

MALVERN HILLS TOURISM BUSINESS E-BULLETIN

Latest Tourism Industry News and Opportunities



The Malverns



Welcome to the January 2025 Tourism Business e-bulletin for the Malvern Hills district.

Top stories this month include:

- Free membership to Green Tourism accreditation
- Update your FREE Tourism Business listing on the Visit The Malverns website
- Support and promote local crowdfunding projects.
- Latest grants update.

If you have any questions or feedback, please contact **Victoria Carman, Visitor Economy Manager** at Malvern Hills District Council via email victoria.carman@malvern hills.gov.uk



Free membership to Green Tourism accreditation

West Midlands growth Company have partnered with Green Tourism to provide one year of fully funded access to Green Tourism's internationally recognised sustainability accreditation and support programme.

The certification allows you to demonstrate your businesses commitment to sustainable practices, gain expert support and improve your sustainability performance.

[Find out more](#)





THE MALVERNS GREEN TRACKER

Serious about sustainability

The Malvern Green Tracker - Do you need help?

Malvern Hills District Council (MHDC) has launched an innovative online system that encourages tourism and hospitality businesses to reduce carbon emissions by adopting greener business practices.

The Malvern Green Tracker is a free system available for local tourism and hospitality businesses from across The Malvern to use.

The online toolkit includes an area to monitor and benchmark energy, water, and waste, as well as a section which provides a step-by-step guide for attractions, hotels, B&B's, self-catering accommodation, campsites, retail and eateries to adopt greener practices.

If you would like one on one support setting up and using the green tracker please contact Victoria.carman@malvernhills.gov.uk to book in a session.

[Find out more about the Green Tracker](#)

Digital Tourism Conference 2025 - Tuesday 11 February



This full day event at Hilton Puckrup Hall Hotel, Tewkesbury will give an overview of how digital and wireless connectivity can enhance tourism across the region.

Hear from industry expert Adam Henson and access advice on:

- Improving mobile and broadband connectivity
- Developing an Augmented Reality offer
- Using AI to improve business processes
- Understanding the benefits of wireless technology
- Ask the expert break-out sessions

This is a free event offered to tourism and hospitality businesses across Worcestershire & the wider River Severn region.

[Register Here](#)

Update your FREE Tourism Business listing on the Visit The Malverns website

Every tourism business in Malvern is encouraged to create a FREE listing on the Visit The Malverns website.

This is an opportunity to promote your business via the official Visit The Malverns website which has about 40,000 visits/sessions per month. A listing will also help to improve your businesses Search Engine Optimisation as we provide a trusted inbound website link.



All you need to do is fill in the corresponding form to your business type:

Accommodation: <https://www.smartsurvey.co.uk/s/AccommListing23/>

Shop: <https://www.smartsurvey.co.uk/s/ShopListing23/>

Food & Drink: <https://www.smartsurvey.co.uk/s/FoodDrinkListing23/>

Attractions: <https://www.smartsurvey.co.uk/s/AttractionListing23/>

If your business already has a listing please check that it is up to date by checking our attraction, accommodation, food & drink and shop finders.

To make any changes, please contact: info@visitthemalverns.org

Can you support these SpaceHive projects?



Spacehive crowdfunding in Malvern Hills gives local people the opportunity to create and deliver projects that aim to enhance the district. The following projects could get off the ground with your support:

- [**Fashion Museum & Research Library**](#) - A new fashion museum showcasing a vast collection of historical clothing, accessories, ephemera and books.
- [**Early Years Play & Learn Pendock Primary**](#) - Project to improve the early years space and purchase resources for pupils age 3 - 7.
- [**Upgrade Witley Court Drive access**](#) - Improve access to the stunning Great Witley Church and tea rooms.
- [**Renovate Callow End Village Hall carpark**](#) - Help resurface Callow End Village Hall car park to keep it safe for all users.

Can you help support these projects in any way?

Visit www.spacehive.com/movement/malvernhills/projects to find out more.

Advertise at Regal Tenbury for £50

Art Deco cinema and theatre, Regal in Tenbury Wells, is offering a fantastic opportunity to advertise on its screen at a discounted rate.

For just £50 Adverts will be shown before every show and arts broadcast at Regal for 3 months

Regal also offer an advert design service using your logo and images to create an eye catching ad.

To find out more contact: Erika, email: Erika@regaltenbury.co.uk phone: 01584819998



Can you provide a work placement opportunity for tourism student Sarthak?



Sarthak is a Level 6 Student of International Tourism Management at University College Birmingham who is interested in gaining real-world experience in the tourism industry and utilising the academic knowledge he has learned.

He is available for a 48-week industry-based work placement starting this February and is very flexible regarding availability and the type of work and role he can undertake.

