



Welcome to the March 2024 Town Centre Business Bulletin

Let's Make Our Towns Bloom!

Hanging baskets for Great Malvern, Malvern Link and Barnards Green.

The town council are planning their summer hanging baskets for 2024.

Baskets will be advertised and then purchased by traders at the cost at approximately £40 including the hire of self-watering baskets, installation, and watering once or twice a week.



Last year 51 baskets were purchased by traders in Great Malvern, 9 by traders in Barnards Green and 1 in Malvern Link.

We would like to encourage as many traders as possible to join the scheme to brighten up our towns.

If you are interested please e-mail Lyndsey Davies at Malvern Town Council ldavies@malvern-tc.org.uk to add your business to the contact list before the end of April.

Digital Supper Clubs

Join us for an exclusive business event tailored for business owners seeking to delve into the realm of digital marketing, all within a relaxed and supportive atmosphere. This gathering offers a unique opportunity for entrepreneurs to connect, exchange knowledge, and explore digital marketing strategies in a comfortable setting.



Facilitating this digital supper club is John Chacksfield, from [Sharp Monkeys](#), a seasoned digital marketing professional, ready to offer expert insights and practical tips across various aspects of digital marketing.

The first Digital Supper Club will take place Tuesday 26 March at 6.15pm at [Bar Limon](#) and the second in Tenbury Wells on Thursday 11 April at [Unwined Bar and Bistro](#). Price per head £20 to include light tapas buffet and a vino/soft drink.

Please book via info@barlimon.co.uk or unwinedbarandbistro.co.uk and put Digital Supper in the subject.

Net Zero Worcestershire - Sustainability Grants



Up to £8,000 is available for SME's in Malvern Hills to implement energy saving initiatives including LED lighting, heating and insulation and renewables. The initiative aims to support Worcestershire SMEs to make the transition towards a sustainable and low-carbon future.

This can be used on things like solar panels, insulation, and energy efficient lighting just to name a few.

Worcestershire County Council also offer [Decarbonisation Reviews](#) to help improve your businesses energy efficiency.

[Find Out More](#)

Lunch & Learn Events at BLOOMSPACE

Bloom Space Lunch and Learn sessions are completely free for attendees. They cover a range of topics that are vital for anyone who may have decided to plan, start or grow a business.



The sessions are:

[Creations of The Mind: An Introduction to IP Assets](#) - 3 April 2024

[IP Strategy: Not Just for Big Companies](#) - 10 April 2024

[IP Agreements and Contracts](#) - 17 April 2024

[Accounting in a Digital World](#) - 22 May 2024

These events will be informal discussions, over lunchtime, where you can find out more about the topic, get to know the expert, and network with peers. The sessions are held in BLOOMSPACE Malvern in the training or event rooms. You will also have the chance to have a tour of the building and meet some of the members.

[Find Out More](#)

Trade Waste - Your Responsibilities



Businesses have a responsibility to dispose of their waste properly, sort and store it securely and try to prevent waste where possible with recycling and reusing. Read more about what you must do to deal with waste by following the link below.

Malvern Hills District Council provide a trade waste collection: [Commercial Waste and Recycling - Malvern Hills District Council](#)

Or you can use any registered business waste collection service.

Contact cepo@malvern hills.gov.uk if you have any questions.

[Find Out More](#)

£400m Investment for Worcestershire Small Businesses

A significant pot of money has been announced by the British Business Bank as part of its Midlands Engine Investment Fund II.

This fund will provide finance options of up to £2m to businesses in Worcestershire enabling them to grow, improve skills or innovate new products and services.

There will be a series of information events across the Midlands taking place in Leicester, Wolverhampton and Coventry.



[Find Out More](#)

UK Prosperity Fund Town Centre Support Grants - Funds Still Available



Funds are still available for our Town Centre Support Grants.

Eligible businesses can apply for a 50% match-funded grant of up to £2500 towards one, or a combination, of the following grants:

Shop Front Improvements – Undertaking works to improve or refurbish the shop front or internal structural improvements.

Empty Shop Support - Support to bring an empty shop back into commercial use including support for equipment, anything external or internal premises related.

Town Centre Boost - An additional £1000 grant is available to traders or community groups to deliver town centre wide projects and promotions to drive new footfall, investment, or sustainability (there is no match funding requirement associated with this grant).

If you would like to apply for a grant visit the website below:

Pictured: Hillbillys Café

[Apply Here](#)

Town Specific Information

Great Malvern Traders Group

The next Great Malvern Traders meeting will take place at **6pm on Tuesday 14 May at TBC location.**



Email Rebecca.Probert@malvernhills.gov.uk if you would like to attend.



Tenbury Wells Traders Group

Our next meeting will take place at **6pm Tuesday 9 April at the Market Tavern.**

We would love to see you there. If you can make it, please contact Rebecca Probert by e-

mail rebecca.probert@malvern hills.gov.uk

Upton Traders

The next Upton Traders Meeting will take place **5.15pm Tuesday 16 April at The White Lion.** If you would like to join us please get in touch with Rebecca.

rebecca.probert@malvern hills.gov.uk



Environmental Matters

If you don't report it we don't know about it!



If any of the following issues are effecting you please report it...

- Homelessness
- Refuse Collection
- Environment and animals
- Dog fouling
- Flooding
- Fly-tipping
- Graffiti and Fly posting
- Street cleaning issues
- Littering
- Car paring concerns
- Public toilets



We need your content to help promote The Malverns effectively:

Campaigns Throughout the year, the Visit The Malverns brand is promoted via a number of marketing activities, including seasonal and thematic campaigns. If you would like to put forward any ideas for promotions, please email

victoria.carman@malvern hills.gov.uk.

Website Business Listings - Are you featured in our Business Listings section for Accommodation, Attractions and Food and Drink? Please check here by using the search tools www.visitthemalverns.org. If you need to add or amend your listing, please contact a member of the TIC Team via info@visitthemalverns.org.

Blog Stories Have you had a refurbishment or are you offering something new, have you launched a new menu or created a new experience, then we want to here from you. Please email victoria.carman@malvern hills.gov.uk

PR Please add victoria.carman@malvern hills.gov.uk to your press release distribution list and/or e-newsletter subscriptions so we can be kept up to date.

Social Media Please 'Like', Share and Follow us on social media to become part of our Visit The Malverns online community.

Dates for your diary

There's so much happening across the district in 2024. Keep up to date with key festivals and events with our events document linked below:

[Festivals and Events List 2024](#)

You can also find out about all upcoming events at our [Events Calendar](#) on the Visit The Malverns Website.

[Full Events Calendar](#)

If you have any ideas to help your town please do get in touch

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Mobile: 07779 456448

Email: rebecca.probert@malvernhills.gov.uk

You can also add me on Facebook and contact me through Facebook Messenger [Malvern Hills Rebecca Probert](#)

Rebecca Probert, **Town Centre Support Officer**

