

MALVERN HILLS DISTRICT COUNCIL INDOOR & BUILT SPORTS FACILITIES



NEEDS ASSESSMENT: NOVEMBER 2021

QUALITY, INTEGRITY, PROFESSIONALISM

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MALVERN HILLS DISTRICT COUNCIL

INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

SECTION 1: INTRODUCTION

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

With regard to the indoor and built facilities work, the stated objectives are:

- ◀ To compile a robust, up to date audit of indoor and built facilities across South Worcestershire and to assess the quantity, quality, accessibility and availability of the provision.
- ◀ To complete an assessment of the required levels of indoor and built facilities both now and up to 2041. The assessment should be based on the principles of 'Protect, Enhance and Provide', whilst also tailoring the approach to take into account the bespoke needs of South Worcestershire's rural communities, key towns, Worcester city, and the emerging SWDP preferred growth sites, including any cross-boundary implications, both between the three client authorities and neighbouring local authorities.
- ◀ To provide an assessment of the current and future level and role of the changing demands of local communities and links to the current South Worcestershire Open Space Assessment and Community Buildings and Halls Report.
- ◀ To provide SWC with a comprehensive evidence base that will support the delivery of the South Worcestershire Development Plan and the development of its related policies, including neighbourhood plans.
- ◀ To support the SWCs to secure developer contributions and ensure that Sport England's Built Facility calculator and bespoke calculator/standards where necessary - are informed by the local evidence.
- ◀ To undertake geographic information systems (GIS) mapping of all assessed facilities/sites and provide a GIS layer to use within the SWDPR process in an updateable format.

The importance of the assessment in providing the evidence base for the emerging SWDP is fully recognised. The stated objectives of the BFS are, thus, to:

- ◀ Provide a robust up to date needs assessment which support the councils and to meet the requirement of the amended National Planning Policy Framework (NPPF).
- ◀ Reflect and address the needs and demands of the local population that will grow in line with the changes defined by the emerging Development Plan.
- ◀ Act as a catalyst for action by the councils and key stakeholders for potential joint investment in sport and physical activity facilities.
- ◀ Inform the requirements in the Infrastructure Delivery Plan.

This report is, therefore, a detailed assessment of current provision of indoor and built sports facilities located within the Malvern Hills District Council (MHDC) area, identifying needs (demand) and gaps (deficiencies in provision).

The audit was conducted between October and December 2020. The process presented some challenges due to the Covid-19 restrictions which were in place. Where access was not available KKP carried out non-technical quality assessments via desktop research, and where possible quality was accessed via utilising virtual 'walk arounds' of the health and fitness suites or videos and photos present on the operator's website or in discussion with the operator.

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1.2: Scope of the project

This report provides detail as to what exists in the Authority, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and takes into consideration health and economic deprivation. The facilities/sports covered include village/community halls, sports halls (and associated indoor sports), swimming pools, health and fitness, squash, gymnastics, indoor bowls, rowing, and sailing. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e., 3+ court halls) swimming pools (minimum size 160m²), health and fitness facilities (including, within reason, dance studios) and the wider range of facilities identified above.
- ◀ Analysed supply and demand to identify gaps and opportunities to improve provision.
- ◀ Sought to identify the extent to which delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This evidence-based report provides a quantitative and qualitative audit-based assessment of the facilities identified above. It is a robust, up-to-date assessment of need and identifies opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:

- ◀ Review relevant MHDC strategies, plans, reports and corporate objectives.
- ◀ Review the local, regional and national strategic context.
- ◀ Analyse the demographics of the local population at present and in the future (up to 2041).
- ◀ Audit indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consider potential participation rates and model likely demand.
- ◀ Analyse the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision – now and in the future
- ◀ Identify key issues to address in the future provision of indoor sports facilities.

This process follows that set out in Sport England's Assessing Needs and Opportunities Guide (ANOG) methodology for assessing indoor sports need. The Indoor Sport Facilities Needs Assessment Report will also accord with relevant paragraphs of the most up-to-date version of the NPPF and Planning Practice Guidance (PPG).

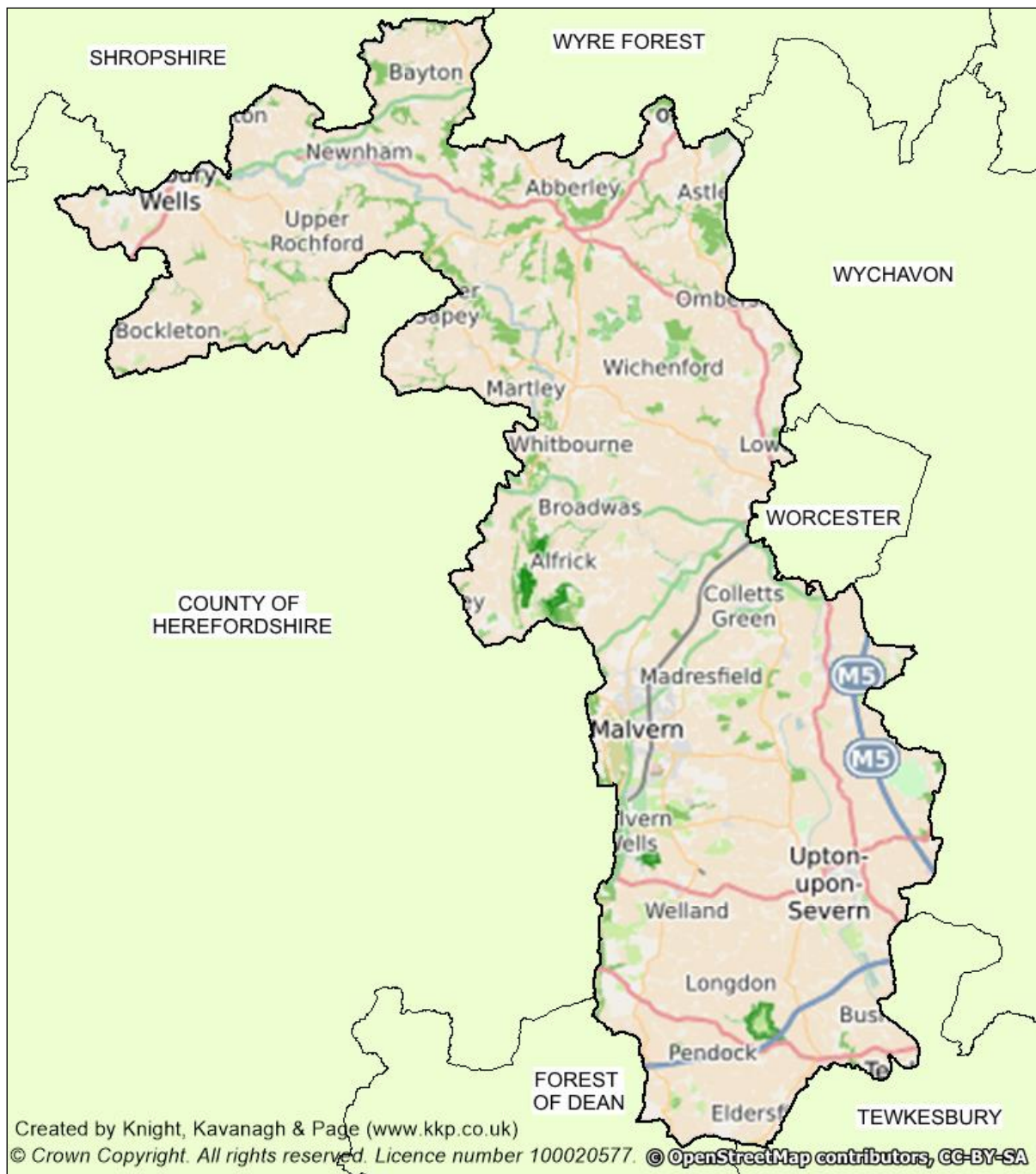
1.3: Background

Malvern Hills is mainly a rural district that covers an area of 571km² 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.

Figure 1.1 illustrates that Malvern Hills is the westernmost district of Worcestershire. It borders the counties of Herefordshire, Shropshire and Gloucestershire, and the districts of Wyre Forest, Wychavon, Tewkesbury, Forest of Dean, and the City of Worcester. The map depicts how the key transport routes (including the M5, M50, A456, A44, and A449) which run into and out of Malvern Hills having a primary bearing. In addition, the River Severn runs north to south through a significant portion of the district.

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Figure 1.1: Malvern Hills with main roads



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1.4: Report structure

The Royal Town Planning Institute (RTPI) in a report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- ◀ Have focus.
- ◀ Be genuinely strategic.
- ◀ Be spatial.
- ◀ Be collaborative.
- ◀ Have strong leadership and
- ◀ Be accountable to local electorates.

In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the district.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of village hall provision.
- ◀ Section 5 - assessment of sports hall provision.
- ◀ Section 6 - assessment of swimming pool provision.
- ◀ Section 7 - assessment of health and fitness provision.
- ◀ Section 8 - assessment of squash.
- ◀ Section 9 - assessment of gymnastics.
- ◀ Section 10 - assessment of indoor bowls.
- ◀ Section 11 - assessment of indoor tennis.
- ◀ Section 12 – assessment of other sports facilities.
- ◀ Section 13 – assessment of outdoor education facilities.
- ◀ Section 14 – strategic recommendations

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SECTION 2: BACKGROUND

2.1: National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up-to-date assessment of needs for all levels of sport and all sectors of the community. This assessment report has been produced for Malvern District Council applying the principles and tools identified in the Sport England Guide Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities (ANOG).

Figure 2.1: Planning for Sport Objectives



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This report reviews indoor and built sporting facility needs in Malvern Hills and provides a basis for future strategic planning.

‘Sporting Future: A New Strategy for an Active Nation’

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

- ◀ Maximising international and domestic sporting success and the impact of major events.
- ◀ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◀ A more productive, sustainable and responsible sport sector.

It further identifies the following actions will need to occur that:

- ◀ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ◀ Meet the needs of the customer and enable them to engage in sport and physical activity.
- ◀ Strengthen the sport sector and make it more effective and resilient.

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Sport England: Uniting the Movement 2021

Sport and physical activity have 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 following the global pandemic. Reflecting this, 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 that it states are long seen in sport and physical activity making the point that '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'.

The three key Strategy objectives are:

1
Advocating for movement,
sport and physical activity

2
Joining forces on five big
issues

3
Creating the catalysts for
change

As well as being an advocate for sport and physical activity, through the building of evidence and partnership development, the Strategy identifies five big issues upon which people and communities need to address by working together. They are described as the major challenges to England being an active nation over the next decade as well as being the greatest opportunities to make a lasting difference. Each is designated as a building block that, on its own, would make a difference, but together, could change things profoundly. The issues are:

- ◀ *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.

To address these five big issues, the right conditions for change need to be created: across people, organisations and partnerships to help convert plans and ideas. This will include a range of actions, including development of effective investment models and applying innovation and digital technology to ensure sport and physical activity are more accessible.

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

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Sport England - Understanding the impact of Covid-19 January 2021

Activity levels for adults had been increasing until coronavirus restrictions were introduced in March 2020. This led to unprecedented drops in activity during the first few weeks of full lockdown between mid-March and mid-May 2020. The proportion of the population classed as active dropped by 7.1% (meaning that there were just over 3 million fewer active adults).

Some audiences found it harder to be active before Covid-19 and are finding it hard now. Inequalities between different groups have persisted since lockdown restrictions began in March. Those who have found it hardest to stay active include:

- ◀ People with long-term health conditions/disabilities.
- ◀ People from lower socio-economic groups.
- ◀ Women aged 16–34-year-olds and 55 years and above.
- ◀ Black adults, Asian adults and adults from other ethnic groups

The proportion of children and young people reporting that they were active during mid-May to late July (the summer term) fell by 2.3%, with just over 100,000 fewer children meeting the recommended level of activity compared to the same period 12 months earlier. The impact was greater for some groups than others. Whilst all groups have been impacted in terms of activity levels, girls fared far better than boys, whilst those from black and mixed backgrounds saw noticeable drops in activity levels.

Sporting activities saw large decreases with over a million fewer children and young people (16.3%) reporting they took part in swimming and team sports in the last week* compared to the same period 12 months earlier. Walking, cycling and fitness all saw large increases in the numbers reporting they took part in the last week compared to the same period 12 months earlier. 1.6 million more children and young people went for a walk (22.0%) or did fitness activities (22.1%), whilst 1.4 million more cycled for fun or fitness (+18.4%).

In addition, lack of disposable income may lead to a reduction in sports sector spend and can have an impact upon the take-up of activities which cater for children and young people as well as adults. Uncertain employment and financial circumstances mean that greater numbers of people will be looking for affordable and flexible opportunities to stay active. Fewer people will be in a position to make an ongoing financial commitment to participate.

Social and economic value of community sport and physical activity in England 2020

Over the last three years, Sport England has focused on bringing together evidence on the contribution of community sport and physical activity to the five outcomes identified in the Government's strategy Sporting Future. These are physical wellbeing, mental wellbeing, individual development, social and community development, and economic development.

Sport England's aim was to assess the evidence base with a view to demonstrating the contribution of community sport and physical activity to the outcomes. Building on this foundation and other previous work, Sport England quantified the social and economic impact of community sport and physical activity. There are two complementary parts to the research. Part one measures the social impact (including physical and mental health) of sport and physical activity while part two measures the economic importance.

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The findings reveal that community sport and physical activity brings an annual contribution of £85.5 billion to the country (in 2018 prices) through social and economic benefits.

Its social value – including physical and mental health, wellbeing, individual and community development – is more than £72 billion, provided via routes such as a healthier population, consumer expenditure, greater work productivity, improved education attainment, reduced crime and stronger communities. It also generates more than £13bn in economic value. The economic value includes more than 285,000 jobs that employ people within the community sport and physical activity sector.

Together, both parts enable Sport England to demonstrate the contribution of sport and physical activity to the five government outcomes. The research revealed that the combined social and economic value of taking part (participating and volunteering) in community sport and physical activity in England in 2017/18 was £85.5bn. When measured against the £21.85 billion costs of engagement and providing sport and physical activity opportunities, for every £1 spent on community sport and physical activity, a return on investment (ROI) of £3.91 was created for individuals and society in 2017/18.

Chief Medical Officer Physical Activity Guidelines 2019

This report updates the 2011 physical activity guidelines issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs drew upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

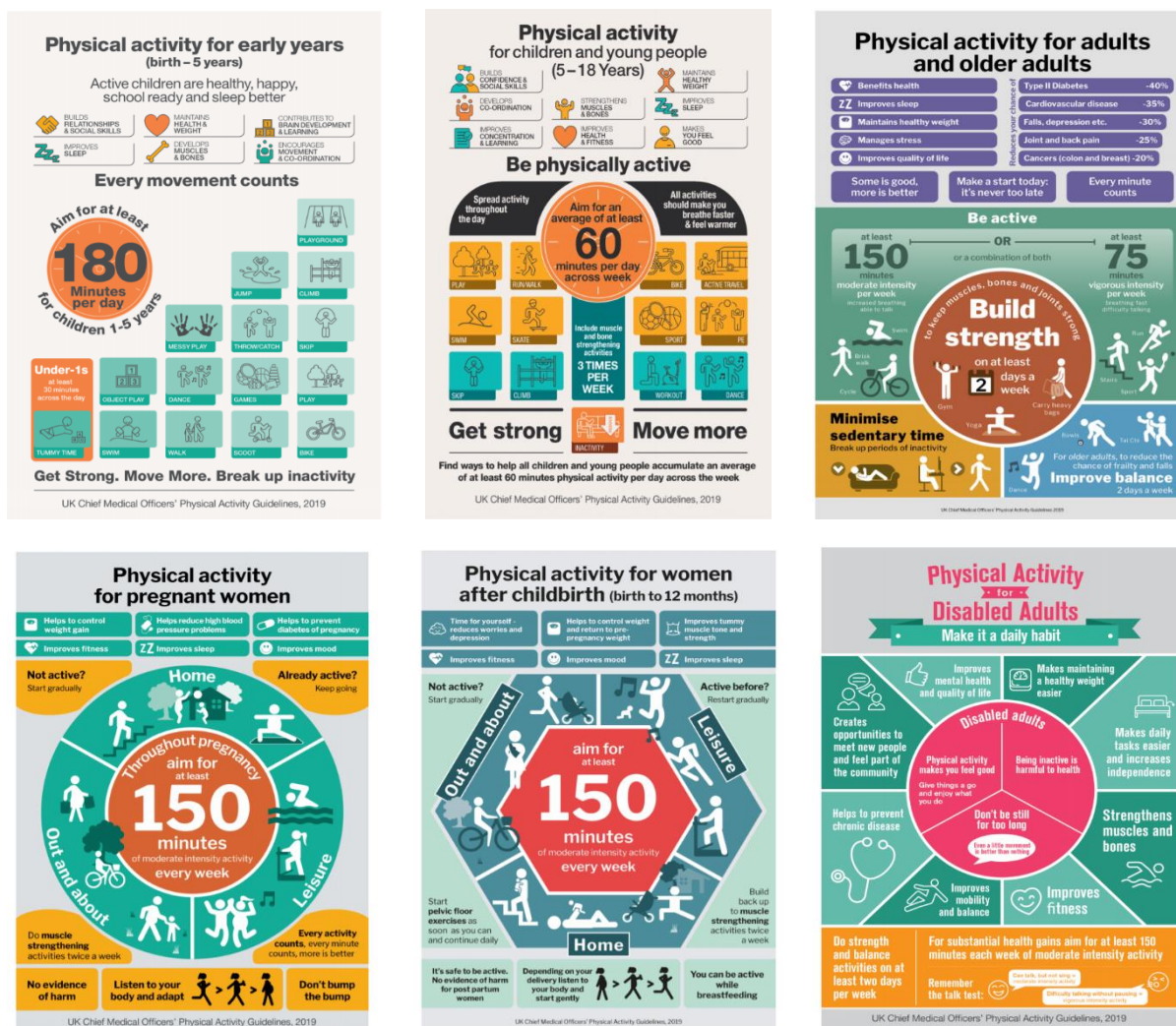
Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The key factors for each age group are as follows:

- ◀ *Under-5s*: This is broken down into infants, toddlers and pre-schoolers. Pre-schoolers and toddlers should spend at least 180 minutes (3 hours) per day in a variety of different exercises, whereas infants should be physically active several times every day in a variety of ways, including interactive floor-based activities.
- ◀ *Children and young people (5-18 years)*: Children and young people should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week.
- ◀ *Adults (19-64 years)*: For good physical and mental health, adults should aim to be physically active every day. This could be 150 minutes of moderate exercise, 75 minutes of vigorous exercise or even shorter durations of very vigorous intensity activity, or a combination of moderate, vigorous and very vigorous intensity activity.
- ◀ *Older adults (65+)*: Older adults should participate in daily physical activity to gain health benefits, including maintenance of good physical and mental health, wellbeing, and social functioning. Each week older adults should aim to accumulate 150 minutes (two and a half hours) of moderate intensity aerobic activity.

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Figure 2.2: Physical activity guidelines



The report also recognises an emerging evidence base for the health benefits of performing very vigorous intensity activity performed in short bouts interspersed with periods of rest or recovery (high intensity interval exercise, HIIT). The available evidence demonstrates that high intensity interval exercise has clinically meaningful effects on fitness, body weight and insulin resistance. This option has therefore been incorporated into the recommendation for adults.

It, thus, emphasises the importance of regular activity for people of all ages. It presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new guidelines are consistent with previous ones, introducing some new elements and allowing flexibility in achieving recommended physical activity levels for each age group.

Investment in school sport

The School Sport and Activity Action Plan (July 2019) sets out the Government’s commitment to ensuring that children and young people have access to at least 60 minutes of sport and physical activity per day, with a recommendation of 30 minutes of this delivered during the school day (in line with the Chief Medical Officers guidelines which recommend an average of at least 60 minutes per day across the week).

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The action plan has three overarching ambitions - that:

- ◀ All children and young people take part in at least 60 minutes of physical activity every day.
- ◀ Children and young people have the opportunity to realise developmental, character-building experiences through sport, competition and active pursuits.
- ◀ All sport and physical activity provision for children and young people is designed around the principles of physical literacy, focuses on fun and enjoyment and aims to reach the least active.

The PE and sport premium can help primary schools to achieve this aim, providing primary schools with £320m of government funding to make additional and sustainable improvements to the quality of the PE, physical activity and sport offered through their core budgets. It is allocated directly to schools so they have the flexibility to use it in the way that works best for their pupils.

In 2021 the Department for Education announced a £10.1 million funding package to help more schools open their facilities to the public once the coronavirus (Covid-19) pandemic is over. The funding, which will be administered by Sport England and distributed via the Active Partnership Network will help schools deliver extra-curricular activities and open their facilities outside of the school day during evenings, weekends and school holidays.

Revised National Planning Policy Framework 2019

The 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. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social, environmentally sustainable development:

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 states that local plans should meet objectively assessed needs. It is clear about sport's role delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

Summary of national context

As the nation emerges from the global pandemic, there is a need to reconnect communities, reduce inequalities and create stronger societies. The aim is to create a catalyst for change, with sport and physical activity being one of the key drivers. There is a need to ensure that people in all age groups either get or remain active. Ensuring an adequate supply of suitable facilities to support this aim is also a requirement of the planning system in line with national policy recommendations.

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2.2: 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. The Authority has set out several 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 by the end of 2021.

Active Herefordshire and Worcestershire (Active Partnership)

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

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

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South Worcestershire Development Plan (2016)

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

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

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

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

South Worcestershire Development Plan Review (2021-2041)

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

The SWDP review will set out where the new growth in south Worcestershire should be located (including strategic development proposals for new and expanded settlements) and update Plan policies 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 Study, alongside the Playing Pitch and Outdoor Sports Strategy will ensure that relevant policies in the plan are updated accordingly to demonstrate the soundness of the plan at Examination.

In accordance with the latest Local Development Scheme (October 2020), the SWDP Review is currently scheduled for adoption in April 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. This 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 neighbourhood's located across Malvern Hills are at various stages of development. As of 2021, six plans have been adopted, the objectives relating to community indoor and built facilities are referenced in Table 2.1 overleaf.

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Table 2.1: Summary of adopted neighbourhood plans

Neighbourhood	Summary of objectives relative to community facilities
Broadwas & Cotheridge (adopted September.2019)	To support and enhance existing key community facilities including: <ul style="list-style-type: none"> ◀ Broadwas & Cotheridge Village Hall ◀ Broadwas Primary School ◀ St Mary Magdalene’s Church, Broadwas ◀ St Leonard’s Church, Cotheridge ◀ Broadwas Gospel Hall ◀ Berryfields Children’s Play Area & Playing Field ◀ Broadwas Sports Ground ◀ The Royal Oak Public House
Clifton upon Teme (adopted November 2017)	To encourage opportunities for parishioners across the generations to find enjoyment and fulfilment through a range of educational, sporting and leisure activities. Facilities specifically related to sport/leisure include: village hall, football pitch, tennis courts & clubhouse, bowling green & clubhouse, children’s play area and cycle track
Kempsey (adopted November 2017)	To maintain, improve and expand community and recreation facilities. This includes the delivery of a new community, recreation and sport provision on land to the north of Pixham Ferry Lane.
Martley, Knightwick & Doddenham (adopted February 2018)	To maintain a community that will provide a safe and stimulating life for people of all ages and occupations, having within its boundaries, primary healthcare clinics, primary and secondary schools, places to shop, eat and drink, opportunities for leisure and recreation, and a range of places to work.
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 <i>assets of community value</i> and to facilitate the purchase/ operation of these assets.
Malvern Town (adopted June 2019)	To support/ 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.

Freedom Leisure

Freedom Leisure is the local leisure operator in the Authority. It manages:

- ◀ Malvern Splash Leisure Complex.
- ◀ Sport Dyson Perrins Leisure Centre.
- ◀ Sport Martley Leisure Centre.
- ◀ Tenbury Swimming Pool.

It also delivers the Active Communities Malvern programme, which works with a wide range of local groups and national partners to get people of all ages and abilities more active across a range of programmes delivered in local communities and leisure facilities. Programmes includes disability sport sessions, holiday programmes and active ageing activities.

Summary of local policy

Local policy has an outcome focused approach with co-commitment to increasing physical activity, reducing health inequality and harnessing the potential for investment offered by residential development as identified in the SWDP. There is understanding of the need to work in partnership, across various departments within the Council, the Active Partnership and with other organisations and key individuals to improve health outcomes for all residents.

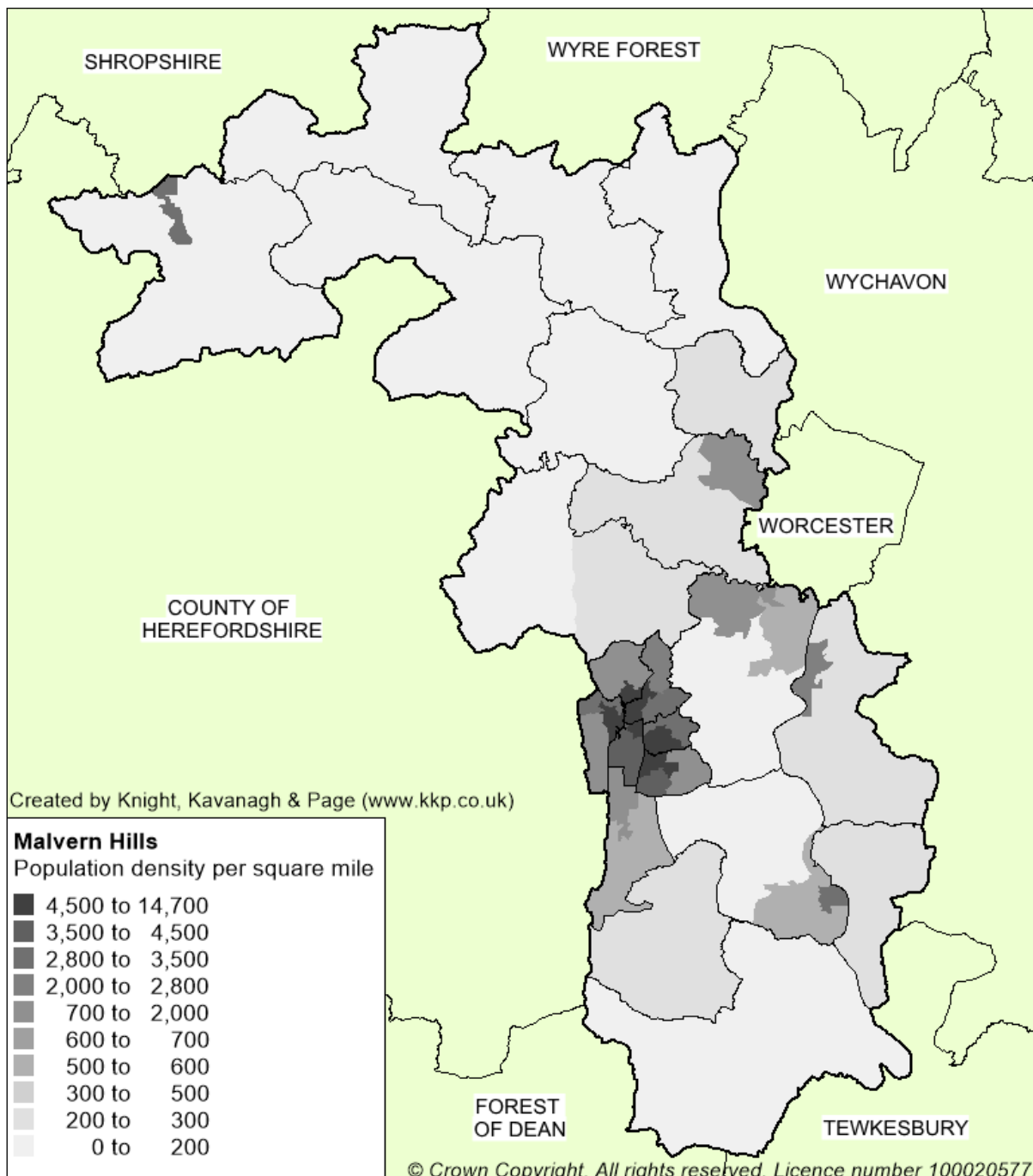
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2.3: Demographic profile

The following is an overview of Malvern Hills based on data taken from nationally recognised sources. It includes the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

Population and distribution (Data source: 2018 Mid-Year Estimate, ONS): The total population of Malvern Hills was 78,113 with slightly more females (40,087) to males (38,026).

Figure 2.3: Population density 2018 MYE: Malvern Hills lower super output areas (Isa)

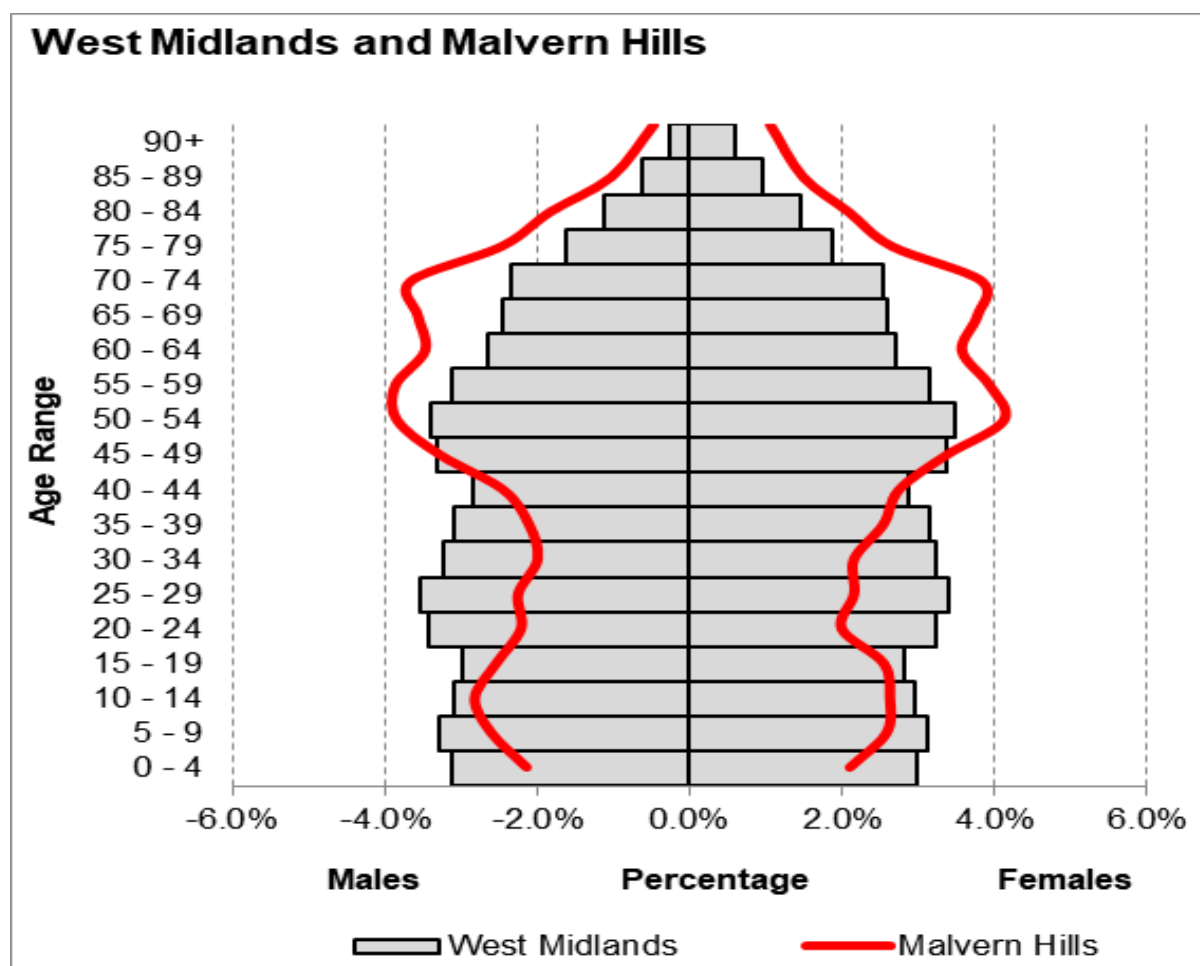


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Figure 2.3 illustrates that the key concentration of population is centred around the town of Malvern (West of the District abutting Herefordshire) itself. Other areas of higher population density include Tenbury Wells in the north west, and Upton-upon-Severn towards south of the District

There are proportionately fewer 10–34 year olds (23.3%) than the West Midlands (31.9%). However, Malvern Hills has slightly more people aged 35-64 (39.3%) compared with the region (37.2%). There are more people in every age bracket over 50 in Malvern Hills than in the West Midlands region as a whole. The age and make-up of the population is a key factor to consider when developing and implementing the sport and physical activity offer in the area.

Figure 2.4: Population, age and gender in Malvern Hills



Ethnicity (Data source: 2011 census of population, ONS): Malvern Hills’s ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (97.6%) of the local population classified their ethnicity as White; this is considerably higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.2% this is markedly lower than the national equivalent (7.8%). This may change as a new Census is due in 2021.

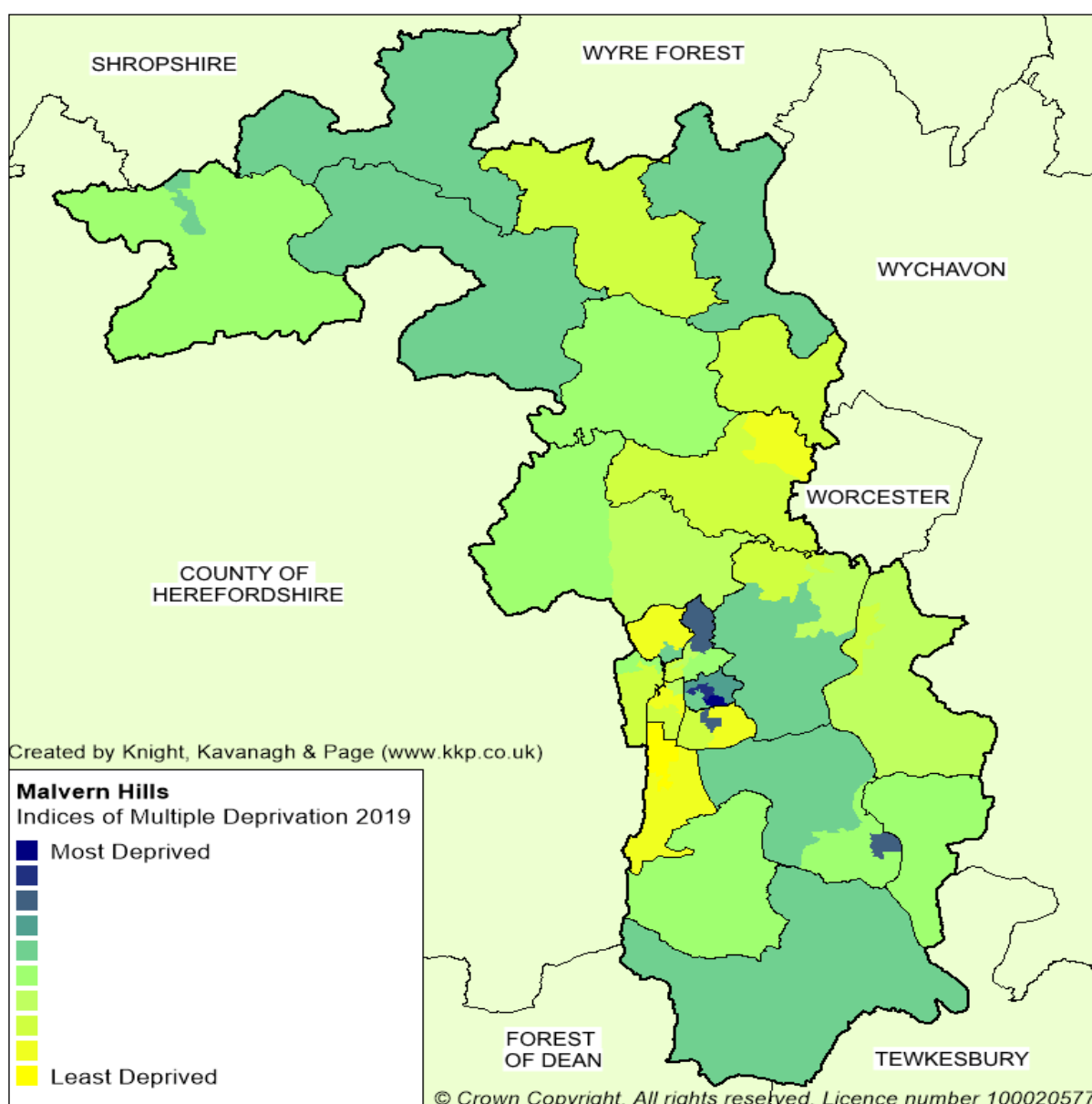
Crime (Data source: 2019 Recorded Crime, Home Office): During the 12 months to June 2019 the rate for recorded crimes per 1,000 persons in Malvern Hills was 74.4; this is markedly lower than the equivalent rate for England and Wales as a whole (114.2).

