the Future

Malvern Hills District
Sport and Leisure Strategy 2014 - 2024



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8. STAKEHOLDER CONSULTATION

The following tables highlight feedback from consultation with key stakeholders.

8.1 Current Leisure Facility Operators

Table 26. Consultation with current leisure operators

Consultee	Key issues Explored	Notes
Andy Haworth Director of Group Development SLM	 Future procurement opportunities Key issues Lots 	 Ideally looking for a larger contract with bigger portfolio. Happy to look at multi authority contracts. Just won Ealing / Harrow and Brent. Tenbury situation is a bit 'odd'. Would like some longer term position from the council – looking for more commitment from the council. Happy to look at Community Centres and Dual Use.
Mark O'Shea Head of Operations Wychavon Community Leisure Association	 Future procurement opportunities Key issues Lots 	 Very strong operational relationships in place with both schools. Didn't make more development based activity pay last time they tried it. Have invested into both sites over and above management agreement obligations. Keen to develop their partnership approach further. Would be keen to bid for Malvern Splash. Acknowledge things may change in this next tendering round.
Geoff Taylor Smith Head of Delivery YMCA	Future procurement opportunitiesKey issuesLots	 YMCA very keen to retain facilities and expand portfolio. No local leisure expertise but this does sit within wider organisation. Emphasised the importance of staffing continuity and consistency in the community centres. To date there has been no encouragement from the council for YMCA to expand its portfolio. Interested in wider contracts.

8.2 Current Leisure Facility Partners / Providers

Table 27. Consultation with current leisure facility partners/providers

Consultee	Key issues Explored	Notes
Dave Darling Business Manager Chantry High School (Sport Martley - Community Use Facility)	 Current dual use arrangements Future arrangements Appetite to explore direct management of facilities 	 Business Manager is very happy with current arrangements with the management agreement, split of costs and their operator. Business Manager wishes to continue a light touch involvement in the operation of its facilities if at all possible. The school is of a view that the facility would need a subsidy to operate. There is no appetite for the school to operate the facility directly – it would be quite daunting. Their preference is for arrangements to stay the same. To assist in the sustainability of the site the school would consider widening the range of facilities it makes available to the community (for hires) to the operator. On the subject of repairs and maintenance (R+M) Dave highlighted the difference in requirements between the school and Wychavon Leisure (higher). Business Manager saw no major repair and maintenance issues in the next 10 years apart from regular R+M. The school currently pays £13k on R+M and £9k on utilities. The calculation on utilities is based on a simple formula – 40% school, 60% operator.
Andrew Dickenson Head teacher Chantry High School	 Current dual use arrangements Future arrangements Appetite to explore direct management of facilities 	 School is exploring establishing a commercial trading arm. The Head teacher confirmed the sports centre was not core business but would be prepared to look at including other facilities on site to support the longer term sustainability of community use. The Head teacher was very happy with current arrangements but acknowledged that the subsidy currently being paid by the council was unlikely to be sustainable in the future. He was keen to explore other approaches which could maintain or enhance the level of community use on site as long as this could be self funding.

Consultee	Key issues Explored	Notes
Kerry Brimfield Director of Finance & Operations Dyson Perrins Academy (Sport Dyson Perrins Community Use Facility)	 Current dual use arrangements Future arrangements Appetite to explore direct management of facilities 	 New STP is proving to be very popular. School very keen, confident and capable to take on the facility post 2015 with no financial input from the council. Investing £25k into sinking fund. TUPE implications of staff to come over – still needs exploring.
Caroline Palethorpe Director Tenbury Swimming Pool Ltd	UpdateFPMFuture opportunities	 Previous feasibility undertaken linked to Rugby Club development Health and Wellbeing Hub – part of Company's vision. Keen for SLC / council to share its findings re Tenbury.
Ken Watkins Consultant to Tenbury Swimming Pool Ltd	 Scope of brief of Business Plan Key issues and Opportunities re: Tenbury Pool 	 The brief for the Business Plan was to provide the Board – which is still very much finding its feet, with some focus as to their role as a client. KW has focused on providing them with a governance structure and key responsibilities, supported by an action plan. The Business Plan has stalled due to delays in signing the agreements. Given the Trustees have a personal liability – there is a concern that with any major issues, they will resign. We understand the Pool sits on Town Council land – which adds another challenge for consideration. It was agreed that a long term investment plan and business plan is critical linked to identified capital investment to enable the pool to be sustainable and commercially attractive to an operator – If there is demonstrable need and the community values the asset enough to invest in it. KW happy to act as an intermediary and fully appreciates and understands the issues. KW convinced this needs to be packaged as a 25 year long term contract with investment plan, or it is likely the Trust will fold.

