

Pershore Place Board Meeting

Notes of the Meeting held at The Vale Golf & Country Club
on Wednesday 18th March 2026 at 4pm.

Board members present:

Michael Hodges - Chair, Board Member

Darren Eden - Board Member

Jilly Oxlade- Arnott - Board Member

Sam Tarran – Board Member

Georgie Bailey - Place Projects Officer for Pershore, Wychavon District Council

Julie Hemming – Board Member

Nathan Gunnell – Board Member, PEFA

Visitors present:

Kelly Ho – Events and Marketing Assistant at Wychavon District Council

Apologies:

Richard Tisdall – Board Member

Steve Knight - Place Project Manager, Wychavon District Council

Alan Clarke - Board Member

Scott Andrews – Pershore Community Church

Dan Boatright – Board Member, PTC, WDC, WCC

1. Welcome, including guests to the meeting

Michael welcomed the Board members to this month's meeting. Kelly Ho is attending today's meeting to support with note taking during the discussion as part of agenda item 4.

2. Apologies for absence and declaration of interests

Apologies have been received from Richard, Julie and Steve.

The member of staff from the Vale Golf & Country Club has also given their apologies but has shared the slides with Georgie.

3. The Vale Golf & Country Club

The Vale Golf & Country Club is a premium 27-hole golf club: made up of 1 18-hole Championship Golf Course, 1 9-hole Golf Course and a top tracer 14 bay golf range. They also have a growing events provision, hosting a variety of events such as parties, meetings, weddings, corporate events, awards dinners, group or club dinners and charity events, in addition to golf memberships, driving range access, desk hire and 9 lakeside cabins. Plus a fully functioning bar and restaurant that offers food & drink 7 days a week for Golf Members and members of the public (they aren't a members only club).

Founded in 1991 and under current ownership since 2008, the club has always had strong local roots, with a long-standing focus on the golf course and its members. Their offering has grown naturally over time: from a bar to a restaurant, to small private dinners, and now to large-scale public and corporate events welcoming over 500 guests. The vision has always been to build a sense of community & strong relationships to establish The Vale into a business and social club as well as a sporting hub.

In 2025 The Club saw a 30% growth in sales due to an increase in event bookings for weddings, private functions and public experiences resulting from increasing their visibility as being 'more than just golf'. The Vale was announced as the venue for the England Golf Challenge Tour (a week-long televised competition, part of the Hotel Planner Golf Tour which is a 3-year contract). Hosted 3 outdoor public events (an outdoor cinema, family fun music weekend and a bonfire night event), in addition to developing The Vale's corporate name to introduce more networking events, conferences, overnight corporate guests and building relationships with local businesses and larger event agencies. Looking to build on this momentum throughout 2026 via an expanding events calendar, upgrades to hospitality, refurbishment of the cabins and exploration of tourism & brand partnerships to widen reach. The goal is to create a true year-round destination and full calendar, whilst maintaining the great customer service that The Vale is known for.

4. Prospectus and Projects Discussion

Re-embracing the river

Recognition that the Town Centre is better visually and physically connected with the River Avon.

- Street art along the Football Club fence (parallel to the culvert) at King George's Field. This would improve visual appeal and draw people towards the river & picnic benches, would be nice to have a theme of river wildlife and animals that live in the riverside habitat to tie in with Pershore being a Riverside town.
 - Costs to consider: feasibility costs, community consultation costs (and what form this would take), artist and design costs.
- New town flags featuring unique aspects of the town to promote local identity during the summer period, e.g. river, market, blossom, abbey illustrations? To be up May – July when the Plum flags go up.
 - Flags to be a PEFA scheme, Darren & Nathan to coordinate and discuss logistics of flags. Jilly has kindly agreed to create new designs for the flags.
- Consideration of potential costs of cleaning/ sandblasting the old black welcome signs and install costs (dependent on landowner permission)

An independent-spirited town with events at its heart

Bringing Pershore's varied and vibrant events programme onto a revitalised Broad Street and reinforcing the town's bustling independent retail and food and drink offer.

- Expanding festoon lighting down Bridge Street, approx. £10,600 total. Charlie (PTC) contacting 22 addresses for permission. Will also need pull tests, anchor points and purchase/ installation of the lights.
- Exploring the extension of charity runs in Pershore this year (in partnership with Pershore Plum Plodders).
- Michael to contact Birmingham Anglers to explore the possibility of forming a fishing group in Pershore.
- Harvest festival to be expanded on this year.
- Could lorries and truck drivers be involved in the Pershore Carnival procession for this year?

- Michael suggested Radio Winchcombe, a local radio station that acts as a voice to the local community. Plans to enquire about how they came to be so established.
- Suggestion of forming a dog walking community.
- Replacement Christmas trees, lights and batteries for PEFA

Growing together

Importance of new residential communities being developed around Pershore and within its hinterland being physically and emotionally connected to its Town Centre; capturing spend and footfall.

