



MALVERN TOWN COUNCIL

COMMUNITY ENGAGEMENT SUB-COMMITTEE

REPORTS

**For meeting on Wednesday 28 January at 7.15 pm
In the Park View Meeting Room, Community Hub, Victoria Park Road,
Malvern Link**

MALVERN TOWN COUNCIL

Town Clerk
Community Hub
Victoria Park Road
Malvern Link
WR14 2JY

21 January 2026



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MEETING OPEN TO MEMBERS OF THE PUBLIC

To Members of the Community Engagement Sub-Committee (Quorum 4):

Councillors Karen Newbigging (Chair), Emma Green (Vice-chair), Sean Austin, Josie Leibrandt, Nathan Wanklin and Wayne Whittaker

All other Members of the Town Council for information only.

You are hereby invited to attend a meeting of the Community Engagement Sub-Committee to be held in the Park View Community Room, Victoria Park Road, Malvern Link on **Wednesday 28 January 2026 commencing at 7.15pm for one hour only** for the transaction of the business show on the Agenda below

Linda Blake
Town Clerk

No.	Agenda Item
1.	Apologies for Absence To receive and note apologies for absence
2.	Declarations of Interest
3.	Notes of previous meeting held on Monday 18 August 2025 ➤ To confirm as a correct record, the notes of the previous Community Engagement Sub-Committee meeting
4.	Community Engagement Workshop Planning ➤ Discussion Document to follow
5.	Mayor of Malvern's Awards Scheme ➤ Report CE01/25 attached
6.	Recognition of Key Dates ➤ Report CE02/25 attached
7.	Review of Councillors Surgeries' ➤ Report CE03/25 attached
8.	Date and Time of Next Meeting ➤ To be agreed

MALVERN TOWN COUNCIL

COMMUNITY ENGAGEMENT SUB-COMMITTEE

NOTES OF MEETING HELD ON MONDAY 18 AUGUST AT 3PM

IN THE PARK VIEW MEETING ROOM, COMMUNITY HUB, VICTORIA PARK ROAD

Present:

Councillors Karen Newbigging (Chair), Emma Green (Vice-Chair), Jude Green and Nathan Wanklin

Apologies: Cllr Sean Austin and Cllr Josephine Leibrandt

Absent: None

In attendance:

Linda Blake, Town Clerk

Lyndsey Davies, Minute Clerk

Cllr Marilyn Birks

Lucy Bird from Worcestershire CALC

1. Apologies for absence

Apologies were noted from Cllrs Sean Austin and Josephine Leibrandt

2. Declarations of interest

Cllr Emma Green declared an interest in any possible discussions relating to Ukrainian Twinning or events as she is involved with the Ukraine Committee.

3. Notes of previous meeting held on 23 June 2025

It was **AGREED** that the notes of the previous meeting held on 23 June 2025 be approved as a correct record of the proceedings.

4. Review of Malvern Town Council's Community Engagement Strategy

The Sub-Committee noted the Council's current community engagement strategy, and it was felt that a good start had been made in delivering this strategy but that more action was needed to ensure that the Town Council were actively engaging with the more difficult to reach areas of the community.

It was felt that for the work of the sub-committee to be effective that all town councillors needed to be committed to this strategy and to understand its aims and objectives.

After discussion, it was **RECOMMENDED** that a workshop should be held for all town councillors so that they understand the needs and opportunities for residents in their wards and how these needs could be addressed. The information provided by public health on a ward basis is a useful resource to support this.

It was further **RECOMMENDED** to extend the workshop invitation to key players with detailed knowledge of local needs, namely Malvern Hills District Council, South Worcestershire Citizens Advice Bureau, Community Action, local Community Builders and Social Prescribers. The aim of this meeting would be to help identify the areas in Malvern where there are specific needs to be addressed in order to inform priorities.

UNADOPTED

It was suggested that this meeting should be held on a date in October 2025.

5. Development of methods of engagement

The Committee discussed the following points:

i. Communications & Marketing Strategy.

There was a discussion about strengthening the communications and marketing strategy.

ii. Asset Mapping.