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Income and dependency (Data source: NOMIS (2019): The median figure for full-time earnings (2019) in Malvern Hills is £28,616; the comparative rate for the West Midlands is £28,642 (+0.1%) and for Great Britain; £30,524 (+6.7%). In March 2020 (pre pandemic) there were 925 people in Malvern Hills claiming out of work benefits; this is an increase of 33.1% when compared to March 2019 (695). In July 2020 there were 2,185 people in Malvern Hills claiming out of work benefits¹; an increase of 191.3% compared to July 2019 (750).

Deprivation (Data source: 2019 indices of deprivation, DCLG): Deprivation levels in Malvern Hills are lower than those of the UK as a whole with 10.1% of the District's population falling within the areas covered by the country's three most deprived cohorts, compared to a national average of c.30%. Conversely, 37.4% live in the three least deprived groupings in the country (again, this compares to a 'norm' of c.30%).

Figure 2.5: Index of multiple deprivation



¹ This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

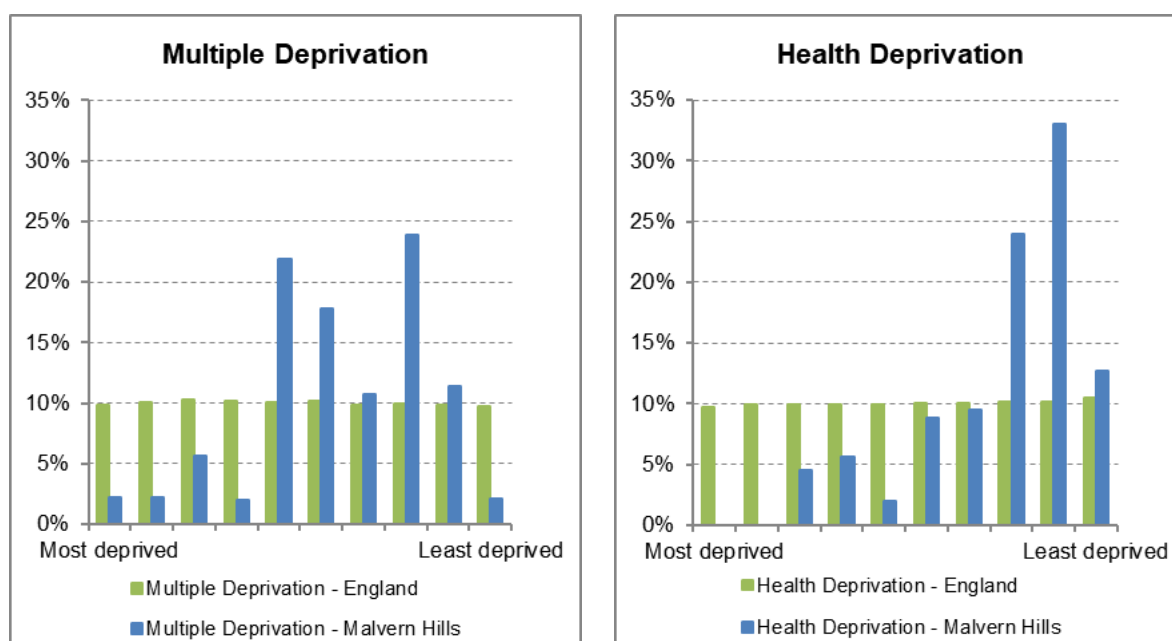
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A similar pattern, to that seen for multiple deprivation, is seen in relation to health with 4.6% of Malvern Hills' population falling within areas covered by the three most deprived cohorts while 69.6% live in the three least deprived groupings.

Table 2.2: Index of multiple deprivation (IMD) and health deprivation in Malvern Hills

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	1,703	2.2%	2.2%	0	0.0%	0.0%
	20.0	1,690	2.2%	4.5%	0	0.0%	0.0%
	30.0	4,313	5.7%	10.1%	3,469	4.6%	4.6%
Least deprived	40.0	1,559	2.0%	12.2%	4,237	5.6%	10.1%
	50.0	16,669	21.9%	34.1%	1,514	2.0%	12.1%
	60.0	13,593	17.9%	51.9%	6,678	8.8%	20.9%
	70.0	8,144	10.7%	62.6%	7,245	9.5%	30.4%
	80.0	18,191	23.9%	86.5%	18,220	23.9%	54.3%
	90.0	8,642	11.4%	97.9%	25,142	33.0%	87.4%
	100.0	1,632	2.1%	100.0%	9,631	12.6%	100.0%

Figure 2.6: IMD and health domain comparisons – Malvern Hills and England.



Health data (Data sources: ONS births and deaths, NCMP² and NOO³): In keeping with patterns seen alongside lower levels of health deprivation, life expectancy for males in Malvern Hills is higher than the national figure; the male rate is currently 80.1 compared to 79.6 for England, and the female equivalent is 83.1 compared to 83.2 nationally.⁴

² National Child Measurement Program

³ National Obesity Observatory

⁴ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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Weight and obesity Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, NHS costs attributable to overweight and obesity⁵ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Malvern Hills are below both national and regional rates. Child rates for obesity are also below both the regional and national rates as identified in Figure 2.8.

Figure 2.7: Adult and child obesity rates

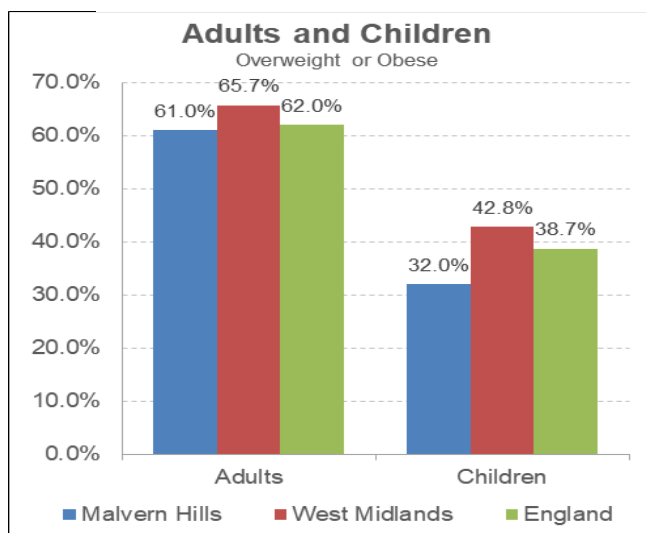
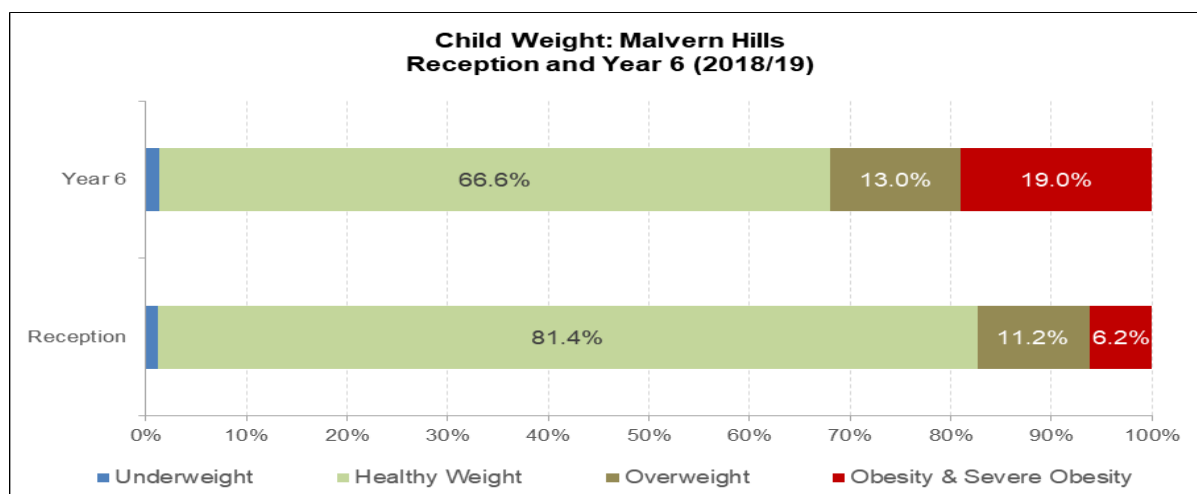


Figure 2.8: Child weight – reception and year 6



In common with many other areas, obesity rates increase significantly between the ages of 4 and 11. In Reception Year at school, 6.2% of children in Malvern Hills are considered obese and 11.2% are overweight; by Year 6 these figures have risen to 19.0% obese and 13.0% overweight. In total by Year 6 just under one third (32%) are either overweight or obese.

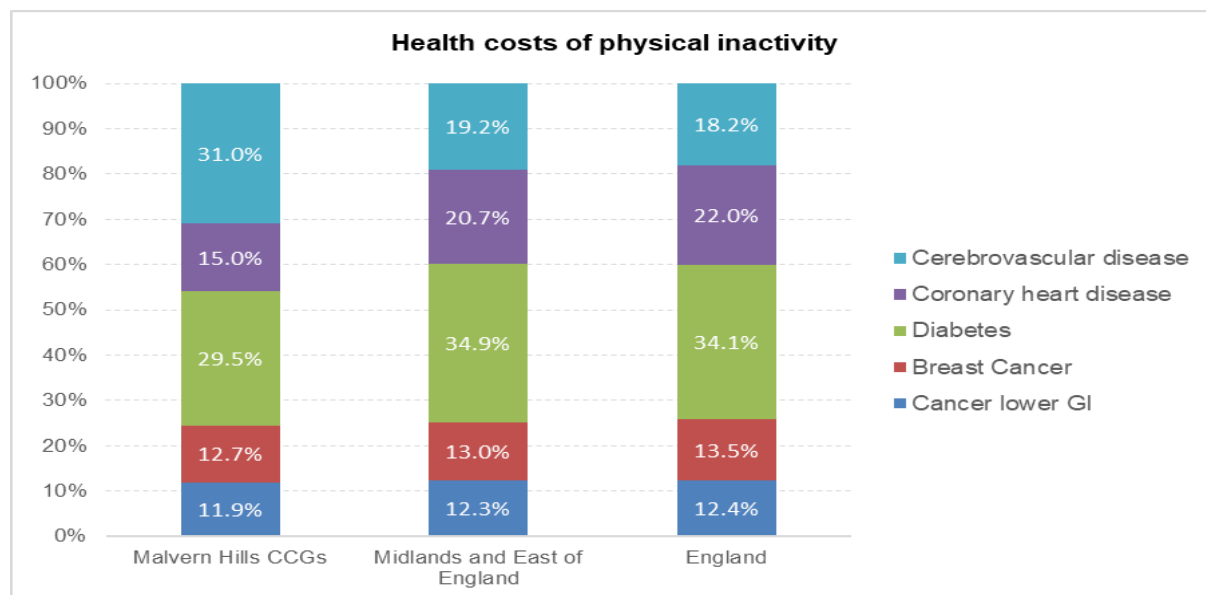
Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health attributable to physical inactivity. Initially produced for the Department of Health report Be Active Be Healthy (2009) data was subsequently reworked for Sport England and updated in 2014/15 by Public Health England. Illnesses to which the BHF research relates include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. Data indicates a similar breakdown between some illnesses regionally and nationally, however, significantly more people suffer from cerebrovascular disease (36.7%) when compared to regional (18.5%) and national levels (18.2%).

⁵ Adult Weight Data is for the period 2016-2017. The child data is for the period 2017-2018

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Figure 2.9: Health costs of physical inactivity

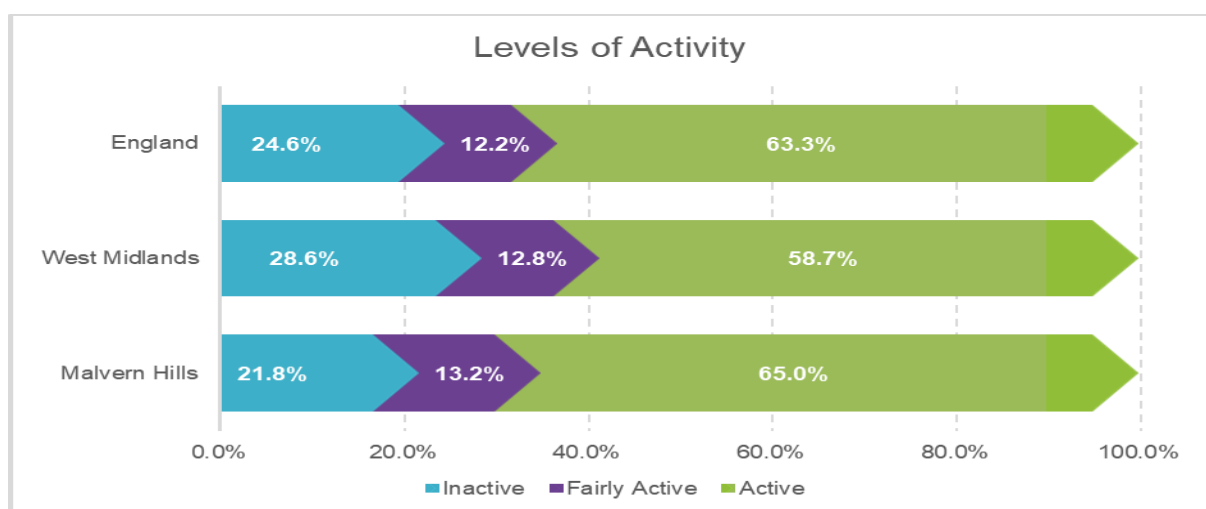


Malvern Hills falls within the boundaries of the NHS Herefordshire and Worcestershire Clinical Commissioning Group (CCG). The annual cost to the NHS of physical inactivity for this CCG is estimated at £7,817,692. When compared to regional and national costs per 100,00, CCG costs (£1,024,249) are 27.0% above the national average (£806,244) and 23.8% above the regional average (£827,050). (It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed by the CBI and are of similar magnitude to NHS costs).

Sport England: Active Lives Survey (ALS) 2018/2019

This is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity (excluding gardening). The percentage of the population considered to be inactive in Malvern Hills is 21.8% - significantly below regional (28.6%) and national (24.6%) averages. It has more active people (65.0%) than the national (63.3%) and regional (58.7%) average.

Figure 2.10: Levels of activity



Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English LAs.

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The most popular sports and physical activities

A further aspect of the ALS is that it makes it possible to identify the sports and physical activities which are most popular within any given area. As with most other areas, structured programme classes are among the most popular - they are known to cut across age groups and genders; in Malvern Hills 19% of adults attend a class, on average, at least once a month. The next most popular activity is cycling in which 18% of adults take part on a relatively regular basis. These levels are, again, above both regional and national averages.

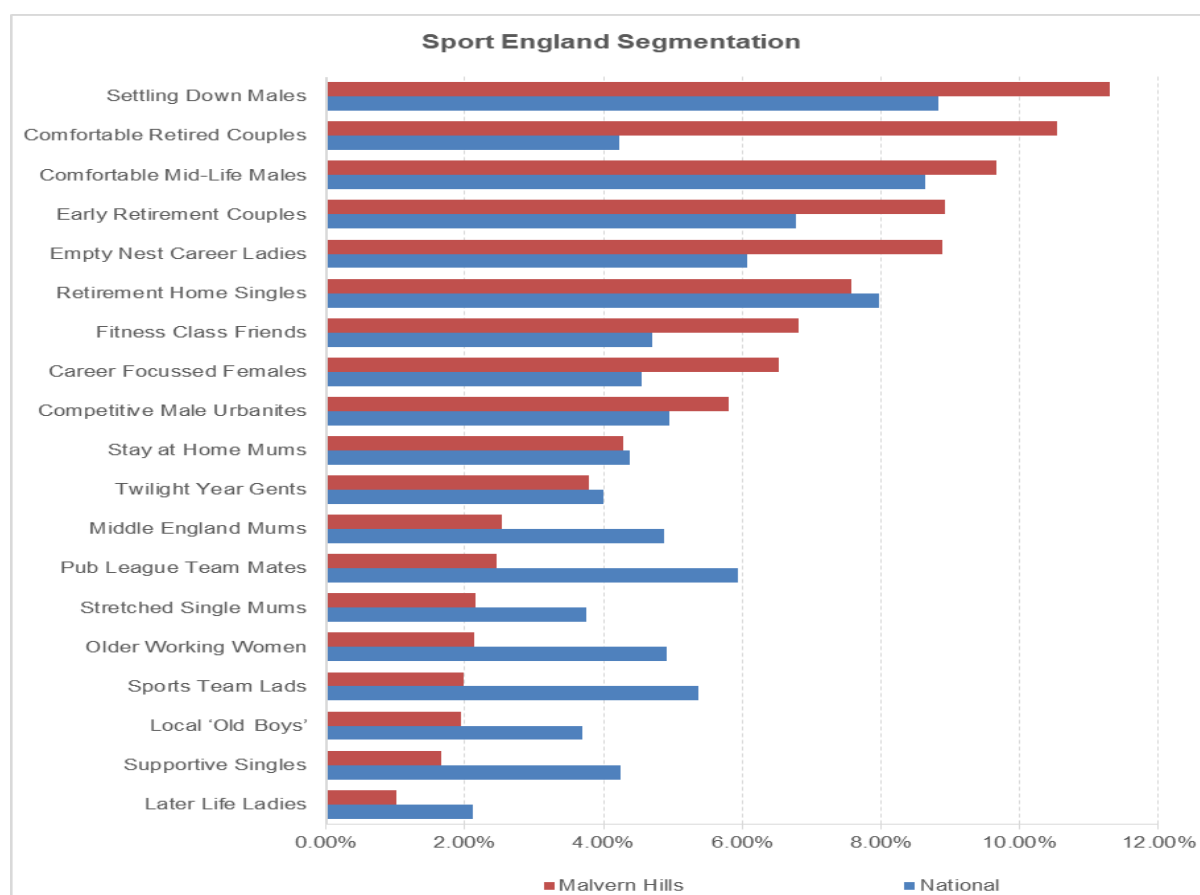
Table 2.3: Most popular sports in Malvern Hills (Source: SE Active Lives Survey Nov 16/17)

Sport	Malvern Hills		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Structured Programme Class	12,100	19.0%	743,200	15.9%	7,938,000	17.7%
Cycling	11,400	17.9%	623,400	13.4%	7,498,900	16.8%
Athletics	9,500	14.9%	618,200	13.2%	7,266,300	16.2%
Fitness	6,300	9.9%	578,400	12.4%	5,727,600	12.8%
Swimming	4,600	7.2%	405,100	8.7%	4,651,100	10.4%

Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England classifies the adult population in 19 market segments to provide an insight into the sporting behaviours of individuals throughout the country.

Figure 2.11: SE segmentation – Malvern Hills compared to England



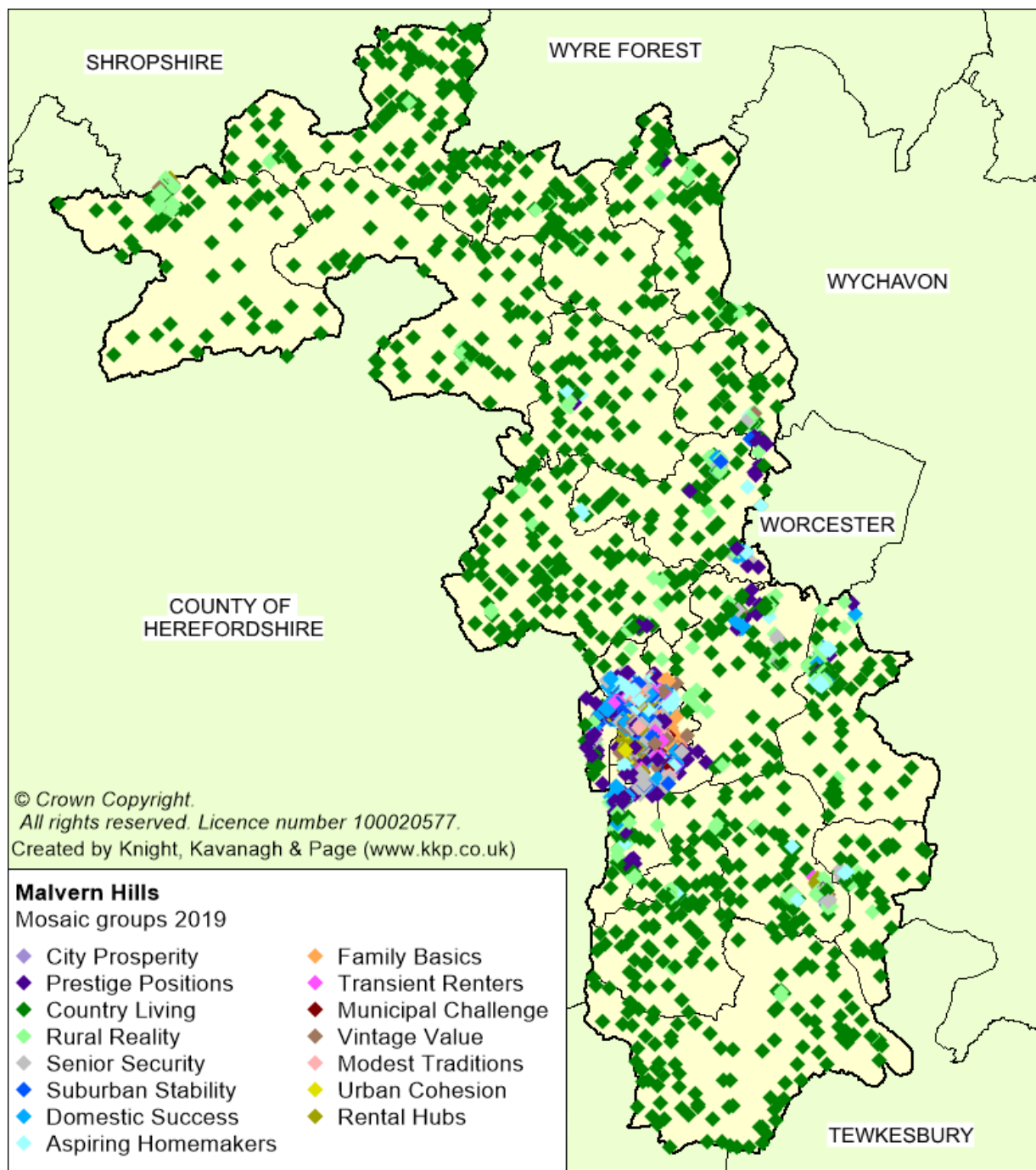
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Settling Down Males is the largest segment of the adult population (11.29% - 6,459) compared to a national average of 8.83%. This is closely followed by *Comfortable Retired Couples* (10.54%) and *Comfortable Mid-Life Males* (9.67%). There are fewest *Later Life Ladies* with (1.01%) *Supportive Singles* (1.65%) and *Local Old Boys* (1.94%).

Mosaic (Data source: 2019 Mosaic analysis, Experian)

Mosaic classifies all 28.4 million households in the UK into 15 groups, 66 household types and 238 segments to paint a picture of UK consumers.

Figure 2.12: Distribution of Mosaic segments in Malvern Hills



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Table 2.4: Mosaic – main population segments in Malvern Hills

Mosaic group description	Malvern Hills		National %
	#	%	
1 - Country Living	26,843	34.3%	4.5%
2 - Rural Reality	11,802	15.1%	8.6%
3 - Senior Security	6,384	8.2%	3.4%
4 - Prestige Positions	5,643	7.2%	8.9%
5 - Domestic Success	5,132	6.6%	6.1%

The dominance of the top five Mosaic classifications in Malvern Hills is evident in as much as they represent 71.4% of the population compared to a national equivalent rate of 29.5%.

Table 2.4: Dominant Mosaic profiles in Malvern Hills

Country Living		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs.
Rural Reality		People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.
Senior Security		Elderly singles and couples still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who remain in family homes after their children have left, and those who choose to downsize to live among others of similar ages/lifestyles.

Population projections

The most recent ONS projections indicate a rise of 17.6% in Malvern Hills population (+13,761) over the 23 years from 2018 to 2041. Several key points for Malvern Hills are outlined below:

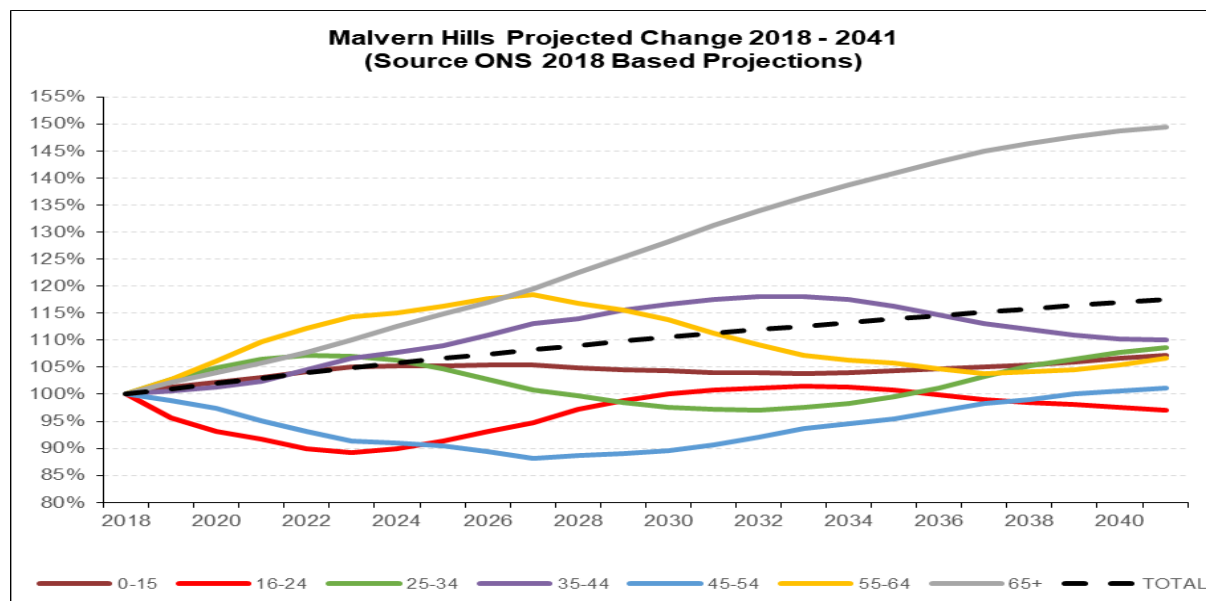
- There is a slight and progressive increase in the number of 0-15 year olds, rising by +565 (+4.5%) over the first half of the projection (to 2029). In contrast, there is predicted to be decline in the number of 16-24 year olds, of 2.9% over the 23 year period
- There is a continuous increase in persons aged 65+; of +25.4% (+5,545) in the first period continuing to rise to +49.4% (+10,788) between 2018 and 2041. It represented 27.9% of the population in 2018 and is projected to be 35.5% of the total by 2041

Table 2.5: Malvern Hills - ONS projected population (2018 to 2041)

Age (years)	Number			Age structure %			Change 2018 – 2041		
	2018	2029	2041	2018	2029	2041	2018	2029	2041
0-15	12,491	13,056	13,393	16.0%	15.2%	14.6%	100.0%	104.5%	107.2%
16-24	6,404	6,327	6,219	8.2%	7.4%	6.8%	100.0%	98.8%	97.1%
25-34	6,696	6,591	7,273	8.6%	7.7%	7.9%	100.0%	98.4%	108.6%
35-44	7,696	8,895	8,468	9.9%	10.4%	9.2%	100.0%	115.6%	110.0%
45-54	11,408	10,157	11,536	14.6%	11.8%	12.6%	100.0%	89.0%	101.1%
55-64	11,592	13,390	12,370	14.8%	15.6%	13.5%	100.0%	115.5%	106.7%
65+	21,826	27,371	32,614	27.9%	31.9%	35.5%	100.0%	125.4%	149.4%
Total	78,113	85,786	91,874	100.0%	100.0%	100.0%	100.0%	109.8%	117.6%

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Figure 2.13: Projected population change (2018 -2041)



2.4: House building across South Worcester

The National Planning Policy Framework states that to significantly boost the supply of housing, local planning authorities should identify and update annually a supply of specific deliverable sites to provide five years' worth of housing against their housing requirements.

SWDP

The SWDP (2016) presents the housing growth requirements for all three authorities across the wider South Worcestershire area. It states that from 2019 until 2030, there is a requirement to build 217 properties per year in Malvern Hills. It should be noted that the Wider Worcestershire Area (WWA) housing growth requirements are updated every five years resulting in Malvern Hills calculation possibly being revised, as recommended by the SWDP Examination Inspector. Key sites with planning permission (not started or under construction), include the following:

- ✦ St Andrews Road, Malvern - 310 dwellings and a 66 bed C2 care home.
- ✦ Land North East of Upton Marina, East Waterside, Upton-upon-Severn – 70 dwellings.

The housing provision requirement for the SWDP Review is being proposed on a South Worcestershire Plan area basis as opposed to separate local authority provision requirements. Information relating to the SWDP Review has been updated in preparation for the publication (Regulation 19) stage of the plan. The latest information (where available at the time of production) has been used to inform the findings of this report. Details relating to progress made on the SWDP as relates to housing statistics can be found in the latest [South Worcestershire Authorities' Monitoring Report](#).

The SWDP Review identifies four major growth locations across South Worcestershire, as well as the reallocation of two Urban Extension sites from the SWDP (2016), to meet future demand for new housing and employment land. The Preferred Options consultation document (2019), produced as part of the review of the SWDP, sets out how a Government requirement to build 14,000 new homes (net) across Malvern Hills District, Worcester City and Wychavon by 2041 will be met.

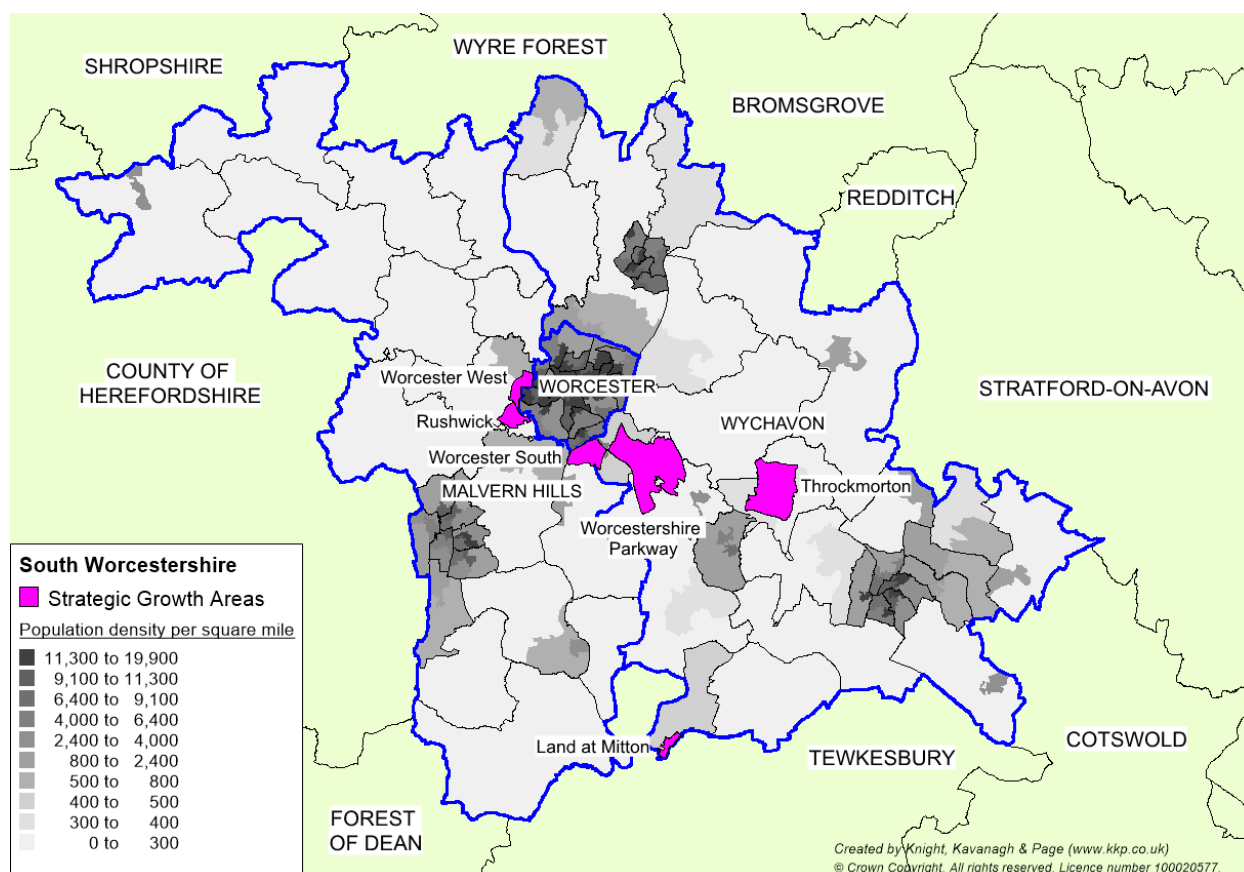
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This requirement is in addition to the need for 28,400 new homes by 2030 (more than half of which have already been built) set out in the current plan (see SWDPR 1 of the Preferred Options consultation document).

As part of the Preferred Options consultation, Planners have assessed more than 900 sites put forward for potential development against a range of technical criteria and have made a series of recommendations about the most sustainable locations. These include:

- ◀ A new settlement at Worcestershire Parkway delivering 5,000 homes by 2041, with the potential for a further 5,000 homes thereafter.
- ◀ A new settlement at Throckmorton Airfield delivering 2,000 new homes from 2030 with the potential for further expansion in the future.
- ◀ An expanded settlement at Rushwick delivering 1,000 new homes from 2030 once a new railway station has been implemented.
- ◀ Plans for approximately 810 new homes on various sites around Worcester, 730 at Droitwich Spa, 200 in Evesham, 880 in Malvern, 600 in Pershore and 60 in Tenbury Wells (Preferred Options figures).
- ◀ More than 900 new homes earmarked for villages across Wychavon and 390 within Malvern Hills District (Preferred Options figures).

Figure 2.2: Strategic growth areas in South Worcestershire



In addition to housing provision, the consultation document contains plans to provide 295 hectares of employment land to allow for/enable the growth of businesses and to drive job creation, of which 130 hectares was already committed, i.e. planning permissions plus SWDP allocations without planning permission.

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Of the outstanding 165 hectares, 50 are proposed at Worcestershire Parkway, 20 at Throckmorton, and 10 at Rushwick. Since the Preferred Options consultation, information relating to the SWDP Review has been updated in preparation for the Publication (Regulation 19) stage of the plan. The latest information (where available at the time of production) has been used to inform the findings of this report.

