

MALVERN TOWN FOOTBALL CLUB

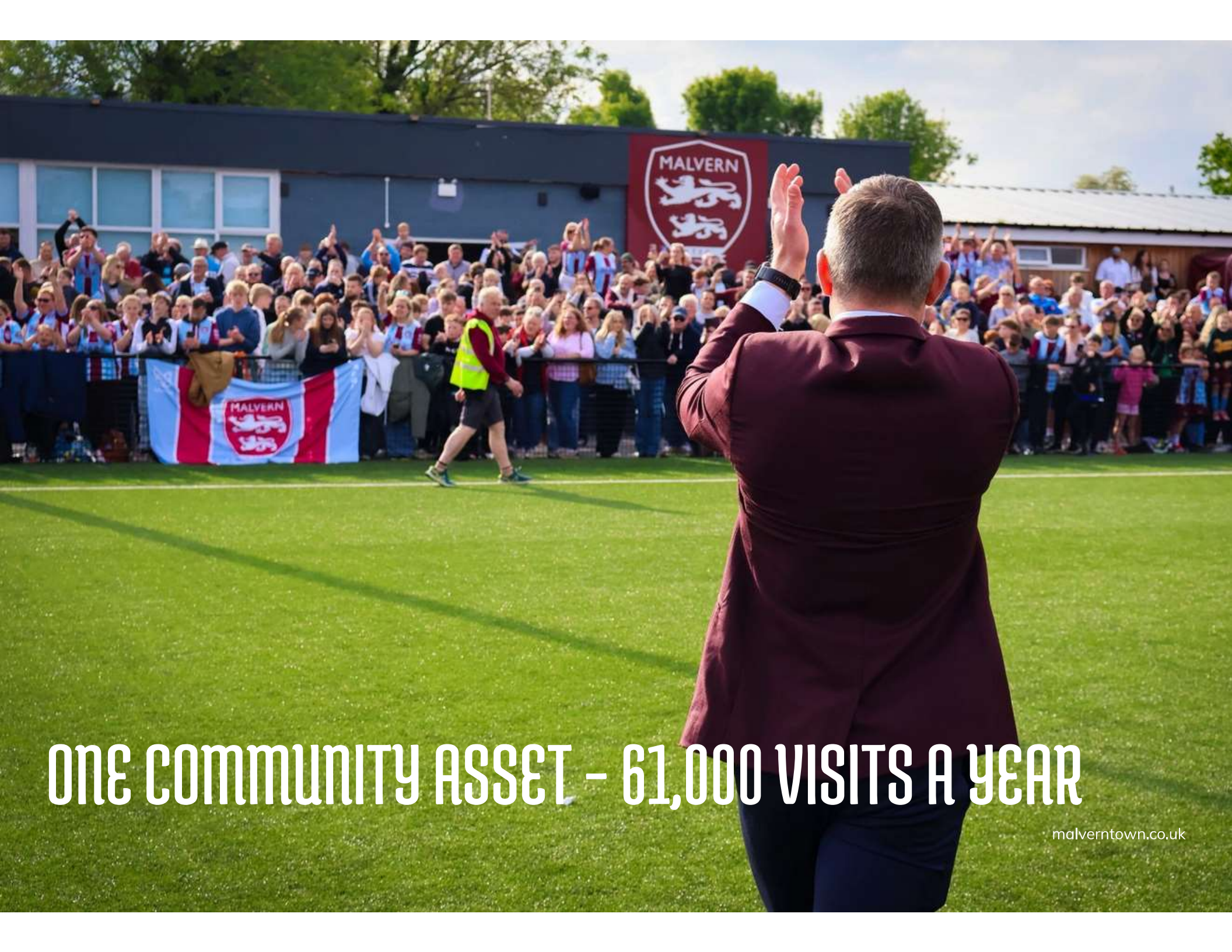
COMMUNITY IMPACT REPORT



JULY 2026

SOUTHERN LEAGUE PREMIER DIVISION

Step 3 The Highest Level in the Club's History



ONE COMMUNITY ASSET – 61,000 VISITS A YEAR

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FOREWORD

Malvern Town Football Club has been at the centre of the Pickersleigh area and at the heart of Malvern for many years. As a Pickersleigh Ward Town Councillor and former Mayor, I am most supportive of its stated future aims and ambitions as it seeks to build on its success, increase its range of activity and provide innovative, creative and sustainable interventions for the football club and the community.

Football is more than just a game because it fosters strong community engagement, teaches vital teamwork skills, promotes physical health, enhances mental well-being, helps develop crucial skill sets, creates powerful social bonding, provides leadership opportunities, offers immense entertainment value, generates significant economic impact, and holds deep cultural significance.

Football is a powerful unifier. It's a sport that transcends age, background, and social status, drawing people together with a shared passion. This isn't just about kicking a ball; it's about community engagement at its finest. People gather, neighbors meet, and friendships are forged, all centered around this simple yet profound activity.

This shared experience strengthens the social fabric of a town, offering a positive outlet for energy and a sense of collective identity. Through the local leagues, allied football teams and community events, it engages the people of Malvern and beyond.

The impact of football extends beyond the 90 minutes of a match. The shared joy of a victory or the collective commiseration of a loss builds bonds that can last a lifetime. This shared emotional landscape is a cornerstone of social bonding.

The Impact Report provides a compelling story of what is already provided for the town of Malvern both in terms of the game of football and the use of club facilities for community engagement. With increased investment and the will of Malvern Hills District Council to significantly extend the lease, the Club, the people of Pickersleigh Ward and Sherrards Green, and the wider community should benefit significantly in future years.

Councillor Marylin Birks and former Mayor of Malvern

INTRODUCTION

This impact report sets out who Malvern Town Football Club are, what we provide to the community, and the difference we make to the lives of people across Malvern.

