

Great Malvern High Street – Promotion Group

Meeting 17/4/07

Present: Carol Wild, Geraldine Williams, Paul Squires, Anthony Collis, Manda Graham

An amendment was tabled to the last meeting notes: The Artists Market will take place on the 29th July 2007.

Carol and Geraldine led a discussion regarding non local Hotels and their Spa facilities and the research that they had carried out - prices and activities.

Further discussions were had around how guests in local hotels would access treatments – would therapists meet guests in their Hotel? Would guests walk to local therapists? Will therapists work on a Sunday?

Anthony presented a draft brochure for discussion. The brochure detailed types of therapies and activities available in Malvern under the theme of Well being./

Fran Doidge will co-ordinate local therapists.

Further discussion was had regarding hanging events of an over arching theme – so the theme is well being and then a number of events through out the year would be promoted under this banner.

The group went on to discuss the Arts fair to held in Malvern (Bellevue Island and on other locations) on Sunday 29th July.

Expectation of 30 artists – 20 already committed.

Artists to be charged £25.00 for a pitch

The Council have a buskstop – there is a suggestion to have live performers en route between different locations.

Get in will be 8.30 – 9.30 and the event will run between 10.00 and 4.00

A van is needed to pick up tables from different locations

Volunteers are needed too.

Manda will supply copy of council contract for artists.

Paul agreed that the Civic Trust would cash flow the event and that the artists payment would be made to the Trust. This saves having to create a company to route the finances through very quickly.

The event will be promoted through local traders and electronic networks.

The group then went on to discuss a High ST logo. A suggestion was made to have a local competition with two prizes – Adult and young person – the winning design we use as the High ST logo for Malvern. The Civic Trust will put up the prize money. Suggestion of £100.00 and £ 50.00 was made.

Paul to approach Gazette to help publicise the competition.

End.