

Active Communities Malvern Hills District: A Vision for the Future

Malvern Hills District Sport and Leisure Strategy 2014 - 2024

Chapter 17: Action Plan



17. ACTION PLAN

The Sport and Leisure Strategy Action Plan has been developed to ensure that the council's new policy position is implemented and regularly reviewed over the next ten years. The key strategic actions to support this are shown in Table 107.

These actions will contribute the delivery of the council's vision: "A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities."

Table 107: Sport and Leisure Strategy Action Plan

| Ref | What | Why | When | By who | Key outcomes / measures | Priority |
|------------------------------------|--|--|------------|------------------|---|----------|
| <i>What it will continue to do</i> | | | | | | |
| | Undertake procurement process of leisure and community facilities | Termination of current contracts on 31 st March 2015 | April 2014 | council officers | <p>Outcome: A Sport and Leisure Strategy in place together with new management arrangements for existing facilities</p> <p>Measure: New management contract(s) for leisure and community facilities in place</p> | High |
| | Oversee the management and operation of the existing and new leisure and community facility contracts | To ensure the effective management and operation of leisure and community facilities | On-going | council officers | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measures: Level of investment in facilities Usage / throughput levels External accreditation – quality assessment</p> | Medium |

| Ref | What | Why | When | By who | Key outcomes / measures | Priority |
|-----|--|--|-----------|------------------|--|----------|
| | Produce a revised Playing Pitch Strategy | Sport England recommends renewal every 3 years (last undertaken in 2010) – in line with its new guidance produced in August 2013 | 2014-2015 | council officers | Outcome: Provision of new playing pitches or increased investment in existing in playing pitches Measure: New Playing Pitch Strategy in place which provides a comprehensive needs assessment of provision | Medium |
| | Produce revised Public Open Space Supplementary Planning Document following SWDP adoption | Investment priorities linked to planned housing development | 2014-2015 | council officers | Outcome: Increased investment in sport and leisure provision Measure: Revised Public Open Space Supplementary Planning Document in place Level of section 106 / CIL funding secured | High |
| | Secure and allocate Public Open Space section 106 and CIL funding | Deliver enhanced / new sport and leisure provision linked to planned housing development | On-going | council officers | Outcome: Improved sport and leisure provision Measures: Level of section 106 / CIL funding secured Level of section 106 / CIL monies allocated | Medium |
| | Negotiate purchase of Langland Stadium, Malvern | The council has right of pre-emption in respect of Langland Stadium enabling it to negotiate purchase to secure the community benefit afforded by this land. | 2014-2015 | council officers | Outcome: Secure the land to significantly increase the sporting and community benefit provided from this site. Measure: Lease of Langland Stadium to Malvern Town Football Club Ltd linked to a Business Plan | High |

| Ref | What | Why | When | By who | Key outcomes / measures | Priority |
|-----|---|--|-----------|--|--|----------|
| | Investigate specific development opportunities on council owned property e.g. Langland Stadium, Spring Lane Playing Fields and Priory Park | Need to priorities developments based on value for money and evidenced need | 2014-2015 | council officers | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measure: Assessment of development opportunities</p> | Medium |
| | Support the delivery of Sport England funded sports development programmes (e.g. Sportivate) | To increase the number of people who play sport regularly – creating a sporting habit for life | 2017 | council officers / Sports Partnership – Herefordshire and Worcestershire | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measure: Level of participation in sports development programmes</p> | Low |
| | Host the Annual District Community Sports Awards | Celebrate the sporting achievements and contributions of the local community | Annual | council officers | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measure: District Community Sports Awards hosted</p> | |

| Ref | What | Why | When | By who | Key outcomes / measures | Priority |
|--|---|--|-----------|---|--|----------|
| What it will support and enable | | | | | | |
| | Work with town and parish councils to develop neighbourhood plans, resulting in strategic priorities for investment in sport and leisure provision | Ensure there is evidence in place to support planned sport and leisure enhancements | 2014-2019 | council officers, town and parish councils | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measure: Neighbourhood plans in place Level of investment in sport and leisure provision</p> | Medium |
| | Encourage private and primary schools to increase community access to their facilities | Increased access to underutilised school facilities would moderate shortfalls in provision | 2014-2019 | council officers, schools | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation, improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measure: Community use agreements</p> | Medium |
| | Provide financial support to Sports Partnership - Herefordshire and Worcestershire to enable them to provide club / coach and volunteer | Increase participation in sport and leisure provision | 2014-2019 | council officers, Sports Partnership – Herefordshire and Worcestershire | <p>Outcome: A network of high quality accessible and sustainable sport and leisure opportunities within Malvern Hills district that encourages increased participation improves health and wellbeing and enhances the quality of life for existing and future communities.</p> <p>Measure:</p> | Medium |

| Ref | What | Why | When | By who | Key outcomes / measures | Priority |
|-----|---|-----|------|--------|---|----------|
| | development support to sports club and individuals throughout the district in partnership with the council | | | | Club / coach and volunteer development support for sports clubs and individuals | |

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