It has been written to support our application to Malvern Hills District Council for a new long-term lease of Langland Stadium, and to give anyone reading it a clear picture of what the club does and why it matters.

The report is written primarily for the elected members who will make the decision on our lease, but also for funders, partners, and anyone else who wants to understand what really happens at Langland Stadium.

We would like to thank the many fans, community partners, and local businesses who contributed to this report. We would also like to thank our partners at Community Stewardship Solutions, who gathered the evidence of our impact and brought this report together.



EXECUTIVE SUMMARY

“We’re not a club just for football. We are for the community as a whole.” Chris Pinder, Chair.

At Malvern Town FC, we are proud of our 100-year history and ambitious for the future. We are asking for a 250-year lease to support us in achieving our ambitions for the club and the community.

We are a Community Interest Company based in Pickersleigh, Malvern. Formed in 2013, the same year Malvern Hills District Council purchased the freehold of Langland Stadium to protect it as a community asset.

Thirteen years ago, Langland Stadium was close to closure. Since then, working side by side with Malvern Hills District Council, we have had a huge amount of success both on and off the pitch, driven by a dedicated group of volunteers and board members who have given everything to make it work.

TODAY, WE SEE:



Over 600 attendances on site across all our activities each week



£1.95 million of investment in our facilities, backed by the Council, community fundraising and the club itself



More than 30 teams across all ages and abilities, training and playing at the stadium every week

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This season, we were promoted to the highest level in the club's history, cheered on by over 2,000 local fans.

Everything we do at the club connects with the council's own priorities and that is not a coincidence. It reflects thirteen years of deliberate effort to build something that serves this community in the ways it most needs. In recent years, we have turned the stadium into a real community hub, providing and hosting community services where:



Over 200 local people receive counselling through the Wellbeing Hub based in our community rooms



1,225 people have received advice and support on housing, poverty, and other issues through the Help Centre



A wide range of community activities, from bingo nights to charity events, improve the quality of people's lives

This matters because we provide vital support to a community in the top 14% most deprived in the country, and one of the Malvern Hills District Council and Worcestershire County Council's highest priority areas.

But despite our successes, we are nowhere near done!

Over the next decade, we want to be there for thousands more local people like we have already done for this generation. We have serious, ambitious plans for the next ten years, including:

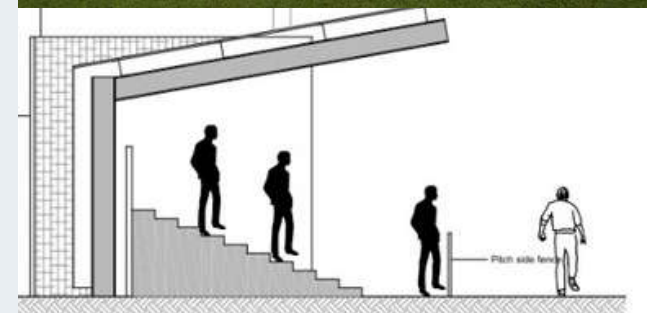
- **A covered stand which will provide a covered terrace for 200 supporters with views across the Malvern Hills**
- **A new community gym to improve local people's health and wellbeing**
- **An education programme combining academic study with full-time football training**
- **A multipurpose five-a-side pitch increasing the number of people who can take part in physical activity at the ground**
- **Significantly more hospitality and community space to allow football and community activities to run side by side**

The plans are designed, the partnerships are in place, and the club has a thirteen-year track record of delivering exactly what it promises.

However, right now our current lease is limiting what we can achieve. Funders require a minimum lease length, corporate sponsors and private investors are hesitant to fund improvements to a facility the club doesn't control, and even minor operational decisions require council sign-off, creating challenges for a volunteer-led club.

We are asking Malvern Hills District Council for a 250-year lease on fair terms. The council will retain the freehold, ensuring the site remains in community use, while the club gains the foundations it needs to grow, invest, and keep improving both our football and our community services.

Langland Stadium has been part of this community for over a hundred years. With a new long-term lease, it will be here for two hundred and fifty more.



ABOUT OUR CLUB

The history of Malvern Town Football Club

"I really feel it's my club and a club for everyone in the community."
Amy, fan.

Malvern Town Football Club is a Community Interest Company based in Pickersleigh, Malvern. The club was formed in 1920 as Barnards Green FC, adopted the Malvern Town name in 1938, and has played at Langland Stadium since 1949.

Following a period of financial difficulty that brought the club close to closure, it was taken over in September 2013 by a new organisation. The previous unincorporated members club was replaced with a new legal entity, Malvern Town Football Club CIC. At the same time, Malvern Hills District Council purchased the freehold of Langland Stadium to protect it as a community asset and leased it back to the club on peppercorn terms.

Since 2013 the club has progressed steadily up the football pyramid, from the Hellenic League Premier Division to the Southern League Division One in 2023, and most recently to the Southern League Premier South - our highest ever league position. Over the same period, the club has transformed the ground, extensively refurbishing the clubhouse, delivering a new 3G pitch and changing rooms and laying the foundations for everything that followed.

We have grown from a traditional football club into a genuine community hub - one that plays an active role in improving the quality of life for people across Pickersleigh and beyond.



How the club is governed and run

“You see people dedicated to the cause and you think, I want to be part of it,” Joe, Club Chaplain.

Malvern Town Football Club is constituted as a Community Interest Company Limited by Shares, with articles of association that prohibit directors from receiving dividends or salaries and every member of the board serves entirely voluntarily.

The club is governed by a board of eight directors, each fulfilling a distinct role, from commercial development and bookings to football operations and club secretary. Beyond the board, the club employs one member of staff, Dana Hughes, our General Manager who keeps the whole operation running, from managing bookings and the clubhouse to washing the kit.

