

Active Communities Malvern Hills District: A Vision for the Future

Malvern Hills District Sport and Leisure Strategy 2014 - 2024

Chapter 9: What Sport and Leisure Provision Does Malvern Hills District Need



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9. WHAT SPORT AND LEISURE PROVISION DOES MALVERN HILLS DISTRICT NEED?

9.1 Summary

This section focuses on what Malvern Hills district needs, drawing on available data and consultation from key stakeholders.

In assessing Malvern Hills district's future needs, there is often a tension between what a community wants versus what it needs currently and, crucially, in the future linked to the changing demographics of the area and any changes in population.

Currently the shift to more locally based neighbourhood planning has not yet developed to the point where individual parishes and town councils are clear about their needs and how this translates into strategic facility improvements. This presents a challenge for the strategy given the shift of ownership and control to more locally based organisations.

The risk is that decisions are based on perceived need rather than evidenced needs. The key to unlocking planning contributions is to have a robust evidence base to support the identification of sustainable investment.

As part of developing this strategy, a consultation exercise was undertaken with town and parish councils across the district. Emails were sent out to parish and town council clerks requesting the opportunity to discuss the strategy with an appropriate member of the council. Areas discussed included:

- Local sport and leisure needs for the town or parish
- Plans for improvements to sport and leisure provision
- Approach to leverage investment in sport and leisure facilities through planning contributions from new developments and other funding bodies – e.g. Sport England
- Other key issues and opportunities which will inform the Sport and Leisure Strategy specific to the town or parish and surrounding area.

Twenty-four town and parish councils were selected as being highest priority consultees due to their proximity to possible growth areas and / or population centres. Fourteen of the twenty-four town and parish councils that were contacted responded. There was generally a lack of detailed knowledge about local sport and leisure requirements. There was little indication that councils were seeking to evidence need in their local area and in a number of cases, little evidence of a strategic approach to prioritising sport and leisure developments. A record of this consultation can be found in section 8.6 of Chapter 8.

Given that the Localism Act has created more opportunities for local communities to shape the future of their local area and put more control over local provision in the hands of town and parish councils, there is a need for capacity building. This will ensure that town and parish councils are equipped with the necessary skills, knowledge and time to effectively identify and address the current and future needs of their communities.

9.2 Malvern Hills district population

The district of Malvern Hills covers an area of c. 557 square kilometres of West Worcestershire. With a population of c. 75,000, the district is sparsely populated and predominantly rural, consisting of many hamlets and villages.

The population of the district is broadly affluent, with low unemployment and high levels of satisfaction with local public services. However, the rural nature of the district means that in 2011 over 45% of its residents lived in areas which were amongst the 10% most deprived areas nationally in terms of geographical barriers to services.¹

There are also pockets of deprivation within the district. For example, the ward of Pickersleigh has a number of areas which are in the worst 10% nationally in terms of income deprivation.²