Table 2.1 Indicative capacities of proposed new housing (September 2020)

Location	Settlement hierarchy	Authority	Indicative capacities	Occupancy rate ⁶
Worcestershire Parkway	Strategic Location	Wychavon	5,000 ⁷	11,500
Throckmorton	Strategic Location	Wychavon	2,000 ⁸	4,600
Rushwick	Strategic Location	Malvern Hills	1,000 ⁹	2,300
Mitton	Strategic Location	Wychavon/ Tewkesbury	500 (1,000) ¹⁰	1,150 (2,300)
Worcester West Urban Extension (strategic reallocation)	Urban Extension	Malvern Hills	2,150	4,945
Worcester South Urban Extension (strategic reallocation)	Urban Extension	Worcester City/ Wychavon/ Malvern Hills	2,600	5,980
Worcester	City	Worcester City	1,336	3,073
Evesham	Town	Wychavon	658	1,513
Droitwich Spa	Town	Wychavon	925	2,128
Malvern	Town	Malvern Hills	833	1,916
Pershore	Town	Wychavon	358	823
Tenbury	Town	Malvern Hills	180	414
Upton	Town	Malvern Hills	120	276
Rural Areas (Wychavon)	Villages	Wychavon	1,258	2,894
Rural Areas (Malvern Hills)	Villages	Malvern Hills	769	1,769
Windfall	Mix	All Areas	1,900	4,370
Totals			21,587 (22,087)	50,301 (50,801)

Summary of demographic profile and population projections

Levels of multiple and health deprivation in Malvern Hills are low relative to regional and national levels. Just under half of the population falls into Mosaic's Rural Reality and Country Living classifications. This suggests that they tend to be employed and have relatively stable incomes. The projected increase in the size of the local population (led by housing development) is highly likely to lead to major increases in the number of people wishing to take part in sport and physical activity (potential customers of leisure facilities).

⁶ Based on an average of 2.3 persons per dwelling.

⁷ With potential for a further 5,000 dwellings beyond the plan period (i.e. post 2041).

⁸ Development not to commence until 2030. Potential for a further 4,000 dwellings beyond the plan period (i.e. post 2041).

⁹ Development not to commence until after 2030.

¹⁰ With a further 500 dwellings to meet Tewkesbury Borough Council's needs under the duty to co-operate (i.e. 1,000 dwellings and 2,300 population growth).

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It is fair to assume that there will be increased demand for sports facilities and physical activity opportunity in areas where housebuilding is planned (particularly in the Worcester West Urban Extension and Worcester South Urban Extension as well as the Strategic Location at Rushwick) - in relation to Malvern Hills facilities. A key issue to consider is whether the current stock of facilities will be able to accommodate this increase or whether there is sufficient demand in specific areas to justify the development of new leisure facilities. There will also be a need to consider how the ageing population chooses to use its leisure time; this may well lead to changes in levels of demand for different activities.

The importance of ensuring that the proportion of the population which is currently active remains so and that more of the presently inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant.

Summary of the demographic profile and population projections

Levels of multiple and health deprivation in Malvern Hills are low in comparison with regional and national levels. It is likely that there will be an increase in the number of people wishing to take part in sport and physical activity and, thus, demand for leisure facilities. This will be the case across the authority and in areas where housebuilding is planned. A key issue is how the ageing population chooses to use its leisure time as this may well lead to changes in levels of demand for different activities. Indoor and built facilities, and programmes of activity therein, need to be capable of adapting to changing demands and needs associated with demographic change.

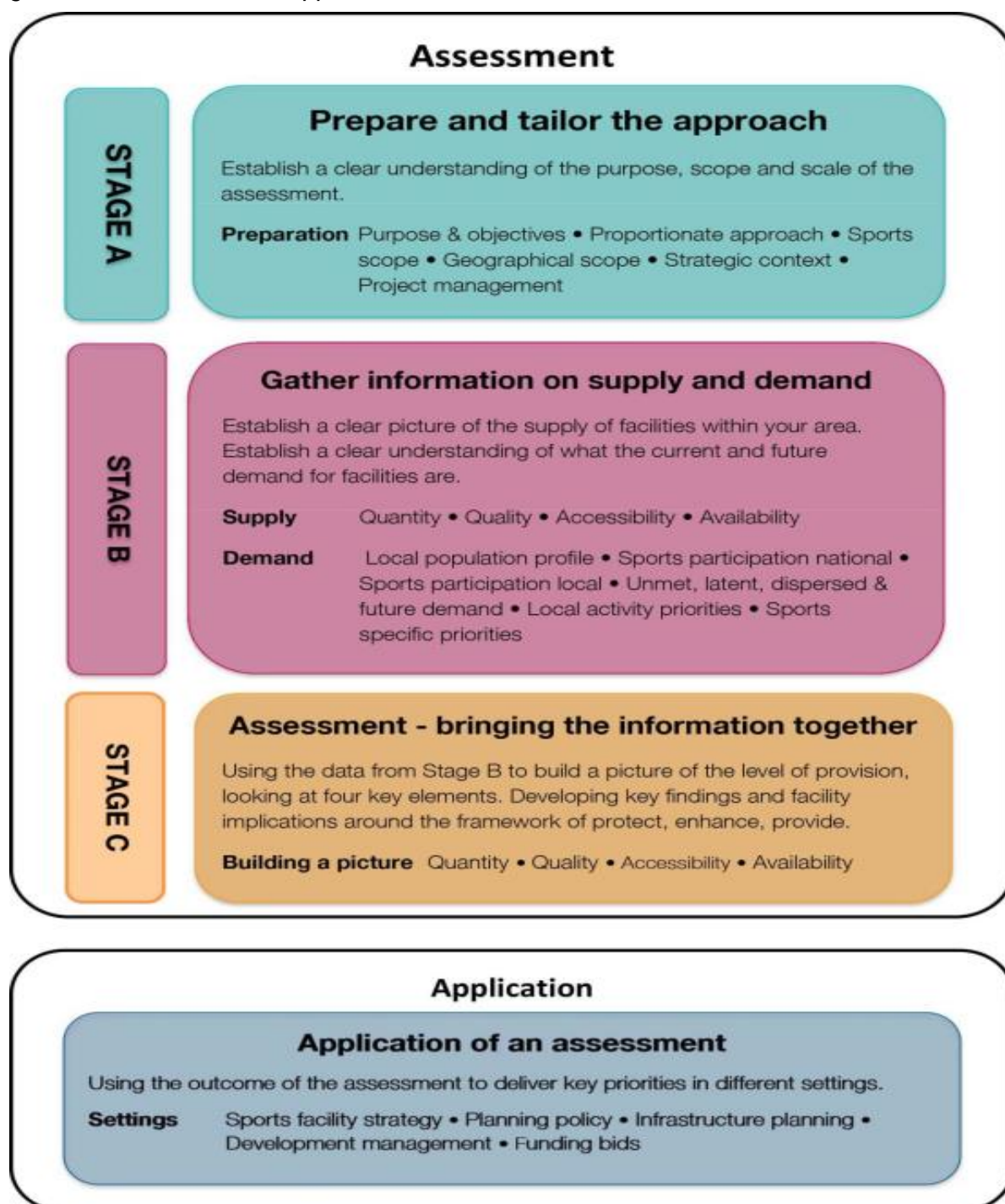
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT

3.1: Methodology

The assessment of provision is based on Sport England’s ANOG for Indoor and Outdoor Sports Facilities.

Figure 3.1: Recommended approach



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This is the recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has produced to help (local authorities) meet the requirements of the Government's NPPF, which states that:

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. 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. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

Provision assessment involves analysis of quality, quantity, accessibility and availability for the identified facility types (e.g., sports halls and swimming pools). Each venue is considered on a 'like for like' basis within its own facility type, to enable it to be assessed for adequacy.

Demand background, data and consultation is variable, depending upon levels of consultation garnered. In some instances, national data is available whilst in others, it is possible to drill down and get some very detailed local information. This is evident within the demand section. The report considers the distribution of and interrelationship between facility types in the District and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

3.2: Site visits

Active Places Power (APP) is used to provide baseline data to identify facilities in the study area. Where possible, assessments are undertaken in the presence of facility staff. This tends to add value as it enables access to be gained to more areas within venues and more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. Where possible it adds value to the audit (which is a 'snapshot' visit) enhancing the accuracy of insight gathered about the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector were undertaken. Due to the ongoing Covid-19 pandemic, most site visits were undertaken during national lockdown. Where a physical visit was not possible a telephone consultation with the facility/site manager was undertaken. Via the audit and via informal interviews with facility managers this report identifies 'relevance' and 'condition' and describes (e.g.):

- ◀ Facility and scale.
- ◀ Usage/local market.
- ◀ Ownership, management and access arrangements (plus, where available, facility owner aspirations).
- ◀ Management, programming, catchments, user groups, gaps.
- ◀ Location (urban/rural), access and accessibility.
- ◀ Condition, maintenance, existing improvement plans, facility 'investment status' (lifespan in the short, medium and long term).
- ◀ Existing/ planned adjacent facilities.

The assessment forms utilised capture quantity and quality data on a site-by-site basis and feeds directly into the main database allowing information to be stored and analysed. Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

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Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
Good	Facility is new (less than 10 years old) or recently invested in, up to date, clean, well maintained and presented. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. They are well-lit with a modern feel. Ancillary facilities are new or well maintained, fit for purpose, modern and attractive.
Above average	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
Below average	Facility is older and showing signs of age/poor quality. Fixtures, fittings, equipment and sports surfaces show signs of wear and tear. It is usable, but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
Poor	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on non-technical visual assessments. These consider facility age and condition. Surfaces, tiles and walls, line markings and safety equipment are considered and problem areas such as mould, damage, leaks etc., are noted. The condition of fixtures, fittings and equipment is recorded. Maintenance and facility 'wear and tear' is considered as is compliant with the Equality Act, although this is not studied in detail for the purposes of this report. When all data is collated, key facility elements receive an overall quality rating.

Catchment areas

Applying catchments areas for different provision types enables identification of areas currently not served. These vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment'; the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model - FPM). Sport England data indicates that most people will travel up to 20 minutes to access sports facilities. This, coupled with KKP's experience of working in/with leisure facilities and use of local data enables identification of catchment areas for sports facilities as follows in table 3.2:

It is understood that village halls and community centres generally cater for a more local population. With that in mind their catchment areas are set at 800m (10-minute walk time).

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Village halls/community centres	10-minute walk / 800m
Sport halls	20-minute walk/ 20 minutes' drive
Health and fitness	20-minute walk/ 20 minutes' drive
Swimming pools	20-minute walk/ 20 minutes' drive
Squash courts	20 minutes' drive
Indoor bowls centre	30-minute drive
Dedicated gymnastics centre	20 minutes' drive

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SECTION 4: VILLAGE/COMMUNITY HALLS

4.1: Introduction

In 2019 a study was commissioned by South Worcestershire Councils (SWC) as part of an overall open space assessment across Malvern Hills, Worcester and Wychavon. The resulting *Community Buildings and Halls in South Worcestershire (2019)* report has been utilised to inform this section of the Draft Indoor and Built Facilities Needs Assessment. The audit carried out included;

- ◀ Desk-based investigation of information sources considered to be useful in determining the existence, location, quantity, quality and character of qualifying buildings. This included provision noted by client councils; lists of electoral voting stations and venue websites.
- ◀ Field reconnaissance checking out venues for which little information could be found using the above methods.
- ◀ A hall managers' online survey (c. 50% response rate, based on the distribution list).
- ◀ Creation of a comprehensive 'facility spreadsheet', as a basis for qualitative assessment and analysis.
- ◀ GIS plotting of facility data.

The audit produced the following intelligence on community buildings/village halls:

- ◀ General details; facility (name, address, postcode, host ward, ward population, host local authority).
- ◀ External assessment rating.
- ◀ Internal assessment rating.
- ◀ Overall scoring of each facility (provided as a percentage and quality rating).

The audit identified a total of 47 community buildings in Malvern Hills. Further desk research was undertaken to ascertain what activities are undertaken at village/community halls; the findings of this are detailed in section 4.2.

4.1: Supply and quality of village/community halls

Village halls and community centres are important recreational facilities, especially in rural areas that, in some instances, may lack access to purpose-built sport facilities. They are usually multi-functional, providing places for meetings, to socialise and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size.

Malvern Hills identifies 47 village halls, community centres and church halls in the District. There appears to be a very good spread from north to south serving both the rural and urban populations as identified in Figure 4.1.

Radial catchment modelling estimates that approximately 23% of the population of Malvern Hills lives within 800m of a village hall or community centre (18,364 out of 78,698 using MYE 2019 population estimate). As noted above, the catchment is based on 800m (10-minute walk) although many users travel by car to venues and parking is still an important requirement. These facilities have potential to offer different types of physical activity which are relevant to the local communities which they serve. Drive time catchment modelling confirms that over 98% of the population lives within a 10-minute drive time of a village/community hall.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 4.1: Village/community halls in Malvern Hills with 800m radial catchment

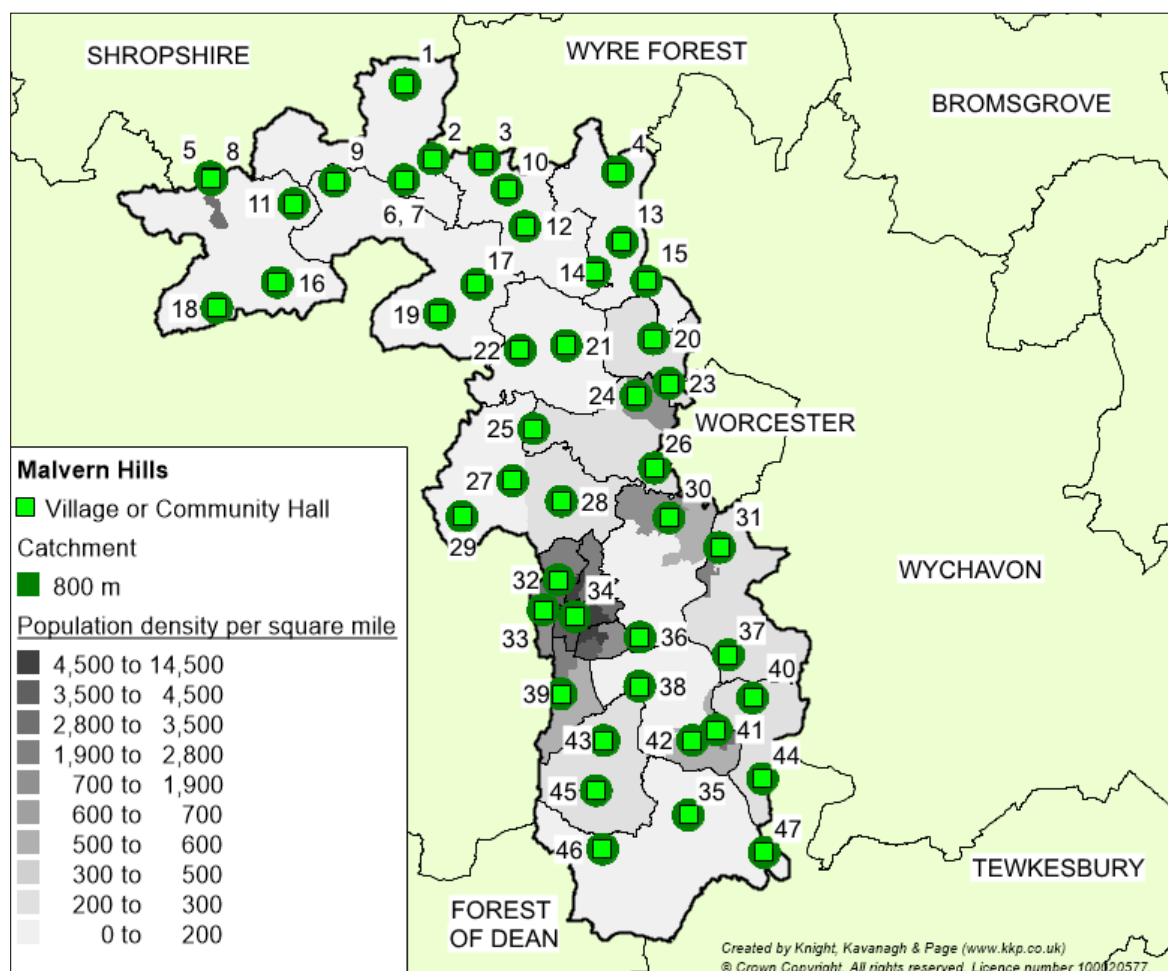


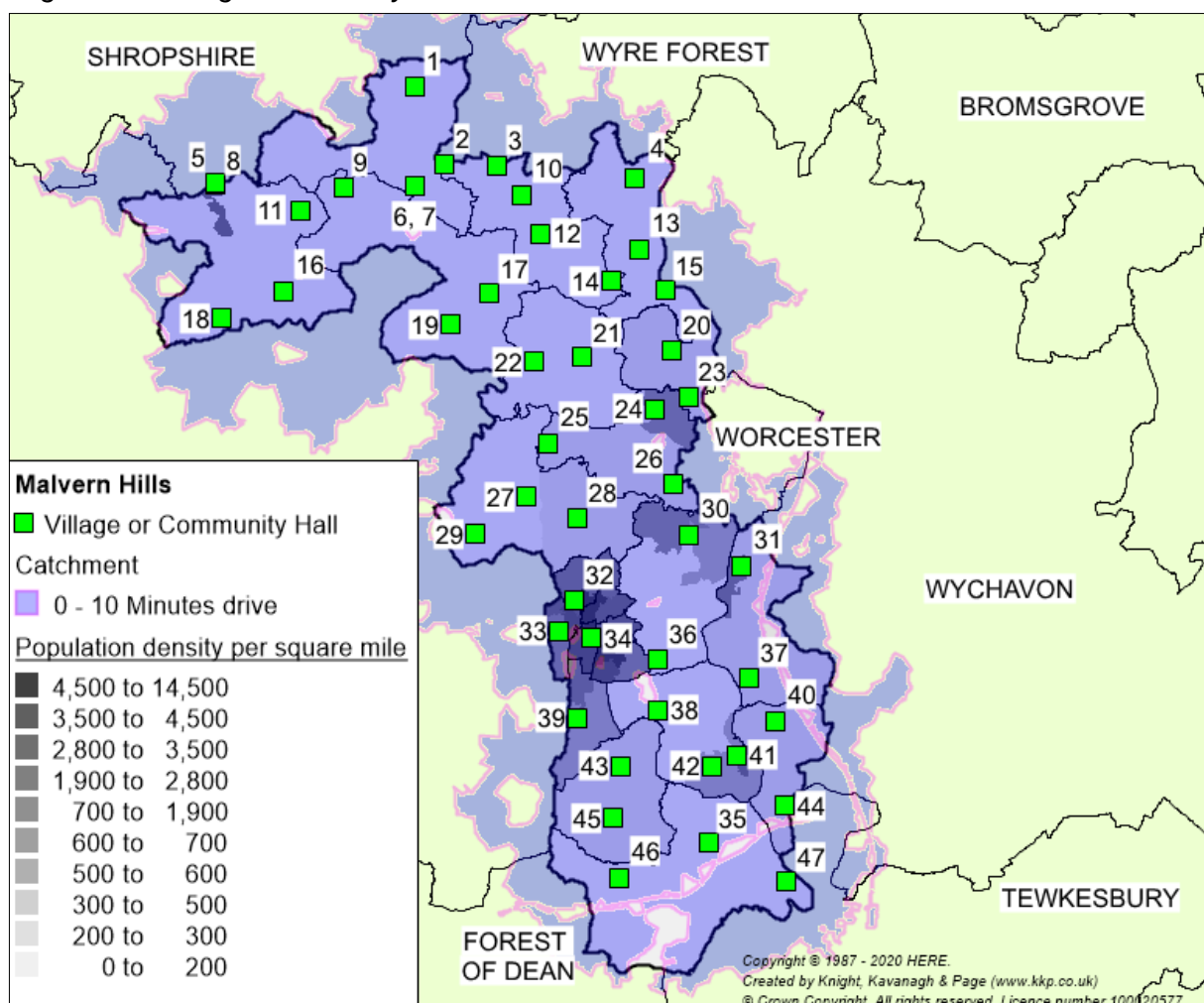
Table 4.1: Village halls and community centres with quality assessment – Malvern Hills

ID	Site	Assessment condition	ID	Site	Assessment condition
1	Bayton VH	Excellent	25	Broadwas & Clotheridge VH	Standard
2	Menith Wood Old CH	Below standard	26	Rushwick VH	Standard
3	Pensax VH	Sub-standard	27	Alfrick & Lulsley VH	Excellent
4	Astley & Dunley VH	Below standard	28	Leigh & Bransford VH	Excellent
5	The Regal CC	Good	29	Suckley VH	Standard
6	Parish Rooms	Below standard	30	Powick PH	Excellent
7	Lindridge PH	Standard	31	Kempsey CC	Good
8	The Pump Rooms	Below standard	32	Malvern Vale CC	Excellent
9	Eastham MH	Standard	33	Fisher Hall/West Malvern VH	Standard
10	Abberley Common VH	Excellent	34	Malvern Cube	Excellent
11	Rochford VH	Not Assessed	35	Longdon VH	Excellent
12	Great Witley VH	Good	36	Guarlford VH	Below standard

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ID	Site	Assessment condition	ID	Site	Assessment Condition
13	Shrawley VH	Excellent	37	Severn Stoke PH	Good
14	Little Witley VH	Excellent	38	Hanley Swan VH	Good
15	Holt Heath VH	Below standard	39	Malvern Wells VH	Standard
16	Stoke Bliss & Kyre PH	Excellent	40	Earls Croome VH	Sub-standard
17	The Shelsleys VH	Standard	41	The Memorial Hall	Good
18	Bockleton PH	Standard	42	The Upton Hill Centre	Excellent
19	Clifton upon Teme VH	Good	43	Welland VH	Good
20	Peace Hall, Sinton Green (Grimley PH)	Standard	44	Ripple PH	Standard
21	Wichenford MH	Standard	45	Castle Morton VH	Below standard
22	Martley Village MH	Good	46	Berrow & Pendock VH	Sub --standard
23	Hallow PH	Good	47	Bushely VH	Excellent
24	Lower Broadheath MH	Good			

Figure 4.2: Village/Community Halls with 10-minute drive time catchment



Of the 47 halls assessed: 27% were classed as excellent quality, 23% good quality, 27% standard quality, 15% below standard quality, and 6% sub-standard quality.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Availability

Most village halls rely on volunteers to operate them and service the local community. Many offer facilities to the local community at the key times when they are needed i.e., daytime and evening. Activities tend to reflect the needs of the local community.

Table 4.2: Sports and physical activities in community centres / village halls

Dance	Fitness	Physical activity/well being	Sport
Baby ballet	BodyFit Boot Camp	Keep fit for over 55's	Soccer tots
Belly Dancing	Boxercise	Neighbours (low impact)	Badminton
Bollywood	Kettle Bells	Slimming World	Cheerleading
Clubercise	Yoga		Indoor cricket
Dancercise	Pilates		5 a side Football
Dance Aerobics	Zumba		Martial Arts
Salsa			Short mat bowling
Sequence			Table Tennis

4.2 Demand

Research undertaken for the audit suggests that demand for village hall and community centre space is high. This highlights the importance of these sites in ensuring that a good range of local sport and physical activity is provided for Malvern Hills residents. They also, reportedly, play an important role in ensuring older people or people living in more rural areas have access to facilities and can also contribute to getting the inactive active or retaining those already involved. Further analysis is required to understand how, and the extent to which, activities in these facilities can further meet the needs of what is an ageing local population.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

4.3 Summary of key facts and issues

Facility type	Village halls	
Elements	Assessment findings	Specific facility needs
Quantity	There are 47 village and community halls in the District. They are evenly spread across the study area serving different communities.	Consider potential requirement for village halls/multi-purpose type facilities within new housing developments, consider how these facilities fit within the wider recreational/sporting mix.
Quality	The 2019 Ethos Environmental Planning report identifies 27% of halls are of excellent quality, 23% good quality, 27% below standard quality, 6% sub-standard quality. One site was not accessed.	
Accessibility	23% of the local population lives within 800m, and 98% live within a 10-minute drive, of a community centre/village hall. New housing developments, especially the SWDP strategic growth areas may place additional demand on facilities. Consideration is required as to whether existing facilities can absorb that demand or there is a case for new provision.	
Availability (Management and usage)	Management varies between village hall committees, parish councils and individuals. All management relies on the goodwill of volunteers. The range of activities varies between each hall and is considered to broadly reflect interpreted local need.	Support the work of hall management to secure external funding, improve volunteer skills and enhance the quality and effectiveness of facility management, programming, and finance.
Summary	As Covid-19 restrictions ease, support village hall and parish council committees to offer, coordinate and publicise community spaces which contribute positively to the physical activity, and health and wellbeing agenda. Consider potential additional demand produced from new housing developments and whether this demand can be accommodated through existing facilities or if new provision is required.	

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

SECTION 5: SPORTS HALLS

Indoor multi-purpose sports halls are prime sports facilities for community sport. They provide venues which accommodate a range of sport and recreational activities. The standard method for measuring sports halls is the number of badminton courts contained within the floor area.

Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics; as such they tend to offer greater sports development flexibility than the 3-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities within the Malvern Hills district. Halls that function as specialist venues (e.g., dance studios) are excluded.

5.1: Supply

Quantity

The 26 sports halls of all sizes accommodate 51 badminton courts. They are generally located in areas of higher population density. Some venues have more than one activity/sports hall.

Table 5.1: All sports/activity halls in Malvern Hills

ID	Site name	Cts	ID	Site name	Cts
1	Abberley Hall School	3	54	Saint Michaels College	1
3	Abbey College in Malvern	1	57	Sport Dyson Perrins LC	1
8	Bredon School	4	57	Sport Dyson Perrins LC	4
11	Bushley Village Hall	0	58	Sport Martley LC	4
19	Grimley Peace Hall	0	59	St Michael's Village Hall	0
24	Hanley Castle High School	0	64	Tenbury High Ormiston	4
24	Hanley Castle High School	4	64	Tenbury High Ormiston	1
24	Hanley Castle High School	1	69	The Chase School	0
30	Lansdowne Methodist Church	0	69	The Chase School	1
34	Malvern College Sports Complex	8	69	The Chase School	4
39	Malvern St James Girls School	6	73	The Scout Hut	0
39	Malvern St James Girls School	3	75	The Upton Hill CC	1
48	Poolbrook Village Hall	0			
53	Ripple Parish Hall	0		Total	51

(0 court halls identified in Active Places but not considered large enough to accommodate 1 badminton court)

Table 5.1 indicates that 16 sites have one court or fewer and there are no halls with two courts. While often appropriate for mat sports, exercise to music and similar provision, small halls limit the range of recreational and sporting activity that larger halls can enable. Some venues have more than one activity/sports hall on site. Table 5.2 identifies halls that are excluded from the audit and assessment due to size (i.e., they have fewer than three marked badminton courts).

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 5.1: All sports / activity halls in Malvern Hills – regardless of size

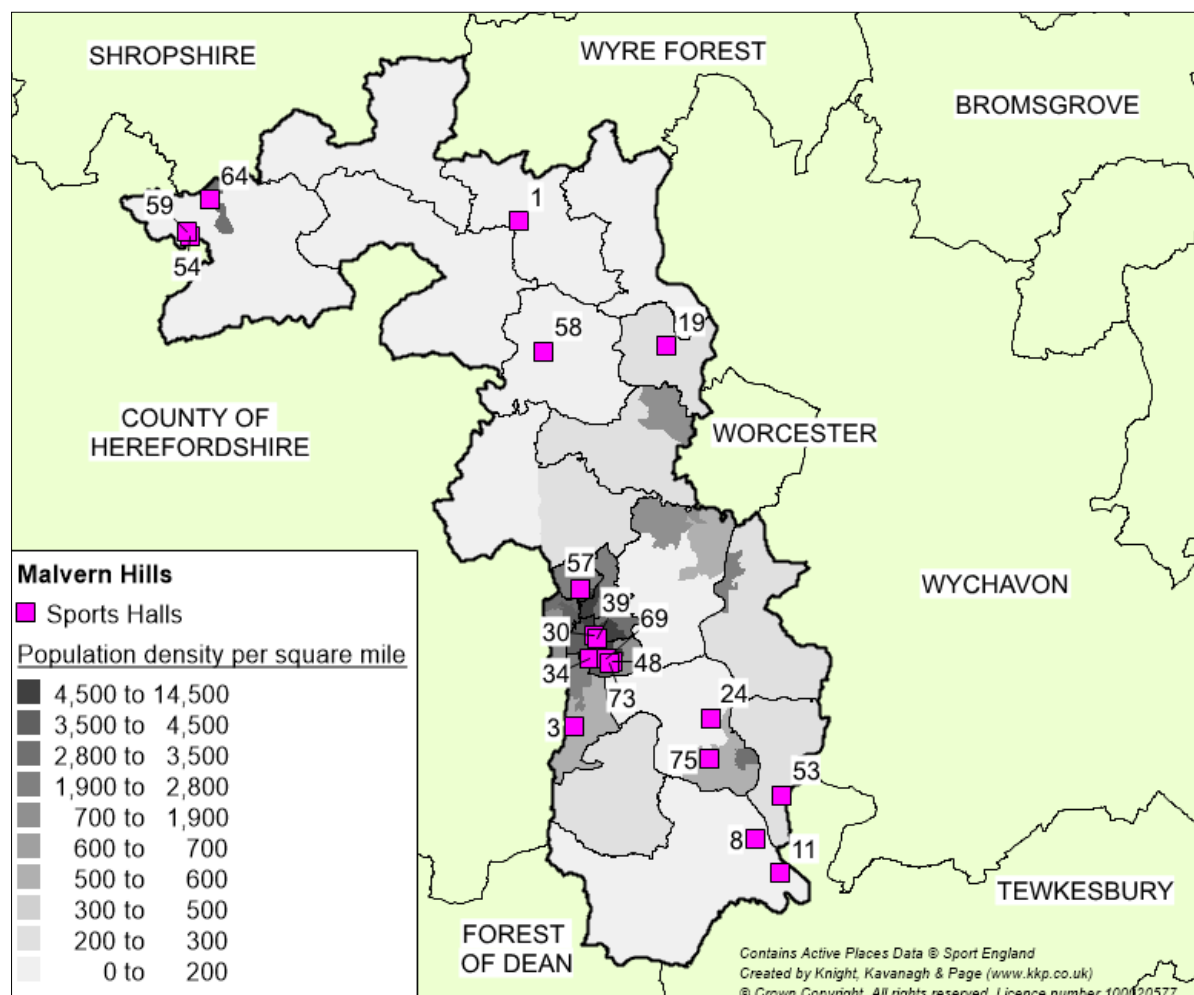


Table 5.2: Sports halls with fewer than 3 badminton courts (excluded from supply due to size)

ID	Site name	Courts	ID	Site name	Courts
No marked courts					
11	Bushley Village Hall	0	53	Ripple Parish Hall	0
19	Grimley Peace Hall	0	59	St Michael's Village Hall	0
24	Hanley Castle High School	0	69	The Chase School	0
30	Lansdowne Methodist Church	0	73	The Scout Hut	0
48	Poolbrook Village Hall	0			
One marked court					
3	Abbey College in Malvern	1	69	The Chase School	1
24	Hanley Castle High School	1	57	Sport Dyson Perrins LC	1
54	Saint Michaels College	1	75	The Upton Hill Community	1
64	Tenbury High Ormiston Academy	1			

The remaining 10 sports halls on nine sites have three or more marked badminton courts as identified in Figure 5.2. There is a cluster (four) of sport halls located in the town of Malvern with the remainder located in various smaller settlements across the District.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 5.2: Sports halls with 3+ courts in Malvern Hills

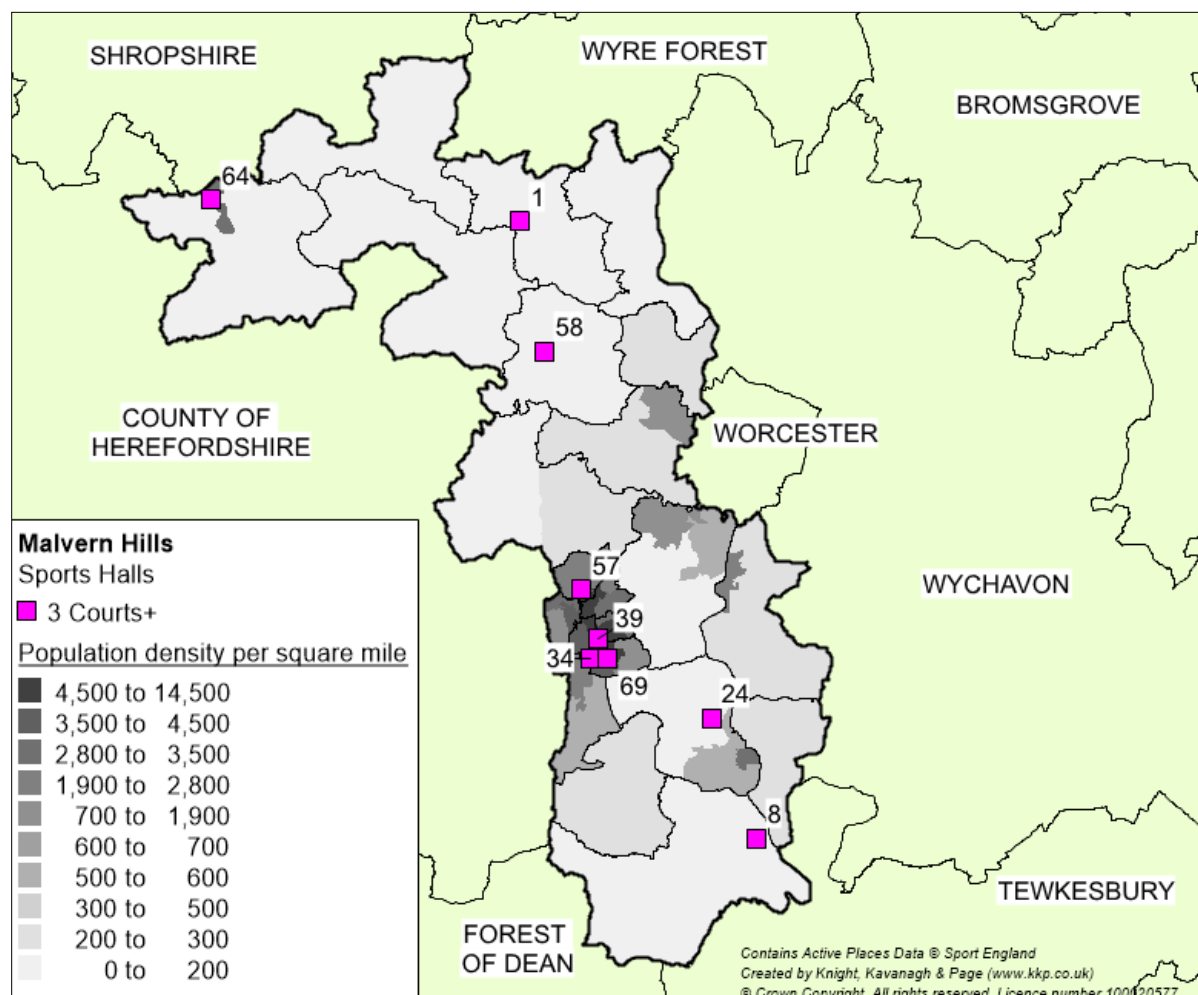


Table 5.3: Sports halls with 3+ badminton courts

ID	Site	Cts	Total m ²	ID	Site	Cts	Total m ²
1	Abberley Hall School	3	486	57	Sport Dyson Perrins LC	4	690
8	Bredon School	4	690	58	Sport Martley LC	4	594
24	Hanley Castle High School	4	594	64	Tenbury High	4	594
34	Malvern College Sports Complex	8	1380	69	The Chase School	4	600
39	Malvern St James Girls School	6	932				
39	Malvern St James Girls School	3	486		Total	44	

Sports halls vary in size with the two largest; Malvern College Sports Complex (8-courts) and Malvern St James Girls School (6-courts), both located in Malvern. The sizes are as follows:

- ◀ Two 3-court halls
- ◀ Six 4-court halls
- ◀ One 6-court hall
- ◀ One 8-court hall

Four sports halls (Bredon School, Malvern College Sports Complex, Malvern St James Girls School, and Sport Dyson Perrins LC) comply with current Sport England size guidance.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Facility quality

All bar one 3+ court sports halls were subject to a non-technical quality assessment. Access was not obtained to Bredon School despite numerous attempts to contact the site manager.