On matchdays, we are supported by a team of 30 volunteers, led by Chris ‘The Godfather’ Dovey. Many of our volunteers are neurodivergent, and volunteering gives them a sense of purpose and a tight knit community to be part of – while the community benefits enormously from their support. They take on roles from selling programmes, to stewarding, to picking up the litter. This place would not run without them and we are incredibly grateful.



Our ground and its facilities

Langland Stadium sits on Langland Avenue in the Sherrard's Green ward, within the Pickersleigh area of Malvern. Our facilities include:

- A stadium with a capacity of 2,389
- 3G pitch
- Clubhouse and changing rooms
- Two community rooms



Since 2013, working in partnership with the council, we have invested significantly in the ground, transforming it from a struggling facility into one we are genuinely proud of.

2019	£1.2 million – Combined Malvern Hills District Council and Football Foundation investment in the 3G Football Turf Pitch and modern changing rooms.
2021	£27,105 – Raised through a Spacehive crowdfunding campaign from 56 local backers, funding the community rooms that now house the Malvern Hills Wellbeing Hub.
2025	£425,000 – Joint Malvern Hills District Council and club investment in the car park transformation under the council's Community Infrastructure Investment Plan, delivering 104 parking spaces, accessible bays, cycle storage, and improved pedestrian safety.
2013-2026	£300,000+ – Invested directly by the club from its own generated income and by board members, funding infrastructure and improvements beyond the externally funded projects above.
2026	£280,000 - New 400-capacity Hills View Stand and clubhouse terrace, including £150,000 from the Premier League Stadium Fund and the remainder funded by the club.



“I think it’s such a fantastic space in the middle of Pickersleigh. Just the improvements that have been done. I think it’s so lovely to have the football club as this showpiece place now. I know it was a bit sad when I first moved here nearly 20 years ago. But the improvements that have been done, it’s really, really lovely to see for the town,” Jane Marshall, Family Hubs.

Our financial situation

The club is in a strong and stable financial position, which is a transformation from the loss-making organisation we were in 2015, when we recorded a deficit of £26,000. We now operate a self-sustaining model funded entirely through our own diverse income streams, with no ongoing public subsidy. Our funding comes from:

- Bar and hospitality
- Café and kitchen
- Matchday income
- Community and pitch hire
- Sponsorship and private investment

In 2024/25 we recorded a profit of £25,000 after contributions to our sinking fund, we hold reserves of £60,000, and we carry no debt.

The majority of our buildings were renovated in 2019 and remain in good condition, meaning we do not anticipate any significant unplanned capital expenditure in the near term.



The community we call home

"I think with the club, the facilities that are available are right in the middle of a socially deprived area. Without it, there would be less to do, less connection." Sophie Pryce, Public Health, Worcestershire County Council.

Langland Stadium sits in Sherrard's Green, a neighbourhood of around 1,700 people in the Pickersleigh ward.

Key statistics

- In the top 14% of the most deprived neighbourhoods in England and top of 2% in Malvern Hills
- 5.1% of residents report bad health compared to 3.9% in Worcestershire and 4.0% nationally
- Among the most deprived areas in England for income, employment, education, skills, and training and in the second highest category for crime
- A younger population with a high proportion of children, young people, and working-age adults
- 23% of residents are disabled under the Equality Act compared to 18% in Worcestershire and 17% nationally

Deprivation at this level affects everything including health, life chances, social connection, and economic opportunity and cannot be solved by statutory services alone. This is why a trusted, rooted community asset like Malvern Town FC matters so much here. We reduce health inequalities, build social connection through sport, and provide access to vital support services that many residents would otherwise struggle to reach.



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Case study - Lee Hooper, First Team Manager

I've lived in Malvern my whole life. My parents lived and still live in the same house, which is 300 metres from the club. I was actually in the clubhouse in less than a week, in a pram, because my dad was on the committee and my mum used to work the bar. So, I was in there at that young age and have been around it ever since until this day.

I spent a lot of my childhood growing up down in and around there. It was where we met as mates and went and played our sport. Match days was always the highlight, being in and around it, and being the little kid who just wanted to play for my own town one day. I think I was the first ever mascot that Malvern Town had. Then I actually played. I was the first player to play for the under 16s, the under 18s, the reserves and the first team in the same season. I had my first team debut at 15, which looking back now is madness.

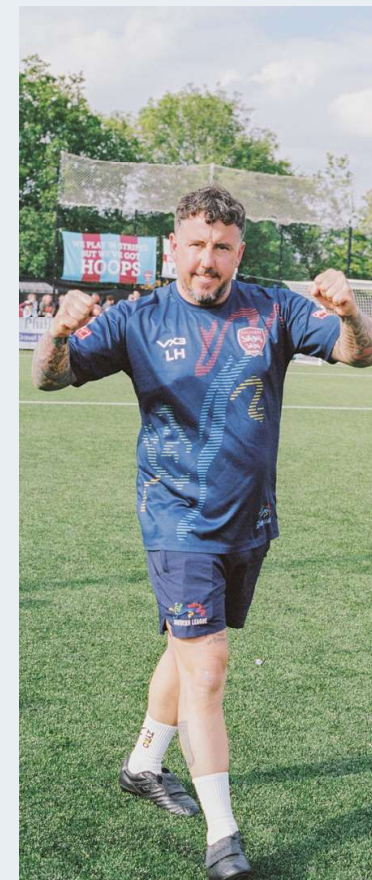
I played 13 years of my playing career at Malvern Town. After I finished playing, I went on to the board. I thought I could help out, giving experience from a footballing point of view and helping out around the club. But then I was just watching the team on the pitch and I just felt like I missed it. I missed the Saturday mornings, waking up with butterflies in your stomach for game day. I missed the changing room and I missed the lads.

I put my name in the hat to become a manager. And that was the start of my journey as manager and I'm still here. This is my ninth season now. I probably take a lot more responsibility than a normal manager would do just because I'm so invested in it. I do the maintenance on the place as well.