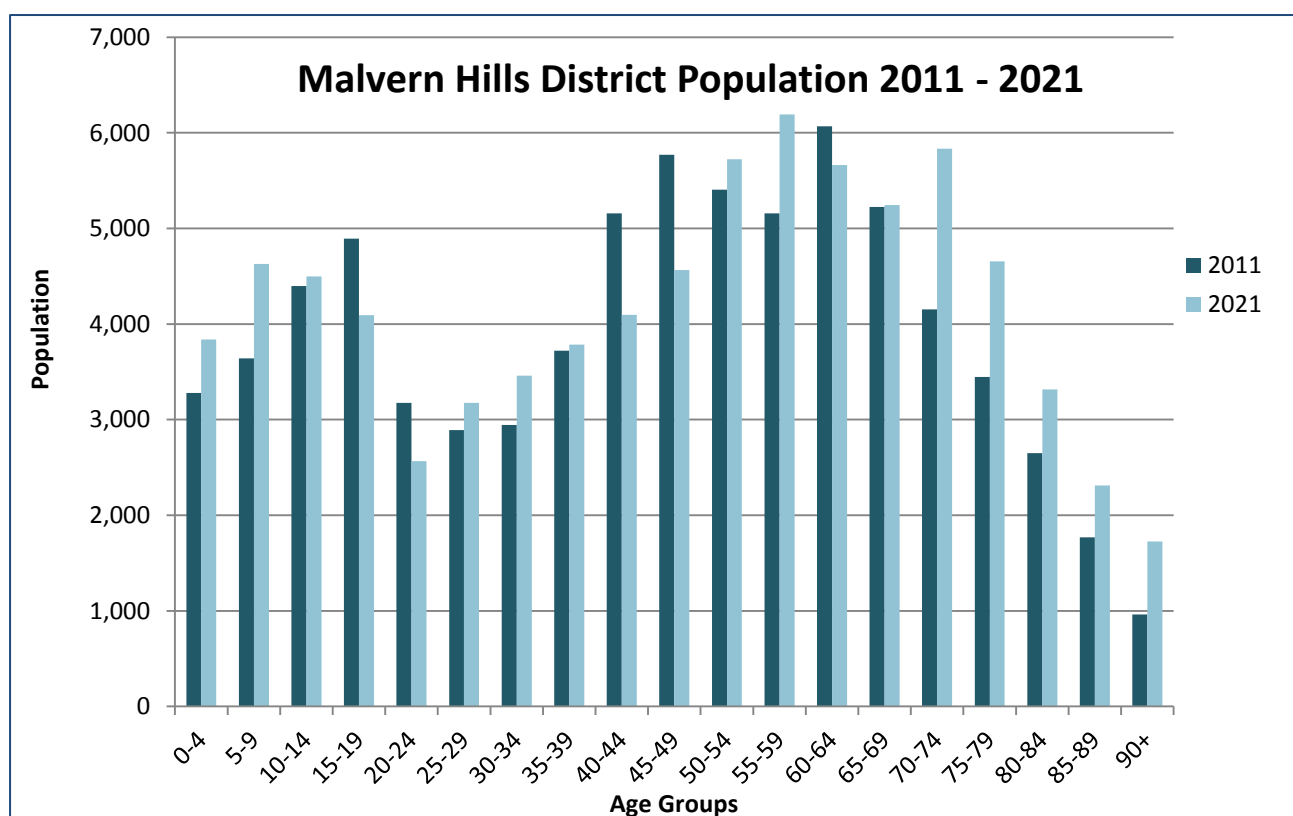
The population of the district is relatively heavily weighted towards the older age groups, and its profile is projected to continue to age over the forthcoming decade. Table 34 and Figure 1 below show ONS Interim 2011-based population projections through to 2021, and the population change projected over the decade for Malvern Hills. These projections, however, do not take into account new housing developments in the area which would most likely attract a greater proportion of young families, which may offset this ageing trend to some degree.

Table 34: Population change Malvern Hills district 2011-2021

Age group	2011	2021	Population Change (%)
0-4	3,279	3,839	17.07%
5-9	3,639	4,629	27.21%
10-14	4,396	4,498	2.32%
15-19	4,893	4,091	-16.39%
20-24	3,176	2,565	-19.24%
25-29	2,892	3,175	9.78%
30-34	2,945	3,459	17.46%
35-39	3,720	3,784	1.73%
40-44	5,157	4,096	-20.57%
45-49	5,772	4,565	-20.91%
50-54	5,407	5,722	5.83%
55-59	5,159	6,191	20.01%
60-64	6,068	5,664	-6.66%
65-69	5,225	5,246	0.40%
70-74	4,154	5,833	40.42%
75-79	3,445	4,656	35.14%
80-84	2,649	3,315	25.14%
85-89	1,767	2,312	30.85%
90+	963	1,724	79.02%
TOTAL	74,706	79,364	6.24%
<i>Source: ONS Interim 2011-based population projections</i>			

1 The Worcestershire Partnership: A Single Community Strategy for Worcestershire 2011-2021

2 Ibid

Figure 1: Malvern Hills district population 2011-2021

Source: ONS Interim 2011-based population projections

Sport England regularly measures the number of people taking part in sport across the nation and in local communities through the Active People Survey, which provides estimates of the number of people taking part in sport, tracks how often they are active and what sports they do, variations between regions and provides comparative data stretching back to 2005/6. Findings are published every 6 months.