8.3 Local Authority Officers

Table 28. Consultation with local authority officers

Consultee	Key issues Explored	Notes
Mike Worsnop Safer and Stronger Communities Manager Worcester City Council (COW)	 Procurement opportunities New facility developments Cross boundary issues and opportunities 	 COW has recently undertaken a review of its swimming and sports hall requirements and will be sharing this with the council. COW is seeking to deliver a new 6 lane 25 metre pool and learner pool development on the Perdiswell site to replace Worcester Swimming Pool. The construction contract is now out to tender. There are currently affordability issues COW is seeking to address. There is an opportunity to explore enhanced cricket provision on the Perdiswell site and this is being progressed. From a procurement perspective, COW will be retendering its portfolio and will be starting the process by July 2014 with a contract award around August 2014. There is an opportunity to link this with any procurement at the council and COW are keen to explore this. Included within the contract will be the new Worcester Arena, which is a specialist disability facility which will host the World Wheelchair Basketball Championships in July 2015. COW keen to have issues resolved with Sport England through the adoption of and evidence for local standards to be applied to playing pitches, indoor and outdoor sports provision. Community Centres a key part of the delivery infrastructure but some concerns about viability in three years' time when funding ceases. Possible opportunity to link this to the soon to be independent County Sports Partnership. COW keen that the buildings have a reach and operate beyond their boundaries.
Jem Teal Community Development Manager Wychavon District Council (WDC)	 Facility Development Strategy Procurement opportunities Any other issues impacting on Strategy Nortoft Reports / Sport England Comments 	 WDC focusing on investing planning gain into existing community facilities. There would be no impacts on Malvern Hills district residents. The Wellbeck Development was discussed in Worcester South. 4 x football pitches, MUGA x 3 and Community Centre. This is still in planning stages. The Norton Sports Centre (Cricket / Shooting Club) was also discussed, some opportunities for up to £300k of investment – likely to be either indoor sports provision or an STP. There were no procurement opportunities that emerged from discussions as WDC lease their facilities to Wychavon Leisure Community Association (WLCA). Community Development Manager expressed need for a revised South Worcestershire Playing Pitch Strategy

Consultee	Key issues Explored	Notes
Kay Higman Cultural Services Manager Wyre Forest District Council (WFDC)	 Strategy Procurement opportunities Any other issues impacting on the MHDC Strategy 	 Currently rationalising Stourport Leisure Centre and the Glades Leisure Centre. Also working with the Worcs FA to explore clubs taking on WFDC assets through an asset transfer. Meetings in early October. Possible opportunities for case studies if successful. Cultural Services Manager also keen to see outcomes of Tenbury needs analysis study. No joint procurement opportunities for the foreseeable options.
Mick Ligema Cultural Services Manager Herefordshire County Council (HCC)	 Facility Development Strategy Procurement opportunities Any other issues impacting on the MHDC Strategy 	 HCC currently developing a brief for their Sport and Leisure Strategy. Key issue / opportunity is Ledbury Swimming Pool where HCC is currently considering a £2m invest to save business case. This would seek to make the facility more sustainable with a view to complete the development by October 2014. The facility is currently suffering from structural and mechanical and electrical issues and could fail in the future if no investment is forthcoming, HALO may not be able to operate it at zero cost. It is worth noting that HCC have planned to reduce HALO's funding from £1.8m to £0.8m to zero revenue funding over three years. This is linked to a £9.2 million capital investment programme which HCC is currently considering.
Peter Davis Head of Leisure Services Shropshire Council (SC)	 Facility Development Strategy Procurement opportunities Any other issues impacting on the MHDC Strategy 	 SC undergoing significant cost reduction programme, seeking to save 33% on £2.7 million budget over next three years. Impact of this is: All community use schools being transferred back to schools and schools to outsource directly or operate sites themselves Quarry Swimming Pool in Shrewsbury is old and may be subject to rationalisation. Teme Leisure operate a number of schools in the south and may be worth inclusion on tender list for other sites in MHDC. Shropshire aiming to transfer all schools by 2016. Shropshire Community Leisure Trust (Serco) operating main contract for 10 years – exploring savings with SC.

Consultee	Key issues Explored	Notes
Andy Sanders Community and Economic Development Manager Tewkesbury Borough Council	 Facility Development Strategy Procurement opportunities Any other issues impacting on the MHDC Strategy 	 Cascades in Tewkesbury is coming to the end of its operational life. It was built in 1969 and had a major refurbishment in the 1980's. The Council is currently exploring replacement of the facility and this is being explored with a decision likely by early 2014. Cascades is currently operated by an in house team under a sub contract to a Trust to generate NNDR and VAT benefits. The Council is keeping an open mind on management models and subject to timing and procurement approach for the replacement of Cascades, could wish to explore partnership with another authority.
Simon Smith Economic Development Manager Malvern Hills District Council	 Synergy with Economic Development Strategy Future Opportunities 	 Economic Development Manager keen to emphasise the visitor economy being an important element of the Sport and Leisure Strategy. The Council does not have a clear picture on what level of economic activity sport and leisure has within the district, but recognises its importance. There is a need to recognise and provide more activities and facilities for younger adults in the area following consultation with local businesses. E.g. technical / graduate level/ trained staff. Malvern not seen as a great place to live and 'a bit dull'. Economic Development Manager highlighted the need for better signposting, PR, information on what's on and a greater emphasis on promoting the voluntary activity within Malvern Hills. Economic Development Manager cited cycling as an example of a recreational activity that could become a priority for development. With good on and off road opportunities and established cycling clubs, there could be a Cycling Strategy aimed at increasing participation linked to the development of support facilities and attraction of events such as competitions and cycle sportifs. Other outdoor recreational activities were very popular in the district including hillwalking, hangliding given the AONB status of the area. One potential issue will be the current approach to cycling by the Malvern Hills Conservators who would be a key stakeholder.