This season we got promoted. When we won the playoff final, there were over 2,000 people here. I wanted to make sure I got round everybody, as best I could, just to say thank you for supporting us and to keep coming, because it all helps in what we do.

It's not just about the football on the pitch, it's about everything we bring and everything we're building for the community. I love to see the kids in Malvern Town kits. Wherever I go, wherever I walk around the town, to see the kids in their kits gives me pride.

On match days, seeing those kids looking over the pitch and over that rail and shouting at me, and then their parents saying, 'Oh, they want to play for Malvern one day' - that just brings all those feelings back that I had when I was back young.



WHAT WE DO

"We're not a club just for football. We are community based. And the more community things we put on, the better."
Dana, Clubhouse manager.

Langland Stadium is much more than a football ground. We operate 7 days a week and on any given day you will find a range of:

- Sporting activities
- Community programmes
- Social activities

Monday to Friday, the community rooms are home to the Malvern Hills Wellbeing Hub, with the Help Centre provided by our partners at Citizens Advice drawing 30–40 residents every Thursday morning. Evenings and weekends, the 3G pitch is in near-continuous use, with over 600 players coming through the site each week across a range of clubs, age groups, and abilities.

The clubhouse runs a regular programme of community and social events, from bingo nights and charity coffee mornings to business networking and private celebrations. The ground also serves as a base for education and training, hosting coaching courses, school tournaments, and employment support programmes.

In a typical year the site welcomes around 61,000 attendances, a figure that reflects not just football, but everything Langland Stadium means to this community.



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Our Impact at a glance

This section sets out what happens at the stadium, who takes part in the services, activities and events, and impact they make.

61,000 attendances on site each year across football and community activity	2,500 local fans watched us get promoted to Southern League Premier South
More than 30 teams use the ground on a regular basis	40 community bookings to deliver activities per year
184 children and young people attend school holiday clubs	£1.95 million invested in improving the stadium and facilities
1,225 people supported in 2025 through our Help Centre	200 local people received counselling at the Wellbeing Hub
Over 600 people take part in football activities on site every week	12 charity coffee mornings raising money for local causes per year



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Malvern Town FC - First team

“When I see all them all around the pitch, all in their Malvern Town shirts, all loving life and coming here to see their club - it just means a lot.” Lee Hooper, First Team Manager.

Malvern Town FC first team are the anchor of everything that happens at Langland Stadium, and our recent promotion to the Southern League Premier South marks a new chapter for the club and the community.

We are a semi-professional football club now competing at our highest ever league position following our promotion in 2026. Each home matchday draws an average of around 400 supporters, a figure that will grow as we compete at a higher level. Our recent play-off final against Shaftesbury attracted approximately 2,500 people, demonstrating the club's ability to bring the whole community together.

‘My 14-year-old loved the atmosphere and my 8-year-old loved the pitch invasion.’ Ryan Lane, Fan and Manager of Howden Insurance, Club Sponsors.

On matchdays the stadium comes alive. Thirty volunteers keep everything running smoothly. The team is led out by a junior mascot from one of our partner grassroots clubs. The atmosphere is set by George, our six-year-old superfan, who beats the drum and leads the crowd chants from his spot on the terraces.

“I do get told off sometimes by the facilities manager, but I want all the kids on the pitch, I want them kicking a football into the goal. I want them to enjoy being on that pitch that the players have just played on. For it to be their go-to at the end of the week. If the week's not good at school, or they're not doing very well, or their home life's not the best, you've got that as something to go to.” Lee Hooper, First Team Manager.

Football

Adult clubs using the ground

Beyond our own first team, the stadium is a regular home for a number of other adult clubs whose players train and play here throughout the week.

Worcester United – First team and U18's	AFC Kempsey – first team
AF Global – Supporting players aged 16-18 released from professional academies to continue their development	Over 50's Walking Football



Junior clubs

Developing children and young people through football is at the heart of what we do, and Langland Stadium is the training and match home for hundreds of children and young people from across the district every week. We deliberately do not run grassroots teams under our own banner, so that we support rather than compete with the junior clubs already serving young people across Malvern. Instead, we act as the top of the pathway, providing a home and a destination for local grassroots football.

We host a number of junior clubs at Langland Stadium on a regular basis.

Leigh & Bransford Badgers – FA Charter Standard partnership, ages 4–18 across 17 teams	AFC Malvern Mini Hillsiders – Growing to 6 teams in 2026/27Kempsey – first team
Newtown Sports – 7–8 teams, with a formal women’s player pathway agreement	Malvern College – Multiple age group sessions each week



We want all our children and young people who train and play at the stadium to feel part of the club. That is why they get concessionary prices on tickets to first team games and the opportunity to be mascots.

“They absolutely love the day. They’re on the pitch doing a warm-up pre-match, they walk out of the tunnel with the players. It’s a really nice community day because then their parents come down as well – parents who might not be Malvern Town fans, but then slowly become fans. And the kids come back with their parents when they’re not mascots.” Julie, Chair of Newtown Sports Juniors.

Football

Unders-18s and the pathway

We also run our own U18s team, competing in both the Midland Floodlit Youth League Southern Division and the Midland Junior Top League. This provides a clear and supported pathway for talented young local players to progress into senior football, with 12 former U18s players having made first team appearances in the past three years.

Older residents

It's important that our older residents still have the opportunity to play football and socialise with each other. In support of this, we run walking football for the over-50s every Tuesday, with around 30 people taking part each week. Afterwards, the bar is open which gives people the opportunity to spend time with each and build friendships.

"It's a bit frustrating. Your head's a bit quicker than the body, but at my age I'm grateful to still have the chance to play." Darren, walking football participant.