Figure 5.3: Sports halls with 3+ courts in Malvern Hills by condition

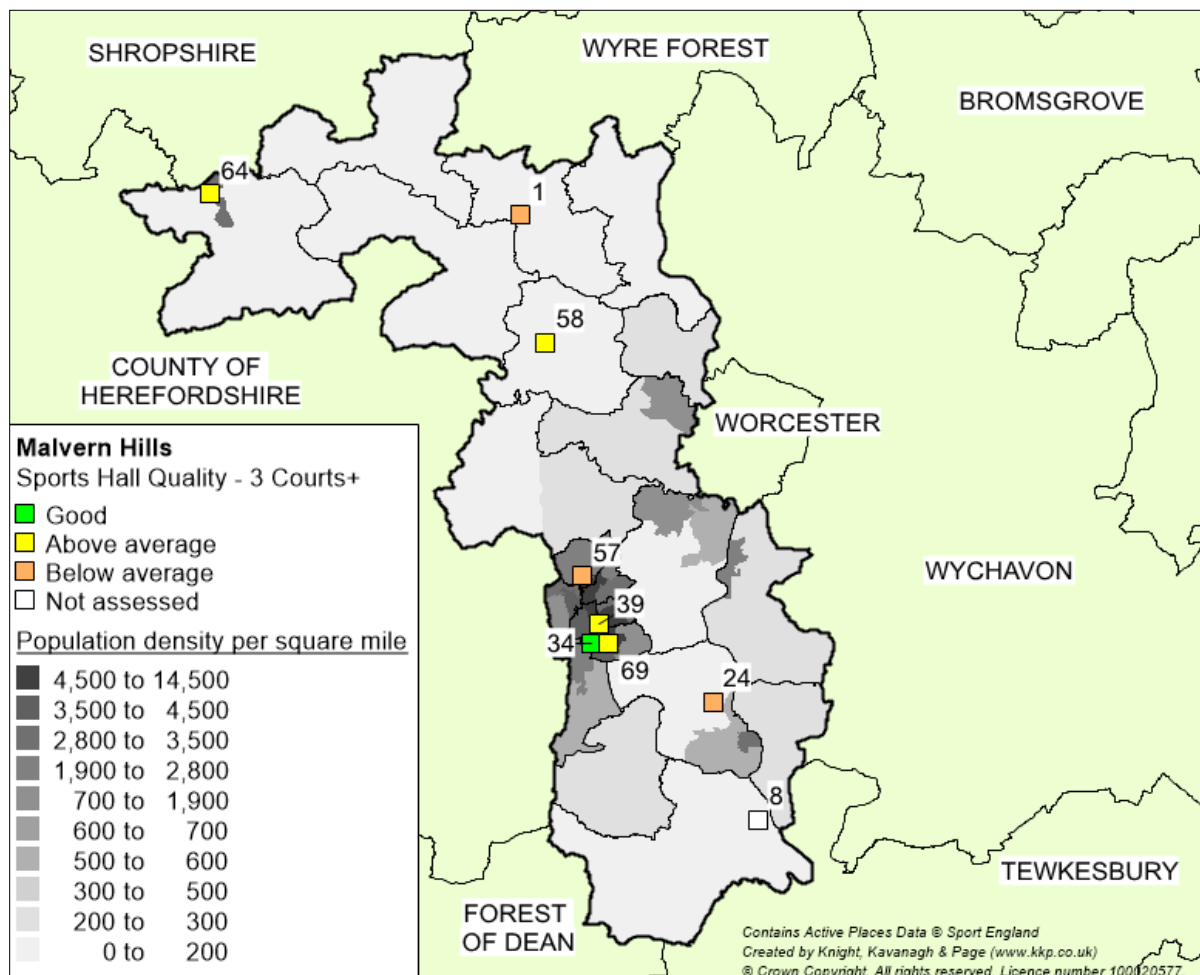


Table 5.4: listing of 3+ court sports halls with quality assessment – Malvern Hills

ID	Site name	Courts	Assessment condition	
			Court	Changing
1	Abberley Hall School	3	Below average	Below average
8	Bredon School	4	Not assessed	Not assessed
24	Hanley Castle High School	4	Below average	Above average
34	Malvern College Sports Complex	8	Good	Good
39	Malvern St James Girls School	6	Good	Good
39	Malvern St James Girls School	3	Above average	Good
57	Sport Dyson Perrins Leisure Centre	4	Below average	Below average
58	Sport Martley Leisure Centre	4	Above average	Above average
64	Tenbury High Ormiston Academy	4	Above average	Not assessed
69	The Chase School	4	Above average	Above average
		44		

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A summary of the non-technical assessment is as follows:

Good	Above average	Below average	Poor	Not assessed
2	4	3	0	1

There are two good quality sports halls (14 courts), four are above average (15 courts), three are below average (11 courts) and one (4-court) hall was not assessed.

The majority of sport halls attract good and above average quality ratings although Abberley Hall School (3-court) in the North of the District, Hanley Castle (4-court) South East of Malvern and Sport Dyson Perrins Leisure Centre (4-court) in North Malvern are all considered below average. This equates to one quarter of the sports hall stock.

Consultation with Hanley Castle High School highlights that the line markings are in need of renewal, although the flooring in the sports hall is holding up well. This same issue was also identified during the site visit at Sport Dyson Perrins Leisure Centre.

Changing provision is generally commensurate with sports hall quality, Hanley Castle School is the exception as its changing provision was refurbished in 2018. Consultation with Abberley Hall School indicates that the sports hall lighting is in need of replacement, and that the School is exploring options to install LED lighting. Lighting at Sport Dyson Perrins Leisure Centre also needs replacing, Freedom Leisure and Dyson Perrins School are also exploring options to install LED lighting. Changing rooms at two sites were not assessed for safeguarding reasons.

The town of Malvern is well serviced. Only one of the four sports halls; Sport Dyson Perrins Leisure Centre, is below average; the others are of either good or above average quality. Hanley & Upton Upon Severn are serviced by a below average quality sports hall at Hanley Castle High School. Three of the 10 sports halls have been refurbished in the last 20 years.

Table 5.5: Year of construction and refurbishment of sports halls

Map ID	Site name	Courts	Year opened	Year refurbished	Age since opened / refurbishment
1	Abberley Hall School	3	1980		41
8	Bredon School	4	1995		26
24	Hanley Castle High School	4	2002	2013*	8
34	Malvern College Sports Complex	8	2009		12
39	Malvern St James Girls School	6	2008		13
39	Malvern St James Girls School	3	1978	2005	16
57	Sport Dyson Perrins Leisure Centre	4	1975	2007	14
58	Sport Martley Leisure Centre	4	2000		21
64	Tenbury High Ormiston Academy	4	2005		16
69	The Chase School	4	1980	2010	11

APP indicates that the sports hall at Hanley Castle High School was refurbished in 2013, however, consultation with the School suggests that no sports hall refurbishment has taken place. Improvements were made to the changing facilities in 2018. Abberley Hall School is the only sports hall that is over 20 years old and has not been refurbished. The newest is Malvern College Sports Complex; built and opened in 2009.

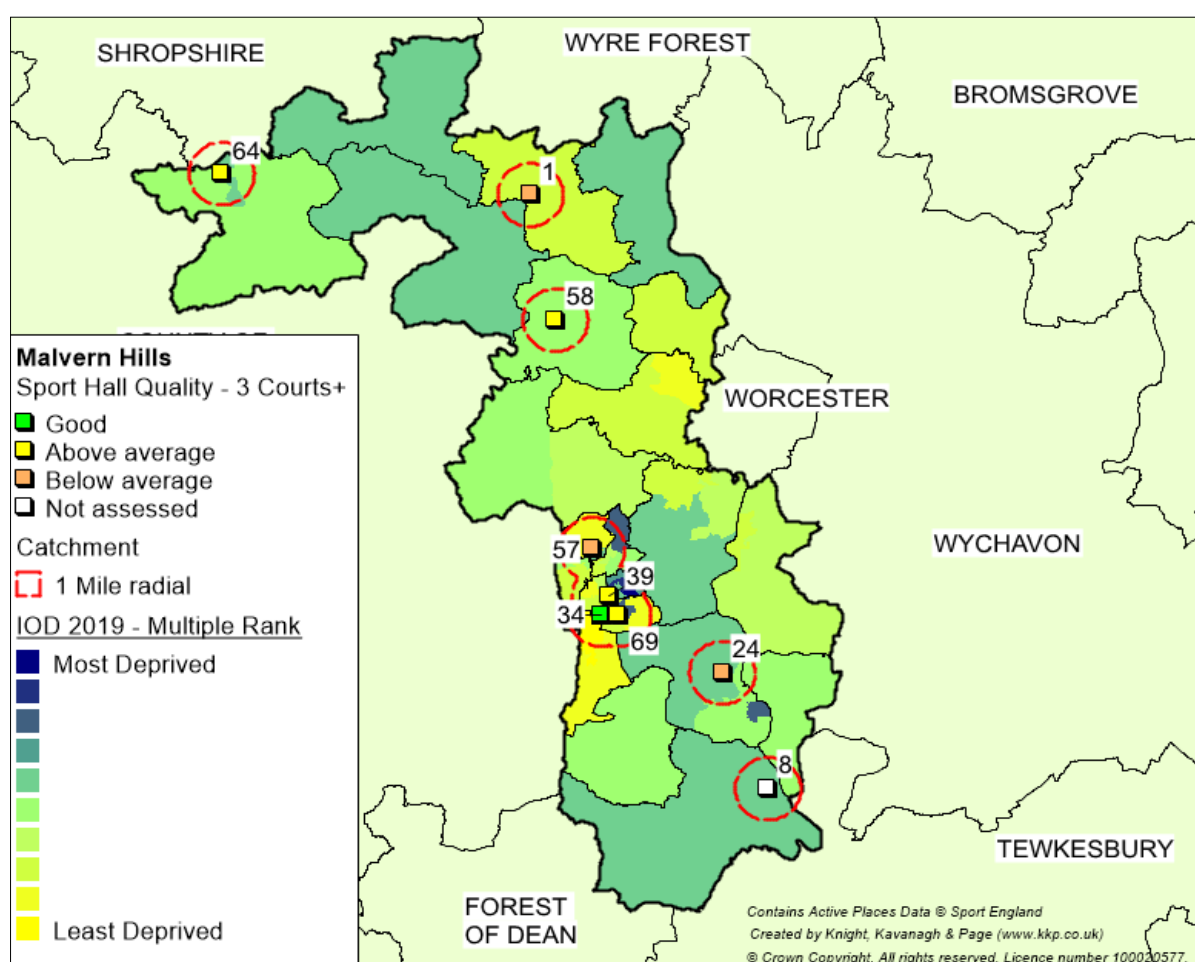
MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Accessibility

Sports hall accessibility is influenced by how far people are willing and able to travel to and from them. Walk and drive-time catchments are applied to determine facility accessibility to different communities. The normal (industry) standard is a 20-minute walk time (one-mile radial catchment) for an urban area and a 20-minute drive time for a rural area:

- ◆ 33,405 of residents live within one mile of a sports hall (43.9% of the total population).
- ◆ 7,706 people (10.0% of the population) live in areas of higher deprivation.
- ◆ Of these, most (5,768; 74.8%) live within a one-mile radial catchment of a sports hall.
- ◆ Over 99% (78,015) of MHDC's population of 78,698 lives within a 20-minutes' drive of a publicly accessible sports hall with three or more badminton courts (ONS MYE 2019), details of which can be seen in Appendix 1.

Figure 5.4: All sports halls with 3+ courts on IMD



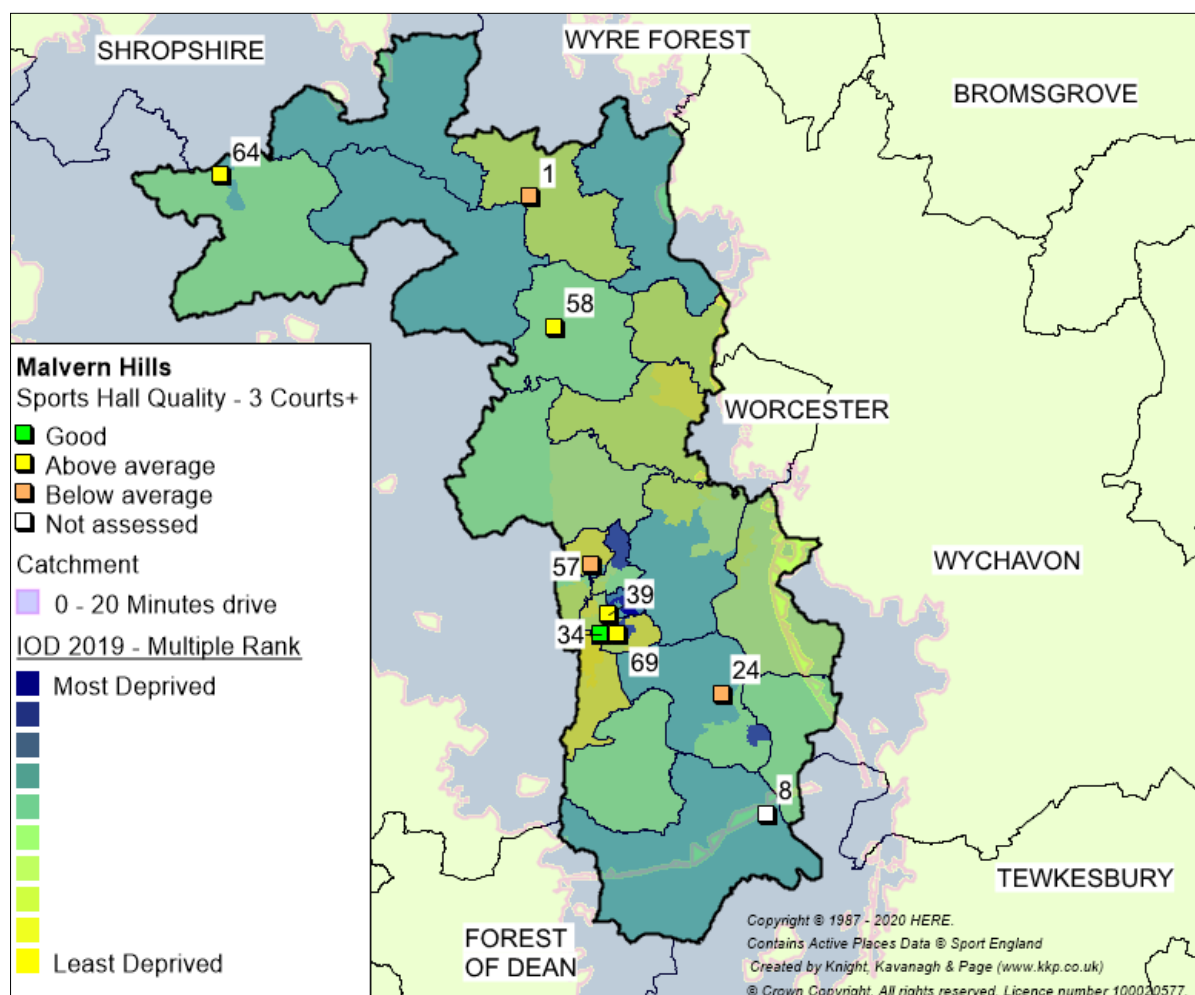
Residents from more deprived areas are statistically less likely to participate in sport than those living in more affluent localities. Reasons for this include, for example, cost and access. The area to the immediate north of Malvern is an area of higher deprivation. Known as Leigh Sinton, as illustrated in Figure 5.4, part of the area is within the one-mile catchment of Sport Dyson Perrins Leisure Centre. Several housing developments have been completed in Leigh Sinton over recent years. The high accessibility to sports halls (74.8%) of people living within one-mile walking distance of a sports hall, suggests that their location is generally good.

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Table 5.6: Accessibility of sports halls with 3+ courts

IMD 10% bands	Malvern Hills		Access to 3 court+ Sports hall within 1 mile radial			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	1,703	2.2%	1,703	2.2%	0	0.0%
10.1 - 20	1,690	2.2%	1,690	2.2%	0	0.0%
20.1 - 30	4,313	5.6%	2,375	3.1%	1,938	2.5%
30.1 - 40	1,559	2.0%	946	1.2%	613	0.8%
40.1 - 50	16,669	21.9%	6,175	8.1%	10,494	13.8%
50.1 - 60	13,593	17.9%	2,808	3.7%	10,785	14.2%
60.1 - 70	8,144	10.7%	2,801	3.7%	5,343	7.0%
70.1 - 80	18,191	23.9%	8,545	11.2%	9,646	12.7%
80.1 - 90	8,642	11.5%	5,196	6.8%	3,446	4.5%
90.1 - 100	1,632	2.1%	1,166	1.5%	466	0.6%
Total	76,136	100.0%	33,405	43.9%	42,731	56.1%

Figure 5.5: Sports halls with 3+ courts on IMD with 20 min drive time



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Availability and facility management

APP identifies that the sports hall at Bredon School is available for community users, however, the audit did not identify any clubs that use the facility. Furthermore, desktop research does not identify any information suggesting that the facility is available for hire. Bredon School is an independent boarding school and due to access being denied for the audit, it is not possible to verify whether the facilities are used by the wider public or retained for school use only.

The sports halls at Abberley Hall School, Malvern College Sports Complex, and Malvern St James Girls School (all private, independent schools) are available to the wider community. Facilities at Malvern College are operated under the 'Malvern Active' brand, which acts as a community arm of the College, offering memberships, club block bookings, along with pay and play options for community users when the facilities are not being used by the School. There is a similar operating model in place at Malvern St James, with the facilities operating under the 'MSJ Sports and Fitness Centre' name. Abberley Hall School operates under a more traditional model, where the facilities are available to hire during evenings and weekends.

As mentioned above, it is unclear as to whether Bredon School is accessible to community users, and thus it has not been removed from the overall supply for the District.

Availability and facility management

Management and ownership vary across the District, this is set out in Table 5.7 below. MHDC does not own any facilities, however, both Sport Dysons, and Sport Martley leisure centres are managed by Freedom Leisure under the auspices of joint-use agreements between the respective academies and MHDC. Other school sports halls tend to be owned and managed by schools themselves. Prior to the Covid-19 Pandemic the Chase School contracted School Lettings Solutions to manage its bookings. This Company went into administration in 2020. Consultation with the School identifies that it plans to manage bookings in house in the future.

Table 5.7: Ownership and management of sports hall facilities

Site	Ownership	Management
Abberley Hall School	Independent School	In house
Bredon School	Independent School	Unknown
Hanley Castle High School	Academy	In house
Malvern College Sports Complex	Independent School	In house (Malvern Active)
Malvern St James Girls School	Independent school	In house (MSJ Sports and Fitness)
Sport Dyson Perrins Leisure Centre	Academy (dual use site)	Trust (Freedom Leisure)
Sport Martley Leisure Centre	Academy (dual use site)	Trust (Freedom Leisure)
Tenbury High Ormiston Academy	Academy	Community organisation
The Chase School	Academy	In house

Daytime availability

Sport Dyson Perrins and Sport Martley leisure centres operate as dual use sites. Sport Dyson Perrins is adjacent to Dyson Perrins Church of England Academy. The sports hall is reserved for school use during weekdays, with community use available from 16.00 hours onwards on weekdays, during the weekends and throughout school holidays.

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Sport Martley is located adjacent to the Chantry School; weekday daytime use of the sports hall is reserved for the school with community use from 16.00 hours, during the weekends and school holidays. MHDC is responsible for the provision of community use outside of school hours and this is managed by Freedom Leisure.

Table 5.9 indicates the level of community use available in sports halls across the district. Daytime availability is very limited due to the constraints on education sites particularly independent schools. Day time availability can be important for residents who may wish to use facilities at such times. Evidence suggests that some older people prefer to use facilities during daylight hours and as has already been highlighted there is a growing number of older people (aged 65+) in the district. (The proportion is expected to rise from 27.9% of the population in 2018 to 35.5% in 2041).

Table 5.9 details spare capacity in the peak period for each sports hall. This figure has been estimated using a combination of Sport England Facility Planning Model (FPM) data alongside intelligence gathered from the audit and study-related site visits. It is not possible to gauge spare capacity exactly due to the changing nature of bookings on a week-by-week basis.

Table 5.9: Opening hours and activities in sports halls in Malvern Hills

Community use hours	Ref	Site	Total courts	Main sports played	Capacity where known	
1 - 40	20.0	1	Abberley High School	3	Cricket, badminton	60% spare capacity limited demand
	17.5	8	Bredon School	4	Unknown	Unknown
	34.0	34	Malvern College Sports Complex	8	Cricket, netball, badminton, hockey	c.50% spare capacity
	39.0	64	Tenbury High Ormiston Academy	4	Badminton, basketball, football	c.50% spare capacity mainly on weekends
40+	45.0	57	Sport Dyson Perrins Leisure Centre	4	Badminton, netball, basketball, karate, taekwondo	c.40% spare capacity in the week
	45.0	58	Sport Martley Leisure Centre	4	Badminton, cricket, netball, basketball.	c. 40% spare capacity
	46.0	69	The Chase School	4	Badminton, netball, football (futsal)	c.40% spare capacity mainly on weekends
	48.5	24	Hanley Castle High School	4 1	Football, badminton	c.30% spare capacity
	81.5	39	Malvern St James Girls School	6 3	Football (in walking football), badminton, netball, basketball, rugby (tots), taekwondo, volleyball	c.30% spare capacity, some slots in the week. Hall retained for school use on Saturdays. Fully used by community on Sundays.

Community use has been severely restricted in 2020 due to the three lockdown periods. In order to gather an understanding of relevant usage for the audit, site managers were asked to provide booking data for an average week in February 2020, prior to the start of the first UK wide national lockdown. This needs assessment takes account of the Local Plan time frame up to 2041 and, as such, it is expected that the use of sports halls (and other indoor and built sports facilities) will get back to normal within the next couple of years.

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The data from February 2020 is the best available representation of facilities' usage and capacity during 'normal' times. Table 5.9 indicates that mainstream sports are catered for across most sites. Education site availability is limited to peak times (evenings/ weekends), this is also evident at the dual use sites (Sport Dyson Perrins LC & Sport Martley LC).

Abberley Hall School has significant levels of spare capacity (60%), however, there is no identified demand. All education sites report having scope to accommodate more users (ranging from c.30-50%). When added to the capacity within local authority operated facilities, there is a significant opportunity across the district to accommodate increases in demand for indoor sports, should it be required. This could be further increased if and when, for example, outdoor sports such as football move outside onto 3G pitches.

Used capacity

The non-technical site audits identify the used capacity of each sports hall (shown in Table 5.10). Used capacity is the percentage of available community use hours used in the peak period. For example, the 39 hours available at Tenbury High Ormiston Academy are used for 50% of the time whereas Malvern St James Girls School is available for 81.5 hours per week and is operating at 70% of used capacity.

Table 5.10: Used capacity of sports halls (peak hours only)

Used Capacity	Site
20-40%	Abberley Hall School
40-60%	Malvern College Sports Complex
	Tenbury High Ormiston Academy
60-80%*	Hanley Castle High School
	Malvern St James Girls School
	Sport Dyson Perrins Leisure Centre
	Sport Martley Leisure Centre
	The Chase School
Unknown	Bredon School

**80% -Sport England's guidance threshold which is considered to be a "comfortably full" sports hall*

As identified above, access was not obtained to Bredon School to ascertain capacity.

Neighbouring facilities

Accessibility is influenced by facilities located outside MHDC. There are 15 sports halls within two miles (indicative of how far people may travel) of MHDC's boundary. They offer 87 courts and are predominantly located to the east of the District.

Of these, 11 are in Worcester, two in Shropshire, one in Herefordshire and one in Tewkesbury. Access types vary and are detailed overleaf in Table 5.11. All sports halls identified have a minimum of four badminton courts. It should be noted that whilst H1, H2 and H4 are located within the two-mile catchment of the MHDC border, these areas of Malvern Hills are sparsely populated which would result in a longer journey time to these facilities from MHDC population centres.

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Figure 5.6 Sports halls with 3+ courts within 2 miles of Malvern Hills DC

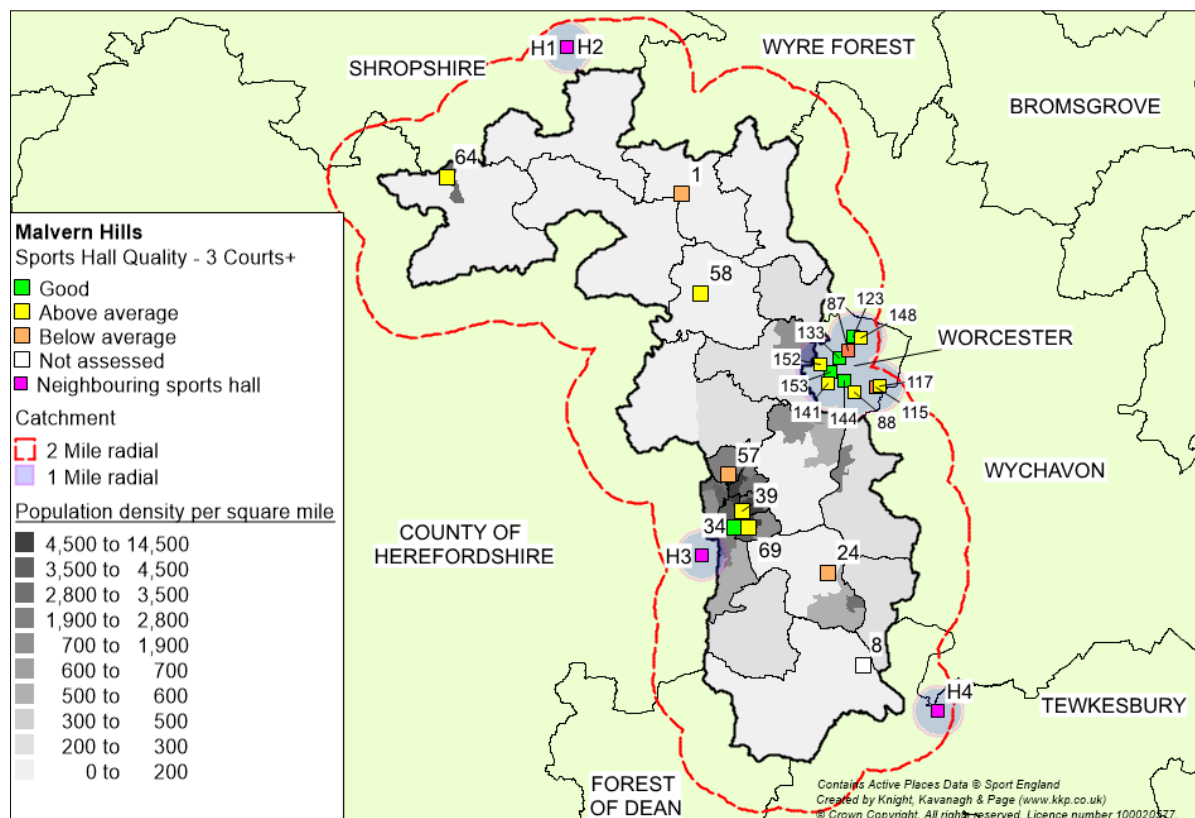


Table 5.11: Neighbouring 3+ court sports halls (excluding private use)

ID	Site name	Courts	Access type	Local authority
87	Bishop Perowne C of E High School	4	Sports Club / CA	Worcester
88	Blessed Edward Oldcorne College	4	Sports Club / CA	Worcester
115	Nunnery Wood High School	4	Sports Club / CA	Worcester
117	Nunnery Wood Sports Complex	4	Sports Club / CA	Worcester
123	Perdiswell Leisure Centre	8	Pay and Play	Worcester
133	Royal Grammar School Worcester	10	Sports Club / CA	Worcester
141	St John's Sports Centre	4	Pay and Play	Worcester
144	The Kings School Worcester	8	Sports Club / CA	Worcester
148	Tudor Grange Academy Worcester	4	Sports Club / CA	Worcester
152	University of Worcester (St Johns SC)	9	Pay and Play	Worcester
153	University of Worcester Arena	12	Sports Club / CA	Worcester
H1	Lacon Childe School	4	Sports Club / CA	Shropshire
H2	Teme Cleobury	4	Pay and Play	Shropshire
H3	The Downs - Malvern Coll. Prep	4	Sports Club / CA	Herefordshire
H4	Tewkesbury School Sports Centre	4	Pay and Play	Tewkesbury

NB: Sports Club / CA = Sports Club / Community Association use

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Future developments

In line with the SWDP, two new 4-court halls are planned along with significant outdoor pitch provision at the West Worcester Urban Extension (Part of the Bloor Development) and South Worcester Urban Extension (part of the Welbeck Development). Full details of this planned development are not yet available.

Furthermore, the SWDP preferred options consultation refers to new leisure centre provision at the Worcester Parkway development. Although this development is located in neighbouring Wychavon it has potential to cater for demand from Malvern Hills, especially people living in the east of the Authority. At this stage further analysis is being undertaken to determine the facility mix for the new leisure centre.

Facilities planning model (FPM)

Sport England's FPM report provides an overview of current levels of provision of sports halls in Malvern Hills; based on data from the Strategic Assessment of Need for Sports Hall provision – National Run Report September 2020. The FPM uses data from the Sport England APP Database. The KKP audit found that the data used by the FPM to be relatively in line with the findings of the audit. The FPM identifies:

- ◀ 12 sports halls on nine sites, this comprises 10 main halls and two activity halls. The larger halls offering 6 or more courts are at Malvern College Sports Complex (eight courts) and Malvern St James Girls School (six courts), this matches the KKP audit.
- ◀ There is limited availability during off peak periods with the majority of the education owned sports halls not available during the day.
- ◀ The average age of the public leisure centre sports halls sites in the District is 32 years. The average age of all sports hall sites in 2020 is 25 years.
- ◀ Of the four venues opened before 2000, two have been modernised (including Sport Dyson Perrins Leisure Centre in 2007). The unmodernised venues are Abberley Hall School (opened in 1980) and Bredon School (opened in 1995).
- ◀ Most sports hall sites are owned by educational institutions, schools, or colleges. They represent 78% of the total number of sports hall sites in MHDC.
- ◀ Education sports halls have different hours of access for community use. Some schools and colleges proactively manage venues for wider community use, predominantly catering for sport clubs and community groups. Other schools and colleges let their sports halls on a responsive basis, to sports clubs or community groups, for a term or even shorter letting periods.
- ◀ Peak time availability is limited at some sites particularly the school-owned sites.
- ◀ Of the three local authorities in South Worcestershire, MHDC has the second highest number of courts per 10,000 population at 6.5. This is lower than Worcester City (7.6 courts per 10,000) but more than Wychavon (3.0 courts per 10,000).
- ◀ Malvern Hills provision is also higher than county and national levels both of which are 4.2 courts per 10,000 population.

5.2: Demand

In the context of current demand, Sport England's FPM report (based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Malvern Hills residents) suggests a positive balance of 18.3 badminton courts.

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Based upon a simplistic picture of overall supply and demand in Malvern Hills the FPM identifies that the resident population generates a demand for a minimum of 20.8 courts; compared to a current available supply of 39.1 courts, giving a (positive) supply/demand balance of 18.3. The FPM considers hall space to include all main and ancillary/secondary halls available. Note, for realistic/comfortable provision, supply must be greater than demand. If supply only matches demand, all need to be full, all of the time in order to meet all demand.

Table 5.13: Demand findings from the FPM

Element	FPM 2019	Worcester	Wychavon
Satisfied demand (%)	94.8%	96.3%	93.6%
Satisfied demand retained within Malvern Hills District	72.6%	98.5%	68.8%
Levels of unmet demand	5.2%	3.7%	6.1%
% of unmet demand due to residents living outside catchment of a hall (as opposed to no capacity).	99.5%	99.9%	94.1%
Used capacity	34.1%	50.7%	59.2%
Imported use (% of used capacity)	14.6%	25%	6.9%
Exported use (% of used capacity)	27.4%	1.5%	31.2%

*Sport England sets a comfort factor for sports halls being comfortably full and this is 80% of the total hall capacity. Beyond this 80% level, the hall itself becomes too full and operating at an uncomfortable level.

Statistics for Worcestershire County and England were not included in the FPM report.

Satisfied demand represents the proportion of total demand by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall. Satisfied demand in Malvern Hills is 94.8%. This is marginally lower than Worcester and marginally higher than Wychavon. A proportion of the used capacity is accounted for by residents from outside the area 14.6%.

Unmet demand definition has two parts - demand for halls which cannot be met because (1) there is too much demand for any particular sports hall within its catchment area; or (2) demand is located outside the catchment area of any hall and classified as unmet demand resulting from lack of access. Virtually all unmet demand in Malvern Hills (5.2%) is due to residents living outside the catchment area of a hall - only 0.5% is due to sports halls being at capacity. Of those living outside the catchment, 82.3% do not have access to a car.

Overall used capacity of sports halls is 34.1%; lower than Wychavon (50.7%) and Worcester City (59.2%) indicating substantial spare capacity. In terms of individual halls, there is a variance. Several fall under 60%. Used capacity for each site is detailed in Table 5.14.

Table 5.14: Used capacity of sites

Site	Used capacity (%)
Aberley Hall School	31%
Bredon School	12%
Hanley Castle High School	33%
Malvern College Sports Complex	29%
Malvern St James Girls School	40%
Sport Dyson Perrins Leisure Centre	40%
Sport Martley Leisure Centre	35%
Tenbury High Ormiston Academy	51%
The Chase School	25%

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Whilst the FPM reports a used capacity of 12% at Bredon School, KKP's audit identified that there is no community use. The FPM suggests that demand will be re-distributed amongst other facilities but there is no audit evidence to support this.

The FPM reports that Malvern College Sports Complex and The Chase School have the most capacity. However, the audit identified a higher level of used capacity at The Chase School (c.60%), whilst used capacity at Malvern College Sports Complex was calculated at c. 50%.

NGB consultation

National governing bodies of sport (NGBs) and active clubs have been consulted to ascertain and understand current use, participation trends and needs and challenges of sports hall facilities in the area.

Badminton England

Badminton England (BE) is the national governing body of sport (NGB) for badminton. Its latest strategy, Discover Badminton 2017-2025 presents a vision for the sport to become one of the nation's most popular and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ◀ Grow grassroots participation.
- ◀ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ◀ Built financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

Badminton Facilities Strategy Model 2020-2030 – Malvern Hills overview

Badminton participation statistics

- ◀ 3.16% of adults (96.12%; male and 3.88%; female) have played badminton at least twice in the last 28 days¹¹. This equates to **2,000 regular adult players**.
- ◀ 6.00%¹² of juniors¹¹ have played badminton at least twice in the last 28 days. This equates to **252 regular junior players**.
- ◀ It is estimated that 6.37% of adults have played badminton at least once in the last 12 months. This equates to **2,100 occasional adult players**¹³ (3.28% latent demand).

Demand

- ◀ The presumption is that **regular adult players** play once per week for one hour and that their average need is for 3 adults per court. This equates to a weekly requirement for **667 court hours** (current demand).
- ◀ The presumption is that **regular junior players** play once per week for 45 minutes and that their average need is for 4 players per court. This equates to a weekly requirement for **48 court hours** (current demand).
- ◀ The presumption is that **occasional adult players** play four times per annum for one hour and that their average need is for 3 adults per court. This requires **54 court hours** (latent demand).

¹¹ ALS states that people that have participated at least twice in the last 28 days. For modelling purposes, it is assumed that they participate every week

¹² ALS states that 6.0% of juniors nationally (14-15 year olds) have played at least twice in the last 28 days. For modelling purposes this has been extended to include 11-13 year olds.

¹³ Occasional players equates to all players minus regular players

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- ◀ To service all badminton demand there is a need for **769 court hours** per week.
- ◀ Projected increase in regular demand in 2030 is **60 court hours**.

Supply

- ◀ There are 10 (3+court) sports halls containing 44 courts in Malvern Hills.
- ◀ None are private use, so all are available for some level of community use.
- ◀ The total number of court hours per week (3+ court sports halls) available in Malvern Hills during stated peak time is **1,517¹⁴**
- ◀ 84.09%¹⁵ of badminton courts in Malvern Hills meet the Badminton England quality threshold (above average/good) which equates to **1,377 court hours¹⁶**.
- ◀ There is a need for **55.84%** of the **1,377** good quality peak time court hours, available each week, to service current and latent badminton demand.
- ◀ Additional court hours required per week in 2030 are **60**.

Strategic overview

Malvern Hills has high badminton participation rates (although data indicates that they are nearly all male) in line with ALS findings. There are only three clubs with 68 affiliated members. This is a low number of clubs given the higher propensity to play. Nearly 85% of facilities meet the BE quality threshold (also above the national average).

