

SUPPORTING BUSINESSES

2023/24



BUSINESS SUPPORT • CREATING JOBS • GROWING THE ECONOMY

SUPPORTING YOUR BUSINESS

SUPPORTING BUSINESSES AND THE WIDER ECONOMY IS ONE OF OUR TOP PRIORITIES.

Providing extensive advice and support to a range of businesses across the district following the Covid pandemic and stimulating economic growth continues to be a priority during 2023/24.



Here are some of the services on offer to support your business

- Advice on funding opportunities for businesses
- Business grants and commercial premises searches
- Business visits, briefings, and business e-bulletins
- Visitor economy and Town Centre Support, marketing campaigns and development



Green Frog Pottery, Barnards Green

- Support for fibre broadband campaigns
- Promotion of apprenticeships and ongoing training and skills provision
- Programme of events that attract footfall and visitors to our towns
- Support the operation of three Tourist Information Centres across the district
- Promotion of The Malverns using visitthemalverns.org website and social media
- Support the Worcestershire Local Enterprise Partnership and Worcestershire Business Central
- Provide access to networks and professional services
- that could help you develop land, business premises and attract investment
- Application of business rate reliefs and exemptions
- Trade waste collection services
- Pre-application planning advice
- Determining planning applications
- Building Control advice and approval
- Allocation of employment land
- Training and advice on things like food hygiene and consumer law
- Licensing

Visit www.malvernhills.gov.uk/business for more information



RAISING THE PROFILE OF THE MALVERNS

Malvern Hills District Council promotes the district via the Visit The Malverns brand and our dedicated tourism website now receives over 550,000 visits per year and rising. It provides comprehensive information on things to do – attractions, food and drink, walking, what's on, where to stay and planning your visit. Plus, visitors are always given a warm welcome at the district's Tourist Information Centres in Malvern, Upton upon Severn and Tenbury Wells.

**FREE
WEBSITE LISTING
VISITTHEMALVERNS.ORG**



Tourism businesses (accommodation, attractions, food and drink) can have a website listing free of charge with a description, images, video content, social media links including TripAdvisor, a map, and a website link - helping to improve search engine optimisation on your own website.

Also, send us your tourism business news stories and press releases to be considered for inclusion in the Visit The Malverns website blog. We'll also forward on the top news stories to VisitBritain for inclusion in national and international VisitEngland and VisitBritain marketing campaigns. We're also in regular contact with journalists from national newspapers and specialist travel press, so please ensure you keep us informed about your tourism business throughout the year.

And, spread your tourism message even further by engaging with our Visit The Malverns social media channels

 [VisitTheMalverns](https://www.facebook.com/VisitTheMalverns)

 [VisitTheMalverns](https://www.instagram.com/VisitTheMalverns)

 [TheMalvernsTIC](https://twitter.com/TheMalvernsTIC)

If you are thinking about developing your business and would like some advice, please contact our Visitor Economy Officer Victoria Carman
01684 862483
victoria.carman@malvernhills.gov.uk



HOW WE SUPPORTED THE DISTRICT'S ECONOMY IN 2022



Businesses are the lifeblood of the district, which is why we put supporting the local economy at the heart of everything we do. Some of our achievements during this year include:

- **Secured £20m** from the Governments Levelling Up Fund for **Investment in Malvern Theatres**
- Completed the delivery of **Covid-19 business recovery grants** totalling well over £35m to thousands of businesses across the district and received the **Federation of Small Business West Midlands** Award for Covid-19 Support and Recovery
- Successfully secured **£2.5m from the UK Shared Prosperity Fund** and a further **£500,000** of capital funding from the Rural England Prosperity Fund to be spent over the next two years to support Communities and Place, Local Business and Skills projects
- Produced monthly **business, tourism and town centre e-newsletters** received by over **3,000 businesses** regularly outlining support and advice schemes, grant support, training support, networking events and local business news
- Delivered the **£283,000 Community Renewal Funding** on a pilot upskilling project across Malvern Hills providing support to businesses and young people to help secure the skills they need for their workforce or career
- Provided **56 upskilling grants** to Malvern Hills businesses taking on apprentices. In addition, **41 apprentices** received a bursary to support them with travel costs and equipment relating to their apprenticeships*
- Visit The Malverns Sustainable Tourism Business Scheme has approved **12 grants** to local tourism providers with five also receiving the Visit The Malvern's Green Mark Sustainable Tourism Accreditation
- Enhanced the Visit The Malverns website www.visitthemaalverns.org receiving over **550,000 website sessions** with over **1.5 million page views** in 2022
- Ongoing development of the Visit The Malverns social media channels. Reaching **nearly 5 million people** on Facebook in 2022 with over **170,000 people engaging** with our content
- Proactive press liaison with various **articles and features in national newspapers** and travel publications to raise the profile of The Malverns across the UK
- Launched **Town Centre Plans** for each of the five town centres in the district setting out a vision and key objectives for the future. This followed a consultation with **1,400 key stakeholders** including residents, businesses, councillors, and visitors
- Provided Town Centre business support via our Town Centre Recovery Officer, with the use of **£75k ERDF Welcome Back Funding**. Supported new and existing events, a number of campaigns and promotional activities, and public realm improvements
- Continued to offer the Town Centre Support Scheme for town centre traders to apply for a **match-funded grant of up to £1,500** towards security measures or shop front works with 22 applications paid to date
- Completed the work on a **new spine access road** to support the expansion of Malvern Hills Science and Technology Park to open up plots
- Improved Broadband with over **99% premises connected to Fibre** and 95.7% able to access Superfast speeds (>24 Mbps). 34.5% with Full Fibre connection (FTTP) and growing
- Added **five further walks** to the MalvernsWalks App, with the app being downloaded over 58,000 times
- Helped **support 129 businesses** with advice and access to grant funding including European Regional Development funding (ERDF) worth £159k*

*Figures are from 1 April 2021 to 31 December 2022.

