

## **Broadwas & Cotheridge Parish Council – District Councillor’s Report April 2021**

What a difference a month makes when it comes to Coronavirus numbers with the 7 day rate at only 6 per 100,000 in Malvern Hills – and now the lowest region in Worcestershire. Worcestershire has an overall average of 29, and England 32. This is a steep fall from 260 back in January. With many people now having had their second jab, schools back and Spring (I think) is here then it may not be long until my reports don’t start with an update on Covid.

We have developed a ‘Let’s get back to what we love safely’ campaign to support the lockdown easing process including the reopening of non-essential retail on 12 April. This will encourage people, vaccinated or not, to only do as much as they are allowed at each stage of lockdown easing to make sure we keep this virus under control.

The Economic Development Team is also working on a staycation breaks campaign to support local tourism businesses.

These are just some of the channels we will use to promote The Malverns:

- Targeted Facebook sponsored advertising
- Targeted Google Display Advertising
- Digital display at service stations
- Direct to the media via the TravMedia travel journalist portal
- The printed guide for The Malverns
- Full-page editorial feature in National Geographic Traveller magazine

[www.visitthemaalverns.org/staycations](http://www.visitthemaalverns.org/staycations) for more information.

We released a video on 23 March to mark the anniversary of lockdown using material from the Malvern Hills and Wychavon Covid-19 Memory Bank. If you haven’t seen it already then you can watch it here.

Over 47,000 residents in the district have now received at least one dose of the vaccine.

You can see more details via the dashboard at:

[https://www.worcestershire.gov.uk/homepage/648/worcestershire\\_covid-19\\_vaccinations\\_dashboard](https://www.worcestershire.gov.uk/homepage/648/worcestershire_covid-19_vaccinations_dashboard)

You can see that is the under 50s where there are significant numbers left to do.

A natural commemorative space will be created in Malvern Hills District in memory of the lives lost during the Covid-19 pandemic.

The space would be developed as a natural place of reflection, where residents can remember loved ones, as well as mark the significance of the pandemic.

More details will be announced once an agreement has been confirmed.

On a very positive note the district’s leisure centres have received a £140,000 funding boost as they prepare to reopen their doors to customers.

The money comes from the Government's National Leisure Recovery Fund, which supports the recovery of publicly owned leisure centres and gyms from the Covid-19 pandemic.

Freedom Leisure, which runs Malvern Hills District Council's leisure centres, is preparing to open their doors on 12 April as part of the Government's lockdown easing road map.

It is a doubly exciting time for the team as it will also be the first chance for people to experience the new look Malvern Splash following a £2million revamp. Centres at Dyson Perrins and importantly for us Sport Martley will also be reopening.

Coronavirus restrictions mean not all activities will be available. Group exercise classes won't be able to restart until May and or family fun swim sessions. This means some of the new features of the Splash won't be available straightaway, but the pool will be available for lane swimming from 12 April as will most other activities including the gym, racket sports and children's swimming lessons.