Consultation with BE indicates that there are three affiliated badminton clubs in Malvern Hills; Malvern Hills BC (based at Sport Dyson Perrins LC), Abberley BC (based at Abberley Hall School), and Tenbury BC (based at Tenbury High Ormiston Academy). They have a collective total of 68 members. In addition, Great Malvern Badminton Club which does not affiliate to BE, is based at Malvern College Sports Complex. It was sent a number of consultation requests, but no response was received. Desk research indicates that it is a non-competitive group that meets once a week. It openly advertises for players of intermediate-good skill level.

Club consultation

Malvern Hills Badminton Club - established 40 years ago has c.18 members (male and female). It is for competitive players and does not cater for beginners. It tends to operate with six teams, which includes women's and mixed teams. The impact of the Covid 19 Pandemic has had a negative impact on membership numbers, which has in turn impacted its finances. It was successful in gaining a grant from Active Worcestershire & Herefordshire prior to the second national lockdown in November 2020. It reported being satisfied with the provision at Sport Dyson Perrins Leisure Centre. It has a regular booking at the venue on Thursday nights, which is sufficient for its needs. Its primary focus is survival, as due to closure of facilities brought about by the Pandemic, it has not met since the November 2020 lockdown. Neither Abberley BC nor Tenbury BC responded to multiple consultation requests.

Netball

England Netball's latest strategy, *Your Game, Your Way*, aims to establish it as a top performing, financially sustainable NGB that promotes 'Netball for Life' and develops more world class athletes.

¹⁴ Peak time hours are defined as; Monday – Friday 17:00-22:00, Saturday 09:30-17:00, Sunday 09:00-14:30 & 17:00-19:30

¹⁵ National figure: 75.0%

¹⁶ Assumes that all courts of all standards available during all peak hours.

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The four key stated priorities are:

- ◀ Grow participation in the game by an average of 10,000 participants per annum.
- ◀ Deliver a 1st class member and participant experience.
- ◀ Establish England as the number one team in the World
- ◀ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

England Netball reports that netball is growing fast nationally with a recent YouGov report it commissioned reporting that the 2019 World Cup inspired 160,000 adult women to take up the sport and a 1000% increase in visits to its online netball session finder at the end of the World Cup, compared to the two weeks prior. In addition, 71% of clubs reported more people had shown an interest in playing netball than before the tournament started.

Netball is played both indoors and outdoors. For outdoor provision please refer to the 2021 Playing Pitch Strategy. Current indoor provision in the Malvern Hills area is as follows.

- ◀ *Back 2 Netball*- sessions are aimed at re-introducing players to the sport. Sessions are run by coaches. There are no sessions currently taking place in the Malvern Hills area.
- ◀ *Walking Netball* - this slower version of the game is netball, but at a walking pace. It has been designed so that anyone can play it regardless of age or fitness level. There are no sessions currently taking place in the area.
- ◀ *Malvern Spring Netball Club* has c.100 members, including c.60 juniors. In the 2020 winter season (indoor) it was operating with three teams. Whilst there is no affiliated England Netball league in Malvern, it does enter teams (4) into the Worcester City Netball League. All fixtures for this league are played in neighbouring Worcester. In addition, the Club enters teams in Leagues for You. Malvern Spring NC was approached directly with regard to consultation but no response was received despite to multiple requests.
- ◀ Leagues For You – is a commercial netball league provider which operates at 35 venues across the Midlands, Southwest and Southeast. Leagues for You organises weekly leagues at Sport Dyson Perrins, and Sport Martley Leisure Centres. The league at Sport Dyson runs from September to April and comprises three divisions and 18 teams in total. It uses the outdoor courts as well as sports hall for the winter months. There was no information available for the league at Sport Martley.

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. It was also reported that there is a lack of run off space at Malvern College Sports Complex, which can impede the venue's ability to host league fixtures.

Basketball

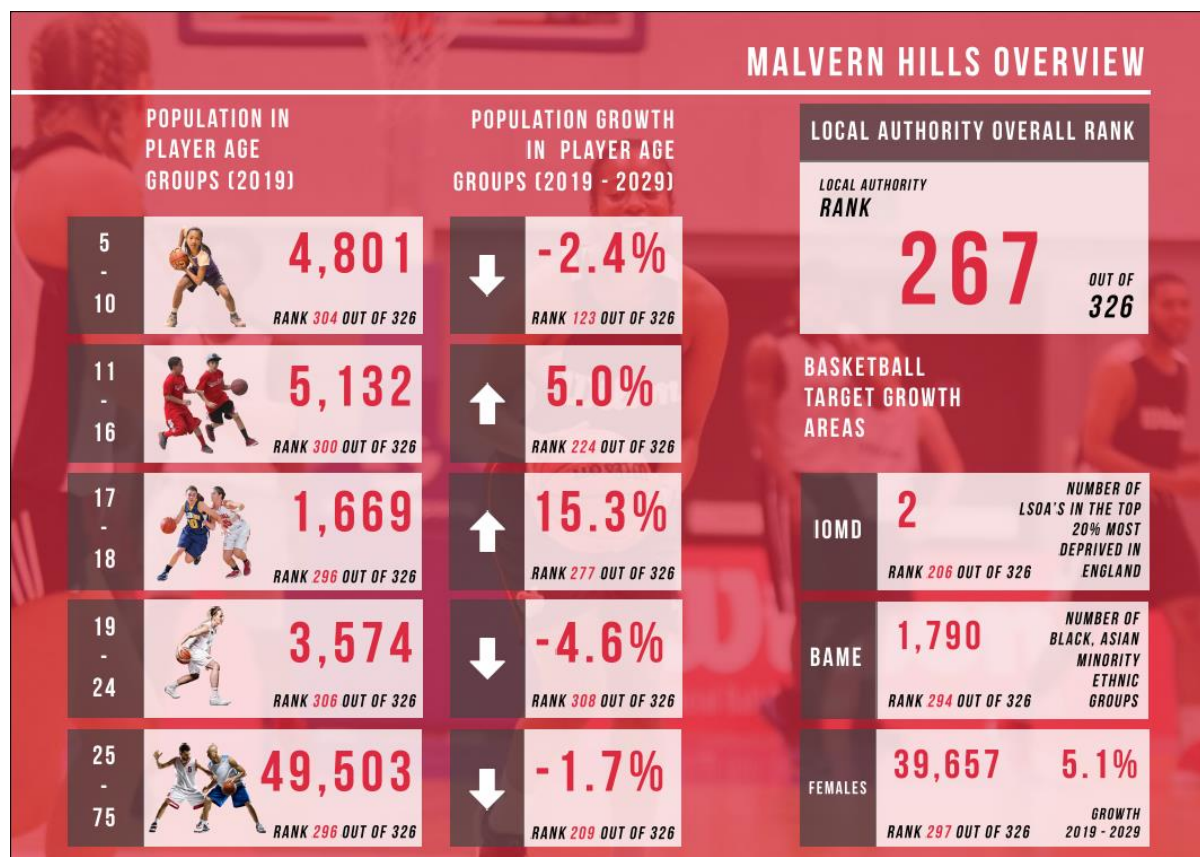
Basketball England (BBE) is the NGB for the sport in England. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. To achieve this, a series of key objectives have been identified:

- ◀ Develop successful GB teams.
- ◀ Build high-quality men's and women's leagues and teams.
- ◀ Support talented players, officials and coaches and coach development pathways.
- ◀ Drive increased awareness and profile of the sport.
- ◀ Increase opportunities to play the game at every level.
- ◀ Transform the leadership and culture of the sport.

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To try to increase the number of opportunities to play the game at every level, BBE has produced a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League, Women's British Basketball League and community clubs.

Figure 5.8: Basketball England Local Authority overview



The stated intent is that as part of its facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps, looking to improve connections between these organisations to increase the availability and affordability of facilities of the right quality.

BBE reports that Malvern Mavericks is the only affiliated club in the area.

Table 5.15: Basketball clubs in Malvern Hills (sort formatting in table)

Club title	Venue	League	Senior men	Senior women	Junior females	Total
Malvern Mavericks	Malvern St James Girls School	Senior Club	19	1	-	20

BBE's projected demand calculations estimate there will be drop in additional demand generated, with one less player by 2029. The following are key sites for the sport either because they have two (basketball) courts or because the site is identified as a key club site:

- ◀ Malvern College Sports Complex
- ◀ Malvern St James Girls School

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Malvern Mavericks was approached for consultation; however, no response was received. Desk research identifies that it plays in leagues organised by the Gloucestershire Basketball Association (GBBA).

Other sports

Volleyball

The audit identifies one club operating in Malvern Hills; Worcester Redhill Volleyball Club. It did not respond to consultation requests. Desktop research and site operator intelligence identifies that it has a regular Thursday evening booking at Malvern St James Girls School.

Summary of current demand

There is a moderate demand for sports hall space from a number of clubs operating across Malvern Hills. Badminton, netball and cricket are popular in the area. Badminton England reports that the majority of facilities in Malvern Hills meet its quality threshold, and that the percentage of facilities that meet the threshold is above the national average.

Although no affiliated netball leagues operate in the area, Leagues for You is a strong commercial presence. Facilities in Malvern Hills are also utilised as overspill venues for the Worcester City Netball League. Facilities are reported to be operating at comfortable levels, with many operating well under capacity. There are, however, no sports halls that offer daytime community use options. Badminton and netball both identify scope to grow in the area.

Increased demand for sports halls due to population increases and housing growth

Anticipated increases in demand caused by the projected growth are likely due to:

- ◀ Strategic growth areas and urban extensions only.
- ◀ Overall growth in demand due to increases across the three authorities (SWDP area).

It is not possible to establish the exact number of dwellings to be built in each local authority as some growth areas straddle council boundaries. Consequently, the exact additional population for each council is unknown. For the purposes of using Sport England's Sports Facilities Calculator, KKP has estimated that the following numbers will apply

- ◀ Wychavon District Council: 27,306
- ◀ Malvern Hills District: 18,758
- ◀ Worcester City: 4,737

5.3: Future demand and Sports Facilities Calculator (SFC)

Sport England's SFC helps to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It is used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take account of:

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ The attractiveness of facilities.

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Table 5.16: Sport England Sports Facility Calculator

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports halls to accommodate demand. This is estimated at:

- ◀ 13.37 courts (3.33 sports halls) at an estimated cost: £7,888,491 for the whole of the SWDP
- ◀ 8.24 courts (2 sports halls) at an estimated cost of £2,918,317 for the areas covered by three strategic growth areas and urban extensions.

Table 5.16: Additional demand for sports hall space using Sport England's SFC

	Total housing growth population increases	Additional sports hall space required	Estimated cost £	Housing growth increases from strategic growth area & urban extensions	Additional sports hall space required	Estimated cost (£)
MHDC	18,758	4.83 courts 1.19 halls	2,849,549	12,926	3.3 courts 0.83 halls	1,964,225
WCC	4,737	1.32 courts 0.34 halls	783,051	207	0.05 courts 0.02 halls	34,205
WDC	27,306	7.22 courts 1.8 halls	4,255,891	18,492	4.89 courts 1.22 halls	2,882,148
Total for SWDP area	50,801	13.37 courts 3.33 halls	7,888,491	31,625	8.24 courts 2.07 halls	2,918,317

The development of a senior school at the Worcestershire Parkway new settlement will go some way to alleviating that demand, assuming that full community use is allowed – preferably based upon a legally binding community use agreement.

Based on current assessment, availability, and proposed new development, there is no need for additional sports hall provision in Malvern Hills as the existing stock has capacity to accommodate the projected increase in population growth.

There is potential to increase the number of community hours available at, for example, Hanley Castle High School and possibly at sites where access was not obtained (Bredon School). There is also little evidence to suggest that more community use hours are required. There is, however, a need to improve quality at certain facilities especially those identified as below average quality. Further analysis is required (e.g., condition surveys) to help indicate where investment is best placed. There may also be a need for increased daytime use as the population ages.

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5.4: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
Quantity	Malvern Hills district has 26 sports halls (48 courts). There are 10 sports halls with 3+ courts across nine sites- a total of 44 badminton courts.	Population growth estimates may create additional demand for up to four badminton courts, however capacity could be increased at existing facilities to accommodate the increase. The SWDP currently identifies the need for two new 4-court sports halls.
Quality	Malvern Hills has two good, three above average, and three below average quality halls. One site was unassessed.	Investment is required in the three below average sports halls if they are to meet expectations of modern users. Maintain/improve quality of above average sites.
Accessibility	99% of the population lives within 20 minutes' drive time of a sports hall. Nearly 44% of the population lives within 20 minutes' walk of a sports hall. Most (75%) of residents in areas of higher deprivation live within one mile of a sports hall. Fifteen 4+ court sports halls are located within two miles of Malvern Hills.	Main population settlements are all serviced by sports hall facilities. Spatially, it appears that residents of the rural, less densely populated areas to the north and south of the District have limited access to sports halls.
Availability (Management and usage)	All sports halls offer some form of community access, although the levels at Bredon School are undetermined. All halls have some spare capacity and are operating below the Sport England comfortably full benchmark (80% for sports halls). There is no current daytime availability across the stock.	Continued good relationships between schools and clubs are required to ensure continued/increased use of sites. This is of high importance and there will be a need to continue to support schools to re-open to the community following Lockdown. No daytime use is currently available. Programming will be of key importance given the projected growth of the older population.
Summary	<p>There is a need to</p> <ul style="list-style-type: none"> - Protect existing facilities and supports proposals for facility improvements in line with the findings of this assessment. - Improve the quality of the below average sports halls. - Maintain good relationships with schools, to retain levels of community use and support in Covid-19 recovery. - Consider whether and how community use can be extended at school sites enabling existing sport and physical activity participation to grow. - Consider the need to increase daytime access as the number/proportion of older people increase. <p>The SWDP currently identifies the need for two new 4-court sports halls. Projected increases in population can be accommodated during peak hours available in sports halls across Malvern Hills. Developer contributions could thus, be directed at improving the quality of sports halls. This should be further explored in the strategy documents.</p>	

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SECTION 6: SWIMMING POOLS

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water-based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England.

The 2019 State of the UK Swimming Industry Report reveals that the UK swimming industry has not changed significantly in the previous 12 months although. 26 swimming pool sites have opened and 27 have closed. Nuffield and GLL remain the UK’s leading private and public operators (by number of sites with a pool). GLL operates 146 swimming centres, while Nuffield has 111 clubs with a pool. The 2019 report shows that 84% of the UK population live within two miles of one of the 3,170 swimming pool sites. As mentioned previously the Covid-19 Pandemic has had a big nationwide impact on swimming pool provision, with many sites being closed due to social distancing restrictions for a significant portion of 2020.

6.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, those less than 160m² (e.g., 20m x 4 lanes) water space and/or located at private member clubs are deemed to offer limited value in relation to community use and delivery of outcomes related to health and deprivation. It is recognised that smaller pools do offer learning/teaching sessions but they are, for modelling/needs assessment purposes, deemed unable to offer a full swim programme and, thus, eliminated from the supply evaluation, when considering accessibility and availability later in this section.

Quantity

The audit identifies ten swimming pools at ten sites. This includes all pools irrespective of size and access. There are no learner/teaching pools in the district. However, the Leisure Pool at Malvern Splash is utilised for swimming lessons. Learner/teaching pools assist with programming (and income generation) at the public leisure centre sites in particular.

As noted in Figure 6.1, swimming facilities are well distributed across the authority with main settlements of higher population density each having one within close proximity. The rural south of the district is not as well served with facilities.

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Figure 6.1: All swimming pools in Malvern Hills

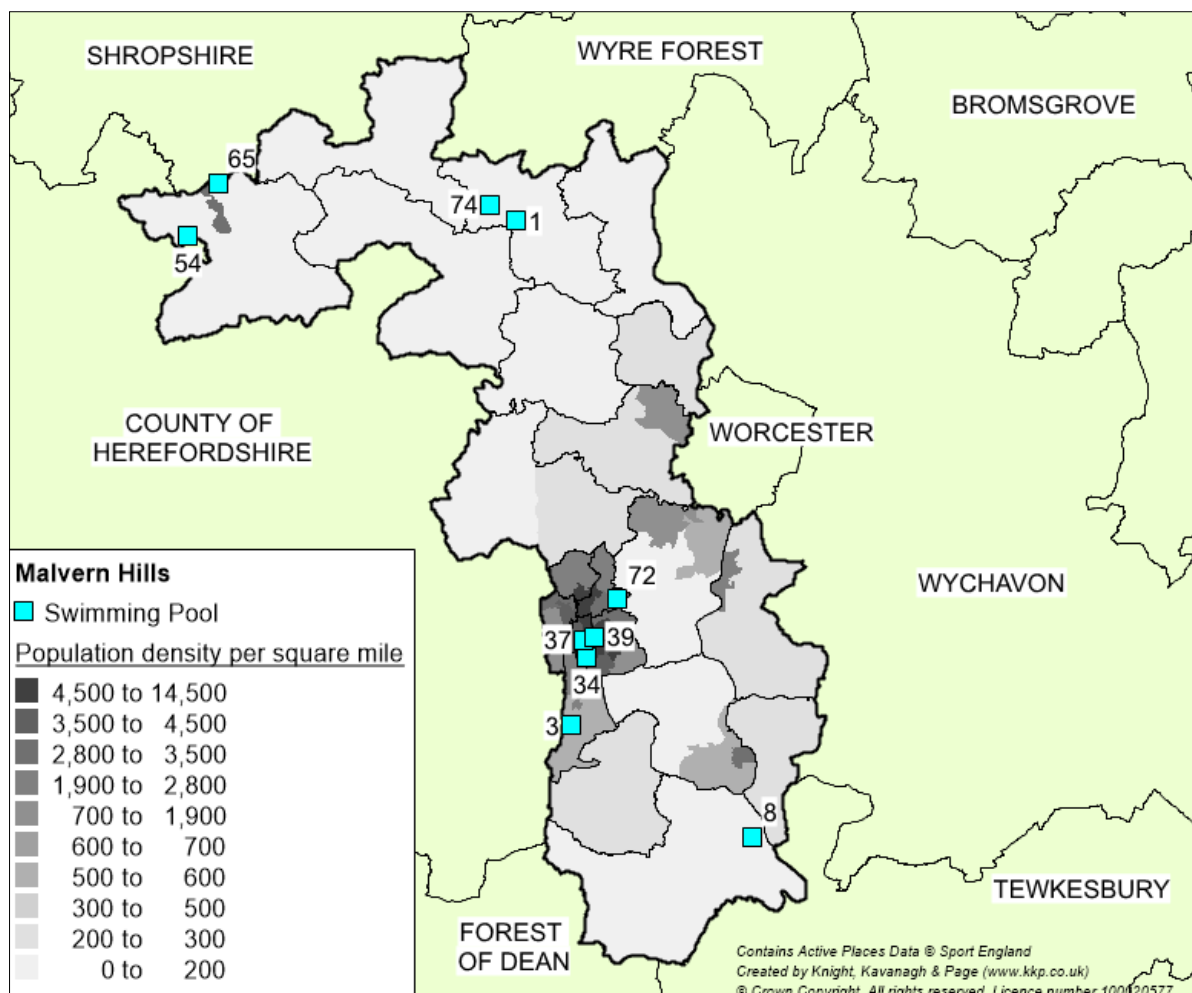


Table 6.1: All swimming pools in Malvern

ID	Site	Facility type	Lanes	Length (m)	Area (m ²)
1	Abberley Hall School	Main/General	4	25	250
3	Abbey College In Malvern	Lido	3	20	140
8	Bredon School	Lido	0	18	144
34	Malvern College Sports Complex	Main/General	6	25	325
37	Malvern Splash Leisure Complex	Leisure Pool	5	25	313
39	Malvern St James Girls School	Main/General	4	24	192
54	Saint Michaels College	Lido	0	10	50
65	Tenbury Swimming Pool	Main/General	4	25	250
72	The Malvern	Lido	0	20	200
74	The Spa At The Elms	Leisure Pool	0	12	66

Lidos serve specific market segments generally during the summer months and, in some instances, are heated. Three lidos in Malvern Hills are located at private schools, and one is located at a health spa (The Malvern). All four lidos are identified as not having any community use. For this reason and because they are not available throughout the whole year, they are excluded from the assessment.

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Quality

KKP has visited the main swimming pools and completed non-technical visual assessments. This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. Quality is assessed as previously described in Section 3.2.

Figure 6.2: Quality of 160m²+ swimming pools in Malvern Hills

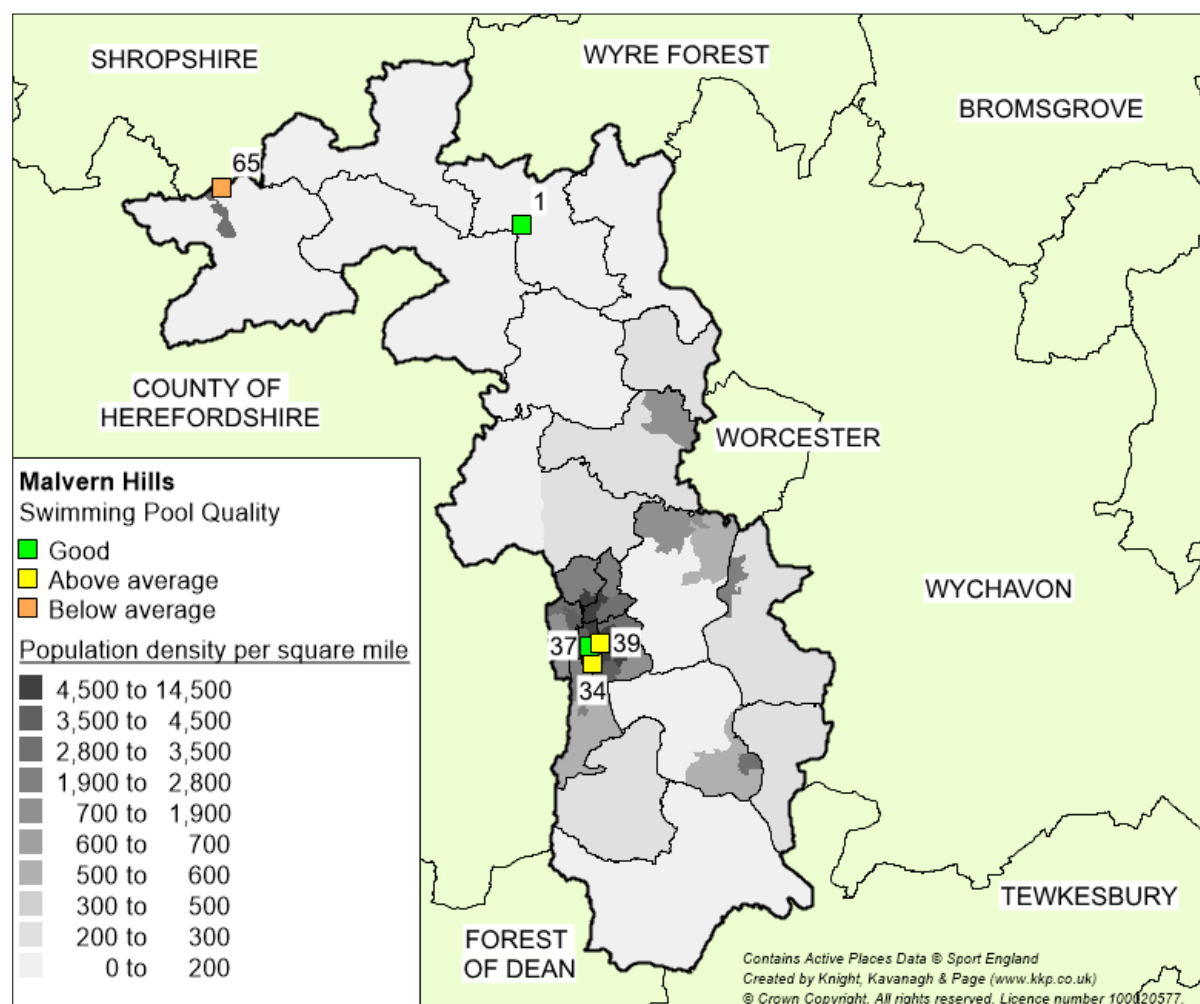


Table 6.2: Quality of swimming pools (160m²) in Malvern Hills

ID	Site	Lanes x length (m)	Condition	
			Pool	Changing
1	Abberley Hall School	4 x 25m	Good	Good
34	Malvern College Sports Complex	6 x 25m	Above average	Good
37	Malvern Splash Leisure Complex	5 x 25m	Good	Good
39	Malvern St James Girls School	4 x 25m	Above average	Not assessed
65	Tenbury Swimming Pool	4 x 24m	Below average	Good

Malvern St James Girls School is the smallest main/general swimming pool (160m²), it is 24m in length and 8m in width. The largest is Malvern College Sports Complex with 6 lanes (13m wide) and 25m long. Malvern Splash Leisure Complex is a leisure pool with 313m² of water.

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Within the pool water area, there is a teaching pool with dimensions of 7 x 4m. In addition, the depth of the teaching pool area can be changed from 0.80m to a maximum of 1m.

The swimming pools at Abberley Hall School and Malvern Splash Leisure Complex are considered to be in good condition. Malvern College Sports Complex and Malvern St James Girls School are both rated above average, whilst Tenbury Swimming Pool is rated below average. No pools are considered to be poor quality. Changing provision broadly matches pool condition, with the exception of Malvern College Sports Complex and Tenbury Swimming Pool.

Table 6.3: Age of swimming pools and refurbishment dates (where applicable)

Site	Year built	Refurbishment	Age (years) since refurbishment
Abberley Hall School	1999	2016	5
Malvern College Sports Complex	2009		12
Malvern Splash Leisure Complex	1989	2021	0
Malvern St James Girls School	N / A	2010	11
Tenbury Swimming Pool	1971	2007/2020	1

Tenbury Swimming Pool is the oldest pool in Malvern Hills (opened 1971). The newest is Malvern College Sports Complex (opened 2009). Abberley Hall School, Malvern Splash Leisure Complex, and Tenbury Swimming Pool have had some level of refurbishment in the last five years.

The pool at Malvern Splash Leisure Complex underwent a £2million refurbishment which commenced in Summer 2020 and was completed in early Spring 2021. This involved full refurbishment of the pool, changing facilities and toilets, including dedicated changing facilities for people with disabilities along with additional family changing areas.

To enhance the visitor experience, interactive water play features were installed along with a new flume, and wave machine. Further works were completed in the plant room and within the mechanical and electrical systems to make the facility more environmentally friendly and more cost effective to run.

The Malvern Splash is as a destination leisure pool – with a drive time catchment area in excess of 45 minutes.

Tenbury Swimming Pool suffered flood damage in February 2020. The actual pool area and pool plant was flooded. A short-term closure coincided with the first Covid-19 lockdown (March-June 2020) allowing refurbishment works to the pool plant to take place to bring the pool back into a usable state.

The trustees of Tenbury Swimming Pool accelerated further facility improvements plans that included the refurbishment of the changing facilities and installation of family changing and accessible changing provision. The facility was also extended to include additional gym space, a small studio and new reception area. Due to this, its changing rooms have been assessed as good quality. The swimming pool has been assessed as below average as little investment has gone into the pool hall since the facility opened and there are known issues with the pool drainage in particular.

The pool at Abberley Hall School received a full like for like refurbishment in 2016.

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Availability of swimming pools

Swimming pool availability differs dependent upon ownership and/or management. The majority offer some form of community access. The exception is The Malvern, where the pool is part of a spa at the hotel with access available for guests or via registered membership options. Due to its shape, it is not suitable for swimming lessons and other programmed activity. As such, it has been discounted from the supply of 160m² pools in the area.

The Malvern Splash Leisure Complex is owned by MHDC and operated by Freedom Leisure Trust. Tenbury Swimming Pool is also operated by Freedom Leisure but is owned by Tenbury Swimming Pool Limited (TCP), a local charitable trust dedicated to the promotion of healthy recreation for the benefit of inhabitants of Tenbury Wells and the surrounding areas.

Table 6.4: Access policy of swimming pools

Site	Access policy
Abberley Hall School	Sports club/community association use
Malvern College Sports Complex	Registered membership
Malvern Splash Leisure Complex	Pay & play
Malvern St James Girls School	Registered membership use/community association use
Tenbury Swimming Pool	Pay & play
The Malvern	Registered membership

As mentioned above (Section 5.1) facilities at Malvern College are operated under the 'Malvern Active' brand; the community arm for the College, offering memberships, and club block bookings for community users when facilities are not used by the School. A similar operating model is in place at Malvern St James with facilities operating under the 'MSJ Sports and Fitness Centre' brand. Abberley Hall School operates a more traditional model for its pool, where it is available to hire during evenings and weekends. Both Malvern Active and MSJ Sports and Fitness Centre operate swimming lessons which are available to public users.

The pools at Malvern College and Malvern St James fit a traditional model of commercial management, as users must purchase a monthly/ annual membership to access facilities. While acknowledging that commercially managed facilities can cater for specific market segments, they are not available to all sections of the community and may not necessarily be affordable to all households.

However, consultation with site operators indicates that both have some form of community use option - in the form of club block booking and swimming lessons accessible to the public. The only sites offering pay and play opportunity are Malvern Splash Leisure Complex and Tenbury Swimming Pool.

Accessibility

Swimming pool accessibility is influenced by physical (i.e., built environment). Appropriate walk and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is 20-minutes' walk time (1-mile radial catchment) for an urban area and a 20-minutes' drive time for a rural area. This enables analysis of the adequacy of coverage and helps identify areas currently not serviced by existing provision. Figure 6.3 and Table 6.5 overleaf illustrates the walk-time based accessibility of all swimming pools in Malvern Hills.

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Figure 6.3: Pools of 160m²+ (excluding lidos) on IMD; 1-mile and 20-minute drive catchments

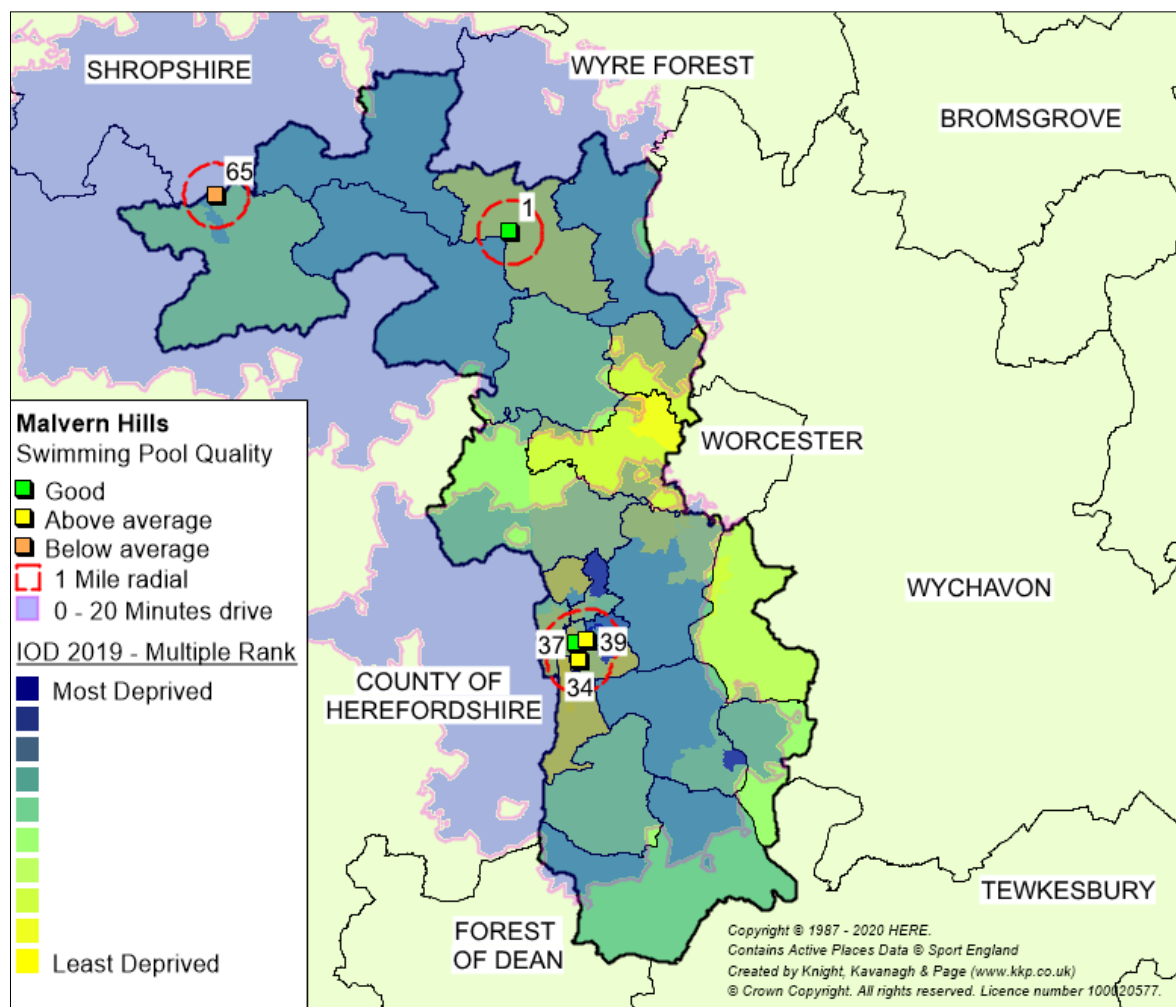


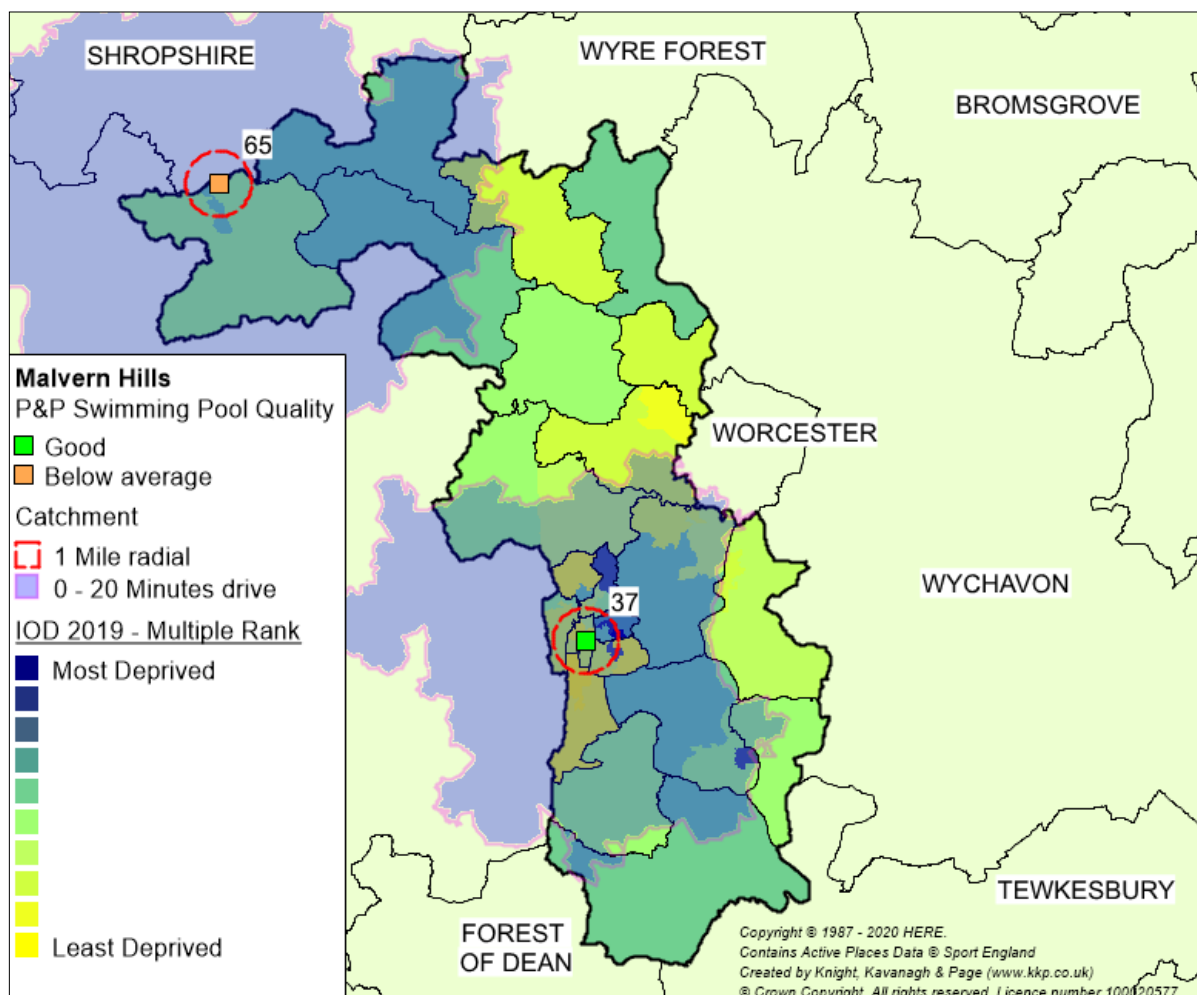
Table 6.5: Accessibility of swimming pools in Malvern Hills

IMD 10% bands	Malvern Hills		P&P Swimming pools minimum 160 m ² catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	1,703	2.2%	717	0.9%	986	1.3%
10.1 - 20	1,690	2.2%	1,442	1.9%	248	0.3%
20.1 - 30	4,313	5.6%	1,068	1.4%	3,245	4.3%
30.1 - 40	1,559	2.0%	272	0.4%	1,287	1.7%
40.1 - 50	16,669	21.9%	2,982	3.9%	13,687	18.0%
50.1 - 60	13,593	17.9%	295	0.4%	13,298	17.5%
60.1 - 70	8,144	10.7%	1,156	1.5%	6,988	9.2%
70.1 - 80	18,191	23.9%	6,238	8.2%	11,953	15.7%
80.1 - 90	8,642	11.5%	1,636	2.1%	7,006	9.2%
90.1 - 100	1,632	2.1%	502	0.7%	1,130	1.5%
Total	76,136	100.0%	16,308	21.4%	59,828	78.6%

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Approximately one fifth (21.4% of the population) lives within one mile of a swimming pool. Of the 7,706 people living in areas of higher deprivation in Malvern (i.e., those in the 30% most deprived areas nationally), 3,227 people (41.9%) live within one mile of a pool. This would suggest that people living outside this one-mile radial catchment will need to utilise cars, public transport or cycle to public facilities. This may add time and cost implications to the experience. data identifies that 85% (66,930) of the district population resides within a 20-minutes' drive time of a swimming pool.