- Welcoming new estate residencies with welcome packs.
- Relocation of band stand on the Persimmon estate (where LovePershore do their events), hopes for this to enhance the space and facilitate more events there.
- Encouraging more social media posts to promote Pershore.
- Electrical Boxes to be painted: one in St Andrews Gardens and ones on Broad Street.

Embracing the hinterland

Pershore has strong potential to capitalise on overnight stays and day trips in tandem with natural and tourist attractions in its surrounding area, including the Cotswolds.

- Pershore 2040 posters/ banners going on tour.
- Pershore Bedroom Browser to involve accommodation providers to bring a sense of belonging – providing visitors with ideas of things to do in and around Pershore (tourist attractions, things to do and see).
 - Jilly to enquire re the process of publishing the brochure.
- Challenging to walk from hinterland into Pershore: Georgie to enquire regarding the results from the LCWIP consultation that took place at the end of last year.

A destination for all

Expanding Pershore's visitor base to encompass all age groups, particularly younger people.

- Expanding business visibility, especially targeting younger generations (social media)

- Permanent grass grid across desire line in St Andrews gardens (accessibility improvement)
- Train station accessibility and appearance as an entrance point to Persnore. Consideration of planting around train station.

Climate resilience to facilitate a low carbon lifestyle

Through transport and active travel and reducing car dominance, access to services, but also on adapting to climate change with the natural environment providing mitigation for extreme weather events, sequestering carbon and increasing biodiversity.

- Low number of EV chargers throughout town.
- Tree planting – possibly a couple of Sakura Project Japanese Cherry (<https://japanuksakura.org/>) blossom trees in St Andrews Gardens?
- Projects undertaken so far that fall under this objective include replacing St Andrews Garden recycled festoon lights bulbs to LEDs, and solar lights as part of King George's Field project.

5. Minutes / notes / matters arising from the previous meeting

Notes of the previous (February) meeting **approved**.

Matters arising:

- Item 5: Comms strategy. Georgie now has access to the PPB FB Page. To check whether this is 'full access' and follow up with Holly.
- Legacy 2040: Sam waiting to hear from Lydia re having a Legacy 2040 gazebo at the LovePersnore Easter event.
- Michael to chase Trevor from sports club regarding gazebo at event.
- Michael to speak to ANT regarding distribution of PTC events planner.

6. Ongoing projects of the Persnore Place Board:

King George's Fields Improvements

Georgie has been working closely with Charlie from PTC on this. PTC have now instructed a contractor and works are expected to start in the next couple of months.

Georgie has been down to the site to take some 'before' photos and has drawn up a comms plan for the project (before, during, after) to maximise the potential to promote the project

and improvements to the space. Comms plan has been shared with Charlie and awaiting her input.

Photo posts

Georgie liaising with a colleague in the Parks team at Wychavon regarding the photo post site at Abbey Park, this is taking longer to arrange due to archaeological restrictions at the site. Further update at next meeting.

St Andrews Garden Interpretation Boards

The artwork for the boards is being prepared by Wychavon's graphics team and Georgie will place the order for the boards and arrange installation once the artwork is done. Further update at next meeting.

Rotary have all permissions in place for their 60th anniversary sundial and have agreed a location with the Town Clerk.

Pershore Events and Festivals Association, Pershore Broad Street Markets and Pershore Georgian Christmas Fayre

The 2025 PGCF generated a profit. Stall applications now open for the 2026 event and have had 13 applications so far. Stage is booked (bigger than last year) and fairground equipment providers are coming for a site visit soon, and Nathan & Darren are considering rearranging the site layout for the next event. Suggestion of whether full payment could be taken upfront from stallholders, to reduce admin costs?

First PBSM was a success, had 2 new helpers who will be returning to future markets to support. Johnson's Estate Agents are sponsoring the year's events again. Stall applications are full for the rest of the year with a long waiting list, which is positive.

Thanks to Sam, Julie and Michael for attending to do the 2040 survey at the March market.

Pershore Legacy 2040

Sam, Michael & Julie spoke to around 90-100 people at the March PBSM and collected information and responses from them. Sam to enter these responses into the online survey

(chasing Charlie for the SurveyMonkey). Speaking to Perschore High regarding display of banner artwork.

As aforementioned in item 5 regarding Love Perschore Easter event.

7. AOB

- Michael interview on BBC Hereford & Worcester at 10am tomorrow to promote the new welcome signs!
- Group photo to be taken following meeting. For use on PPB Facebook page and PPB page of Wychavon website. Consent forms to be completed by everyone in the photo.
- Sam made the Board aware that the WSP Grant is re-opening in a couple of weeks. He will share further details of this via email.

8. Date of next meeting(s)

4pm on Wednesday 22nd April at Number 8, 8 High Street, Perschore, WR10 1BG.