

## **High Street UK Great Malvern: A brief explanation of the roles of each working group**

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### **Coordination group**

involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a High Street programme. Actions include:

- Fundraising for projects & admin from membership, donations, sponsorship and grant
- Managing volunteers and staff
- Promoting High Street to residents and other stakeholders
- Manage finances
- Creating, writing and managing an annual action

### **Promotion group**

sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the High Street district. Actions include:

- marketing the district's unique characteristics to residents, investors, business owners, and visitors.
- Create and run marketing campaigns
- Running special events
- Working with other local events organisers to promote High Street activities

### **Design group**

Aims to get the High Street district into top physical shape. Capitalising on its best assets. Actions include:

- Influencing the creation of the High Street district as an inviting place to visit attractive through well designed window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping
- Other activities also include instilling good maintenance practices in the district, enhancing the physical appearance of the district by restoring historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

### **Economic Development**

Aims to strengthen the community's existing economic assets while expanding and diversifying its economic base. Actions include:

- helping sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses for property in the district.
- Collects and holds economic data
- Works strategically to improve footfall on High Street
- Influences local supply chains, procurement and purchasing to create and hold onto more local wealth.
- Works with other local and regional economic and business support agencies to deliver support, training, funds and influence policy that will benefit traders and local entrepreneurs.