Figure 6.4: Pay and play pools quality on IMD 1-mile catchment



Accessibility to swimming pools which offer pay and play availability, as a walk to facility, is reduced from 35% to 21.4% of the population, of which 4.2% live in the areas of higher deprivation. Drive time catchment modelling suggests that 73.5% of Malvern Hills population (ONS MYE 2019) is within a 20 minute drive of a 160m² pay and play swimming pool.

Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the local authority. Figure 6.5 and Table 6.5 overleaf detail swimming pools located within two miles of the MHDC boundary. There are 15 located at thirteen sites. Five of these offer pay and play availability; Perdiswell Leisure Centre, The Worcestershire Citizens Swimming Baths Association, Puckrup Hall Golf Club, Tewkesbury School Sports Centre, and Tewkesbury Leisure Centre. The others require either membership of a sports club/ association, or registered membership to use the facilities.

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Figure 6.5: Swimming pools located within 2 miles of Malvern Hills boundary

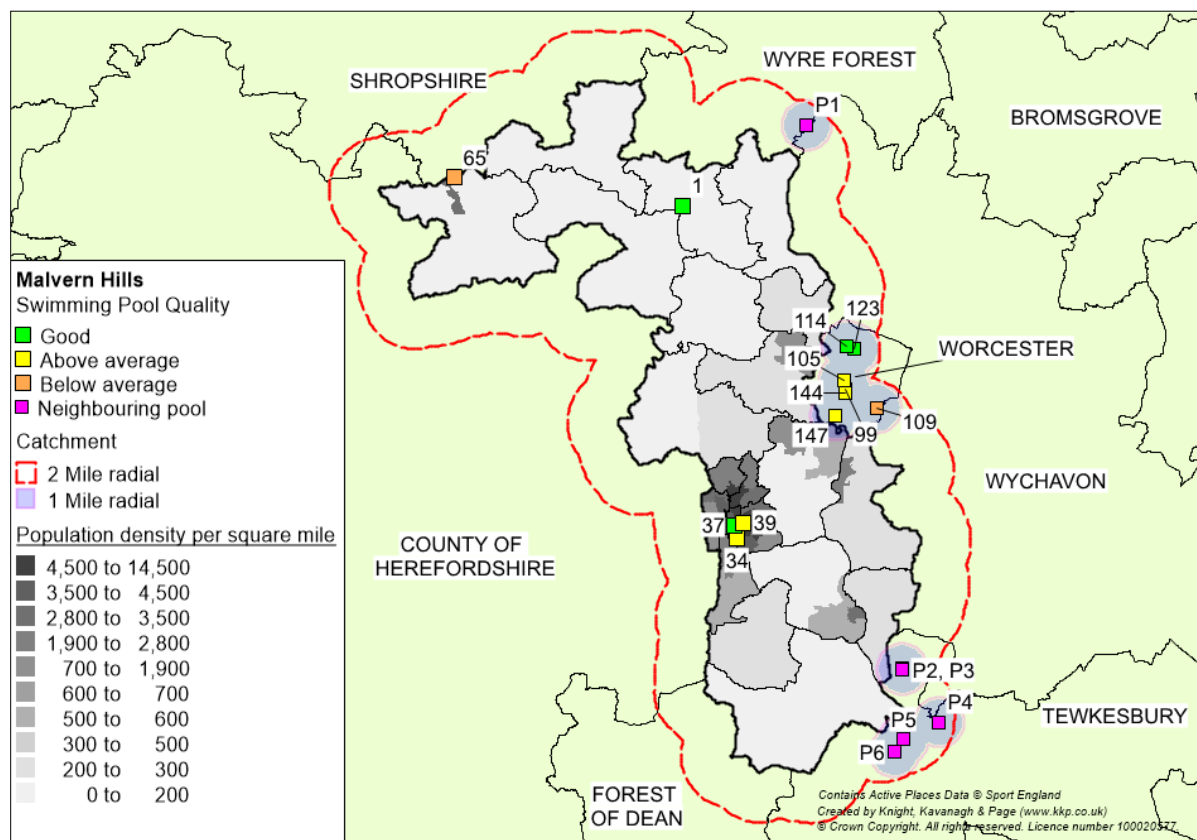


Table 6.6: Neighbouring community available pools within 2-mile radial of Malvern Hills

ID	Site	Pool type	Lanes / length	Access type	Authority
99	Fitness4less	Main/general	0 x 15m	Reg. membership	Worcester
105	Life@whitehouse	Leisure pool	4 x 25m	Reg. membership	Worcester
109	New College	Main/general	4 x 25m	Sports Club / CA	Worcester
114	Nuffield Health	Main/general	4 x 16m	Reg. membership	Worcester
123	Perdiswell Leisure Centre	Main/general	4 x 25m	Pay and play	Worcester
123	Perdiswell Leisure Centre	Learn/teaching	4 x 18m	Pay and play	Worcester
144	The Kings School	Main/general	4 x 25m	Sports Club / CA	Worcester
147	The Worcester Citizens Swimming Baths Assoc.	Main/general	4 x 20m	Pay and play	Worcester
P1	Waves Health/Leisure Club	Learn/teaching	0 x 12.5m	Reg. membership	Wyre Forest
P2	Puckrup Hall Golf Club	Leisure Pool	0 x 13m	Pay and play	Tewksbury
P3	Livingwell Health Club	Learn/teaching	0 x 13m	Reg. membership	Tewksbury
P4	Tewkesbury School SC	Main/general	4 x 20m	Pay and play	Tewksbury
P5	Tewksbury Leisure Centre	Main/general	5 x 25m	Pay and play	Tewksbury
5	Tewksbury Leisure Centre	Learn/teaching	4 x 25m	Pay and play	Tewksbury
P6	Tewkesbury Park Hotel LC	Learn/teaching	0 x 13m	Reg. membership	Tewksbury

Source: Active Places Power 27/01/2021.

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6.2: Sport England Facilities Planning Model (FPM)

Sport England's FPM report provides an overview of the current level of provision of swimming pools in Malvern. It uses data from the Strategic Assessment of Need for Swimming Pools provision in Malvern Hills – National Run Report September 2020. It identifies that:

- ◀ The Malvern Hills supply of water space per 1,000 population (19m²) is highest. Worcester (13 m²) is second highest, followed by Wychavon (10 m²). Malvern Hills has higher supply than the West Midlands (11 m²) and England average (12 m²).
- ◀ Although Malvern Hills has the highest supply of water space per 1,000 population, it is important to note that Malvern Splash Leisure Centre is the only public leisure centre swimming pool. Tenbury Pool is owned by a charitable trust which also provides for community use. Remaining swimming pool sites are all owned by independent schools, with limited community use. So, whilst there is a high supply of water space, the available supply for the full range of community use is much more limited.
- ◀ The average age of pools is 38 years, the oldest is Tenbury Swimming Pool (opened 1971). The newest and largest is Malvern College Sports Complex (opened 2010) – it is 325m². The second biggest is at Malvern Splash, where the pool is 313m².

The FPM report found that:

- ◀ In Malvern Hills, 12.8% of the resident population does not have access to a car, based on the 2011 Census. The higher the percentage of residents which does not have access to a car and must either walk or use public transport to access a pool, the more important a network of local accessible swimming pool sites is, data is dated as 2021 Census data is due to be published shortly.
- ◀ When looking at a simplistic picture of the overall supply and demand balance, there is a supply demand balance of 389m² of water space. For context, a 25m x 4 lane pool is between 210 and 250m² of water depending on lane width.
- ◀ Satisfied demand is at a high level with 94% of the total demand for swimming from Malvern Hills residents met/satisfied. (This is the level of total demand located inside the catchment area of a swimming pool). Plus, there is sufficient swimming pool capacity at the sites to meet over 94% of the Malvern Hills total demand for swimming.
- ◀ Of the 94% satisfied demand 73% is retained within Malvern Hills indicating there is quite a close correlation between Malvern Hills swimming pool locations and catchment areas and the location of Malvern Hills demand for swimming pools. This illustrates that 27% of Malvern Hills demand is met outside the authority.
- ◀ The data does not identify how much Malvern Hills demand goes to which authority or pool site. It provides the total figure for exported demand. However, mapping within the FPM and as identified in section 6.1 it would appear to indicate that the majority of the exported demand goes to Worcester City.
- ◀ Total unmet demand is 6% of total demand. This is virtually all due to demand being located outside of the catchment area of a pool. This is mainly people who do not have access to a car and live outside the walking or public transport catchment of a pool.
- ◀ Unmet demand is highest in the area in and around Malvern town. There is a cluster of unmet demand in the northeast of the district, however, most of this unmet demand is located in Worcester City.
- ◀ There is no area in the district where unmet demand is high enough to justify a new swimming pool.
- ◀ The estimated used capacity of swimming pools collectively as a Malvern Hills average is 46%, this is within the Sport England benchmark of pools being comfortably full, at 70% of capacity.

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- All pools in Malvern Hills operate well below the 70% comfort level. The FPM reports that they operate at the following used capacity levels: Abberley Hall School (59%), Malvern St James Girls School (53%), Malvern Splash Leisure Complex (49%), Malvern College Sports Complex (41%), Tenbury Swimming Pool (29%). The FPM uses a range of data sets to calculate theoretical used capacity, including the review of site opening times along with population data, and estimated annual throughput for facilities of the same size.

As noted above, the overall utilised capacity of swimming pools across the District is 46%. This is significantly lower than neighbouring Worcester (74.1%), and Wychavon (63.4%).

Table 6.8: Demand findings from the FPM in Malvern Hills

Element	FPM 2020	Worcester	Wychavon
Satisfied demand	94.0%	95.40%	92.10%
Satisfied demand retained within Malvern Hills	73.0%	88.60%	74.10%
Levels of unmet demand	6.0%	4.60%	7.90%
% of unmet demand of residents living outside catchment of a swimming pool (as opposed to no capacity)	99.9%	100.0%	82.50%
Utilised capacity*	40.8%	74.10%	63.4%
Imported use (% of used capacity)	22.2%	22.1%	17.6%
Exported demand (% of used capacity)	27.0%	11.4%	25.9%

*Sport England sets a comfort factor for pools being comfortably full and this is 70% of the total pool capacity. Beyond this 70% level, the pool itself becomes too full and detracts from the ability to swim and the enjoyment.

The FPM summary is that overall, there is sufficient capacity to meet demand for swimming. However, this is very much focused on the capacity of Malvern Splash Leisure Complex and its ability to provide for all swimming activities. Due to it being a leisure pool focused on family activities its ability to provide lane swimming and other aquatic facilities is impacted.

6.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a Strategic Plan for Swimming in England 2017-21*, has the stated aim to create a happier, healthier and more successful nation through swimming. To achieve this, several strategic objectives are set - to:

- Provide strong leadership and be the recognised authority for swimming.
- Substantially increase the number of people able to swim.
- Significantly grow the number and diversity of people enjoying and benefitting from regular swimming.
- Create a world leading talent system for all disciplines.
- Deliver a high quality, diverse and motivated workforce within swimming.
- Strengthening organisational sustainability for future generations.

Consultation with Swim England confirms that in relation to UK wide participation local authorities with swimming pool water deficits are its highest priority. Swim England indicates:

- A capacity of water provision (389m²) in Malvern Hills.
- A number of educational facilities that allow varying levels of public access. Its suggestion is that relationships should be maintained and improved to retain public access at educational facilities.

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Swim England's view is that the current water provision adequately meets demand for Malvern Hills. There is, however, a need for future planning to consider the replacement or redevelopment of Tenbury Swimming Pool.

Club consultation

Clubs were contacted for consultation purposes, however, no responses were received despite KKP making multiple requests.

Ledbury and Malvern Swimming Club is accredited with Swim England. It is a large club that operates across 19 sites. In Malvern Hills, it uses Malvern College Sports Complex (Malvern Active). No information is available with regard to the hours during which the Club uses the pool at this site and the site operator did not provide details on the pool timetable.

Milestone Swimming Club is a non-competitive club that offers; swimming lessons (beginner through to advanced levels) and sessions for fitness and triathlon training. It is based at Malvern College Sports Complex. Desk research identifies that it uses the pool on Sundays (17.00-18.30), Mondays (12:00-12:30), and Wednesdays (18.00-19.00).

Malvern Triathlon Club is known to use both Malvern Splash Leisure Complex (Mondays 19.00-20.00) and Malvern St James Girls School (Friday's 19.15- 20.15) but mainly in the winter months. This information was verified by the site operators.

Puddle Ducks is a national company running lessons at school swim facilities and in private residencies. Based at Malvern College Complex (Malvern Active) it provides classes for babies, toddlers, and children up to age 10. Desk research indicates that prior to the Covid-19 lockdown the Company was scheduled to use the pool on Fridays from 10:30-12:00.

Malvern St James Girls School indicated that prior to the March 2020 national Covid-19 lockdown swimming lessons were operating at 70% capacity (110 children on swimming lessons out of a capacity of 157); to accommodate additional lessons it would require additional teachers and additional community use programming. This is unlikely as community use hours are restricted due to school use.

Freedom Leisure reports that swimming lessons were operating at 74.7% (381 children on swimming lessons out of a capacity of 510) at Tenbury Swimming Pool. Furthermore, Malvern Splash Leisure Complex was operating at a similar capacity of 75% (1,200 children on swimming lessons out of a capacity of 1,600). Malvern Active was asked to provide data on swimming lessons at Malvern College Sports Complex, however, no response was received.

6.3: Sport England's Facilities Calculator (SFC)

The SFC helps quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It is used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take account of

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

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Table 6.9: Sports facilities calculator

	Total housing growth population increases	Additional swimming pool space required	Estimated cost £	Housing growth increases from strategic growth area and urban extensions	Additional swimming pool space required	Estimated cost (£)
MHDC	18,758	3.4 lanes 0.85 pools	3,061,736	12,926	2.34 lanes 0.58 pools	2,109,820
WCC	4,737	0.91 lanes 0.23 pools	820,793	207	0.04 lanes 0.01 pools	35,852
WDC	27,306	5.08 lanes 1.27 pools	4,566,767	18,492	3.44 lanes 0.86 pools	3,092,678
Total for the SWDP area	50,801	9.39 lanes 2.35 pools	8,449,296	31,625	5.82 lanes 1.48 pools	5,238,350

Calculations assume that the current swimming pool stock remains available for community use and the quality remains the same. The projected increase in population will lead to an increase in demand for swimming space. The SFC indicates a requirement for an additional:

- ◀ 9.39 lanes - equivalent to 2.25 swimming pools, up to 2041 (estimated cost: £8,449,296) for the wider SWDP area.
- ◀ 5.82 swimming pool lanes – the equivalent of 1.48 pools at a cost of £5,238,350 for the areas covered by three strategic growth areas and urban extensions.

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6.4: Summary of key facts and issues

In summary, the above consultation and analysis indicates that Malvern Hills is in the following position with regards to its swimming pool provision:

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
Quantity	There are 10 pools on ten sites; four are main pools, three are leisure pools Malvern Hills also has three lidos.	There is a surplus of water space in the area and no requirement for additional pool provision.
Quality	Pool stock is generally in above average condition, with exception of Tenbury Swimming Pool, which is below average quality. Abberley Hall School and Splash are good quality. Most pools were opened or have been refurbished in the last 20 years.	There is a need to maintain the current stock of swimming pools with ongoing investment. A long-term plan to replace/refurbish Tenbury Swimming Pool is required.
Accessibility	85% of the population lives within 20 minutes' drive of a swimming pool. 21.4% resides within 20-minutes' walk (including 41.9% of those living in areas of higher deprivation).	There are no specific facility needs.
Availability (Management and usage)	Malvern Splash and Tenbury pools are available to the community on a pay and play basis. Other pools are available via a sports club/association. Malvern Splash, Malvern College Sports Complex, Malvern St James Girls School and Tenbury Swimming Pool all offer swimming lessons.	Maintain good relationship with schools
Summary	There is sufficient supply of water space in the area and it can accommodate an increase in demand from the projected population growth. A long-term strategy to replace/refurbish Tenbury Swimming Pool is required. There is a requirement to maintain and improve the quality of swimming pools in the area via good maintenance programmes.	

MALVERN HILLS DISTRICT COUNCIL

INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

SECTION 7: HEALTH AND FITNESS SUITES

For the purposes of assessment, health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers. Key providers are; private sector operators (ranging from low-cost operators to the high-end market) and the operators of public sector facilities. The publicly owned facilities can be managed by companies and/or Trusts (such as GLL and Everyone Active, for example) on behalf of the local authority or are managed inhouse, by the local authority itself. Other providers include schools, trusts and/or charities.

Prior to the Coronavirus pandemic, the UK health and fitness industry was enjoying a strong period of growth. It had more gyms, more members and a greater market value than ever before. Data up to the 12 month period ending March 2019, demonstrated an estimated increase of 4.7% in the number of members, 2.9% in the number of facilities and 4.2% in market value. Pure Gym and GLL remained the UK's leading operators (by number of gyms and members).

According to the State of the UK Fitness Industry Report (2019) there were 7,239 fitness facilities in the UK, up from 7,038 in 2018. Total industry membership was up 5.0% to 10.4 million which means that one in seven people in the UK is a member of a gym. The total market value is estimated at £5.1 billion, up 4.1% on 2018. The UK penetration rate is at 15.6%, which is an increase of 0.7% from the previous year. The 2019 report is the latest report available.

During 2020, and in the midst of social distancing restrictions (following an average 4-5 month period of enforced closure), many health and fitness providers were achieving a maximum figure of 40-50% of normal attendance. In the case of local authority contracted facilities, remobilisation following the relaxation of restrictions is likely to require a negotiated package of financial support from the Local Authority

The impact of the Coronavirus pandemic on the sector is likely to continue well into 2021 in terms of enforced facility closure and residual social distancing restrictions. Many providers have responded by designing a variety of on-line classes as a means of retaining member loyalty and engagement. Nevertheless, estimating when a likely return to pre-pandemic membership levels will be achieved is problematic, and it is likely that a level of uncertainty will remain for the foreseeable future in terms of business sustainability.

7.1: Supply

Quantity

As is illustrated overleaf there are 14 health and fitness suites in Malvern Hills with 377 stations. Generally, health and fitness gyms are located in more densely populated areas. The central and southern rural areas are serviced by three facilities, Map id 74, 58 and 8. It is noted that two of these are small in size (fewer than 10 stations) and of these, one is based at a private school site (Bredon School). It is, therefore, highly likely that residents in the rural areas will need to travel to the urban areas to access facilities.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 7.1: All health and fitness facilities in Malvern Hills on population density

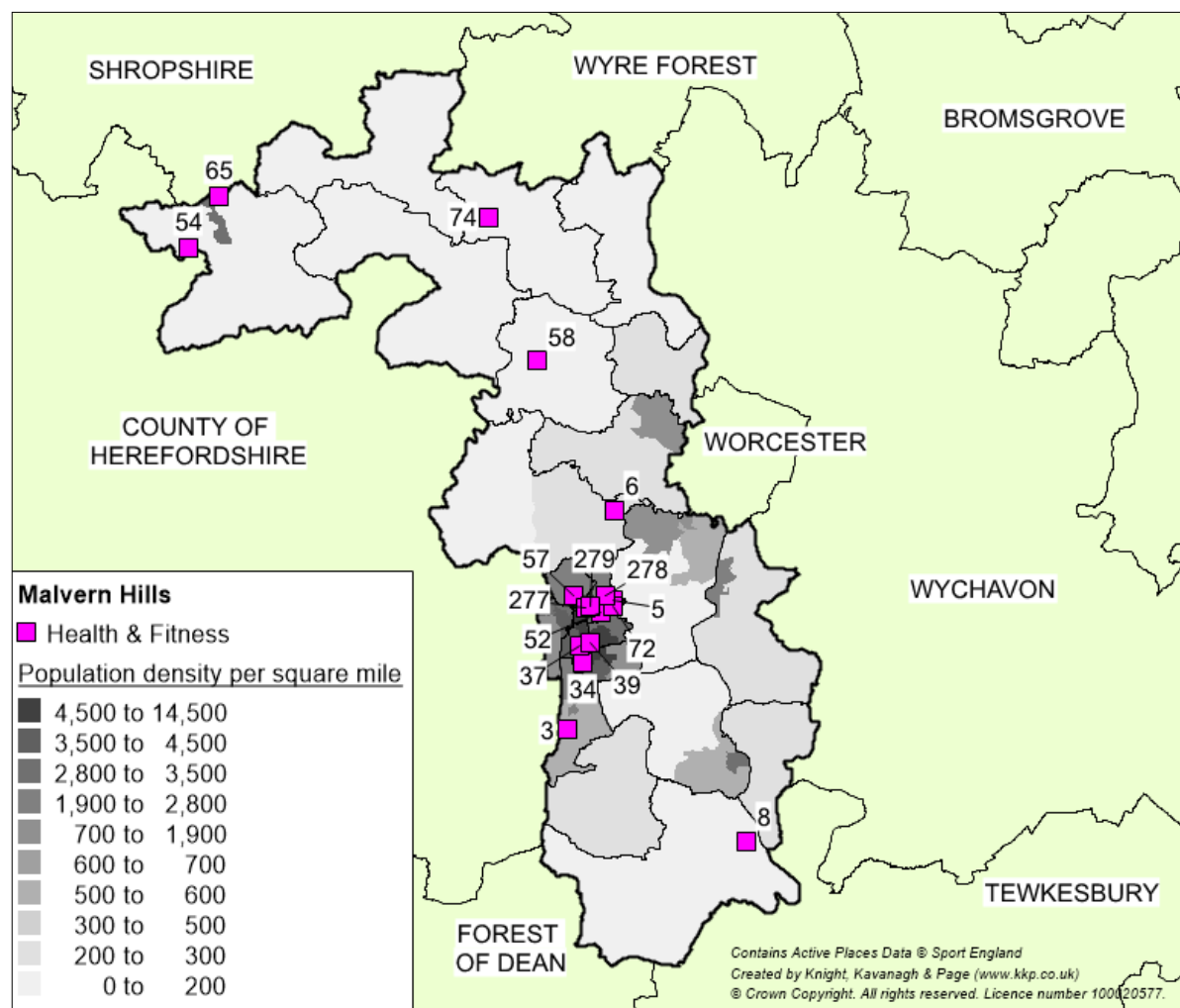


Table 7.1: All health and fitness gyms in Malvern Hills

ID	Site	Stations
3	Abbey College in Malvern	15
5	Anytime Fitness (Malvern)	37
6	Bank House Hotel Golf & Country Club	4
8	Bredon School	8
34	Malvern College Sports Complex	45
37	Malvern Splash Leisure Complex	65
39	Malvern St James Girls School	32
52	Revolution Fitness	49
54	Saint Michaels College	5
57	Sport Dyson Perrins Leisure Centre	30
58	Sport Martley Leisure Centre	26
65	Tenbury Swimming Pool	16
72	The Malvern	35
74	The Spa at The Elms	10
277	Matrix Gym*	0

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

ID	Site	Stations
278	Clarence Park Health Suite	14
279	Rise Fitness*	0
	Total	391

*Whist acknowledging that these two gyms offer health and fitness opportunities, the primary focus is class based activity and personal training provision (not based on static equipment).

Fitness facilities containing fewer than 20 stations are typically not assessed/considered although they can service small sections of the community. Where this is the case they are included. In general, however, they are discounted. Tenbury Swimming Pool gym (16 stations) has been included. On this basis, the number of community available sites in the Authority reduces to nine with 342 stations.

Quality

All community available health and fitness sites received a non-technical quality assessment. Two of the nine gyms are rated as good quality, six above average, and one below average.

Figure 7.2: Health and fitness suites with 16+ stations on population density by condition

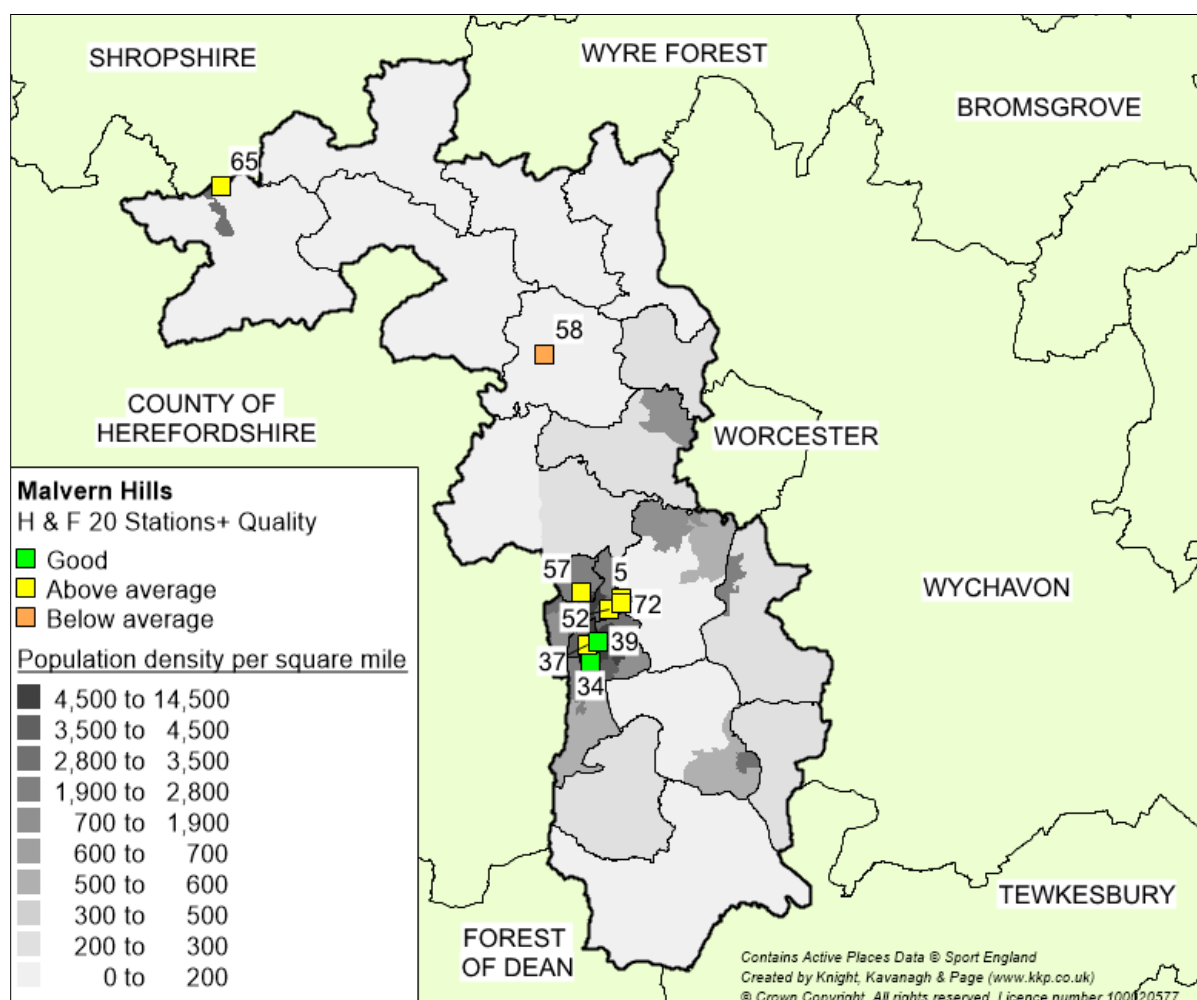


Table 7.2: Health & fitness suites with 16+ stations on population density by condition

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Map ID	Site	Stations	Condition
5	Anytime Fitness (Malvern)	37	Above average
34	Malvern College Sports Complex (Malvern Active)	45	Good
37	Malvern Splash Leisure Complex	65	Above Average
39	Malvern St James Girls School (MSJ Sports Centre)	39	Good
52	Revolution Fitness	49	Above Average
57	Sport Dyson Perrins Leisure Centre	30	Above Average
58	Sport Martley Leisure Centre	26	Below Average
65	Tenbury Swimming Pool	16	Above Average
72	The Malvern	35	Above Average
Total		342	

Due to the Covid-19 national lockdown it was not possible to physically visit Anytime Fitness, Revolution Fitness, and The Malvern as they were closed. As such, non-technical quality assessment was carried out via desktop research, and where possible quality was accessed via utilising virtual 'walk arounds' of the health and fitness suites or videos and photos present on the operators website. All the remaining sites were physically assessed on site. The health and fitness suite at Tenbury Swimming Pool was refurbished in spring/summer 2020. This work included the addition of a small work out/studio area.

Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. This generally means payment of a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some memberships are expensive while others are cheaper than those offered by public sector venues. There is little doubt that the various private operators can take pressure off the more available public facilities.

Table 7.3: IMD (2019 populations): health and fitness 16+ stations with 1 mile radial

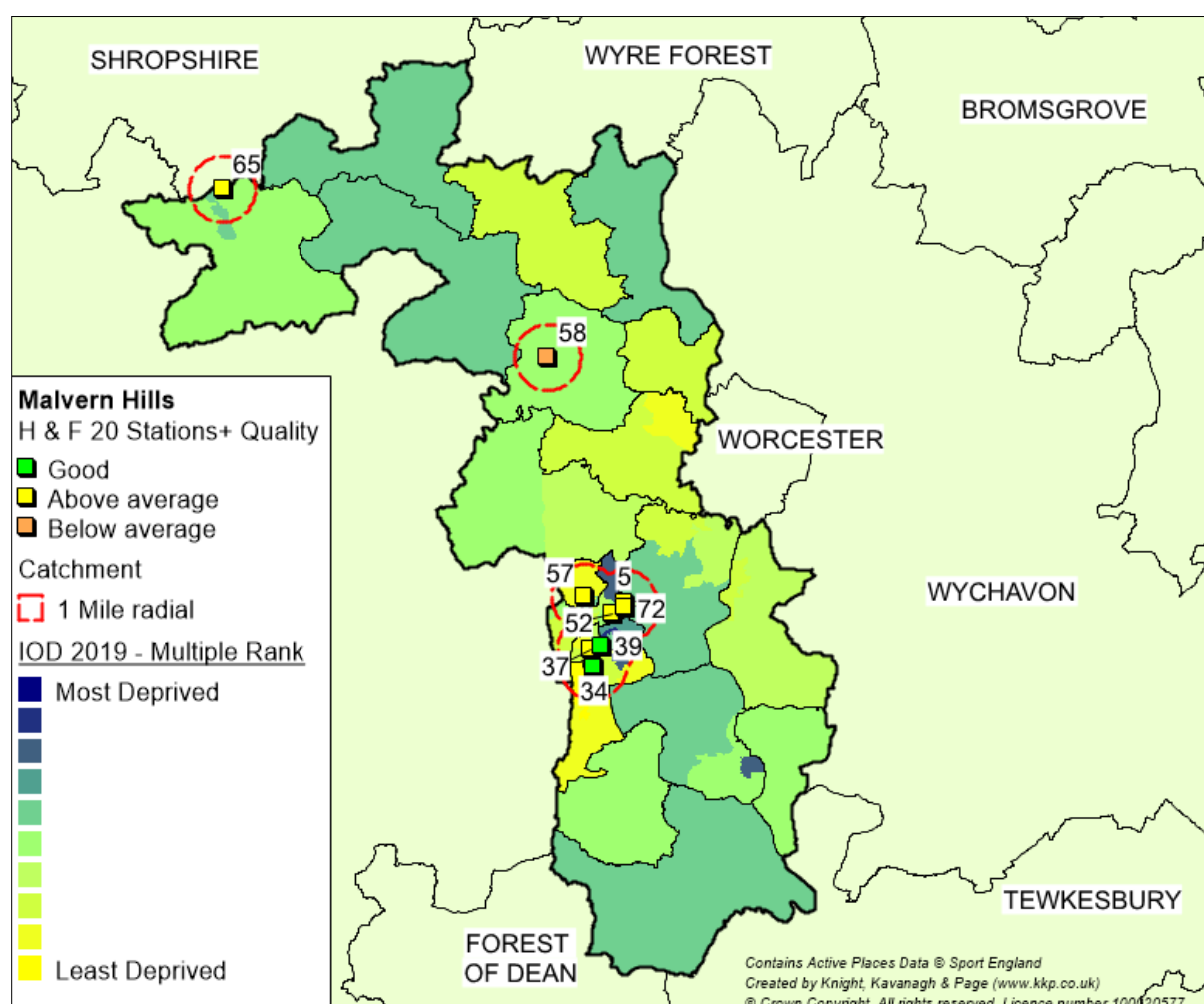
IMD 10% bands	Malvern Hills		Health & fitness minimum 20 stations catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	1,703	2.2%	1,703	2.2%	0	0.0%
10.1 - 20	1,690	2.2%	1,690	2.2%	0	0.0%
20.1 - 30	4,313	5.6%	2,727	3.6%	1,586	2.1%
30.1 - 40	1,559	2.0%	1,518	2.0%	41	0.1%
40.1 - 50	16,669	21.9%	5,109	6.7%	11,560	15.2%
50.1 - 60	13,593	17.9%	3,191	4.2%	10,402	13.7%
60.1 - 70	8,144	10.7%	2,801	3.7%	5,343	7.0%
70.1 - 80	18,191	23.9%	8,299	10.9%	9,892	13.0%
80.1 - 90	8,642	11.5%	4,482	5.9%	4,160	5.5%
90.1 - 100	1,632	2.1%	1,166	1.5%	466	0.6%
Total	76,136	100.0%	32,686	42.9%	43,450	57.1%

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As with pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minutes' drive time. 43% of the Malvern Hills population lives within 20 minutes' walk of a health and fitness facility with 16+ stations. Consequently, 57% is likely to need to use a car or public transport to access facilities. The whole population lives within 20 minutes' drive of a health and fitness facility.