Lucy Bird described the public health approach to asset mapping, which will form part of the workshop recommended above.

iii. Approaches to seldom heard groups/priority groups.

The Sub-Committee noted the difficulties in engaging with certain groups within Malvern.

Lucy Bird talked to members about the issues faced when trying to engage with certain groups within Malvern and that studies had shown that only 10% of people would engage with a formal activity or support group trying to collect information. Informal methods of engagement were shown to be more effective. Lucy informed members about a national group of Good Practice Mentors who can provide excellent training and advice on informal methods of engagement.

It was **RECOMMENDED** that a 2 hour training session should be booked with the Good Practice Mentors who can then advise on the best methods of engagements for the Town Council and give an insight on how to work with those who tend not to engage through more formal methods.

Councillors Emma Green and Jude Green to liaise with Lucy Bird in actioning this point.

It was **AGREED** that Councillor Emma Green would share information with Officers about the training she had undertaken on social media and communications, which she found extremely useful in identifying and communicating with different groups online.

6. Review of key opportunities to use information to identify priorities

The Committee discussed the following points

- Lower Layer Super Output Areas (LSOA) Data
- Toolkit to engage with seldom heard groups (Street Outreach of Social Action Research)
- Upcoming events
- Social Prescribers/Community Builders/District and County Councillors
- Implications for Town Councillors

It was **AGREED** that all Town Councillors should be made aware of the LSOA data and what information can be obtained.

Emma Green updated the committee on discussions that had taken place with Niru Fallon at Great Malvern Library about an event to gather groups together and connect the community to local events and activities.

UNADOPTED

It was **RECOMMENDED** that members of the Community Engagement Sub-Committee should take part in the event to gather groups together at Great Malvern Library.

7. Development and implementation of specific initiatives

The committee discussed the points as listed in the agenda, and as there is a lot of scope for positive initiatives. It was therefore **AGREED** that proposals for new initiative should be supported with a plan outlining timelines, who was going to implement and action and how the proposed initiative would be evaluated.

Happy to Chat Tables

Members noted that this scheme had been more promising in public sector services and charitable organisations, rather than commercial premises.

It was **AGREED** that Emma Green would work with Great Malvern Library as a pilot project initially.

Town Councillor Surgeries

Town Councillor Surgeries had already been implemented through drop in days at The Community Hub, a stall at the Christmas Light Switch-on event and a councillor table at Music in the Park concerts.

Councillors noted that these events would only attract a certain range of the Malvern population and that to obtain a deeper level of engagement across all groups, a higher and more varied footfall is required.

It was **RECOMMENDED** that local supermarkets should be approached to establish if MTC could have a presence for engagement and it was agreed to discuss this with the Good Practice Mentors.

Warm Spaces

Councillor Birks updated the committee, informing that meals are provided every Friday as a pilot scheme at the Redland Road Scout Hut. No further actions at this time.

White Ribbon Initiative

It was **NOTED** that Emma Green is liaising with Cllr Natalie McVey on this project and would report back to the next meeting.

Youth Council

No actions to be noted at this meeting.

Domestic Violence and Period Poverty

It was **NOTED** that Emma Green is liaising with Cllr Natalie McVey on this project and would report back to the next meeting.

Community Safety Partnership

Councillor Birks confirmed that she is looking into this and would like the Town Council to take an active part in the Community Safety Partnership. Councillor Birks would continue to investigate this.

UNADOPTED

Health Van

It was **RECOMMENDED** that the Town Council should book the Health Van to come to Victoria Park.

Charity nominations for Christmas Light Switch-on Event

The Town Clerk informed members that this item would be going to Full Council with a request for all councillors to make one charity nomination each.

Recommendations to Council for Mayor's Awards Scheme

Following the success of the High Sheriff Awards, Councillor Birks would like to run an awards ceremony held by Malvern Town Council to reward those in the community that contribute to the community. It was **AGREED** that more specific details were needed and that a full proposal would be agreed at the next meeting and then taken to Full Council.

Cllr Wanklin left the meeting at 4.45pm.

8. Awareness Days in the UK

This had been carried over from the previous meeting.