8.4 Professional Partner Organisations

Table 29. Consultation with professional partners organisations

Consultee	Key issues Explored	Notes
Steve Brewster	Current and future role of CSP	The Nortoft report and Sport England comments were discussed. Need for a revised South Worcestershire Playing Pitch Strategy.
Partnership Director	 Opportunities for collaboration 	 SB reported the future state of the CSP would be developed prior to April 2013 following establishment of the new Board.
Sports Partnership Herefordshire and Worcestershire	 Strategic support for MHDC organisations 	 It was agreed there would be value in exploring scenarios in relation to Tenbury Swimming Pool. In terms of NGB consultation, Partnership Director happy to liaise with NGB's
Clare Huyton Executive Director	 Contribution to Festival's 5 year strategic plan 	 Festival not interested in operating any community facilities. Some concerns over the longer term sustainability of Malvern Vale once S106 funding runs out for Community Development post.
Festival Housing	 Opportunities for Festival to operate facilities 	• Festival currently running a number of health and wellbeing programmes in the community. Have worked in partnership with the council in the past. Still keen to explore future opportunities in terms of sharing resources linked to community development.
	 Opportunities to work in partnership with the Council re: health and wellbeing 	 Initiatives such as the Festival 'F' Factor were mentioned as a good practice model for the future. Parks and Open Space – Festival owns large areas of greenspace and also operates children's play areas. Festival runs walking clubs and running clubs and is a proactive service provider. Festival continues to support the Sports Awards in Malvern Hills run by the council.
Dr Frances Howie	 Opportunities to dovetail Health and Wellbeing Strategy 	The County Obesity Strategy could be a key opportunity aimed at supporting entry level participants. Similarly the Mental Health and Suicide Prevention Strategy has strong links to the overall aims of the Sport and Leisure Strategy.
Head of Health and Wellbeing (Public Health Consultant)	/ JSNA into the Sport and Leisure Strategy Key themes Opportunities	 WCC uses 'the five ways to wellbeing' as a overarching framework. Dr Howie highlighted the move to an 'Amazon' style of social care where clients would be signposted to activities and services. Providers would need to be aligned to this shift in emphasis to optimise their 'commissionability'. E.g.: Befriender service linked to supported gym sessions, health walks etc.
Worcestershire	- Оррогинисэ	bettiender service iniked to supported gym sessions, health walks etc.

Consultee	Key issues Explored	Notes
County Council (WCC)		 The Walking for Health Strategy presents opportunities (pre health walks). Dr Howie cited work undertaken by HALO – the leisure trust as an example of good practice. The rurality of the district continues to be a significant issue in relation to health, thus some element of outreach is essential to balance the apparent over provision in Malvern with other parts of the district.
Susie Hart Director of Sports Partnerships and Community Engagement University of Worcester	 Community use of facilities New facility developments Opportunities 	 University has 10,000 students and is still seeking to grow. Facility acquisition a priority. Positive relationships with Sports Partnership and local authorities. Students are providing paid coaching and sports leadership through programmes with Worcester City Council. 'Earn as you Learn' and 'Volunteer as you learn' – still in development and unlikely to provide opportunities in MHDC for the foreseeable future. The University's main sports facilities have been bolstered by the development of the Arena which is run in house. The University not looking at this stage to take on wider contracts. One key area of development is that the University is looking for a central grass pitch based site to accommodate 9 pitches for football, rugby and cricket etc. The university is in close contact with Malvern RFC through existing partnerships and is keen to explore ground share.

8.5 School Community Facility Providers

Table 30. Consultation with school community facility providers

Consultee	Key issues Explored	Notes
Mike Fieldhouse	Community UseReplacement of STP	 Community use STP from 1999 is in need of replacement (carpet). No sinking fund in place. Issues of management control with current arrangements leading to damage to pitch by five a side footballers.
Deputy Head	• Future	 School in need of clear strategy and plan / support to apply for future funding opportunities. Recent S106 application failed.
The Chase School	opportunities and issues • Areas where support needed	 School keen to seek funding for 50% of cost from the council (section 106 funding). Other concerns relate to changing rooms which are dilapidated and do not support community use of site. Ambitions to develop a gym on site – would need support in developing this. Deputy Head keen to engage with specialist support in relation to assisting the school with its strategy.
Allan Walker	Effectiveness of current community	The College has a light touch monitoring and reporting arrangement with the council in relation to the performance of community use on site. The College is very happy with the nature of the arrangement and
Commercial Director	use arrangements • Future	 would not want to see any changes to it. Given the capacity of facilities, there is no further scope for additional community use access.
Malvern College and The Downs College	opportunities	The College is keen to develop a 3G STP on site and athletics track. The College would consider widening access arrangements to the community if this could leverage funding.
Lindsey Cooke	Community UseFuture	 Community use in place for sports hall School have 3 strategic priorities for investment in sport and recreation provision:
Head teacher	opportunities and issues	 Installation of cricket nets Replace existing sixth form accommodation with sports pavilion
Hanley Castle High School		3. 3G all weather pitch
Stuart Cooke Head teacher	Community UseFuture opportunities and	 Community use in place for sports hall School keen to develop artificial turf pitch to serve school and local hockey club / community
Tenbury High School	issues	

8.6 Town and Parish Councils

Table 31. Consultation with town and parish councils

Consultee	Key issues Explored	Notes
Cllr Clare Campbell Chairman of Recreation Committee Kempsey Parish Council	 Future Opportunities Local identified needs 	 Housing development in Kempsey of 120 houses will currently be contributing to a proposed orchard. The parish council is seeking to have two junior football pitches developed instead, following feedback from local clubs. There appeared to be an opportunity to purchase land for a new cricket pitch – details were limited. The existing pavilion, youth and community centre was discussed. Details were limited. There is no written parish development plan for community facilities at present and consultation is still underway in relation to the neighbourhood plan which will supersede it.
Andrea Oliver Clerk Upton upon Severn Town Council	Future Opportunities Local identified needs	 Upton Rugby Pitch - there is a full sized rugby pitch including a pavilion at the provision. There are several rugby clubs that play there which means the usage is very high. The pavilion is also hired out for functions. The pitch is in good condition but the pavilion is average. There are many users from outside the parish that attend the clubs and functions. Upton Tennis Courts – this consists of two very run down courts which have been closed by health and safety because the surface is unsafe. The courts also have facilities for people to play badminton, basketball and netball. The courts get used a lot, which has become apparent because of the amount of complaints since the provision shut down. The cost of replacing will be in the region of £20,000 which they are looking at. There are possibly other parishes that travel to use the courts as there aren't any in their own parish. There are 2 children's play areas which both need replacing as they are very run down and old. There are always children and their parents at both facilities. There most likely aren't any residents from outside the parish as they will have their own. Memorial Hall – this is more like their village hall because they do not have one. There are a variety of clubs such as Zumba and Line Dancing which are held weekly. There are two halls and they are both in good condition with excellent toilet facilities. There will be many people travelling into the parish to use the hall. Upton Hill Centre – this facility is in quite good condition. It holds many sports and activities there with a sports