Table 7.3 also identifies that 7,706 (10%) of the population which lives in areas of higher deprivation (compared with 30% nationally). Of these, the majority (6,120 - 8%) of residents live within one mile of a health and fitness facility. (This equates to 79.4% of people who live in areas of higher deprivation), suggesting that the health and fitness facilities are well placed within the District.

Figure 7.3: Health and fitness suites with 20 minutes' walk time catchment on IMD



Neighbouring facilities

As with swimming and sports halls, users of health and fitness facilities do not just use facilities within their own local authority, consequently, those with two miles of the border are considered within the analysis. There are 21 health and fitness facilities located within two miles of the Malvern Hills boundary. Of these, eight offer pay and play availability, 12 require membership, and one is available to only sports clubs/community organisations.

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The four larger facilities; Fitness4less (200 stations), Nuffield Health (118 stations), Perdiswell Leisure Centre (120 stations), and Pure Gym Worcester (220 stations) are considered likely to attract users from further afield and penetrate into the east, north east, and south east of Malvern Hills as identified in Table 7.4 and Figure 7.4.

Figure 7.4: Fitness gyms with 20+ stations within 2 miles of Malvern Hills boundary

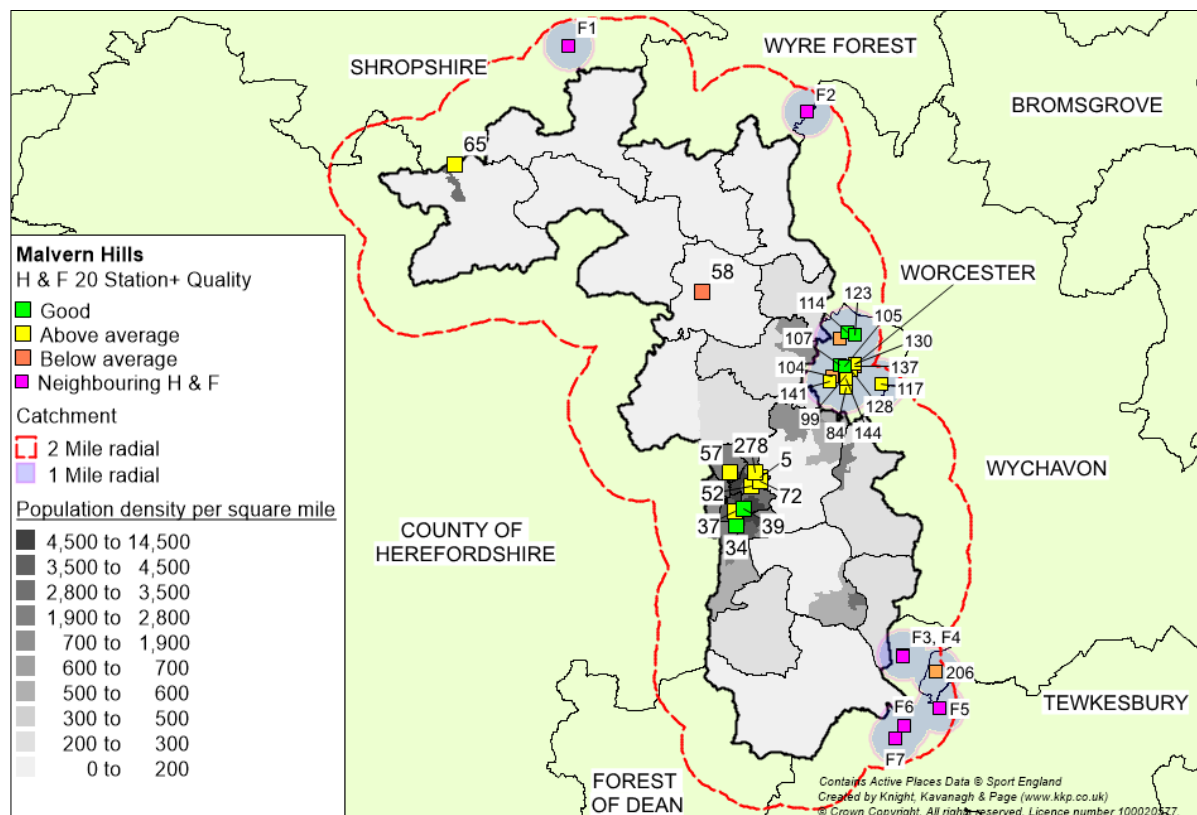


Table 7.4: Community available health and fitness (20+ stations) within 2 miles of boundary

ID	Active Places site name	Stations	Access type	Authority
84	Anytime Fitness	45	Reg. Membership	Worcester
99	Fitness4less	200	Reg. Membership	Worcester
104	Legends Gym	25	Reg. Membership	Worcester
105	Life@whitehouse	36	Reg. Membership	Worcester
107	Mcclelland Centre For Health/Wellbeing	28	Pay and Play	Worcester
114	Nuffield Health	118	Reg. Membership	Worcester
117	Nunnery Wood Sports Complex	47	Pay and Play	Worcester
123	Perdiswell Leisure Centre	120	Pay and Play	Worcester
128	Pure Gym (worcester)	220	Reg. Membership	Worcester
130	Revolution Fitness	100	Reg. Membership	Worcester
137	Simply Active Ltd	30	Reg. Membership	Worcester
141	St John's Sports Centre	56	Pay and Play	Worcester
144	The Kings School	20	Sports Club / CA	Worcester
206	Gym & Tonic Health & Fitness Club	32	Reg. Membership	Wychavon

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ID	Active Places site name	Stations	Access type	Authority
F1	Teme Cleobury	22	Pay and Play	Shropshire
F2	Waves Health & Leisure Club	24	Reg. Membership	Wyre Forest
F3	Puckrup Hall Golf Club	25	Pay and Play	Tewkesbury
F4	Livingwell Health Club	22	Reg. Membership	Tewkesbury
F5	Tewkesbury School Sports Centre	20	Pay and Play	Tewkesbury
F6	Tewkesbury Leisure Centre	65	Pay and Play	Tewkesbury
F7	Tewkesbury Park Hotel Leisure Club	36	Reg. Membership	Tewkesbury

Source: APP 27/01/2021. NB: Sports Club / CA = Sports Club / Community Association use

Availability and programming

Sport England's classification of access type defines registered membership use facilities as publicly available. This generally means a monthly membership fee, the cost of which can vary considerably. It is acknowledged that memberships which might be considered expensive offer access to different market segments and can ease pressure on more available facilities (i.e., those with cheaper membership options).

Table 7.5: Health and fitness gyms access policy (16+ stations)

Map ID	Site	Stations	Access type
5	Anytime Fitness (Malvern)	37	Reg. membership
34	Malvern College Sports Complex (Malvern Active)	45	Reg. membership
37	Malvern Splash Leisure Complex	65	Pay & play
39	Malvern St James Girls School (MSJ Sports Centre)	39	Reg. membership
52	Revolution Fitness	49	Reg. membership
57	Sport Dyson Perrins Leisure Centre	30	Pay & play
58	Sport Martley Leisure Centre	26	Pay & play
65	Tenbury Swimming Pool	16	Pay & play
72	The Malvern	35	Reg. membership

Table 7.6: Pricing structure of health and fitness facilities in Malvern Hills.

Venue	P&P	Annual	12-month DD	Notes
Anytime Fitness (Malvern)		£384.00	£34.95	
Malvern College Sports Complex (Malvern Active)			£42.50 Join: £50	Gym, classes, swim. Virtual membership: £15.99/month.
Malvern Splash Leisure Complex	£7.60	£384.00	£32.00	Includes gym, exercise classes and pool. Classes P&P @ £6.70
Malvern St James Girls School (MSJ Sports & Fitness Centre)		Peak: £330 O-P: £264 Join: £30	Peak: £30 O-P: £24 Join: £30	Core - gym. Further membership options available which include swim, and exercise classes.
Revolution Fitness			£14.99	
Sport Dyson Perrins Leisure Centre	£6.00		£23.00	Includes gym, exercise classes and discounted badminton.
Sport Martley LC Centre	£6.00		£22.50	Gym, classes and badminton.
Tenbury Swimming Pool	£6.00		£31.00	Gym, exercise classes and swim.
The Malvern			£50.00	Includes gym, spa, steam room.

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Table 7.6 shows that the costs of adult single usage vary from £6.00 for a day pass at Tenbury Sport Martley LC, Sport Dyson Perrins LC, and Tenbury Swimming Pool; to £32 per month at Malvern Splash. Freedom Leisure also offers the ‘Worcestershire connected membership’ which allows access to all seven Freedom Leisure managed sites across Malvern Hills and Worcester. The cheapest monthly membership is £14.99 at Revolution Fitness. Membership at the public leisure centres offer multi activity options (e.g., swimming and fitness classes).

It is recognised that well run health and fitness facilities with studios can offset the costs and enhance the financial viability of other venue elements such as swimming pools and in many instances are used to cross subsidise such facilities

Future developments

No known new health and fitness facilities are planned for the area.

7.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision quantity a demand calculation based upon the assumption that ‘UK penetration rates’ will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 7.8: UK penetration rates; health/fitness in Malvern Hills (ONS Data)

	Curent (2018)	Future (2041)
Adult population (16+ years)	62,622	72,235
UK penetration rate	16.0%	17.0%
Number of potential members	10,020	12,280
Number of visits per week (1.75/member)	17,534	21,490
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	292	358
Number of stations (with comfort factor applied)	438	537

Model applies 1.75 visits/week by members and 65% usage for 39 weeks of the year. (Figures rounded up/down)

Based upon UK penetration rates there is a current need for 438 stations in Malvern Hills. This will grow to 537 by 2041; taking account of a comfort factor (particularly at peak times).

When comparing the number of community available stations currently available (342) and accounting for the comfort factor, there is an undersupply. Although this looks significant, (96 stations at present and 195 stations by 2041) it does not take into consideration facilities in adjoining authorities of which some are public leisure centres and of significant scale. Given their location surrounding the authority they appear to attract Malvern residents from the east, north east, and south east of the district, and are likely to continue to do so.

It is not uncommon for the private sector to identify niche markets and fill them with stations which make the market appear congested. The key issue is that while some of these may be budget operators this does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage). Especially those that require transport to access such facilities.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Supply and demand analysis

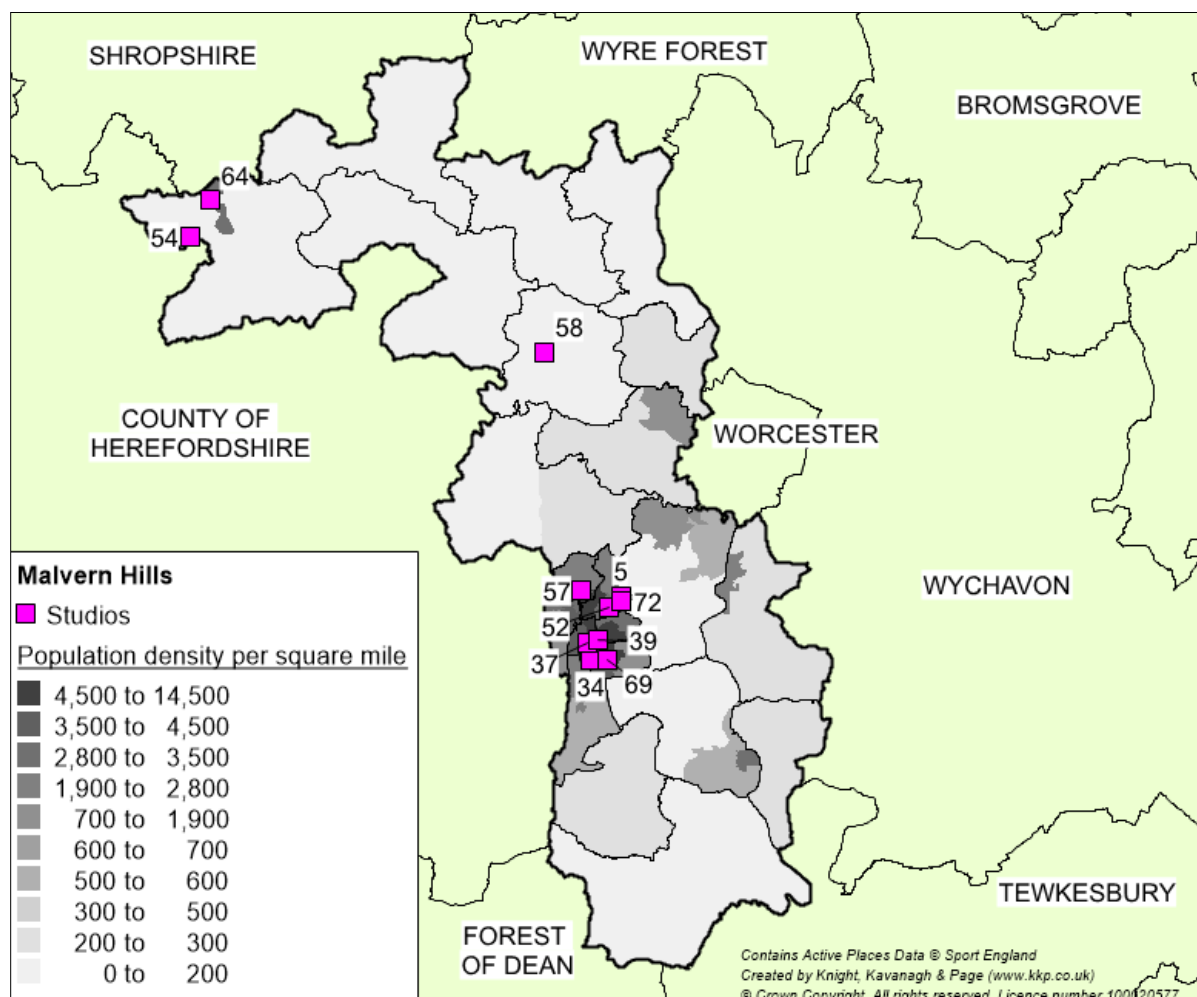
As noted earlier, health and fitness facilities are an important facet of leisure provision and have been a successful addition to sports centres over the past three decades. Income derived can help to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral.

For Malvern Hills, the challenge is to provide opportunity for the small number of people from areas of higher deprivation and rural areas who are less likely to be able to afford or choose to access health and fitness opportunity and do not have the transport to access the facilities. In the more rural areas, use of greenspace and flexible community spaces for fitness / physical activity is likely to be of key importance.

7.3: Dance studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the number of people accessing fitness classes as identified in increased UK penetration rates. Activity types offered also vary from low impact classes such as Pilates and yoga to dance, step, boxercise and Zumba. It is worth noting that dance classes/clubs are key users of studio spaces throughout the country.

Figure 7.5: Dance studios in Malvern Hills



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The audit found 11 studios, 10 of which were subject to a non-technical assessment. Due to the Covid-19 national lockdown it was not possible to physically visit Anytime Fitness, Revolution Fitness, and The Malvern. Non-technical quality assessments were, as a result, conducted via desktop research and/or via telephone research. In addition, and where possible, quality was assessed via utilising virtual 'walk arounds' of the studios or videos/photos the operators' websites.

All other sites were physically assessed *in situ*. The exception is Saint Michaels College, which is a private boarding school for international students. It is reported that due to the impact of the Pandemic the College has been forced to permanently close. As of February 2021, the future of the school building is unclear. Furthermore, the studio at Tenbury Swimming School has been excluded due to its small size, as it is not possible to accommodate a range of activities.

Table 7.9: Table of studios in Malvern

Map ID	Site name	Access	Condition
5	Anytime Fitness	Reg. membership	Above average
34	Malvern College Sports Complex	Reg. membership	Above average
37	Malvern Splash Leisure Complex	Pay and play	Above average
39	Malvern St James Girls School	Pay and play	Good
52	Revolution Fitness	Reg. membership	Above average
54	Saint Michaels College	Private use	Not assessed
57	Sport Dyson Perrins Leisure Centre	Pay and play	Above average
58	Sport Martley Leisure Centre	Pay and play	Above average
64	Tenbury High Ormiston Academy	Pay and play	Above average
69	The Chase School	Sports Club / CA	Above average
72	The Malvern	Reg. membership	Good

As detailed in table 7.9, of the ten studios assessed, two are considered to be in good condition, and eight rate above average. Five studios are available for pay and play, one is available via sports club/association, and the remaining four require a membership to access.

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INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

7.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
Quantity	<p>There are 14 gyms, 9 have 16+ stations. These provide 342 stations.</p> <p>There are 10 studios.</p> <p>Of the 22 gyms in neighbouring authorities, eight are available via pay and play, four have 100+ stations</p>	<p>There is an undersupply of health and fitness provision at present. This increases in the future (to 2041). All current facilities have capacity to cater for increased demand.</p>
Quality	<p>Two gyms are of good quality. six are of above average quality gyms and one is below average.</p>	<p>There is a need to maintain quality and, where possible, improve the condition of the average/below average rated gyms and studios.</p>
Accessibility	<p>All main population areas have health and fitness facilities.</p> <p>Over one third of the population lives within one mile of a gym - all live within 20 minutes' drive of a gym and/or studio.</p> <p>Most residents residing in areas of higher deprivation live within one mile of a health and fitness gym.</p>	<p>There is a need to ensure that harder to reach groups and people with specific health needs can access facilities.</p>
Availability (Management and usage)	<p>There are four publicly accessible pay and play health and fitness facilities with 16+ stations in Malvern Hills.</p> <p>Five require a membership to access.</p>	<p>The key need is to ensure that gyms cater fully for the full range of market segments in the Malvern Hills community and that residents from hard to reach groups can afford them</p>
Strategic summary	<p>Health and fitness facilities along with dance studio space offer potential to increase physical activity in the wider population. Notwithstanding the technical shortfall, because of the adjacency and scale of supply in neighbouring areas, Malvern Hills supply is currently deemed to be sufficient now and up to 2041. Monitoring is needed as the market is still growing.</p> <p>The importance of the financial contribution that health and fitness makes to the viability of other facilities as swimming pools is an important facet.</p> <p>Four of the seven facilities in adjoining authorities are of significant scale and are likely to be attracting Malvern Hills residents and meeting some demand in the area.</p>	

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SECTION 8: SQUASH

Squash is now on a new strategic path, implementing a rebrand and undergoing a major restructure. England Squash has achieved core strategic goals agreed with Sport England and is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game via key programmes (e.g., Squash101) and campaigns (e.g., Squash Girls Can) but will need to apportion resources in a significantly different manner.

Table 8.1: England Squash Strategic aims:

Element	Aim
Governance	Adhere to the highest standards of organisational governance.
Membership	Provide a membership model that caters to and provides benefits for anyone interested in playing and coaching squash irrespective of their ability.
Programmes	Enabling and supporting partners to be at the forefront of adult and player recruitment and retention.
Talent & high performance	Provide a support and development programme that identifies, develops and delivers world leading individuals and teams.
Commercial	Create a diversified and effective revenue model that minimises risk and reduces dependency on funding.

Enhancing Squash (2017-2021) outlines the vision, principles and strategic pillars for England Squash. Its vision is *to make squash the #1 racket sport in England*. Its Mission is to create a thriving squash community by redefining and enhancing the experience for players, coaches, officials and volunteers - enabling England Squash to sustain the sport, maximise revenue potential and develop world leading teams and individuals. The 2017-2021 strategy aims to:

- ◀ Continue to build a model sport NGB that enables participation and enjoyment of squash whilst delivering a robust talent pathway and successful performance programme.
- ◀ Deliver a membership scheme that caters to and encourages players/coaches at all levels.
- ◀ Form a progressive organisation with an enhanced international reputation.

8.1 Supply

There are 10 squash courts in the wider Malvern Hills area, located at three sites. Courts at Malvern College Sports Complex (Malvern Active), Manor Park Malvern Multisports Complex (Manor Park Sports Club), whilst the courts at Malvern Squash Rackets Club are rated above average.

There are two glass backed courts at Malvern Active and there is one at Manor Park Sports Club.

In the last two years under floor heating was installed at the Manor Park Sports Club courts and they were redecorated. The courts at Malvern College were also refurbished in spring 2020.

The majority (81%) of the Malvern Hills population lives within a 20-minutes' drive time of a squash facility.

All four sites are accessible via registered membership.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 8.1: Location of squash courts in Malvern Hills and within a 20-minute drive time

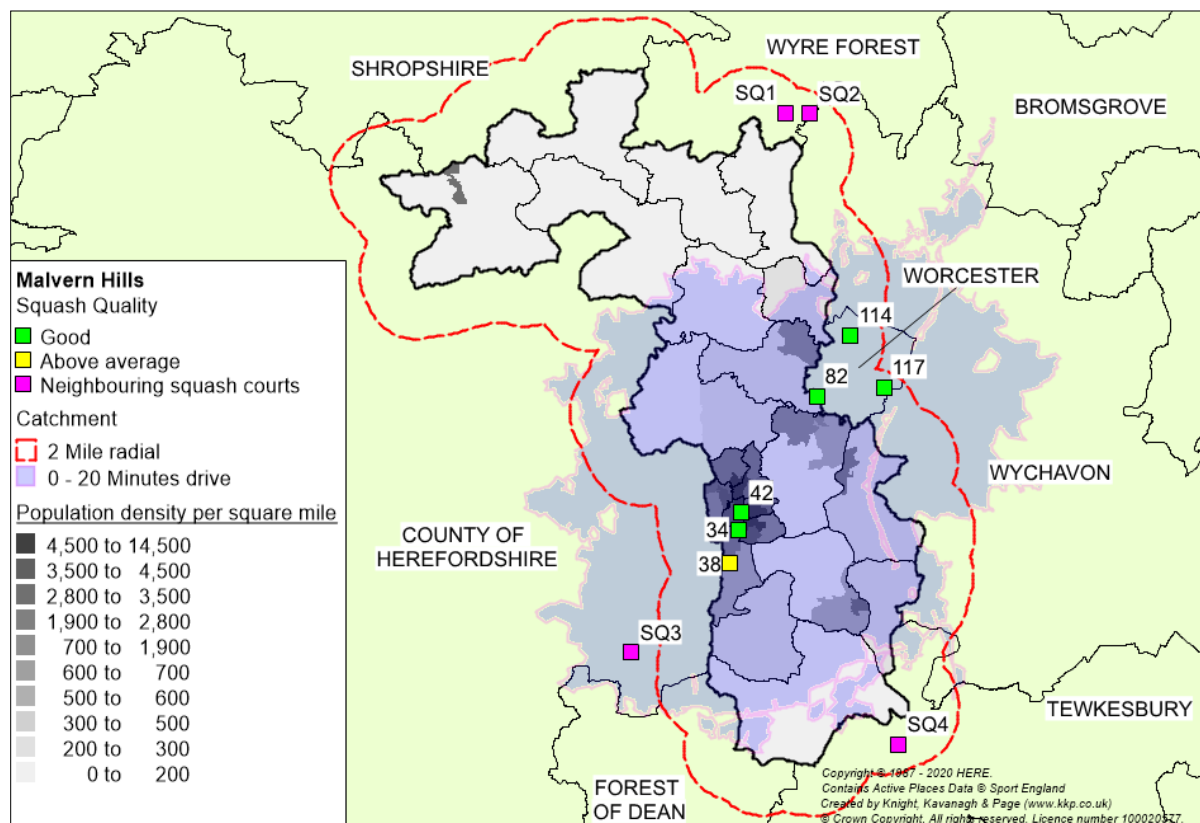


Table 8.2: Squash courts in Malvern Hills

ID	Site name	Courts	Access type	Condition
34	Malvern College Sports Complex	4*	Reg. membership	Good
38	Malvern Squash Rackets Club	2	Reg. membership	Above average
42	Manor Park Malvern Multisports Complex	4**	Reg. membership	Good
Total		10		

(*2 of these are glass backed **1 of these are glass backed)

As detailed in table 8.3 there are a number of sites containing squash courts which are located in neighbouring local authorities.

Table 8.3: Squash courts within 20 minutes' drive time

ID	Site name	Courts	Access type	Local authority
82	Worcester Golf & Country Club	2	Reg. membership	Worcester
114	Nuffield Health	3	Reg. membership	Worcester
117	Nunnery Wood Sports Complex	2*	Pay and play	Worcester
SQ1	Stourport Tennis and Squash Club	4	Sports Club / CA	Wyre Forest
SQ2	Waves Health & Leisure Club	1	Reg. membership	Wyre Forest
SQ3	Ledbury Leisure Centre	2*	Pay and play	Herefordshire
SQ4	Tewkesbury Park Hotel Leisure Club	2	Reg. membership	Tewkesbury

Source: Active Places Power 16/10/2019 *both courts are glass backed.

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Two sites in Worcester offer pay and play availability whilst the other requires registered membership. Of the two sites in Wyre Forest, one is accessible via sports club/community association use. There is one pay and play accessible site in Herefordshire and one site in Tewkesbury both of which requires registered membership.

There are no known new developments at the time of the audit.

8.2: Demand

Club consultation

Manor Park Sports Club reports that it has a resident squash club which comprises c.70 members. It organises internal leagues. Access to the squash facilities has been heavily impacted by Covid-19 restrictions and the squash section has effectively been dormant for the majority of 2020. It reports that a main focus will be re-engaging members once restrictions allow.

Malvern College Sports Complex (Malvern Active) reported that it has c. 20 squash members. Leagues are informal organised internally.

8.3: Summary of key facts and issues

Facility type	Squash	
Elements	Assessment findings	Specific facility needs
Quantity	There are 10 squash courts across three sites in Malvern Hills. Three are glass backed, the others are traditional.	
Quality	8 of the courts are in good quality, the remaining two are of above average quality.	Continued maintenance and investment is needed to maintain court quality.
Accessibility	81% of Malvern Hills residents live within 20 minutes' drive time of a squash court.	
Availability (Management and usage)	Courts are technically available for community use via registered membership but there is, reportedly, low levels of demand. There are four pay and play courts in neighbouring authorities within 20 minutes' drive time or 2 miles of the boundary.	
Summary	There is a need to protect current facilities Squash is well catered for in the Malvern Hills area. There is a need to continue to invest and maintain court quality. It is unlikely that population increases will lead to a demand for more squash courts as there is spare capacity now and to cope with population growth up to 2041.	

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SECTION 9: GYMNASTICS

The British Gymnastics (BG) Strategic Framework 2017-2021 identifies three key priorities, to:

- ◀ Diversify sources of revenue to develop and grow the provision of gymnastics.
- ◀ Build the capacity and grow the demand in gymnastics.
- ◀ Raise the profile and increase the appeal of gymnastics.

Its facility development priorities (for the period 2017 - 2021) are to:

- ◀ Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers.
- ◀ Guide funding investment through the United Kingdom from BG, home country sports councils, local authorities and other potential funders.
- ◀ Maintain/improve the quality of facilities and equipment within existing delivery partners.
- ◀ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

Participation in gymnastics is reportedly increasing rapidly. BG membership reached 390,500 in 2017 and has been increasing at about 12% per year between 2013-17. The emphasis for this strategy period is on using gymnastics as a foundation sport for 5 to 11-year olds. Across the country, BG reports extensive demand for more gymnastics opportunity and many clubs report having long waiting lists.

One million people are estimated to be on waiting lists for gymnastics (Freshminds Latent Demand Research, 2017). This research also suggests that a further 1.9 million would like to participate but are not currently on a waiting list. A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to do this.

There are also initiatives for older people funded by Sport England, such as, Love to Move focused on dementia patients.

9.1: Supply

There are two gymnastics clubs in Malvern Hills, one of which is a dedicated club (City of Worcester Gymnastics Club – Malvern) and one non dedicated club (Malvern Gymnastics). The City of Worcester Gymnastics Club – Malvern is part of a larger offer which includes a facility in Worcester. The non dedicated Malvern Gymnastics is located at Malvern College Sports Complex (Malvern Active).

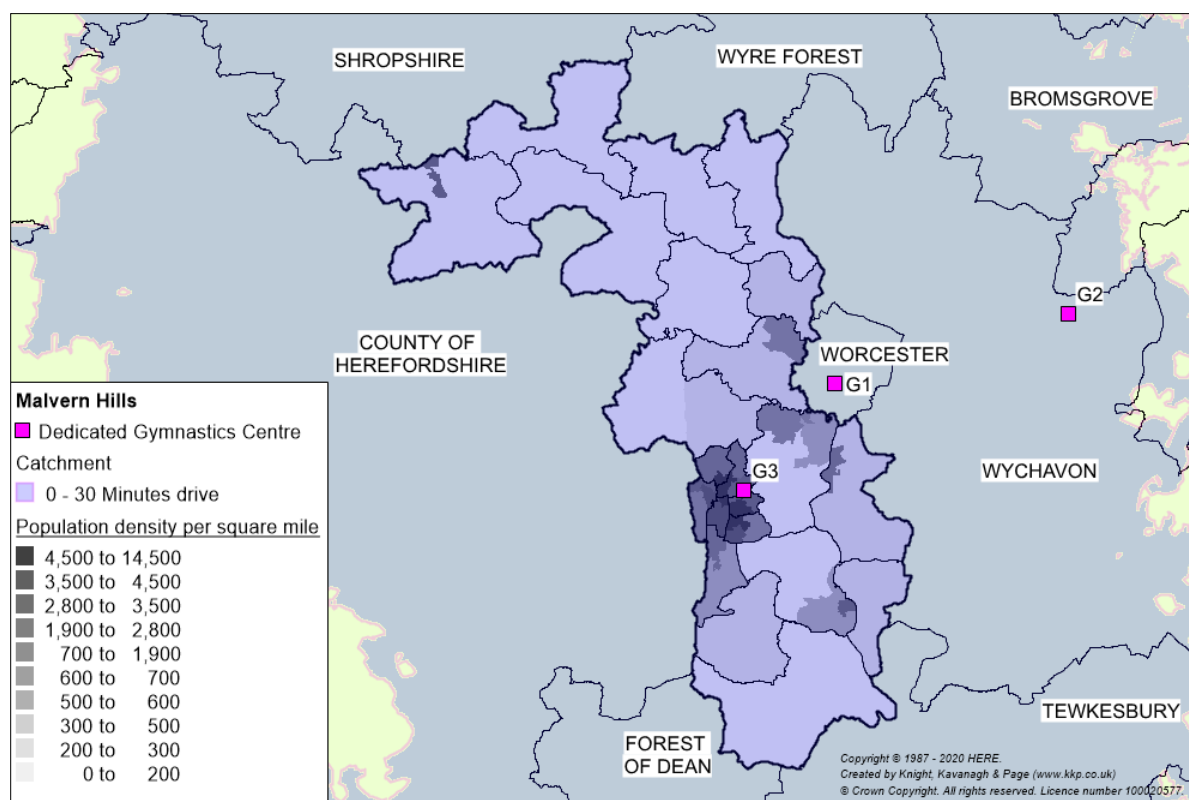
There are two dedicated centres in neighbouring authorities. Figure 9.1 shows their location with a 30 minutes' drive time from each site. The whole of Malvern Hills is within 30 minutes' drive time of a dedicated gymnastics facility in a neighbouring authority.

Dedicated gymnastics centres within 30 minutes' drive time of Malvern Hills

ID	Site
G1	City of Worcester Gymnastics Club (Worcester)
G2	Worcestershire Gymnastics Academy
G3	City of Worcester Gymnastics Club (Malvern)

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Figure 9.1: Dedicated gymnastics sites within 30 minutes' drive of Malvern Hills border



9.2: Demand

BG reports that participation in gymnastics is increasing rapidly. Membership reached 390,500 in 2017 and increased at c.12% per year between 2013 -17. In the West Midlands BG report that an increase in participation from 9,000 to 29,000 in the years 2014 through to 2020. As noted above, the emphasis for 2017 – 2021 will be on using gymnastics as a foundation sport for 5-11 year-olds.

BG reports substantial demand for more gymnastics opportunity; with clubs reported to having waiting lists which restricts access to gymnastic activities due to lack of time within dedicated and non-dedicated facilities. A key part of BG's strategy to increase participation is to support clubs, leisure providers and other partners moving into their own dedicated facilities, offering more time and space for classes. BG provides a range of products and programmes and expert assistance to support local delivery; gymnastic activities which are successfully driving membership growth and retention across the country.

Club consultation

City of Worcester Gymnastics Club (Malvern) – BG reports that it has 967 participants (members) across both sites. It provides recreational and competitive gymnastics for children through to adults. Its dedicated facility has been closed for the majority of 2020 due to the Covid-19 Pandemic, however, it has managed to keep members engaged via virtual sessions delivered on its social media channels.

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Malvern Gymnastics – provides recreational gymnastics for children aged five through to 16. Prior to the Covid-19 Pandemic the club had c.150 members, it was indicated during the consultation that it is now operating with c.100 members. It uses the sports hall at Malvern College Sports Complex (Malvern Active) on a regular basis, with set booking on Tuesdays and Friday (18.00- 20.00 hours).

It also rents storage space at Malvern Active. The Club indicated that it is satisfied with current arrangements at Malvern Active, however, it aspires for more allocated time in the sports hall. It also indicated that its primary short-term focus will be rebuilding its membership once Covid-19 restrictions are lifted and it is in a position to deliver sessions again.

9.3: Summary of key facts and issues

Facility type	Gymnastics	
Elements	Assessment findings	Specific facility needs
Quantity	There is one dedicated and one recreational gymnastics club in Malvern Hills. The dedicated facility is part of a wider offer, with the other site located in Worcester.	
Quality	The recreational club utilises good facilities at Malvern College Sports Complex (Malvern Active).	
Accessibility	All Malvern Hills residents are within 30 minutes drive time of a dedicated gymnastics facility.	
Availability (Management & usage)	There is opportunity to grow participation in gymnastics in Malvern Hills. There will be a need to develop the coaching and volunteer workforce in order to increase participation in gymnastics.	There is a need to increase the coaching and volunteer workforce to develop the sport in the area in order for it to offer further recreational gymnastics opportunities.
Strategic summary	A full gymnastics development plan will be required to develop the sport in the area, including the need to recruit and develop coaches and volunteers. It is reported that BG coach education costs can act as a barrier. Engagement with City of Worcester Gymnastics Club is recommended with a view to exploring opportunities to increase the number of sessions and opportunities.	

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SECTION 10: INDOOR BOWLS

The five forms of bowls that are played indoors (flat/level green, crown green, long mat, short mat and carpet mat) each require a different venue and each format of the game has a different technical specification for their indoor facility.

Indoor flat / level green bowls is played on a purpose-built indoor green which complies with the Laws of the sport of Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 31-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

Crown Green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m square which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than those provided for flat green bowls. The NGB is the British Crown Green Bowling Association.

Carpet bowls is played on a rectangular carpet (13.7 x 1.8m) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. It tends to be played at a recreational level. The NGB is the English Carpet Bowls Association.

Short mat bowls is typically played in sports halls, parish council rooms, outdoor bowls club pavilions; on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association. Long mat bowls is played on a rolled carpet typically laid on a sports hall floor. There are no ditches in this game. It is typically found in areas of low flat-green supply and/or where Crown Green bowls is played outdoors. There is no NGB for this version of the game.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available. A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England¹⁷ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 30 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 total population.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The stated priorities of EIBA are:

- ◀ Recruitment of participants.
- ◀ Retention of participants.
- ◀ Clubs obtaining “Clubmark Accreditation”.
- ◀ Retention and improvement of facilities.
- ◀ New indoor facilities in areas of low-supply and high-demand.

¹⁷ Sport England Design Guidance Note Indoor Bowls 2005

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EIBA Outline Plan 2017 - 2021

The EIBA plan is focused on: *recruit and retain 45+* and *recruit and retain 70+*. Both markets require growth. The idea is that people aged 45+ need new versions/formats of the game to play and the 70+ will wish to continue with current formats. Its focus areas are:

- ◀ Facilities: build, improve, retain.
- ◀ Youth and the family.
- ◀ Women – increase participation and retention.
- ◀ Disability.
- ◀ Competitions.
- ◀ Internationals.
- ◀ Promotion.
- ◀ Commercial partnerships.

The “Recruit and Retain Strategy” is to concentrate on encouraging and supporting clubs to increase participation and improve the experience of all participants. Its objectives include:

- ◀ Growing participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ Growing participation in the 12-18 age range as part of the EIBA Development Pathway.
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in Indoor Bowls participation by people who have disabilities.

Running alongside this is the Sport England funded development work provided jointly by the Indoor NGB (EIBA); Outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the Board of BDA.

