

High Street UK – Great Malvern – Promotions Group

Tuesday 27 March 2007

Present: Fran Doidge, Roger Sutton, Carol Wild, Geraldine Williams, John Williams, Ginny, Manda Graham, Anthony Collis

Health & Well Being

The group brainstormed the opportunities that could result from H&WB.

Business Groups:-

- Accommodation – Hotels, Guest Houses, B&Bs
- Hospitality – Restaurants, Cafes, Pubs, Tearooms
- Therapists – Acupuncture, Chiropractors, Osteopaths, Massage, Physiotherapy,
- Lifestyle – Shiatsu, T'ai Chi, Yoga
- Beauty – Beauty Treatments, Hairdressers, Tanning Salons,
- Retail – Chemists, Health Foods, Outdoor, Pharmacies
- Exercise – Splash Leisure Complex
- Leisure – Malvern Theatres
- Water – Malvern Water!

It was noted that there is a hydro-therapy pool in Osborne Road Rosebank Gardens would be an ideal setting for T'ai Chi etc

Other interests that will benefit include: Walking, Wells & Spa Association, Well Dressing

The target market is likely to be couples (all ages - predominantly appealing to females). There is also likely to be substantial interest within the gay community.

FD provided contact details of individual therapists in the Malvern area

AC undertook to carry out a H&WB audit check

GW agreed to determine the range offered in the area (including Sandford Park at Upton and The Elms at Abberley – the latter being a new attraction)

RS suggested that the existing Theatre / Hotel package was the ideal model and queried which organisation will handle the bookings.

Sunday Markets

CW and GW had received support for the proposed Arts Fair from at least 12 (*Amendment CW - 14*) local artists for an event in the summer. AC noted that the organiser of the Christmas Market had not expressed interest in arranging a Sunday craft market.

It was suggested that the market be held on 29 July or 5 August on Belle Vue Island – date and venue to be confirmed. (*Amendment CW – 29 July only; also in Priory grounds and Abbey Rd area, near where Farmers market meets*)

RS suggested that a flier should be inserted within the next Malvern Theatres' mail shot. He also suggested that all events should be notified to BBC H&W

Other

It was suggested that all showcases should be refurbished for publicity use.

The next meeting will be held on 17 April – one week earlier than previously agreed

