

## Great Malvern High Street – Promotion Group

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Meeting 28/2/07

Present: Fran Doidge, Roger Sutton, John Harcup, Geraldine William, Carol Wild, Anthony Collis, Simon Smith, Lynne Jones (CT)

Group introductions & discussion around how best to promote Malvern's unique features resulting in a 'Malvern Experience' package. Group decided first steps could be around promotion of health & wellbeing & in developing a Sunday trade through themed Markets.

Action points:

### Health & Wellbeing

- John to pass on details of the therapist leaflet he helped put together for Leamington
- Fran to contact therapists
- Simon/Lee to contact Theatre Board re possibility of inclusion in their marketing

### Sunday markets

- Simon/Anthony to contact Markets organisers
- Group to identify people interested in Arts/Crafts who might want stalls

Next meeting 5.30 27<sup>th</sup> March