If you would like to take this further and discuss an opportunity contact Sarthak Kant Sedhain, 07770191116 sarthak.knight10@gmail.com

[Read Sarthak's CV](#)

[Read Sarthak's Personal Statement](#)

AccessAble discounts available to Malvern Hills businesses

Visit Worcestershire and [AccessAble](#), a trusted platform providing accessibility guides, are working together.

You can now access the [Visit Worcestershire Your Accessibility Guide portal](#) to book a specialist survey full of the vital accessibility information disabled people and carers need to visit new places.

There are offers available for access guides to be created from as little as £1 +VAT for 3 bed or less self-catering businesses and small visitor attractions.

For larger businesses, there is a 75% discount on guided assessments and a 50% discount on on-site assessments.

Contact the AccessAble team for more information :

Email: hello@AccessAble.co.uk

Phone: 01438 842 710



Unlock the Value of Apprenticeships

Businesses need innovative and cost-effective solutions to upskill existing staff or recruit new talent. **Apprenticeships offer a proven way to build skills, foster a positive workplace culture, and boost staff retention.**

During National Apprenticeship Week, we will be delivering a series of roadshows to support local employers.

Come along and speak with our teams:

➤ Understand more about all things apprenticeships.

➤ Learn about the wider business support available and discuss what support you'd like to see.



FREE to attend, 1-1 support designed to help your business!
Find out more and book your place [HERE](#):

Unlock the Value of Apprenticeships

Worcestershire businesses are invited to a series of events during **National Apprenticeship Week** (10 – 14 February) to explore how apprenticeships can address workforce challenges and drive growth.

Hosted by the Worcestershire Growth Hub and Worcestershire Apprenticeships teams, these events provide tailored advice and insights on leveraging apprenticeships to meet business needs.

Attendees will benefit from:

- Practical guidance on implementing apprenticeships.
- One-on-one support from the Worcestershire Apprenticeships team.
- Updates on the broader business support available from the Worcestershire Growth Hub.

Multiple sessions will be held across Worcestershire covering identical content. The Malvern session is:

- **Tuesday, 11 February:** Malvern Community Hub, Park View Community Room, WR14 2JY. From 13:00 - 15:00.

[Find out more](#)

80% of cardiac arrests happen at home

You can quadruple someone's chance of survival with this training.



Save a Heart

on Valentines Day

**Friday 14th February 2025
at Malvern Theatres - Studio One**

FREE 90 minute CPR & Defibrillator Training

For details of session times and to book a place please visit

www.heartstartmalvern.org.uk or call **07926 615812**

Booking is essential



[Heartstart - find out more](http://www.heartstartmalvern.org.uk)



Community Action Funding Update



There are many opportunities to access grant support for your projects. The latest update from Community Action includes grants for:

- Funding up to £25,000 to Enhance Educational and Access Opportunities for Young People
- Grants of up to £5,000 Available to Not-For-Profit Theatres to Carry Out Essential Works
- Grants of up to £100,000 Available to Make Museum Collections More Inclusive
- Grants to Support Music Making
- + Lots more!

[See the full list](#)

UKSPF Tourism Grants - last chance!

The UKSPF Tourism Grant programme will be coming to an end in March 2025, but we are still accepting grant applications from tourism and hospitality businesses where you can access up to £2,500 grant support for the following:

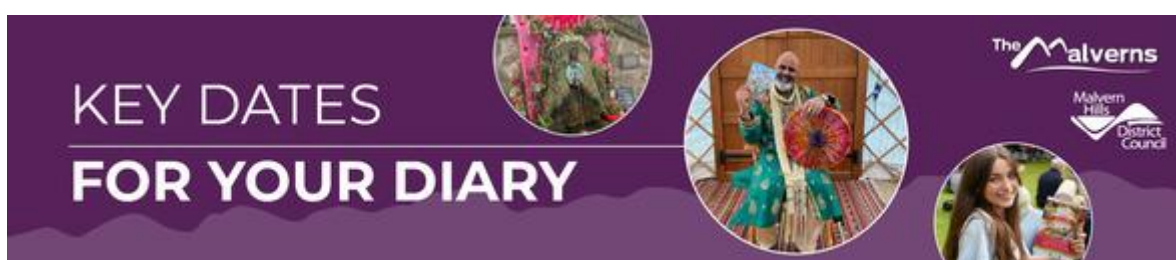


**Funded by
UK Government**

- Developing the visitor experience
- Improving accessibility for people with disabilities and additional needs
- Increasing 'greener' measures

Please contact Victoria Carman to discuss your grant proposal:

victoria.carman@malvernhills.gov.uk



2025 Key Events Dates



There's so much happening across the district in 2025, make sure to [view the full list](#) on our website.

Read the document below to see all the key event dates for 2025.

[Key event dates](#)

Recent digital marketing report



We produce a digital marketing report every month to monitor marketing across our website and social media.

[Read the December report here](#)



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 hear 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.



www.visitthemaalverns.org



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@VisitTheMalverns