Disability football

We believe that football is a game for everyone, so we are delighted that we have a bustling scene for disability football. Newtown Sports CP & PAN Disability Football Club use the ground for training sessions, offering inclusive coaching for children aged 5-16 and adults with disabilities. Welland Disability FC uses the ground for inclusive, mixed ability football for young people aged 5 to 16 with disabilities, long-term health conditions and special educational needs.



Schools and Community Sport

We help young people access positive activities during the school holidays, relieving the pressure on childcare for families through our holiday camps. The camps are for children aged 7 to 14 and are regularly booked out. At least four camps take place each year, each spanning three days, and in 2025, 184 children and young people took part.

The ground regularly hosts school tournaments, junior league and adult cup finals, charity matches.

Case study - Mercian Educational Trust schools tournament, June 2025

"In June 2025 the Mercian Educational Trust brought together young players from six teams across five local schools for an inter-school football competition at Langland Stadium. Somers Park Primary School were crowned champions, with Northleigh CE Primary and Great Malvern Primary earning medals. Outstanding players were presented with Malvern Town FC shirts on the day. The event was a brilliant example of what the stadium can offer to local schools - a proper football venue, a memorable experience, and a chance for children to build confidence and represent their school with pride."

Football

This table shows the scale of regular for football use in more detail:

Organisation	Age group	Number of participants
Leigh & Bransford (17 teams)	Juniors / youth	250
Hillsiders (6 teams)	Juniors / youth	120
Newton Sports Juniors (8 teams)	Juniors / youth	100
Worcester United (2 teams)	Under 18s and adults	50
AFC Kempsey	Adults	20
Malvern Town FC (2 teams)	First team and under 18's	30
Walking football	Veterans	30



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Community programmes

Wellbeing Hub

The Wellbeing Hub and Help Centre are two of the most important things that happen at Langland Stadium. Every week, residents come through our doors not for football, but for mental health support, housing advice, employment help, and simply a friendly face. Both services are provided free to those who use them, made possible by the club providing the space at no cost.

Opened in December 2025 and funded by Platform Housing Group, the Wellbeing Hub provides affordable counselling and mental health support to residents in one of Malvern's most deprived neighbourhoods. It operates from our community rooms Monday to Friday, with a growing team of counsellors and a range of groups and programmes including the Just for Women group and a WorkWell employment partnership.

- **200+ counselling sessions delivered**
- **25 active clients, with 15 on the waiting list**
- **Strong improvements in wellbeing demonstrated through outcome scores**
- **36 referrals received**
- **Just for Women group averaging 6 attendees weekly**



Community programmes

The Help Centre

“The help centre on a Thursday is incredibly important, ensuring we have that face-to-face contact with tenants to help them with any issues,” Chris Pinson-Bradely, Platform Housing Group.

Running every Thursday morning for ten years, the Help Centre brings together Platform Housing, South Worcestershire Citizens Advice, Social Prescribing, Age UK, NHS services, and others under one roof. Residents come with housing problems, welfare concerns, and employment issues, and rarely leave with just one problem solved.



- 1,225 people supported in 2025 across 49 sessions
- 12 people supported into sustainable employment through Building Brighter Futures
- Up to 50 residents through the door each week
- A regular coffee and chat table bringing up to 12 residents together each week

Community programmes

The Help Centre

“I work for South Worcestershire Citizens Advice. We're based in the Malvern office. I've been here since 2018. I lead a whole team of wellbeing workers on various projects. We have our traditional advice services which are open and free to everybody to come in and use. We also have our wellbeing projects that run alongside that, which complement the advice services and link in with each other.

The Help Centre has been hosted at the club for 10 years. It supports local residents who face problems with housing, being digitally excluded, but also work and food poverty, energy poverty and social isolation - all the things that contribute to somebody not being fulfilled and not having access to all they need in community life.

The club has always been very eager to host the Help Centre because it is a safe and known place for people to go to, and it's obviously in the centre of the estate so it's easy to get to. It's always been a very important dovetailing of the club and community.

The session has developed greatly in the last six or seven years to this multi-agency, one-stop shop approach that we've got now. Last week we had 12 different organisations represented, including Action for Children, ADEPT Counselling Service, Citizens Advice, Housing, Healthy Worcestershire and lots of other complementary agencies that support the needs of the community.

Being based in a community asset like the football club, and amongst other stakeholders, means you get to understand the local community very well. Working together with partners to remove the barriers that people may present with means that the impact is greater.” Claire, Head of Wellbeing, South Worcestershire Citizens Advice

Community Activities and Events

“Anybody who wants to put anything on — just come down, have a chat, and we’ll do our best to help you get things on.” Dana, Clubhouse Manager

Langland Stadium is a busy place seven days a week, and football and the community programmes are only part of the story. The clubhouse and ground host a wide and varied programme of community events, activities, and charity fundraising throughout the year and almost all of them are free to attend.

Regular activities include community bingo on Friday evenings drawing 30 to 40 residents each week. darts nights, We do seasonal events including Halloween, Easter, and Christmas parties, and have a ladies' dance and exercise class, and a weekly community craft project.

We are available to be booked for private celebrations including weddings, anniversaries, and birthdays. With the exception of a summer bouncy castle event charging £4 for all-day access, every community event we run is free.

The club hosts an annual Sportsman's Dinner raising funds for local charities, as well as regular Macmillan Cancer coffee mornings. The monthly charity coffee morning alone attracts 20 to 30 people each time and has raised funds for a range of local causes over the years.

“They’ve done big auctions, raised money for charities - a lot of cancer charities because a lot of them or someone they know has had an issue with cancer.”

Dana, Clubhouse manager



OUR IMPACT

Everything described in the previous chapter, about the football, the community programmes, and the activities and events that happen here have a huge impact on local people and the community.

This section sets out the difference the club makes, to the health and wellbeing of local residents, to the social fabric of the community, to the local economy, and to the environment.