Consultee	Key issues Explored	Notes
		 hall and outside field which has football played on it regularly. People attend the centre every day for certain activities. There are people outside of the parish that come and use this facility. Skate Park – It is in an average condition which is played on a great amount in the summer but not so much in the winter. There are younger people that do travel into the parish for the use of the park as they do not have one in their own parish. There is a football pitch in Hanley Swan that residents of Upton use regularly. There is a need for sports for Women in Upton. Although there are netball facilities at the tennis courts, they are not used because of the condition of the courts. They would like a place where a club could play weekly and have matches too. People jog on the road currently so there is a demand for a specific place for them to go. A jogging track around the rugby pitches would be ideal for Upton and will be looked at in the future. For the improvement of the tennis courts, the council have looked at many grants – six being positive. There replacement of the two play areas will be funded by Lottery grants. They would like to have a safe area for under 5's and another one for 5-12's as they understand their needs will be different. So far, they haven't looked at costs and funding. There are no new developments in the parish but they would be extremely keen to secure some when it becomes available from the new developments. An estate of 70 new housing developments has gone through the planning process and is due to start building. There are two other estates that have been put forward to planning. The parish feel that the memorial hall could be used for more leisure activities.
Anne Watson Clerk Abberley Parish Council	 Future Opportunities Local identified needs 	 Abberley Village Hall- a village hall and play area is the type of provision located here. It is a very large and modern, well maintained facility which is in the middle of having the kitchen updated. It is very busy and well used as there is a nursery located there and the school opposite often use it. Ladies exercise classes, WI and Young Farmers are also some of the groups that regularly use the hall. There are no neighbouring parishes that use the village hall because they have their own. Abberley Village Green – the village green is an undulated land with trees, benches and a footpath running through it. There is no flat land available for children to play games on. It is well used by near by residents and people attending the church. There aren't any neighbouring parishes that would specifically come and use the land. The Elms – this is a hotel that has a range of small leisure facilities such as a gym and pool. It is a 4* hotel so the facilities are very modern and well maintained. There aren't many from the village that make use of the

Consultee	Key issues Explored	Notes
		 facilities because it is expensive to have a membership. There are most likely a few people from neighbouring parishes that have membership at the Elms. Abberley Hall School - the school has many amenities, however, not all of them can be used by the public. There is membership required for use of the pool but there is a waiting list. A fun run is open for the public to participate in. There are fishing ponds which the Abberley Angling club have access to and an Abberley Cricket club but they can only practice in the nets. It is a very well maintained school with very good facilities. Other people from neighbouring parishes do use the facilities as they may be part of the club or they are a parent of a pupil that attends there. Stourport is 4 miles away and has a good leisure centre with a gym and swimming pool which is accessed regularly by residents of Abberley. Great Witley has a good village hall which is occasionally accessed. Next to the village hall are two tennis courts which get regular use by some of the residents. At a local event recently, there were around 50 children that attended which is a good amount for a village. This means there certain needs in the form of sport and leisure, for these children. At the moment there is nowhere for them to play games such as football as there isn't any flat open space public ground. A recreational ground would be suitable for the village. There are no plans for any improvements or new facilities as there is no money available, however if there are new developments and section 106 money then they would like to have a recreational ground. The Parish Council are very keen to secure \$106 money from new developments proposed to the village. There have been a few building proposals to the village recently. There is a piece of land which is part of the South Worcestershire Development Plan. They want 14 houses to be built on site, however, the village has decided that they only want 10.
Anne Watson Clerk	Future OpportunitiesLocal identified needs	 Mamble Village Hall- They have secured lottery funding and it is in the middle of refurbishment. The level of usage is quite high as it holds occasions such as coffee mornings and WI meetings. There are no other neighbouring parishes that use this facility as they all have their own village halls. There is a gym at Cleobury Mortimer that is regularly used by residents. Clows Top has activities such as Yoga