OUR NEW FIVE YEAR PLAN CONTINUES TO HAVE SUPPORTING BUSINESSES AS A TOP PRIORITY

Visit www.malvern hills.gov.uk/five-year-plan to read more about the plan and our progress.



SUPPORTING OUR HIGH STREETS



During 2022, we continued to support our high streets following on from the work delivered under the ERDF Welcome Back Fund.

We have:

- Launched Town Centre Plans for each of the five town centres in the district setting out a vision and key objectives for the future following a stakeholder consultation

- Continued to improve communication with traders including 1-2-1 support and through our dedicated Town Centre Business News E-Bulletin
- Launched a series of campaigns encouraging residents to support local businesses which included promotion on local buses, radio and through social media videos
- Supported a number of new and existing events to encourage footfall into the high streets
- Improved public realm through a number of projects such as new promotional banners, flags, and planters

- Provided town centre support grants for traders to apply for a match-funded grant of up to £1,500 towards security measures or shop front works

We will continue to provide support to businesses throughout 2023 using UK Shared Prosperity funding with a relaunched Town Centre Support Scheme, delivering on actions within the Town Centre Plans and launching new initiatives and campaigns.

If you are a town centre business and would like support, guidance or to talk about future town centre campaigns, please contact Rebecca

Probert, Town Centre Support Officer by emailing: rebecca.probert@malvern hills.gov.uk or phoning: 01684 862417.

Photo: Smartie Pants, Tenbury



SUPPORT TO HELP GROW YOUR BUSINESS

*We deliver and promote a range of business support programmes
to help grow your business*



We work closely with the Worcestershire Growth Hub who act as a single point of contact for all Worcestershire business support needs - whether for start-ups, growing businesses, developing skills, finding property, networking, or finance.

For more information contact visit www.worcestershiregrowthhub.co.uk or call 01905 677 888.

Do you need help with business rates?

If you are struggling to pay then there are various ways we can offer help and support. The most important thing is to contact us as soon as you know there's a problem. You can also spread your payments over 12 months instead of ten.

Email march@southworcestershirevenues.gov.uk or write to Revenues and Benefits, PO Box 11, Pershore, WR10 1PU, providing your name, address and account number, for more information.

CREATING OUR FUTURE WORKFORCE

MALVERN HILLS DISTRICT COUNCIL UPSKILLING GRANT SCHEME



Through our Future Workforce Programme we are committed to helping businesses recruit and train staff with the skills the business needs to grow and develop. We also want to support people looking to start, or further their career, to make the right choices so they can achieve their goals.

Visit our refreshed website at www.malvern hills.gov.uk/business and you will find information on funding available for businesses to support the recruitment and training of new staff, information for candidates recruited to apprenticeship and training schemes, plus advice and support.

HELP FROM MALVERN HILLS DISTRICT COUNCIL

Apprenticeships

Nearly every employer that takes on an apprentice (96%) reports benefits to their business while 78% report improved productivity (source: Worcestershire Apprenticeships). Visit www.worcsapprenticeships.org.uk for more information on how your business could benefit.

Malvern Hills District Council will support your business with the process ensuring that you are informed and directed to funding and candidates appropriate to your business.

Malvern Hills Upskilling Grant Scheme

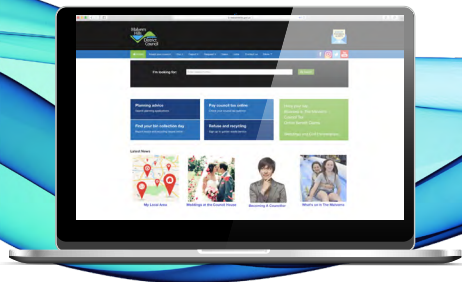
Malvern Hills District Council is helping local businesses create their workforce of the future through the Upskilling Grant Scheme. We will provide funding of up to £1,500 to help with the business cost of training new staff (i.e. apprenticeships, trainee or other).

In order to qualify, the business must be based in the Malvern Hills district postcode area, employ fewer than 250 people and pay at least the Minimum Wage to the trainee for a post of at least 20 hrs a week including training leading to a recognised qualification.

For more information email ecodev@malvern hills.gov.uk or call 01684 862185.



Get in touch



Lots of information can be found on our website – www.malvernhillsgov.uk/business
Or talk to us directly: call 01684 862199 or email ecodev@malvernhillsgov.uk

Keep up to date

Latest business news – sign up for our regular business bulletin today at
www.malvernhillsgov.uk/emailalerts

BUSINESSES WE WANT YOUR WASTE

DON'T
DELAY
SIGN UP
TODAY

We offer a **commercial waste** and **recycling** collection service

Benefits include:

Competitive pricing to suit any budget and no VAT to pay

A range of bin sizes and sack collections on offer

No hidden fees or charges, you only pay for the service you receive

Legal and safe disposal you can trust

Email: commercial.collections@malvernhillsgov.uk or visit
www.malvernhillsgov.uk/commercial-waste for more information

YOUR WASTE IS OUR BUSINESS