The Sport England funding for the 2017-2021 period, focuses on the delivery of:

- ◀ **Club Development Programme:** supports clubs across the country where they have identified greatest need.
- ◀ **Play Bowls Package Scheme:** supports clubs with their recruitment.
- ◀ **Coach Bowls:** providing qualifications for coaches and developing the best tutor workforce to deliver these qualifications across the whole sport including BE, EIBA, British Crown Green BA and English Short Mat BA
- ◀ **Facilities:** providing funding support for BE and EIBA to research the facility requirements of their clubs.

Alongside these core objectives the BDA works with key partners on:

- ◀ **Safeguarding:** ensuring the sport is safe for everyone to play by working across all five National Governing Bodies (NGBs) [BE, EIBA, British Crown Green BA, English Short Mat BA and English Bowling Federation] to have policies and processes in place. Training is also available to support the network of Club Safeguarding Officers.
- ◀ **Disability:** the BDA works in partnership with Disability Bowls England, Activity Alliance, BE and the EIBA to ensure everyone regardless of disability can access the sport of bowls.
- ◀ **Women Can:** the BDA are driving a campaign alongside BE and the EIBA to encourage more women to play bowls, coach bowls and volunteer in bowls.
- ◀ **Equality & Diversity:** the BDA, BE and the EIBA are all striving to ensure the sport of bowls is as diverse as it can be.

MALVERN HILLS DISTRICT COUNCIL INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

10.1: Supply

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

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

Figure 10.1: Indoor bowls facilities within 30 minutes' drive time of Manor Park, Malvern

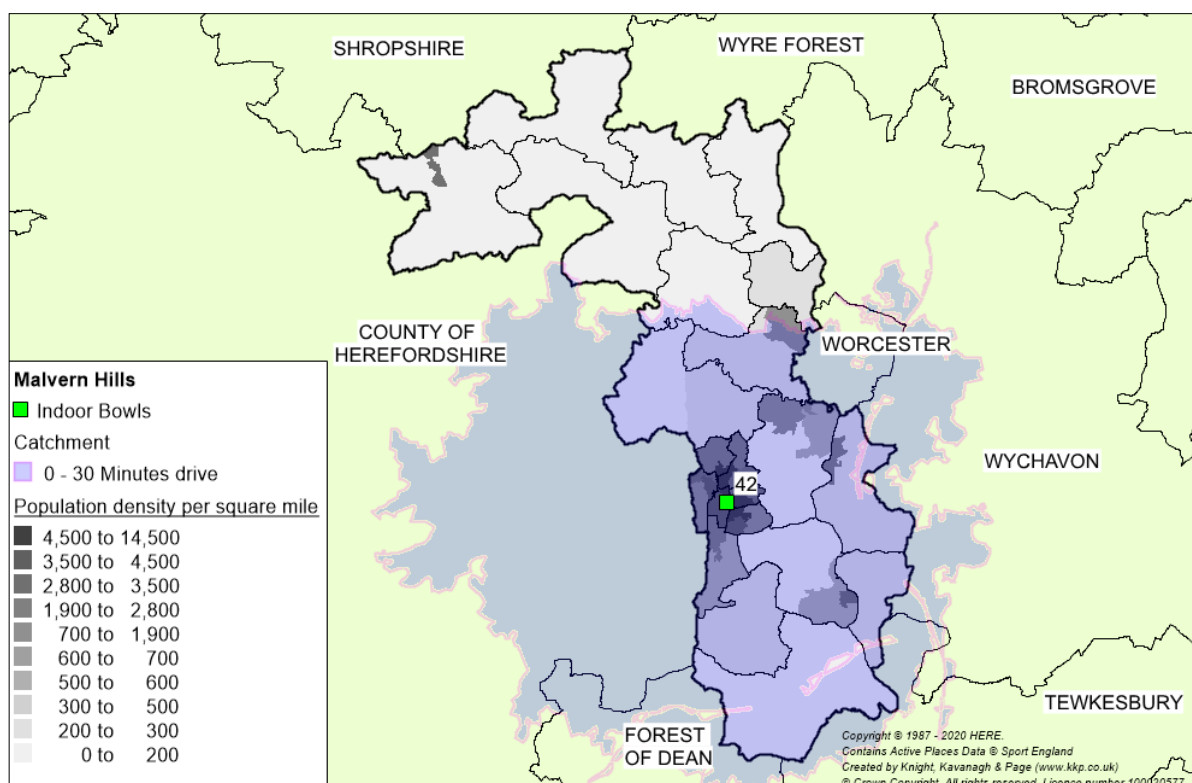


Table 10.2: Indoor bowls facilities in Malvern Hills

Map ID	Site	Rinks	Access type
42	Manor Park Malvern Multisports Complex	6	Sports Club / CA

Accessibility

Drive time catchment modelling suggests that over 78% (61,855) of Malvern Hill's population lives within a 30-minutes' drive of Manor Park Sports Club. APP did not identify any other indoor bowls facilities within a 30-minutes' drive time catchment of Manor Park.

Availability

Manor Park Malvern Multisports Complex requires people to be a member in order to gain access to the facilities. It is available during the day and in the evening.

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10.2: Demand

Consultation with EIBA indicates that as long as Manor Park Sports Club continues to operate, it considers that there is no requirement for additional purpose-built indoor bowls facilities in Malvern Hills. It is expected that some demand may be imported from neighbouring authorities, especially Worcester as there are no dedicated indoor bowls facilities in the City. One site; South Littleton Recreation Ground is located in Wychavon, however, falls outside the 30 minutes' drive time catchment of Manor Park.

Manor Park Sports Club has c.320 playing members. The majority are aged 65+ although there are also adult and junior members aged 16 years and under. It caters for players of all abilities from beginners to national level competitors. It is active socially and competitively and runs a calendar of events to keep members active and involved.

Along with indoor bowls, the Club runs an outdoor bowls (crown green) section, and a tennis section, which provides a thriving multisport setting. It reports that the bowling carpet receives annual maintenance and was last replaced in 2018.

Furthermore, in summer 2020 the Club spent c. £80,000 on a new air conditioning system for the indoor bowls area. This investment was made as the result of the Covid-19 Pandemic and social distancing/air flow requirements for indoor sports facilities. Moving forward the club identified the recovery from the Pandemic as its biggest challenge.

10.3: Summary

Facility type	Indoor bowls	
Elements	Assessment findings	Specific facility needs
Quantity	There is one 6-rink indoor bowls facility in Malvern Hills.	Retain existing facility.
Quality	The quality of the facility is above average. A new carpet was installed in 2018 and is likely to need replacement in approximately 10 years time (dependant on usage).	Maintain quality and monitor condition of carpet
Accessibility	The majority (78%) of Malvern Hills population lives within 30 minutes' drive of an indoor bowls facility. There are no other indoor facilities within 30 minutes' drive of the facility, on in neighbouring Wychavon is located just outside this catchment.	No access needs
Availability (Management and usage)	The facility is available during the day and in the evening. It is necessary to be a member of a club to access indoor bowls on a regular basis.	No programming and pricing needs
Strategic Summary	EIBA suggests there is no requirement for additional purpose-built indoor bowls facilities in Malvern Hills now or in the future.	

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SECTION 11: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK. It administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. Its most recent Strategic Plan 2015 – 2018, highlights three key objectives:

- ◀ Deliver great service to clubs.
- ◀ Build partnerships in the community.
- ◀ Grow Participation among children and young people.

This section considers indoor tennis facilities provision in Malvern Hills. It uses two terms to describe indoor building types:

Traditional - A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.

Non-traditional - A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:

- ◀ Air supported structures (air halls).
- ◀ Framed fabric structures.
- ◀ Tensile structures.

The LTA has a tiered approach to local authorities when prioritising its investment and loans for its park courts and the community hub programme. Indoor courts are not referenced within the current strategy.

11.1: Supply

Indoor tennis provision is based on specialist facilities which appeal beyond a local authority boundary. Consequently, this report considers provision within with a 30-minutes' drive time catchment to demonstrate accessibility. (Sport England suggests that drive time to specialist sports facilities can be modelled at 30 minutes as opposed to the 20 minutes modelled for sports halls and swimming pools).

There is one indoor tennis facility in Malvern Hills, located at Manor Park Malvern Multisports Complex (known locally as Manor Park Sports Club). It has three indoor courts.

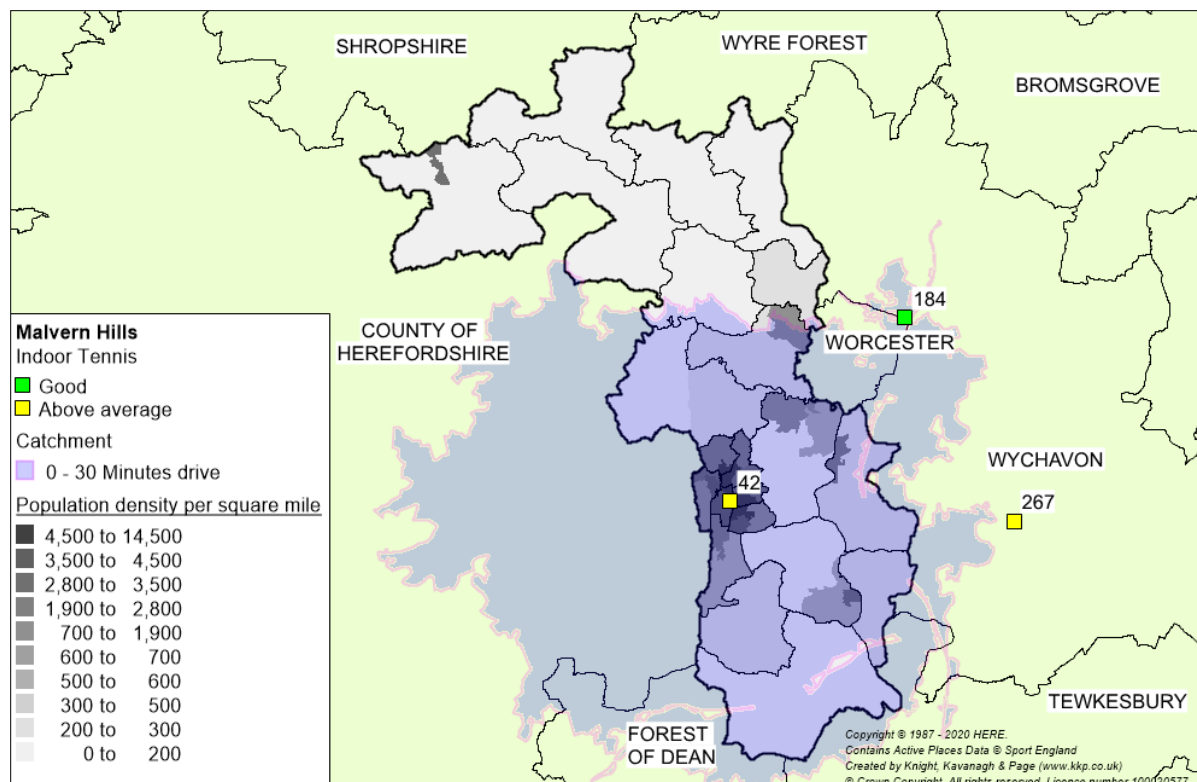
David Lloyd in neighbouring Worcester is located within 30 minutes' drive of Manor Park. Warwickshire College (Persore Tennis Club) is located just outside the 30 minutes' drive time catchment. Courts and changing provision at Manor Park are of above average quality.

Table 11.1: Malvern Hills indoor tennis

ID	Site	Surface type	Courts	Condition	
				Facility	Changing
42	Manor Park Malvern Multisports Complex	Acrylic	3	Above average	Above average

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Figure 11.1: Indoor tennis within 30 minutes' drive time of Manor Park Sports Centre.



Accessibility

Drive time catchment modelling suggests that over 78% of Malvern Hills population lives within 30-minutes' drive of the indoor tennis facility at Manor Park Sports Club.

Availability

Manor Park Sports Club is a community run club which offers access to the facilities via a club membership option. No pay and play booking options are available.

11.2: Demand

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis. It has recently restructured its strategic approach to target key national focus areas, ultimately to grow participation. Future investment in facilities will be based on detailed analysis of potential demand throughout the UK. It has identified 96 priority target areas for development of new indoor courts in the UK of which Malvern Hills is not one.

Consultation

Manor Park Sports Club has c.405 tennis members. The membership comprises c.269 adults and c.105 juniors. Members can book both the outdoor and indoor courts. In addition, there are c.50 members that hold membership which only allows access to the indoor courts. The club is LTA accredited and is a focus site for the NGB. The Club indicates that its main priority is recovering from the Pandemic and ensuring its sustainability moving forward.

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11.3: Summary of key facts and issues

Facility type	Indoor tennis	
Elements	Assessment findings	Specific facility needs
Quantity	The one indoor centre supplies three courts.	Retain existing facility
Quality	All are rated as above average quality.	Maintain facility quality.
Accessibility	All residents live within a 30 minutes' drive time of an indoor tennis facility.	There is no requirement for more indoor tennis provision.
Availability (Management & usage)	Manor Park Sports Club offers access to indoor courts via a club membership option. There are no pay & play options for indoor tennis in Malvern Hills.	To ensure indoor tennis facilities are available for all Malvern Hills residents.
Summary	Continue to work with the LTA and partners to drive up participation and ensure the facilities are financially viable.	

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SECTION 12: OTHER SPORTS FACILITIES

This section covers the built facilities in Malvern Hills for water sports, which includes facilities in rowing and sailing. Given the requirement of suitable facilities on water to be able to take part in sailing and rowing, it is understood that participants in water sports may need to travel significant distances to take part in relevant activities. This section, therefore, considers both sailing and rowing in the South Worcestershire area (even though no sailing club exists in Malvern Hills).

12.1 Introduction

Figure 12.1 and Table 12.1 identify all water sports facilities and clubs across South Worcestershire. This section considers their availability across Malvern Hills.

There is one identified rowing club located in Malvern Hills District with built facilities. There are, however, no sailing clubs. The District has significantly less accessible river and lake space than its immediate neighbours, which may help to explain the comparatively low number of clubs.

12.2: Yachting

The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Strategic Plan 2017-2021, it has identified that it will invest in the following activities with an aim of getting more people involved:



Current RYA programmes include:

- ◀ *OnBoard* - which introduces new young people into the sport by teaching them new skills in a safe controlled environment.
- ◀ *Push the Boat Out (PTBO)* - which is about getting out on the water and discovering sailing and windsurfing. Clubs are encouraged to open their doors, during a specific week of the year, to the public to allow people to try either sailing or windsurfing.

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- ◀ *Active Marina* - designed to build competence and confidence in marina berth holders. The programme engages with a large number of people who sail recreationally to develop their skills and confidence and give them opportunities to sail more frequently.
- ◀ *Sailability* - which supports disabled people to sail through specialist provision at Sailability Foundation sites.
- ◀ *Provide Try Sailing* - opportunities for new or returning sailors
- ◀ Promoting adult sailing opportunities via RYA affiliated clubs and RYA recognised training centres through participation pathway activities.
- ◀ Encouraging more female participation through the promotion This Girl Can. Sailing clubs are actively encouraged to promote women only sailing programme. Certain clubs have adopted the Women on Water (WOW) programme to encourage more female participation.

The Marine Federation Code of Practice guidance is prepared by the British Marine Federation (BMF) and RYA provides planning authorities with supporting information and sample policies to safeguard and enable marine businesses and voluntarily run clubs to be developed. The aim is for such organisations and individuals to adapt and increase recreational boating facilities across the UK's inland and coastal waters on a planned and sustainable basis. It is acknowledged throughout that although the primary audience is policy makers within planning authorities and regional assemblies, the advice is also relevant to a wide range of policy and decision makers that develop management plans, including Sport England.

Table 13.1: RYA strategies for increasing participation:

Strategy	Enablers	Measures
Broader delivery network Clubs, commercial providers and marinas Develop robust multi-sport offer "Pay and Play" ownership alternatives	Consumer insight data and market intelligence	Diversity of participant profile
Regional participation plans Tailored, local plans supporting core activity Trial opportunities with local clubs Focus on conversion to regular participation Integrated RYA teams Local communications		Number of providers, sessions and regulars by programme
Promote and market boating to all Demolish perception of "elitism" Build awareness and connection via shows, digital, advertising, press Create, support or leverage mass participation events Ensure retention of existing core participants Encourage lapsed boaters to return to the sport	Collaboration with sports and charity partners	Club participation in core programmes and providing regular data
Strengthen routes into boating Direct work with schools and youth groups Holiday to club links Friends & Family core introduction programme Closer liaison with sailors leaving the squad pathway	Enhanced digital & physical communications	Engagement with Start Boating site and digital campaigns
Targeted diversity More Black, Asian & Minority Ethnic role models Differentiated marketing <i>Sailability</i> tailored by impairment group Charity partners		

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Supply

There are no sailing clubs in Malvern Hills. There is one RYA affiliated club; Severn Motor Yacht Club, however, it has been excluded from the audit as it only offers motorised boating activities. The nearest RYA affiliated clubs are located in the neighbouring local authorities of Worcester, Tewkesbury, Wychavon, and Wyre Forest. They offer a range of activities - detailed below. Any clubs where motor boating is the main offer have been excluded.

Table 13.2: Club offer in neighbouring authorities:

Club name	Local authority	RYA Affiliated club	RYA training centre	Sailability	OnBoard
Arden Sailing Club	Wychavon	Dinghy racing Dinghy cruising	Dinghy, Short courses (First Aid)		
Avon Sailing Club	Tewkesbury	Dinghy racing, Dinghy cruising, Yacht cruising, Inland waterways			
Aztec Adventure Ltd	Wychavon		Dinghy, Powerboat, Windsurfing	Keelboat, Windsurfing, Dinghy	Sailing Windsurfing.
Sail & Paddle Ltd	Wychavon		Dinghy Powerboat Windsurfing		Sailing Windsurfing.
Severn Sailing Club	Wychavon	Dinghy cruising, Dinghy racing	Dinghy, Powerboat		
Tewkesbury Cruising & Sailing Club	Tewkesbury	Dinghy cruising, Dinghy racing, Yacht racing, Yacht cruising, Inland waterways, Motor boating, Windsurfing			
Tewkesbury Sea Cadets	Tewkesbury		Dinghy, Navigation, Powerboat		
Trimpley Sailing Club	Wyre Forest	Dinghy racing, Dinghy cruising	Dinghy, Powerboat		Sailing, Windsurfing
Upton Warren Sailing Club	Wychavon	Dinghy racing, Dinghy cruising			

As this analysis focuses on facilities within Malvern Hills, Worcester and Wychavon, it is important to highlight that there are five sailing clubs located in neighbouring Wychavon, the clubs are listed in Table 13.3 and Figure 12.2 below.

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Figure 12.2: Sailing clubs in South Worcestershire

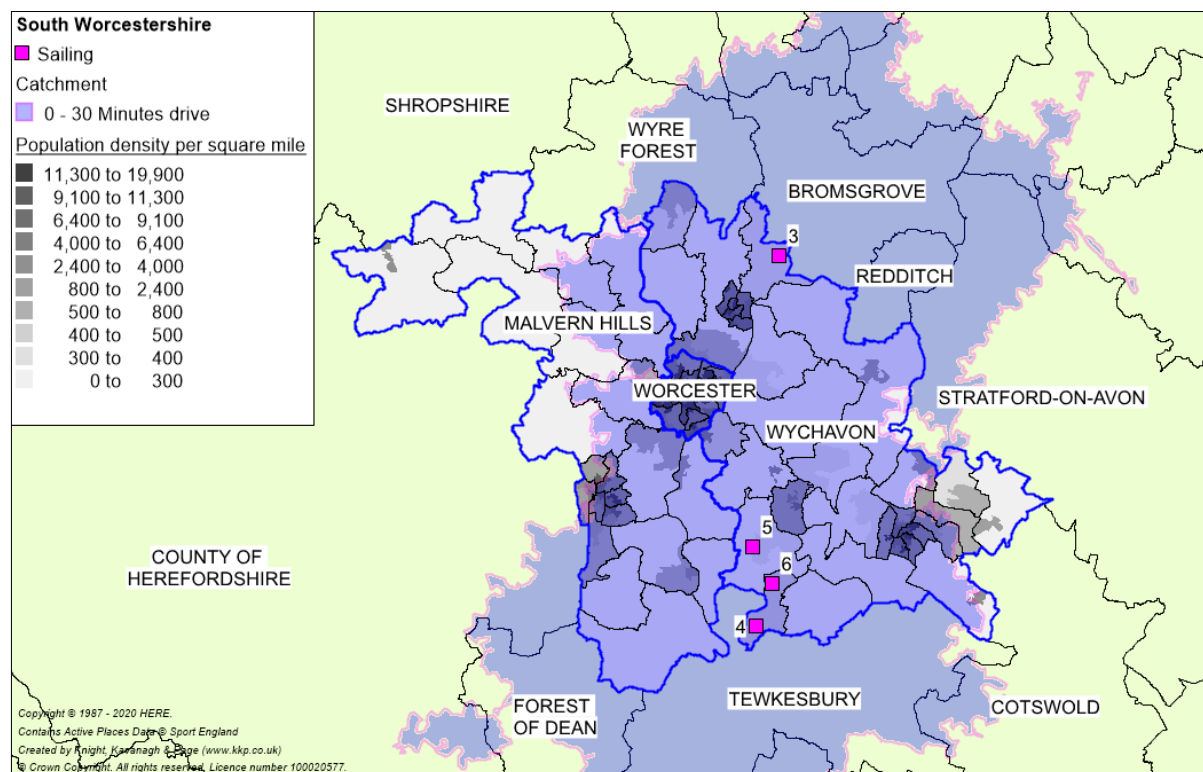


Table 13.3: Sailing Clubs in South Worcestershire

ID	Site name	Local authority
3	Aztec Advantage Ltd. (Upton Warren Sailing Club ¹⁸)	Wychavon
4	Sail & Paddle Ltd	Wychavon
5	Arden Sailing Club	Wychavon
6	Severn Sailing Club	Wychavon

Demand

No sailing clubs were identified in Malvern Hills. Drive time catchment analysis identifies that 72.4% of Malvern Hills residents live within a 30 minute drive time of a sailing facility in South Worcestershire.

12.3: Rowing

British Rowing is the governing body for the sport of rowing (indoor and on water). Its stated strategic objectives are to:

- ◀ Grow the number of people in rowing.
- ◀ Be one of the leading rowing nations at the Olympics and Paralympics.
- ◀ Create and embed pathways to identify and develop talent.
- ◀ Maximise the value of the sport.
- ◀ Pull together: One team with a shared purpose.

¹⁸ Two separate clubs using the same site.

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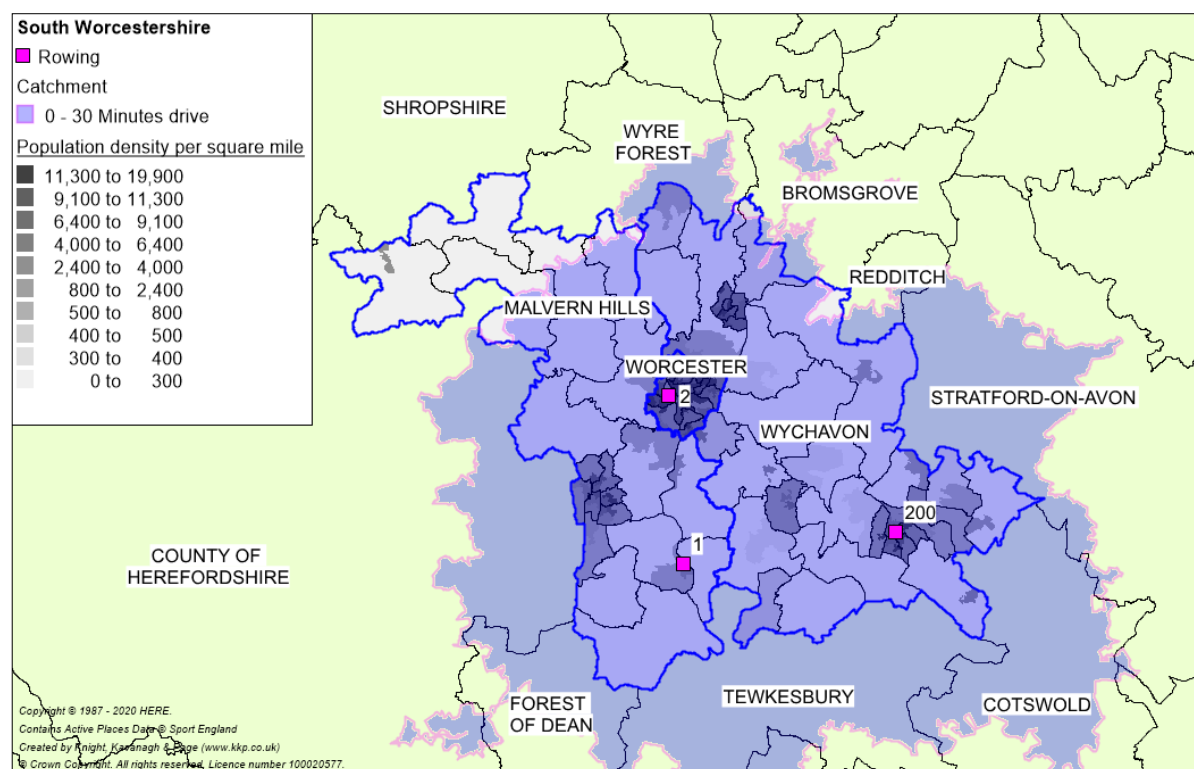
Figure 12.2: Strategic Plan 2015 – 2024



Supply and demand

The key affiliated club in Malvern Hills is Upton Rowing Club (URC). Two clubs are also located in neighbouring South Worcestershire authorities, as indicated in Table 13.4 and Figure 12.3.

Figure 13.2: Rowing clubs in South Worcestershire



ID	Site name	Local authority
1	Upton Rowing Club	Malvern Hills
2	Worcester Rowing Club	Worcester
200	Evesham Rowing Club	Wychavon

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Upton Warren Rowing Club and British Rowing were consulted. The Club reports that prior to the Covid-19 Pandemic it had c.150 members. It is currently located at Upton Marina. The site allows its members to access the River Severn via the Marina. It has access to a storage facility for boats and other related equipment. Both report that the building is of poor quality and does not offer the facilities required for a club of Upton's size. For example, there are no changing rooms or meeting area. Furthermore, it leases the building on a rolling one-year arrangement and, thus, does not have any security of tenure. Whilst the Marina works well as a site for accessing the river, the Club does not see it as a long-term sustainable option.

Consultation also indicate that URC may have an opportunity to move to a new site. There is an area of land locally referred to as 'Fish Meadow' adjacent to its current site. Planning permission has been requested by CEMEX to utilise the site for gravel extraction and included in the plans is a condition to create a water sports lake, once the extraction is completed. The Club has aspirations to develop a wider water sports centre on site, and expand the offer to include other activities e.g., sailing, triathlon canoeing, open water swimming etc.

The proposed project is a long-term vision, as it was indicated during consultation that it may take 7-10 years for gravel extraction to be completed. URC reports that it has started the planning work to roadmap what tasks need to be undertaken to bring its vision to reality. In theory, the proposed development of a water sports lake would bring a unique offering to the South Worcestershire area. It has potential to offer a similar, although smaller provision than nationally recognised facilities at The National Water Sports Centre (Home Pierpoint, Rushcliffe) and Eton Dorney Rowing Lake (Buckinghamshire).

Due to the scale of the proposed development, it is identified that URC will require support from British Rowing, Sport England, Upton-upon-Severn Parish Council and MHDC. The University of Worcester has also expressed interest in becoming a partner user group if the project comes to fruition.

Drive time catchment analysis identifies that 88.72% of Malvern Hills residents live within a 30 minute drive time of a rowing facility in South Worcestershire.

12.4: Summary of key facts and issues for South Worcestershire

Facility type	Water sports	
Elements	Assessment findings	Facility needs
Quantity	There is one rowing club in Malvern Hills and no sailing club. Five sailing clubs are located in neighbouring Wychavon.	Provide general support for clubs looking to maintain and renew facilities.
Quality	The quality of the offer is good with a range of boats, clubhouses and ancillary facilities.	
Accessibility	72.4% of residents live within 30 minutes' drive time of a sailing club; 88.7% live within 30 minutes of a rowing club.	
Availability (Management and usage)	Clubs are able to accept new members, with come and try sessions being either free or low cost in the first instance. There is opportunity give families and young people the chance to experience water sports, without having to go to the expense of buying specific equipment.	
Summary	Support clubs to increase participation and to offer a range of water sports. Maintain current facilities and ensure they are viable in the longer term. Support Upton Rowing Club with the proposed water sports lake development.	

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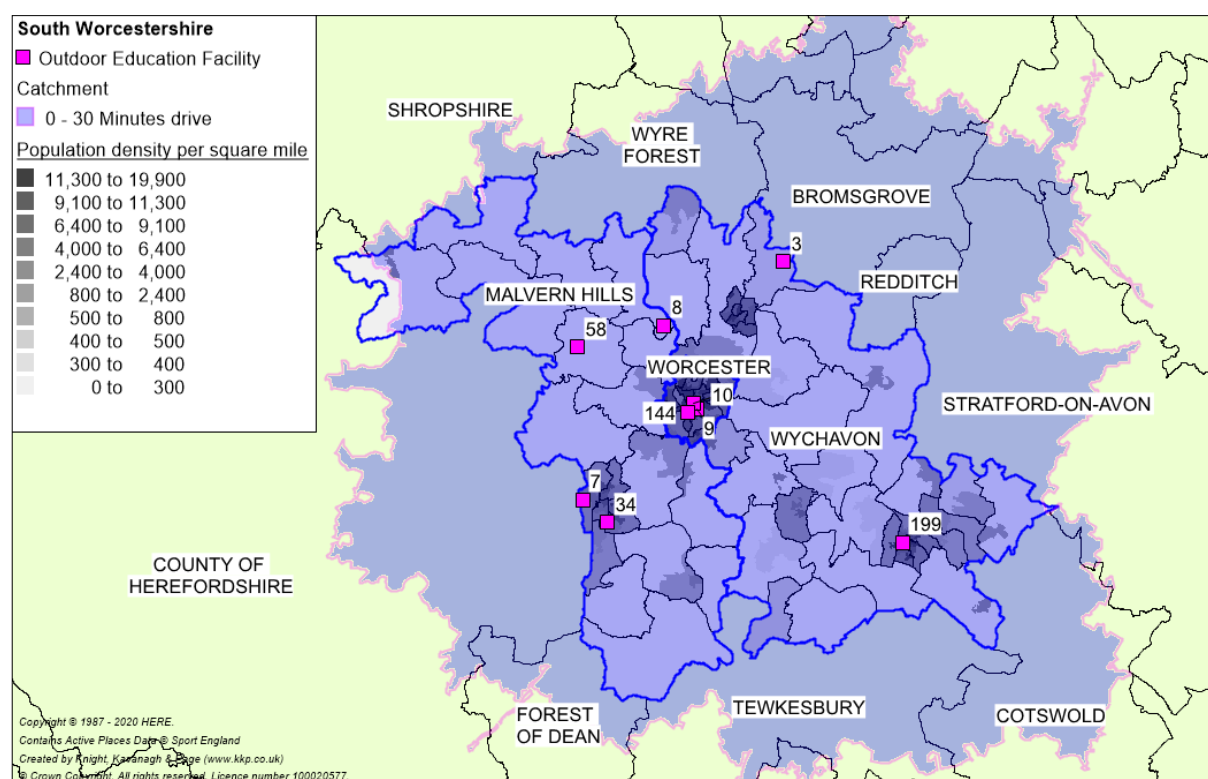
SECTION 13: OUTDOOR EDUCATION ACTIVITIES

There are four outdoor education facilities in Malvern Hills that offer opportunity for the delivery of outdoor education activities. Furthermore, there are three facilities in Worcester and two in Wychavon that also deliver outdoor education activities.

Table 13: Outdoor education facilities in South Worcestershire

ID	Site name	Local authority
7	Boundless Outdoors	Malvern Hills
8	University of Worcester Lakeside Campus	Malvern Hills
34	Malvern College Sports Complex	Malvern Hills
58	Sport Martley Leisure Centre	Malvern Hills
9	Redpoint Climbing Centre	Worcester
10	Vertical Limit	Worcester
144	Kings School	Worcester
3	Aztec Advantage Ltd	Wychavon
199	Evesham Leisure Centre	Wychavon

Figure 13.1: Outdoor education facilities in South Worcestershire



One dedicated outdoor education centre and two indoor climbing walls are located in the district. The indoor climbing walls offer an experience akin to outdoor education facilities. A description of each site is provided below:

- ◀ *Boundless Outdoors* is a dedicated outdoor education facility which offers residential and day visits for children and adults. Activities include; high ropes, zip wires, bell boating, kayaking, abseiling, hill walking, and bush craft. The Malvern site has accommodation for up to 110 students/teachers. It also offers corporate team building/training days.

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- ◀ *Sport Martley Leisure Centre & Malvern College Sports Complex (Malvern Active)* both have climbing walls included in the facilities on site. The facilities are bookable by groups and structured training/coaching is available.
- ◀ *University of Worcester – Lakeside Campus* offers a range of activities including canoeing, raft building, open water swimming, bushcraft, and orienteering. The site is open to the community and regularly take group bookings from schools, youth groups, corporate clients and general public.

Desk research identifies that the outdoor education facilities have been severely impacted by Covid-19 restrictions. The nature of the activities tends to require close contact between individuals, and thus, the operators been in a position where the facilities have had to be closed for a significant portion of 2020 and into 2021.

Drive time catchment modelling suggests that 88.72% of Malvern Hills residents live within a 30-minute drive of an outdoor education facility.

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SECTION 14: STRATEGIC RECOMMENDATIONS

The principal opportunity/challenge for Malvern Hills is to ensure that its facilities are fit for the future and that community available facilities are supported during the recovery from the Covid-19 Pandemic. There is a need to balance the needs of the core market of sports consumers already participating in local clubs whilst ensuring the growth of existing or new activities which meet the needs of new participants and the Authority's growing population of older residents.

The following key strategic recommendations will be developed further in the strategic document which follows this Needs Assessment but should include to:

- ◀ Work with schools/dual use sites to improve the standard of the below average community available sports halls and maintain the quality of those which are currently above average.
- ◀ Explore options to address the fact that there is limited opportunity for daytime community use of sports halls.
- ◀ In the medium term, the standard of the area's swimming pools needs to be maintained via ongoing investment. There is a need, in the longer term, to replace/refurbish Tenbury Swimming Pool.
- ◀ As Covid-19 restrictions ease, support village hall and parish council committees to offer, coordinate and publicise community spaces which contribute positively to the physical activity, and health and wellbeing agenda.
- ◀ Consider whether and how, possibly linked to a supported investment, one (or possibly two) of the current better-quality (or post-investment better quality sports halls at schools/dual use sites where they are present rated below average) could be developed to become core home venues for netball and/or badminton. In so doing consult with the NGBs of both sports in respect of establishing potentially innovative club management arrangements.
- ◀ Ensure that memberships and specific activities are available to people living in the Authority's more rural area (and in its more deprived communities) via the increased use of community facilities (e.g., activity halls and community centres).
- ◀ Maintain a watching brief in respect of the scale of health and fitness provision within Malvern Hills (and provision made outside but close to the Authority). Should the upward participation trend continue, invest in expanding the level of publicly available provision.
- ◀ Ensure that harder to reach groups and people with specific health needs can access health and fitness provision, especially as Covid-19 restrictions are lifted.
- ◀ As opportunities arise support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider community.
- ◀ Work with URC and provide stakeholder support in respect of the proposed water sports lake development.
- ◀ As Covid-19 restrictions reduce, work with local sports clubs (with and via the leisure operator) to ensure that facilities and workforce development programmes meet the needs of all clubs and residents.
- ◀ Work with, and via, the leisure operator to ensure that the health and wellbeing offer meets the needs of all residents.
- ◀ Develop a system to, as early as possible, identify and tackle ongoing investment, maintenance, and refurbishment requirements to protect and improve existing sports facilities

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APPENDIX 1: ADDITIONAL MAPS

Figure 13.1: Sports halls by condition with 20 minute drive time catchment (excluding private use)