Consultee	Key issues Explored	Notes
Mamble Parish Council		 which residents attend weekly. Tenbury swimming pool is also used by residents wanting to swim. There is nothing for the Children in the parish. A play area or open space for them to play games such as football on is desperately needed. There are currently no plans for any improvement or new facilities as there are no facilities and no room to put any new ones. There have been no developments in Mamble for a long time, which means there have been no chances for Mamble parish to gain investment. There are no new developments that the Parish Councillor is aware of. There is a field which is in Mamble that the Parish would like to buy for their recreational ground. They have carried out a lot of research to find out who owns this field. It was owned by one of two men who have died and now the land registry doesn't know who owns the land. There is a phone box located outside of the village hall which needs to be moved before the refurbishment can be completed. It is on ground which is unsure to be on village hall property or not. This ground could be made use of but they are unsure how to get the box moved.
Cllr Barbara Beard Chairman Lower Broadheath Parish Council	Future Opportunities Local identified needs	 Two Boules courts - they are in good condition and are only 3 years old. The level of usage is very poor because there wasn't as much interest as hoped. There is a regular club that use the courts which are from outside of the parish. Vicarage Green – this is a large open spaced area which includes a play equipment area, portable football nets for football games, and a mini assault course. The pitch is flat and has excellent drainage, however when there is a lot of rain it can become wet. The whole area is well maintained with excellent equipment. The mini assault course isn't used very often but the rest is regularly used by residents and also the school uses it for football and athletics. Other parishes do not come and use the facilities. Lower Broadheath Village Hall – the village hall is in excellent condition with two different halls and an up-to-date kitchen. It has just been decorated internally and the roof has been re-done. There are many clubs and meetings that take place in the halls including 3 Pilate's sessions a week, boules, youth club and yoga. Other parishes do not use the halls as they have their own village halls. Sport Martley is used regularly by residents in the parish. Badminton is also played at the village hall in Hallow. The parish feel they need a variety of sport and leisure facilities. Tennis courts would be well used in the summer and an all weather surface for games such as basketball. A skate park has been suggested but when the children have moved on from skateboarding, it won't be used. There are no plans for improvements to sport and leisure provision at the moment as there is a new provision

Consultee	Key issues Explored	Notes
		 nearby that is coming soon. If they were to gain investment from Section 106 money, they would like to extend onto the village hall to provide a room for sports such as badminton and basketball. At the moment, the other 2 halls aren't tall enough for the sports. The Parish Council are very keen to secure money from the Section 106 grant from the new developments in the village. They will be proactive in the process to try and achieve the funding. There are a huge amount of houses that developers would like to build in Lower Broadheath. 5 houses are in construction currently. There are 50 houses in one area and 12-15 in another likely to be accepted and built which will generate some funding, Another 50 houses have been suggested but this has gone quiet recently. The South Worcestershire Development plan would like 4000 houses to be built which would cause an almighty strain on the sport and leisure facilities in the area. This hasn't been mentioned for a while, however, Barbara thinks they will be built sometime in the future.
Cllr Bernard Pound Chairman Clifton upon Teme Council	Future Opportunities Local identified needs	 A large area- This area consists of a number of sport and leisure facilities. The football pitch has been out of use for a long time until recently as the local team have re-joined. The 2 tennis courts are old and in an average condition but they are concerned for the needs of the hard surface as it will eventually need replacing. The playground has recently been extended with new equipment but the other half is starting to deteriorate. There is a bowling green which needs money spent on it. A track for a BMX course is located around the football pitch which is quite new but there is little usage. A small pavilion is also in the area which doesn't get much use. Neighbouring parishes do use these facilities, such as a school from Bromyard bring a coach to use it occasionally. Hut- There is a Scout and Guides hut located in the village which is in desperate need for improvement. It is used weekly for the clubs. Clifton Village Hall- There is a village hall which gets a great deal of use for indoor sport and leisure activities and film nights. The hall requires maintenance. There are a few cricket fields in neighbouring parishes that residents travel to use. Skateboarding in Tenbury is popular with the younger generation. The provision that is needed are maintenance to already existing facilities. The bowls club are in desperate need of a storage building. If there is to be more money available through funding, they would like to extend their leisure area.

Consultee	Key issues Explored	Notes
		 In the previous situation when there was section 106 money available, the council were very proactive with securing funding for the village. There are 30 houses due to be built in the village which the residents are unhappy about. However, their issue is more about the fact it is clustered rather than the amount as they know this will generate section 106 funding which they hope to secure. They would like to know what peoples needs are in the village. They are worried about eventually having to pay business rates on their playing fields. They feel they cannot plan for the future because of possibly not being able to afford the rates.
Cllr Bill Shearer Chairman	Future OpportunitiesLocal identified needs	 Playing Fields- This provision includes a football pitch and play fields. They were renovated last year so they are in excellent condition. There are local children that play on the fields but no clubs yet. It isn't likely that there are other parishes playing on the fields. West Malvern Village Hall – It has had money spent on the village hall so it is in quite good condition. It gets
West Malvern Parish Council	fieeds	quite a lot of use because of the various activities held there. It also isn't likely of other parishes using the village hall because they all have their own. • Play park- The play equipment has been around for a long time but they have had new equipment added recently which has helped to update the facility. It is very well used the local children and parents. There aren't
		 other parishes using the park. There are children and adults that play in football clubs outside of the parish. There isn't a need for more facilities.
		 Possibly more facilities at the play park as it is extremely well used. They would be very keen to get some 106 funding if there were any new developments. The council had secured some previously and spent it on new swings and slide for the play park. There are possibly some new developments adjacent to the parish but not in it currently.
David Taverner Clerk	See FutureOpportunitiesLocal identified	• Asserts Road – This area consists of playing fields, a play area and a scout hut. The playing fields are in good condition but it needs new fencing. These are used as football pitches but when there is heavy rain, the field gets boggy because it isn't being drained properly. The play area has been extended so there has been new
Malvern Wells Parish Council	needs	equipment added but the old things need replacing. The scout hut is quite an old building but on the outside it is in good condition, however, the inside needs work. The level of usage is very busy in the summer as the schools use it for sports days but in the winter it gets very wet so there aren't many people that want to go on it. There are no football clubs at the moment but they want to approach the Wellend team to use as their home pitch. Residents from Wellend and Little Malvern do access the facilities as well as Malvern Wells.