These show why Langland Stadium is far more than a football ground – and is an essential community asset for the people of Pickersleigh and the surrounding areas.

Social Impact

***'It's amazing to so many people coming together, talking, chatting. It's a focus for the community. If the club wasn't here, there would be a big hole.'* Sarah, fan.**

Hundreds of people come through our doors every week to play sport, watch football, and feel part of something. For many residents, Malvern Town FC is where they feel most connected to their community. Attending matches regularly reduces loneliness, and even just being part of a crowd strengthens social bonds. On matchdays the ground comes alive, with a strong community feel as people come together. It gives people the chance to make friends and take part in community life.



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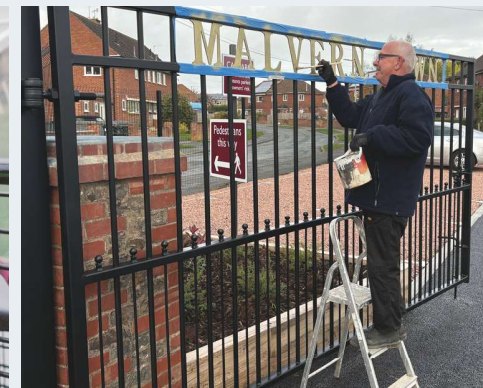
Taking part in community life

For our 30 volunteers, many of whom are neurodivergent, having a role with real responsibilities gives a sense of purpose and meaning. Seeing the community that builds through volunteering is a wonderful thing; genuine friendships form between people who are in the same place, week after week, all working to make the club the best it can be.

Volunteers tell us they feel genuinely valued and part of the team. For our neurodivergent volunteers in particular, the club is a place where they really belong and where the experience and confidence they build opens doors for them in other areas of their lives.

For the club, the value is enormous. Our volunteers give around 6,500 hours a year, worth approximately £160,000, in roles ranging from a seat on the board, club chaplain to programme seller. They are the foundation on which everything else we do is built.

“It takes volunteers, the people that are involved to make it run. Who maintains the grass, picks up the litter, sweeps the stand - who does that? It doesn't just happen. You can't afford to pay those people at times. So you rely on everybody to be a part of it. And I'm very thankful of everybody.” Martin Shuttlewood, Director.



Positive activities to take part in

Health and Wellbeing

“I am not a football supporter. But I am an absolute Malvern Town Football Club supporter”. Tamar Thompson MBE, Chair of Pivot to Wellbeing

Langland Stadium sits in Sherrard's Green, where rates of ill health, disability, and low wellbeing are significantly above the Worcestershire average. In areas like this, a place that people already know and trust is often the only place they will actually go for help. That matters as much as the services themselves.

Over 600 people a week take part in football on site, across a wide range of ages, abilities, and clubs. Regular physical activity is one of the most effective things people can do for both their physical and mental health and in an area with high levels of health inequality, having somewhere local, affordable, and welcoming to be active makes a real difference to people's lives.

The Wellbeing Hub provides affordable counselling and mental health support to residents who might otherwise go without it. The Help Centre tackles some of the root causes of poor mental health - housing problems, financial worries, and social isolation - before they take a deeper hold on people's lives.



Environmental Impact

We believe that being a responsible club means taking our environmental impact seriously and where we can reduce our footprint. It also makes financial sense, freeing up more money to reinvest in the community.

We have already taken concrete steps in this direction. We have signed a water-saving partnership with local company Neoperl, installed covered cycle parking, and submitted an Expression of Interest to Great British Energy's Local Power Plan.

Our biggest ambition is a solar array and battery storage system that would bring us to net zero energy costs, saving around £20,000 a year to reinvest directly into community activity. This can only happen once we have secured long-term tenure of the ground, which is why it is one of the first things we would do if this application is successful.



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Local Economy

"Malvern Town's promotion is great news for the whole district. More home games at a higher level means more visitors coming to Malvern, spending in our independent shops and restaurants, and seeing what makes this place so special. This is exactly the kind of thing that builds on our reputation as the best place to live in the Midlands and strengthens our Town of Culture bid." Councillor Beverley Nielsen, Portfolio Holder for Economic Development and Tourism, Malvern Hills District Council.

With 25 home fixtures a year and growing attendances at Southern League Premier South level, matchdays bring a regular stream of visitors into Malvern spending in local shops and hospitality.

Beyond matchdays, we are committed to keeping our spending local, using local suppliers for ground improvements and maintenance wherever possible. Our sponsorship arrangements have directly benefited local businesses too, with sponsors telling us their association with the club has helped them win new work.

We have also become a hub for local business networking. Working with local insurance broker Howden, we have hosted a series of business breakfast brunches that have attracted up to 50 businesses from across Malvern each time. The network has grown into a Facebook group with over 1,000 members, which is a lasting connection between local businesses that the club helped bring to life.

"As a local business, it's massive. The advertising at the club is incredible. It's brought us numerous amounts of work from people who would never have known about us before. A lot of our work is word of mouth. So, a lot of that comes through the football club." Gemma, SignsCentral, club sponsors.

MAKING SURE EVERYONE CAN TAKE PART

We believe Langland Stadium should be open and accessible to everyone, regardless of background or ability to pay. This section sets out how we make that happen in practice.

Pricing

We operate a mixed pricing model: those who can pay do, and that income cross-subsidises free and concessionary access for those who cannot. In practice this means:

- Junior clubs are charged below our standard commercial rate
- The Wellbeing Hub use two community rooms Monday to Friday free of charge
- The Help Centre uses the space free of charge every Thursday
- Schools use our facilities free of charge

The Wellbeing Hub extends this approach to its own users, charging a standard £10 counselling contribution that is waived for people on very low incomes through a concession fund backed by Malvern Hills Town Council.