Councillor Emma Green had put together an initial list of suggestions. The sub-committee discussed this very briefly. Cllr Emma Green agreed to share with the Communications and Events Officer and discuss when they meet.

9. Date of Next Meeting

The date of the next meeting will be Monday 6 October 2025 at 3pm.

The meeting finished at 5.05pm.

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Chairman

**A REPORT OF THE TOWN CLERK TO
A MEETING OF THE COMMUNITY ENGAGEMENT SUB-COMMITTEE
MALVERN TOWN COUNCIL**

**to be held on Wednesday 28 January 2026 at 7.15pm
in the Park View Meeting Room, Victoria Park Road, Malvern Link**

COMMUNITY ENGAGEMENT WORKSHOP PLANNING

Purpose of Report

For sub-committee discussion.

Recommendation

Community Engagement Sub-Committee to agree the format for a Community Engagement Workshop as approved by Full Council.

1. Items for Discussion

Aims of Workshop

- i) Full Council agreed that a workshop should be held for all town councillors to gain a further understanding of needs and opportunities relating to residents in their wards and how these needs could be addressed.
- ii) Key Players with detailed knowledge of local needs would be invited to share information.
- iii) The meeting will help identify the areas of Malvern where there are specific needs to be addressed in order to inform priorities.
- iv) Any other considerations – to be discussed.

2. Venue

Where should the workshop be held?

Is the Park View Room suitable and large enough?

3. Date

To agree a date and time in March/April 2026.

4. Format

How long?

Structure?

Layout?

Chairperson/Speakers?

5. Participants

Town Councillors'

MHDC

South Worcestershire CAB

Community Action

Community Builders/Social Prescribers

Any others

6. Other considerations

Sub-committee discussion.

End

Linda Blake
Town Clerk

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MAYOR OF MALVERN'S AWARD SCHEME

1. Purpose of Report

1.1. For discussion and recommendation to Full Council.

2. Recommendation

2.1. The Sub-Committee is asked to consider the establishment of The Mayor of Malvern's Awards Scheme run by Malvern Town Council to recognise the good work which goes on within the community of Malvern. The inaugural awards if agreed would be funded by the Mayoral Allowance.

3. Background

3.1. The Mayor, Councillor Birks, has assisted the High Sheriff of Worcestershire with their Annual Awards for last two years. This has given an insight into the process behind the awards as well of highlighting the number of very deserving individuals who make a valuable contribution within our community. The 2024/25 awards proved popular as a means of recognising the work of those who are in paid employment or volunteer and who make a positive difference to the life or lives of someone living in Malvern. However, as the High Sheriff changes each year, the focus for the award also changes and there is no guarantee that each High Sheriff will follow the same pattern and continue these awards as previously.

3.2. In 2025, Malvern Hills District Council also instigated Community Awards for people and organisations who made a valuable contribution. Nominations were sought and an event was held solely for successful nominees. With plans for devolution in local government just around the corner, it is worth noting that MHDC would not be able to continue these awards after 2028.

3.3. If Councillors support the introduction of a Mayor's Awards Scheme, there will need to be a clear set of guidelines and qualifying criteria put in place to ensure transparency and integrity. Several categories could be established for which people can be nominated so that people from different 'walks of life' in Malvern can be recognised and the focus can be on cohesion through celebration in our community.

3.4. Suggested categories could include the following:

- Voluntary sector and volunteers
- Community workers/health and wellbeing workers
- Community organisations
- Private and public sector business and organisations
- Youth award for young people 11-18
- Children who Care - under 11

Each award would be for a person, a group, a community, a business, or an organisation that provides an interaction or intervention that directly benefits the life of someone living or working in Malvern.

- 3.5. A call for nominations will be advertised and the agreed criteria published. There will be one award in each category and a 'runner up.' The decision of who will receive an award will be made by a panel of MTC councillors and staff.
- 3.6. Last year's High Sheriff's awards were made 'special' by the presence of family, friends, colleagues, service users, and the beneficiaries of the work done. It is suggested that the Mayor could host a Malvern Town Council award ceremony where stories will be shared and people from different areas of the community will be introduced to one another. Other ideas could include a guest speaker or speakers and / or a celebrity to acknowledge the contributions made.