Consultee	Key issues Explored	Notes
		 St Worsteds – This is a village green used as a recreational area which is in a good condition. The level of usage is great in the summer especially as there are 150 houses located next to it so people use it as a community area and have BBQ's on there. Neighbouring parishes don't tend to use the area, however, when there are fates, people from all over Malvern attend. Malvern Wells Village Hall – the hall is a relatively good facility which is well maintained. There are weekly meetings and activities such as the Parish Council meetings and aerobics sessions. It isn't directly advertised to people outside of the parish but there may be people that come and do the activities. Malvern Wells is near to the main part of Malvern which is home to many sport and leisure facilities. These include Malvern Splash which has the swimming pool and gym and also The Chase School which has astro turfs available to the public. The main need in the parish is facilities for children and young adults. It is difficult for them to do anything about it because of people objecting to plans. There are some plans in place to update some of the facilities in the parish. The parish have given the organisation leasing the scout hut money to paint and update the inside of the building to freshen it up. £15,000 will be given from their own funds to put in new wooden play equipment to increase the play area and also replace some of the existing equipment. The parish are also looking at lottery grants to help with this update. Currently, they are using £26,000 of section 106 money to install a drainage system into the Assarts Road playing fields to make it playable on in during heavy rain. If there is more 106 money available, they want to see is Sport England will match their funding so they can do more projects. The Parish Council want to maximise the amount that they will receive through the section 106 grant money. They are proactive about getting wha
Cllr Don Atkinson	Future Opportunities	Spital's Field- there is football pitch with exceptional changing rooms located here. The pitch is in good condition however, there are problems with drainage. £16,000 was funded by the FA to sort it out which
Chairman	Local identified needs	worked for 2 year but there have become more problems. It is a clay site which is causing the issues and to be sorted will cost in the region of £55,000. Multiple teams play there, which means it is in use 7 days a week. There is also a hard area with basketball net and skateboarding facilities. There are many people that travel
Little Malvern and		The same and the same same same same same same same sam

Consultee	Key issues Explored	Notes
Welland Parish Council		 into the parish to use it. Parish Field- this has a good condition mini soccer pitch. The primary schools have use of the pitch. Rounder's club also hold their training sessions there. Participants of clubs come into the parish to use the field. Welland village hall- There are two halls here which are booked out most evenings. It is in a very good condition with many clubs such as Boules that have regular use of it. Other parishes come and use the hall who may be members of certain clubs. There are a few places which residents travel out of the parish to use for sport and leisure. The Upton Hill centre holds a range of clubs and have pitches for the public to use. Upton Pavilion and pitches hold rugby sessions as they do not have that facility in the parish. Hanley Swan Village hall may be used for attending a different variety of clubs. A suggestion for more leisure facilities for people who aren't interested in sports. A cycle track or BMX would be used greatly in the parish by old and young. The drainage for the football pitch is the main improvement that needs to be made in the parish but currently looking a funding. There are no new developments in the parish but they would be extremely keen to secure some if it became available to them. There are 2 developments that have been declined, however, they are under inspection. Soon, there will be a group of councillor's getting together to make a parish plan which could be useful.
Cllr Geoff Winkworth Chairman Broadwas and Cotheridge Parish Council	 Future Opportunities Local identified needs 	 Berryfields Football Pitch in Broadwas with play area. It is barely playable because of the poor condition and definitely needs work done. It is uneven with moles and rabbits ruining the grass. It was used by a football team until 2006 and a youth club aged 17 have just put together a team that play on it but only twice this season with another 2 matches to go. There is a lack of demand because of the condition of the pitch and there are no facilities on the grounds. Broadwas Cricket pitch is not under control of the council but run by Broadwas Sport Association. It is a well kept cricket pitch with 5 croquet sections on it. It is let out to a Bransford team over the summer, which has 10-12 games on it. Croquet is the main sport played at ground and has regular use throughout the summer. Broadwas Village Hall is a modern building in a very good condition with kitchen and toilet facilities. There are no sports played in the building as there are low ceilings but there is regular use for keep fit sessions and public hire. Neighbouring parishes use the facilities such as people from Knightwick. Sport Martley is used regularly by residents in the parish as it is so close and most of the children living in Broadwas or Cotheridge.

Consultee	Key issues Explored	Notes
		 There isn't a specific sport and leisure facility needed in the area as Sport Martley is so close and as it is a small village, there isn't enough people to establish a club. There is a plan for a hard all weather circular track to be put down around the football pitch for cyclists or runners. They have had a Lottery funded grant of £10k to go towards the £17k to fund it. There have also been stalls and fundraising going on which has raised them a couple of grand to go towards the remaining total. The reason for the track is because the A44 runs straight through the village and it isn't safe for children or adults to ride bikes or run on the road. They have future plans for the football pitch to be reseeded and maintained which will cost £5k. This may encourage more teams to get together and play on it. There is a meeting on the 10th October for the village to get together and discuss issues. They will bring together ideas but one of them that will be raised, will be creating a boules team to play in the village hall. There have not been any new developments currently in the parishes. There is a new development about to take place which involves some houses being built. The council are fully aware of Section 106 and will try their best to receive some of the money to produce sport and leisure facilities such as re seeding the football pitch. At the meeting there will be a chance for the residents to raise any issues and come up with ideas for new opportunities for the village.
Cllr Kate Taylor Councillor Bayton Parish Council	 Future Opportunities Local identified needs 	 Bayton Village Hall – good condition, used almost every night and has users from outside parish Grass pitch – condition poor in winter, daily usage. Yes there are other facilities in neighbouring parishes that are used regularly by Bayton residents. This includes the Lacon Childes school sports facilities- Sports hall, outdoor courts/pitches. As there are very little sports and leisure provision in Bayton, Kate Taylor feels there is a definite need for more facilities. There are no plans for improvements to sport and leisure provision in Bayton. There are no new developments in Bayton. There are no other key issues and opportunities which will inform the leisure strategy specific to the Parish and surrounding area.
Linda Blake Clerk	Future OpportunitiesLocal identified	Town Clerk and Councillor Adrian Ward were not available for comment. Therefore signposted to Councillor Peter Smith, who was not able to provide detailed information on sport and leisure provision within the town. Peter did reference Route to the Hills project which included improving and enhancing the town parks.