The results of Sport England's Active People Survey 7 (October 2012-October 2013) show that adult participation, defined as participating in a minimum of 30 minutes of moderate intensity exercise per week, in the Malvern Hills district is 36.7%. This is slightly above the national and regional averages of 35.7% and 33.3% respectively. The proportion of those participating in a minimum of 3 sessions per week is 26.6%. This is above both the national average of 17.4%.³

Sport England undertakes on-going facility auditing and localised participation surveys. Based on this extensive research, they are able to predict participation – and propensity to participate – rates based on demographic profiles and local facility and service provision. This information has been used by Sport England to categorise the population within one of nineteen different groups (each with its own name), based on common demographic traits.

Sport England market segmentation reflects the demographic trends outlined above. The market segmentation profile of the district is shown in figure 2. Of the top 6 dominant segments, two are over 65s, one is between the ages of 56 and 65, and two are between the ages of 46 and 55. Of the six, only the most dominant, "Tim", falls into an age range below 45. They also generally reflect the relative affluence of the area.

³ Active People provides data on how many people play sport and how often, by region, county sports partnership and local authority area.

Typical participation among these dominant segments is relatively consistent with what would be expected from older population groups. Although “Tim” (11.3%) and “Philip” (9.7%) can both be considered active types, “Elaine’s” (8.9%) participation levels are about average, and “Ralph & Phyllis” (10.5%), “Roger & Joy” (8.9%) and “Elsie & Arnold” (7.6%) all have below average levels of participation.

These 6 segments make up 56.9% of the population of the district. The next two most dominant segments, “Chloe” (6.8%) and “Helena” (6.5%), are quite active and, alongside “Tim”, are segments that are likely to increase within the district if proposed housing developments around urban areas identified in the South Worcestershire Development Plan go ahead.

9.3 South Worcestershire Development Plan

Malvern Hills District Council has joined with Worcester City and Wychavon Council to prepare the South Worcestershire Development Plan (SWDP) which aims to ensure that future development within the locality is well planned and effectively managed.

The plan considers the long term vision and objectives for South Worcestershire up to the year 2030, as well as containing the policies for delivering these objectives through:

- Allocating larger ‘strategic’ sites across South Worcestershire
- Providing policies to ensure that any development is sustainable
- Assessing all other potential development site whether for housing, employment, retail, education, health, community use or open space use.

The plan is anticipated to be adopted in May 2014.

The developments proposed for progression in the plan, particularly the large sites, will produce significant additional demand for sport and leisure provision as well as releasing substantial Community Infrastructure Levy (CIL) and Section 106 funds⁴, some of which will need to be directed towards expanding, improving or supplementing existing provision. The South Worcestershire Infrastructure Development Plan (SWIDP) which accompanies the SWDP stresses that all types of community infrastructure, including sport and leisure provision, need to be frontloaded in the development process so that they are available when residents need them.

Those parishes that are likely to be the site of a large development need to position themselves with the development’s start date in mind, in order to ensure that it has identified and evidenced the needs of its local community, developed plans to meet this need and explored the viability of partnerships with neighbouring parish councils. Cooperation between adjacent parish councils will be crucial to helping to ensure that provision is not duplicated and funds are pooled and deployed to maximum affect wherever possible and appropriate.