4. Financial Implications

- 4.1. A small sum of money could be given to the winners of each award to be used in a specific way to further support their work. This could include a charitable donation or purchase of equipment.
- 4.2. A further sum would be needed to fund refreshments at the awards ceremony.

5. Legal Implications

- 5.1. None.

End

Linda Blake
Town Clerk

RECOGNITION OF KEY DATES - SUGGESTIONS FOR CONSIDERATION

Date	Name	Details	Website reference
08 March 2026	International Women's Day	International Women's Day (IWD) has been around for over a hundred years, as have many of the issues still impacting women's advancement. Since 1911, IWD belongs to all who care about women's equality. Celebrate women's achievement. Raise awareness about discrimination. Take action to forge gender parity. All IWD activity is valid, that's what makes IWD so inclusive.	https://www.internationalwomensday.com/
20 March 2026	World Happiness Day	It's a day to be happy, of course! Happiness is a fundamental human goal. The United Nations General Assembly recognises this goal and calls for "a more inclusive, equitable and balanced approach to economic growth that promotes the happiness and well-being of all peoples."	https://www.dayofhappiness.net/
28 April to 4 May 2026	National Gardening Week	Run by the Royal Horticultural Society (RHS) to raise awareness of gardening and horticulture, and to encourage more people to take part in the healthy and productive outdoor activity of gardening.	https://www.rhs.org.uk/get-involved/national-gardening-week
10 - 16 May 2026	Mental Health Awareness Week	It's the biggest opportunity for the whole of the UK to come together to focus on good mental health. The week aims to tackle stigma and help people understand and prioritise their own and other people's mental health.	www.mentalhealth.org.uk/our-work/public-engagement/mental-health-awareness-week/support-mental-health-awareness-week-2026
01 June 2026	Pride month	Pride Month is a month-long celebration that recognizes the LGBTQ+ community and their contributions to society. It is a time to acknowledge the challenges faced by this community and to stand in solidarity with their fight for equality, acceptance, and human rights.	Note - Malvern Pride is later in the year but details can be found here: https://www.malvernpride.org/

Date	Name	Details	Website reference
1 to 7 June 2026	Volunteer week	Volunteers' Week is an annual UK-wide campaign held from the first Monday in June to celebrate and recognise the contributions of volunteers.	https://volunteersweek.org/about
15 - 21 June 2026	Refugee Week	Refugee Week 2026 will be held from 15 to 21 June. This year's theme is "Courage". The week-long celebration, which coincides with World Refugee Day (June 21), aims to highlight the contributions of refugees and promote understanding between communities	https://refugeeweek.org.uk/theme-refugee-week-2026-courage/
27 June 2026	Armed Forces Day	Armed Forces Day in the United Kingdom is an annual event celebrated in late June to commemorate the service of men and women in the British Armed Forces.	https://www.armedforcesday.org.uk/
12 August 2026	Youth Day	International Youth Day aims to bring attention to the needs of young people and to encourage their active participation in decision-making processes.	https://www.unesco.org/en/days/youth
11 September 2026	Stand up to Cancer	Stand Up To Cancer Day is observed every second Friday of September, on 11 September this year. It is a day for creating cancer awareness. It is also a time to support the fight against cancer, using various means. The day has been observed since 2008, and it has helped to gather massive support from researchers and scientists.	https://www.standuptocancer.org.uk/get-involved
21 September 2026	International Day of Peace	The International Day of Peace ("Peace Day") is observed around the world each year on 21 September. Established in 1981 by unanimous United Nations resolution 36/37, the General Assembly has declared this as a day devoted to " <i>commemorating and strengthening the ideals of peace both within and among all nations and peoples.</i> "	https://internationaldayofpeace.org/