Consultee	Key issues Explored	Notes
Malvern Town Council	needs	 Signposted again to Linda Blake, Clerk, who was able to provide more information for the sport and leisure provision within Malvern Town. Victoria Park – Football pitch and skate park in quite good condition, used every weekend in the winter by a local team and their opponents. The pavilion is in good condition and is also used as a café throughout the year. Lower Howsell – Football pitch in ok condition with a dated pavilion, used every weekend in the winter by a local team and their opponents. Dukes Meadow – Football pitch in ok condition and pavilion in need of refurbishment used every weekend in the winter by a local team and their opponents. There are 11 play areas in various places around Malvern Town all in good condition apart from two which are due for refurbishment. There have been no requests or demand for any more sport and leisure facilities in the Town. There is a rolling play area refurbishment plan where they look to update all play areas every 10 years. 9 of the play areas have been refurbished in the last 6 years. There is an annual pitch maintenance agreement to ensure the condition of the pitches. The Town Council are working on a neighbourhood plan which includes applying for Section 106 money when the South Worcestershire Development Plan builds on local area, Newlands. Extra funding is being looked at to improve the skate park at Victoria Park.
Cllr Tim Struder Councillor Martley Parish Council	 Future Opportunities Local identified needs 	 Sport Martley- New Sports Centre with a Sports Hall, Gym and Rock Climbing wall, in good condition and is used by neighbouring school, public with many users coming from neighbouring parishes. Playing field- Football and Cricket Pitch and a Multi Use Games Area (MUGA) all in excellent condition, used weekly by teams that play and also used by neighbouring parishes. Martley Village Hall- Needs improvements such as a new floor as the building is quite old but is well used for activities such as dance and fitness groups. Unlikely that residents go elsewhere for their sport and leisure needs as Sport Martley is a focal area for the surrounding parishes. There is a need for cycle ways and walking routes to get residents more active and decrease the amount of cars on the road to ease congestion. Currently a project for a BMX/Skate park area to be located on the corner of the recreation park as this has been identified as a need by the local youths. Trying to secure Section 106 money to fund it, if not, they will try to find money from another grant or source.

Consultee	Key issues Explored	Notes
		 The Chantry School are currently hoping to build an all weather pitch. The parish are extremely keen on securing funding and are keen to everything they can to achieve it. There are 51 houses to be built in the middle of Martley which have been approved recently. There are 14 other houses on the outskirts are due to be approved soon. These developments will generate Section 106 money which the parish hope to have for sport and leisure facilities. More residents in the parish will cause a bigger impact on the roads which is why the cycle and walking track could be a good alternative to using the car. The parish would like there to be better access and awareness of their facilities and would like both the younger and older generation to benefit from them. They would also like to see other things that may be needed in their parish.
Cllr Mike Pennington Chairman Great Witley Parish Council	Future OpportunitiesLocal identified needs	 Quarter Green- an open grass area with a play area which they struggle to keep safe because of the poor condition. Used daily by residents and toddlers/playgroups and people from other parishes too. Great Witley Village Hall- Modern and good condition, has regular use by residents and neighbouring parishes attending keep fit classes and toddler groups. Quarter Green Tennis Courts- average condition but the court needs resurfacing, can also play 5 a side and netball on it with floodlights and updated, good condition changing rooms. Used regularly by residents and neighbouring parishes.
		 Football Pitch and ponds- New and in very good condition, used regularly by younger residents and neighbouring parishes. There are not any other sport and leisure facilities regularly used in other parishes. The parish feels there are specific sport and leisure needs that are not currently being met by local provision such as a sport/fitness activity for older people. There are improvements needed to be done on many of their facilities in the parish with Section 106 money such as the playground needs replacing, the Quarter Green Courts need to be astro turfed and there are plans to put in a fitness trail. The parish have a very proactive approach to achieving investment for sport and leisure facilities. The parish were the first ones from Worcestershire to apply to the leader programme which gained them £50k funding. There are 27 houses proposed for which has been carried out for the last 18 months. The developer is required to put in a footpath at the new houses to join onto the already existing footpath linking the village to the facilities.

Consultee	Key issues Explored	Notes
		 The parish are hoping to get £125k from the Section 106 funding from the new developments. This will also go towards the new playground, astro turf and the fitness trail which will appeal to the adults in the parish. By involving the local school, all of the facilities should meet the needs of the school as they have regular access. An example is the wooden platform that has been put over the pond at Quarter Green so that children can safely watch the wildlife.



What:	Malvern Hills District Council Takeover Day 2013
Subject:	Sport and Leisure Strategy
Date of Event:	22 November 2013
Venue:	The Council Chamber, The Council House, Avenue Road, Malvern, WR14 3AF

Purpose:

To give young people an opportunity to shape the council's emerging Sport and Leisure Strategy.

The strategy aims to maximise opportunities that encourage healthy and active lifestyles and identify the need for future sport provision in the district based on the principles of partnership, empowerment, local action and rigour. With a number of new major developments within the district, the strategy will seek to support leveraging investment to finance sustainable local sporting and leisure infrastructure projects.

The strategy will also provide a clear way forward to enable sustainable provision of the district's main leisure facilities that demonstrate they are meeting identified needs, now and in the future.

Attendees:

48 attendees (28 Chase Sixth Form, 10 Dyson Perrins and 10 Chantry), with an age range between 14-17 years old.

