

## High St Great Malvern – Economic Group meeting 13<sup>th</sup> August 2007

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Present: Christopher Turner, Chris Martin, Anthony Collis, Bridget Orr

Apologies: Roger Sutton

Matters arising from previous meeting:

- **Role of Co-ordination, or steering, group**  
Concern was expressed that ad hoc meetings of newly formed Co-ordination Group had been held with no, or short, notice to reps from Economy, Design and Promotion Groups. **BO** to request notes to be circulated from these meetings if possible. Next Co-ordination group mtg on 21<sup>st</sup>, with all members present, and reps to go to TCP to be decided.
- **Economic impact study of traffic flow**  
TCP due to meet with Highways Dept, DC and CC. Wait for outcome of that meeting before deciding how to go ahead with HSUK impact study of traffic flow. **AC** to report back.
- **GMAT**  
GMAT have made contact with HSUK through both Anna Brook (Iapetus) and Angela Walker (Leaf). Invite them to meet Co-ordination group first in order to negotiate how to work with all HSUK issues. **BO**
- **Shop Local Campaign**  
**AC** will look back over old reports on Great Malvern town centre and bring together common threads. **AC** to chase work on logo and branding of campaign. **AC** showed us “First Step” from Forest of Dean’s Shop Local initiative, which is supported by the SW RDA. No similar funding available from Advantage West Midlands.
- **Park & Ride**  
**AC** noted that TIC counted no’s of people coming into Centre this weekend (due to xxxx event??) - 667 rather than average 390. Is this an argument for Park& Ride schemes into town centre at county events?
- **Dome**  
**BO** Ask Roger Sutton and Civic Society (rather than Civic Trust as agreed last week) to write to Chair of school, Nigel Nicholls, to encourage use as ice rink.
- **Shared Space**  
Reminder to **PS** to invite speaker
- **Danubias, Hungarian Hotel Group**  
**AC** spoke to them and they have been looking to acquire a substantial property in Malvern for a spa hotel. They are still keen to be here.

Discussion

- **Promotion of Great Malvern**  
**CM** has been visiting local area and asked whose job it is to distribute publicity material about Great Malvern, as he has seen very limited information in other local tourist areas, eg. Hay on

Wye. **AC** to follow up as there is no longer a Tourism Officer to chase up the Distribution Company responsible for this. **CM** will carry on visiting towns in the area and collecting samples of both Malvern literature and that from other towns to compare.

- **Market Analysis**

CTurner had read the Main St Market Analysis manual. It details significant features influencing local economies:

- national reasons for economic decline/growth

- physical environment

- clusters of businesses (books in Hay on Wye)

- “anchor” businesses – WHSmith, Woolworths, Waitrose, etc.

which are easy to identify; but harder to identify the “customer” influence on local economy, ie. demographics:

- age

- gender

- local or outside (tourists)

- class

How do you create the right environment for local business? Get the right tenant mix – anchors **and** independents? Improve the look of shop fronts? Some communities like Tenbury Wells have a *Shop Fronts Grants Scheme*; some look over-sanitised like Broadway.

HSUK should do its own market survey. **CTu** to draft a pilot “shoppers’ survey”, focussing on ‘shop local’, of how local people see the current state of the local economy and what they would like to see. **BO** to send copy of nef’s Clonetown survey. **CTu** suggested visiting Dyson Perrins and The Chase 6<sup>th</sup> forms to talk about HSUK, and get young peoples’ views about the future of Malvern.

Above issues to be raised at Co-ordination Group meeting.

Next Economic Group meeting:

Monday 17<sup>th</sup> September – 5.30 – 7pm