⁴ CIL will eventually supersede previous planning policy as regards developer S106 contributions for leisure, highways, education etc. In future CIL contributions will be in effect a pot of resources that councils will have control over, and the needs of the entire district and its priorities for development will need to be taken into account.

9.4 New development areas within Malvern Hills district

There are a number of proposed new housing and employment developments within the Malvern Hills district and in the surrounding area over the next 15-20 years. These developments, and the wider need to increase housing provision in the district, will eventually lead of a significant population increase.

The developments are also likely to prompt demographic change, with the new housing developments attracting disproportionately high numbers of young families and professionals.

At the time of writing this report a total of 5306 new houses are proposed within the submitted South Worcestershire Development Plan over a period of 18 years from 2012 to 2030, across 44 sites of varying size (average of c. 120 homes per development). It is likely following consultation with council planning officers that this figure is likely to rise further.

The 6 most significant developments are outlined in table 35 and described in the following sub section.

Table 35: Summary of significant proposed new developments

Application number / Site number	Proposed Development	Area / location	Total number of houses	Total timescale
Large SWDP site allocations				
SWDP 56	Development at north east Malvern	NE Malvern	700	2015-30
SWDP 53	QinetiQ	Malvern Town	250	2016-26
SWDP59/8	Land adjacent to Lawns including Bight Farm (combined/extended sites)	Kempsey	138	2016-29
SWDP 58	Broad location of Upton	Upton	75	2021-29
SWDP PO Allocation (not permitted at 1/4/12)				
SWDP45/1	Worcester Southern Urban extension (Broomhall/Norton Barracks)	Kempsey, Norton and Whittington, St Peter's wards	2450	2014-29
SWDP45/2	Worcester West Urban extension (Temple Laugherne)	Lower Broadheath	975	2014-27

The Worcester Southern Urban Extension is the largest of the developments proposed under the SWDP. The development would produce 2,450 homes between 2014 and 2029 on a large site to the south of Worcester which encompasses the areas of St Peters (Worcester), Norton and Whittington (Wychavon) and Kempsey (Malvern Hills).

A second smaller, but still significant, development of 138 homes between 2016 and 2029 is also proposed for Kempsey.

Kempsey will need to consider the implications of this large development on demand for sport and leisure provision within its community, and how it can best deploy any funds derived from Community Infrastructure Level (CIL) payments or section 106 contributions.

A large development is also planned to the west of Worcester, the Worcester West Urban Extension. This plan proposes to construct 975 homes on a site in Lower Broadheath in Malvern Hills district between 2014 and 2027.

Significant CIL payments will be derived from this development, and Lower Broadheath Parish Council will need to consider the current and future needs of its community and the implications of the development on demand for sport and leisure provision locally. A Community Plan has been developed by the parish council.