Consultation Exercise:

The young people were asked a series of sport and leisure related questions from the 2013 viewpoint survey:-

1. The Council should continue to support improving people's health and wellbeing through targeted investment in sustainable sport and leisure provision and opportunities

43 Young people agreed 90%

3 Young people disagreed 6%

2 Young people neither agreed or disagreed 4%

- 2. In light of reductions in local government funding, the council should focus its limited resources on helping others provide high quality leisure and community facilities that are accessible for all
- 44 Young people **agreed** 92%
- 3 Young people disagreed 6%
- 1 Young Person neither agreed or disagreed 2%
- 3. How far would you be prepared to regularly travel to a high quality leisure facility (e.g. swimming pool, community centre, school facilities)
- 43 Young people said they would travel 'Less than 20 minutes' for a high quality leisure facility 90%
- 5 Young people said they would travel 'More than 20 minutes' for a high quality leisure facility 10%
- 4. How much would you be willing to pay for local sustainable leisure facilities?
- 40 Young people said they would pay the same as I currently pay 84%
- 2 Young people said they would **pay nothing** 4%
- 5 Young people said **a little more** 10%
- 1 Young Person said a lot more 2%
- 5. What action would you take if you had to pay a lot more or travel a lot further for your leisure activities?
- 46 Young people said **'I would seek alternative local activities for my health and wellbeing'** 96% 2 Young people said **'I would not take part in sport and leisure activities'** 4%

Strategic Planning Exercise:

Presented with the consultants brief, the young people were asked to consider how they would deliver against the brief.

A summary of the presentations, key findings and recommendations is outlined in the table overleaf.

Table 32. Student responses to consultants brief

Objectives	Young People's Findings and Recommendations
Analyse the current supply of and future demand for	Young people were fairly satisfied with the current offer of sport and leisure facilities available to them.
sport and leisure provision	and leisure racilities available to them.
to identify surplus, gaps in	They also agreed that the council should continue to support
provision and	sport and leisure.
opportunities for improved provision.	Facilities are well spread across district, majority are in good
improved provision.	order.
	Identified gaps in provision:

- Athletics track, nearest facility is 10 miles away in Worcester city on the
- Activities for older people, limited within district
- Children's indoor play areas, previous businesses no longer exist
- Astro turf pitch's, no existing facility available within the Teme Valley area of the district.
- 2. Review the present and future roles of the council as a provider, partner, enabler and / or strategic director of sport and leisure provision.

Section 106 funding/negotiations received from housing developments would be the best source of funding to develop, supported by other external funding:-

- National Lottery
- Local Authority
- Sport England

Local community centres that provided services that meet a range of needs would be beneficial and more attractive. Using the model of Malvern Vale that were accessible across the district i.e. Kempsey, Martley.

Centres should be owned by council, but management and management costs on similar contract to Malvern Vale (£0 cost to council). It was also felt that there was opportunity for business development at centres, these included crèches/pre school and after school clubs.

Athletics track built on private school land and managed by school. Available for community use e.g. current agreements that are in place with Malvern College, Malvern St James.

3. Review and identify appropriate approaches for the council to deliver its existing facility portfolio which facilitates self-reliant and sustainable provision through effective procurement.

Tenbury Swimming Pool – Current state poor and current usage only serves 37% of Malvern Hills residents. Malvern Hills District Council should consider closing or withdrawing annual funding grants. Making annual revenue saving of £70,000, this could be used for potential capital investment at other sites.

Sport Martley/Sport Dyson – Withdraw dual use agreement and allow schools to take on more responsibility around management of facilities. Making an annual revenue saving for the council of circa £74,000, which could be linked to the potential investment e.g. astro turf pitch at Chantry.

Invest to Save - Develop programme to ensure all sites are operated in a more energy efficient way i.e. Malvern Splash.

Investment in upgrading fitness suites, to meet the standards of commercial schemes will increase users/membership and revenue e.g. Malvern Splash

4. Inform and guide the council's future revenue and capital programme and asset management plan and identify additional or alternative revenue sources, in order to achieve best value in the medium / long term.

Young people felt that the council could run or support the development of a number of initiatives that were commercial and generated income, for example;

Paintballing Site – Nearest site is Kidderminster, very popular amongst young people, could be linked to the outdoor education centre. Potentially good revenue returns.

Mini Golf – This could be linked to one of the existing golf clubs within the district, managed by club, funded through S106. Council receive receipt of annual profits.

BMX track – Malvern has a number of cycling clubs that could potentially support and manage. Initial outgoings for set up unknown.

 Define the need for future sport and leisure provision, which seeks to influence developer contributions and other investment initiatives. Investment in an astro turf pitch at Chantry High School would be beneficial to both school for use in curriculum and for external use and hire to general public. This will support running costs for the facility as there is a healthy revenue return if marketed correctly.

There may also be a case to apply for educational S106 to match fund astro turf pitch at Chantry.

Facility could be multi use to include hockey, rugby, football, which would potentially generate further income.

Adopt the Malvern Vale Community Centre and Sling Lane Playing Fields model in other areas across the district.

8.8 Viewpoint Survey 2013

8.8.1 Table 33 contains the results of the November 2013 Viewpoint Survey conducted by Worcestershire County Council on behalf of the council. The survey covered a number of different local public services. Additional questions where included to specifically consult with Malvern Hills district residents about sport and leisure provision.

Table 33. Viewpoint Survey Results 2013

To what extent do you agree or disagree with the following statements:		
ree 30%		
40%		
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Active Communities Malvern Hills District: A Vision for the Future

Malvern Hills District
Sport and Leisure Strategy 2014 - 2024

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