Access

The ground is on a bus route on Langland Avenue with on-site parking, making it accessible for people without their own transport. This is particularly important given that 29% of households in Pickersleigh have no car.

The site has accessible facilities including disabled toilets and step-free access to key areas. We do not currently have a dedicated viewing area for wheelchair users and are actively working to address this as part of our future development plans, alongside new toilet facilities.

Reaching People

Our media manager runs the club's website and social media channels, keeping the community informed and connected. With over 10,000 social media followers and 157,855 social page views in 2022/23, what happens at Langland Stadium reaches well beyond those who come through the gate.

"Malvern Help Centre is an inspiring example of how local initiatives can help break down barriers and provide much needed support to those who might struggle to access help." The Rt Hon Baroness Jacqui Smith

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HOW OUR WORK ALIGNS WITH NATIONAL & LOCAL POLICIES

Everything we do at Langland Stadium connects directly to the council's own priorities and commitments. This is not a coincidence - it reflects twelve years of deliberate effort to build something that serves this community in the ways it most needs.

Strategy	Priorities	How we align
Malvern Hills District Council – Our Council Plan	• Improve health and wellbeing • Accelerate the development of community wellbeing hubs • Help residents prevent, survive, and recover from financial hardship • Strengthened partnership working and in-person services	• Over 600 people get active on the site each week • The Wellbeing Hub provides counselling to over 200 people per year • The Help Centre supported 1,225 people in 2025 with housing, poverty and employment issues through a partnership approach
Malvern Hills Collaborate Wellbeing Plan	• Reduce health inequalities • Transform community facilities into community hubs • Establishing referral schemes • Helping people become more connected through services delivered in communities	• We are based in one of Malvern's most deprived neighbourhoods • The Help Centre brings 12 agencies together under one roof each Thursday • The Wellbeing Hub, walking football, disability sport, and community events all reduce isolation and improve health outcomes for local people • We are active members of the Sherrard's Green Partnership
Connected Communities Strategy	• Residents supporting each other • Supporting local people to lead change • Recognising volunteering as a key part of feeling connected	• We are a community owned CIC • 30 volunteers give 6,500 hours a year • The club is a working example of asset - based community development

Local Government Reorganisation

The Government plans to abolish all district and county councils in England by 1 April 2028, including Malvern Hills District Council. When that happens, ownership of Langland Stadium will transfer to a new, larger unitary authority which will have different priorities, a much larger asset portfolio, and no established relationship with the club. We believe it is in everyone's interests to resolve the tenure of the stadium before that point. It protects the community the stadium serves, gives the club the certainty it needs to invest, and ensures that twelve years of community building is secured for the long term whatever comes next.

OUR PLANS FOR THE FUTURE

“We want to Transform Langland Stadium into a top-quality community sports and wellbeing hub capable of holding 3,000 people”
Chris Pinder, Chair.

Everything in this report from over 2000 local people cheering us on as we got promoted, to partnerships with the Wellbeing Hub and Help Centre transforming people’s lives, to the friendships built through taking part in activities and events would have been impossible to imagine twelve years again when we were at risk of closure.

But we are nowhere near done!

Malvern Town Football Club is ambitious for the club and for the community. Over the next five to ten years, we want to build on the progress we have already made, strengthening the football, improving our facilities, and deepening our community and partnership work even more.



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Our football plans

First team

We are genuinely excited about stepping up to Step 3 football, competing week in, week out against serious clubs and the highs and lows that will bring for our legions of fans. We are ambitious but want to balance that ambition with realism and be sustainable. Our target is to establish ourselves at this level and grow from there.

We have a real passion for developing local talent, so we are going to strengthen the pathway through our under-18s, building a first team full of players from the community.

“Local players give that extra bit, they run through walls for the club, and that deepens pride across Malvern” Lee Hooper, First Team Manager.

We know that the first team's success matters beyond the pitch too, with bigger crowds, more kids walking around town in Malvern Town shirts, and a genuine sense of pride in Malvern.

Juniors

The club currently hosts 3 junior clubs, with 31 teams, with 6 new teams joining next season, which is fantastic to see. We have made a conscious decision not to run our own junior teams below under-18s, as we don't want to compete with the clubs already serving young people. Instead, we want to be a community champion for local junior football, supporting those clubs to grow and thrive by providing hiring costs under our standard commercial rate.

Women and girls football

Women and girls football is a board-level priority. Despite our best efforts, including previously having a women's adult team and a director of women's football, rebuilding has been slow, partly due to competition from Worcester City Women. We are now actively working to understand the barriers, including cost, and putting solutions in place so that women's and girls' football at Langland Stadium can genuinely thrive.

Our plans for the ground

Our track record of £1.95 million of investment shows our commitment to developing the ground to meet the needs of football and the wider community. We are not a club that stands still, and we already have works underway:

- A new clubhouse terrace and bi-fold doors improving our community and social space and increasing non-matchday hire income.
- An active Premier League Stadium Fund application for the 'Hills View Stand' which will provide covered terrace seating 200 spectators, with views across the Malvern Hills.
- A raised, covered, wheelchair-friendly viewing area with 180-degree sightlines, ready for the new season.

In the future we have plans to:

- Develop a community gym that would transform what the club offers and improve local people's health and wellbeing.
- Explore a Football and Education programme in partnership with a local college or university, offering young people the opportunity to combine academic qualifications with full time football training and development at the stadium.
- Create a multipurpose small, sided games pitch adjacent to the main ground, increasing capacity for walking football, five-a-side, community sessions and junior development without impacting main pitch availability.
- Create new and upgraded accessible toilet provision, including Changing Places facilities.
- Increase the amount of high-quality hospitality space and the number and size of hireable rooms on site, enabling the club to generate greater commercial revenue whilst allowing multiple football and community activities to run side by side on any given day.