Date	Name	Details	Website reference
10 October 2026	World Homeless Day	This international day serves as a platform to celebrate good works, benchmark progress, advocate for improved policies and funding that can help prevent and end homelessness. World Homeless Day also aims to raise awareness about the needs of people who currently experience homelessness and promote work in local communities to alleviate suffering and prevent death.	https://www.worldhomelessday.org/
25 November 2026	White Ribbon Day	On White Ribbon Day, 25th November, people around the world stand up against violence against women and girls.	https://www.whiteribbon.org.uk/white-ribbon-day
03 December 2026	International day for Disabilities	IDPD mobilizes support for critical issues relating to the inclusion of persons with disabilities and promotes awareness-raising about disability issues	https://www.who.int/campaigns/international-day-of-persons-with-disabilities
10 December 2026	Human Rights Day	Human Rights Day aims to promote and raise awareness about the fundamental rights and freedoms to which every individual is entitled, regardless of nationality, race, religion, gender, or cultural background. The focus is on the importance of human rights to ensure a life of dignity for all people.	https://www.un.org/en/observances/human-rights-day

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REVIEW OF COUNCILLORS' SURGERIES

1. Purpose of report

1.1. For discussion.

2. Recommendation

Sub-committee are asked to consider feedback from members on Councillor Surgeries carried out to date and to make recommendations for any future surgeries.

3. Background

3.1. During the final quarter of 2024, councillors held surgeries at the Community Hub. The purpose of these was to provide an opportunity for members of the public to raise issues directly with councillors. Sessions took place at various times during the afternoon and evening, but attendance was minimal or non-existent.

3.2. It was, therefore, agreed at Full Council to have a presence at the summer Bands in the Park programme with two councillors available to offer information, answer queries and signpost to other services.

3.3. At Full Council in September, it was decided that the Community Engagement Sub-committee would seek members' opinions on how successful this initiative has been and the chair of the sub-committee has collated responses as summarised in Appendix A.

3.4. This sub-committee is asked to review the feedback and make any recommendations to Full Council as deemed necessary.

4. Financial Implications

4.1. Costs to date for the surgeries at Bands in the Park have been minimal as there have been no venue hire costs or equipment costs.

5. Legal Implications

5.1. None pertaining to this report.

End

Linda Blake
Town Clerk

Feedback from Members

Ten out of eighteen members responded to an invitation to share their views. The majority welcomed the initiative. It was noted that we received significantly more inquiries compared to our previous sessions at the Hub. However, this included individuals who were not residents of Malvern, and queries aimed at MHDC or WCC level. Nonetheless, these queries provided an opportunity to build an understanding of the roles of the different Councils, and to signpost or contact the relevant Councillors. Strengthening our engagement as we move towards devolution is to be welcomed. Other positive comments on the surgeries were:

- They raise the profile of MTC and communicate ownership of the Bands in The Park events.
- An effective use of time for councillors and staff, and more flexible than set times at the hub or sessions outside supermarkets.
- Councillors can be approached more informally in a relaxed environment.
- They offer an opportunity to attract potential councillors when there are vacancies.
- Pete's contribution with leafleting and engaging people to get feedback on the bands.

There were mixed views on whether having two councillors was worthwhile. It was observed that finding even one councillor willing to volunteer is challenging, let alone two. On the other hand, informal interactions between councillors were appreciated.

The disadvantages identified were:

- People are coming to Bands in the Park for entertainment and not to raise issues with MTC.
- Having a stand is off putting because people might think we are trying to sell something.
- People who don't have a voice or lack confidence may not approach us.

Moving forward

Overall, conducting the surgeries at Bands in the Park was seen as a promising initial step that could be further developed, with all members participating. The need to better promote the surgeries using social media, the website and advertising our presence was emphasised. Also the quality of the stand and the information available needs to be improved.

It was also proposed that it would be helpful to clarify the purpose of surgeries and the type of interactions that we are seeking.

Members drew attention to other ways of engaging the public. In general, longer serving members were more likely to comment that people could easily contact them via phone or email, with one member questioning the need for anything else. However, more recently appointed members valued the opportunity and considered having structured opportunities to meet local residents would be helpful. Ideas for this included:

- Having a surgery in tandem with a district councillor
- A regular local surgery in different venues e.g. the Help Centre.
- Attending local groups for residents who may feel underrepresented, seldom heard, or are hesitant to approach or lack trust in the Town Council.