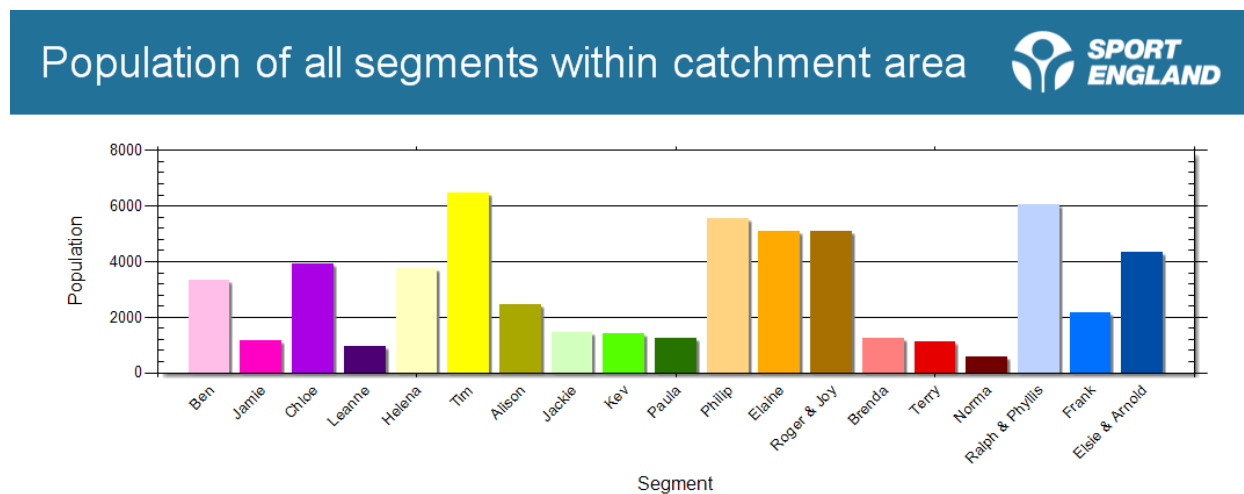
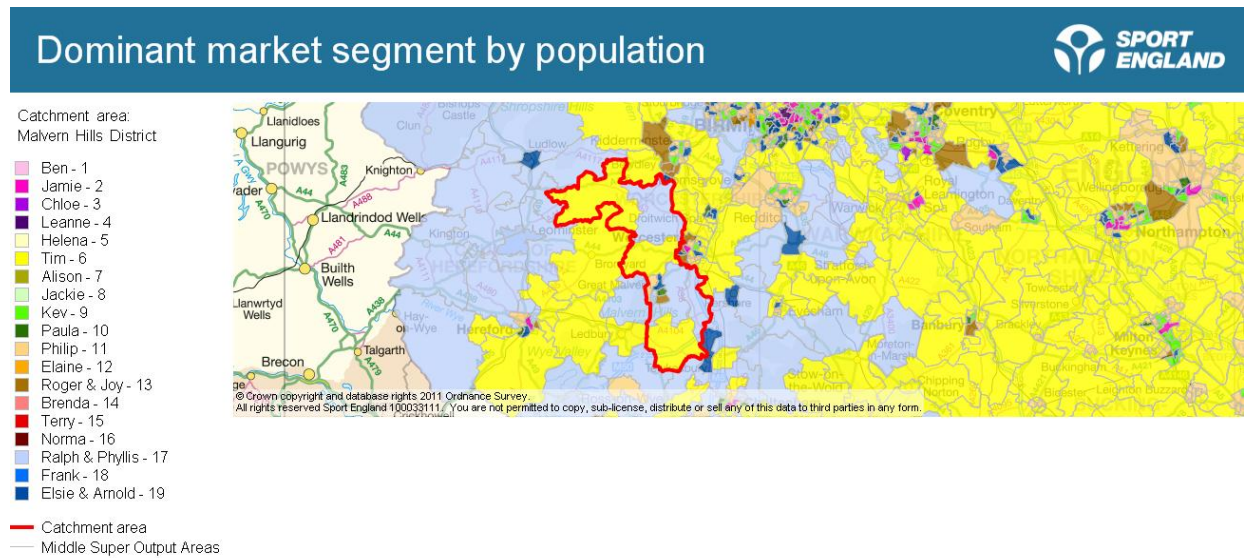
A significant housing development of 700 homes is also planned to the North East of Malvern Town between 2015 and 2030. This may be supplemented by a housing and employment development on the QinetiQ site in Malvern of 250 new homes between 2016 and 2026.

The North East Malvern urban extension and QinetiQ development will also have a significant impact on the level of demand for sport and leisure provision within Malvern, as well as on the demographics of the area, with younger entrants likely to largely offset the current ageing trend. Malvern Town Council will need to seek to address this when considering the deployment of any CIL funds.

The SWIDP has identified that there is a specific requirement for a community hall as part of the North East Malvern urban extension

The 75 home development is planned for a site in Upton between 2021 and 2029 will also require the parish council to position itself and develop plans accordingly.

Figure 2: Sport England market segmentation: Malvern Hills district



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