Our plans for the community

“I'd like to see the community side keep on getting better - with the activities and events that happen at the club meaning local people can get the support they need to have a good life.” Matt White, Help Centre Coordinator

Whether its bingo nights, or charity events we already deliver a wide range of community activities and our facilities are open to hire and partnership working. We are genuinely open to new ideas for how we can strengthen our community offer further and welcome anyone who wants to come and speak to us about that.

Through conversations with local people and organisations, we have heard ideas for activities, such as more activities for grandparents. We cannot do everything ourselves, but we can enable more to happen by running some activities directly and making our spaces available for others to use.

We are also exploring a charitable model that would allow us to bid for funding to build and run more community activities, putting more power in the hands of local people to shape what happens here.



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Our plans for partnership working

In a disadvantaged areas such as Sherrard's Green we know it's vital that people and organisations work together to take action on the things that are important to the community, We will play a leading role in the Sherrard's Green Partnership meetings and working to ensure services reach those who need them the most.

Working collectively with partners, we want to better understand the needs of priority groups, including younger people, disabled residents, and those in poor health, and help connect them to the right services, activities, and events.

Working with the Help Centre and Wellbeing Hub there is real potential to bring additional health services to the stadium, including vaccination catch-ups and diabetes check-ins, using the club's trusted presence in the community to reach people who might not engage through more traditional routes.

“What we really want is to make sure the club’s services are reaching those who have the greatest unmet need. And if we can work with the football club to do that - to find out what it is that residents want, and ensure the services provided at the club reach those with unmet need that would be fantastic.” Sophie Pryce, Public Worcestershire County Council and Chair of Sherrard’s Green Partnership.



Joe's story, Club Chaplain

I arrived in Malvern two and a half years ago from Wolverhampton. I'm passionate about football, so one of the things I thought I'd do is just go along to the football club.

The first experience of going into the club was - this is a great place to be! I got a nice welcome at the gate - not over enthusiastic, but just like, 'all right, good to see you.' Rather than just being left to wander in.

I said to one of the stewards, 'I've just moved here and I just want to see what it's like.' He said, 'Oh, you'll love it here, it's a good atmosphere and the club's really going places.' I could tell straight away people were proud of the club. 'The whole of Malvern's like that, everybody wants to help and that's the kind of community we are.' I just thought, this is a good place. The football is great, yes, but it was the community that got me.

I wanted to be part of it. My current role within the club is the chaplain, which is not just for the players, but also to the fans and to the community. If people need someone to go and chat to, or a little counselling, support and encouragement, then that's from me. I've also joined the volunteers - a crazy, nice bunch of people who serve and give time to match days. They are from different backgrounds, some long-term fans and others who just want to be part of something good.

I've started playing in the walking football sessions which an ex-player set up for us blokes who are 50 plus. There's about 25 to 30 people who turn up for a session. You've got people who aren't very mobile, and your head's quicker than your body, but I'm grateful to have the chance to play. One of the things that happens in later life is isolation. The social side of it is really important. Afterwards there's a drink and a chat, talking about how's your week been, talking about this and that. It's a link to say, do you want to meet up for a coffee or a chat later in the week? So, it's a comfortable way of connecting.

We love Joe's story because it shows how someone who arrived in Malvern just two and a half years ago, has found the football club, found the volunteers, found the walking football, and found a community.

In ten years' time, with the right foundations in place, we want to be doing that for more people, in more ways, with better facilities and a stronger team on the pitch. We want children growing up in Pickersleigh to see the stadium as their and a place that has also been there, that will always be there and genuinely makes their lives better.

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WHY A NEW LEASE MAKES SENSE

"We've got a proven track record. We can be trusted to operate this site and improve it. We'd like to have security of tenure for a long, long time." Chris Pinder, Chair.

Twelve years ago Langland Stadium was close to closure. Today it welcomes 61,000 people a year, hosts over 30 teams, runs a mental health hub and a one-stop advice service, and has just seen its first team promoted to the highest level in the club's history. Over £1.95 million has been invested in transforming the ground, every penny of it reinvested into a facility the whole community uses.

This did not happen by accident. It happened because the club and the council worked together, and because a group of dedicated volunteers and board members gave everything to make it work. The community has responded through the turnstiles, through the Help Centre, through the friendships built here every week.



What is holding us back

We are grateful for the 25-year lease granted in 2019. It was a genuine show of faith and it gave us the stability to do much of what followed. But as our ambitions have grown, we are finding it is limiting what we can achieve. In practice this means:

- Many grant funders require a minimum lease of 40 years or more for capital investment. We are currently locked out of a significant range of funding opportunities as a result.
- Corporate sponsors and private investors are hesitant to fund improvements to a facility the club does not control, limiting the partnerships we can build.
- We cannot participate in energy efficiency and solar schemes that would cut our running costs and reduce our environmental impact.
- Even minor operational decisions require formal council sign-off, placing a real administrative burden on a club run almost entirely by volunteers.

There is also a wider context. With Malvern Hills District Council due to be abolished by April 2028, ownership of the stadium will transfer to a new, larger unitary authority with different priorities and no established relationship with the club. We have no reason to doubt the intentions of any successor body, but we would be entering that transition without the twelve years of trust and partnership we have built with the council. Resolving tenure before that point protects what has been built, for the club, the community, and the council.

What we are asking for

We are not asking the council to give anything away. A 250-year lease on fair terms would allow the council to retain the freehold while giving the club the certainty it needs to invest, grow, and keep serving this community with confidence.

The plans for the next decade are real and ready - a covered stand, a community gym, an education programme, a small-sided games pitch, improved hospitality, more rooms, more clubs, more people through the door. The club has shown it can deliver. All it needs is the foundation to act.

**Langland Stadium has been part of this community for over a hundred years.
With a new long-term lease, it will be here for two hundred and fifty more.**



WE ARE BUILDING SOMETHING SPECIAL IN MALVERN

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