

VISITOR TRANSPORT SYSTEMS

Much thought is now being given to the development of transport in the coming century; population growth, the need for environmentally friendly systems and the underlying protection of our open spaces are important considerations.

Ropeway systems – about forty thousand worldwide -are now being used to move people – to/from work – around tourist attractions – and to avoid town centre congestion. Trams are being re-introduced in many large towns.

The Victorian Spa Town and the adjacent Malvern Hills - an Area of Outstanding Natural Beauty - need to manage their visitors. The town has access and parking problems which deter visitors; the Hills are already under threat from the number of people walking, mountain bikers and the damage to the habitat caused by dogs.

If the public are to continue to enjoy the town and the Hills, some appropriate method of transport needs to be agreed – not least to allow access for everyone.

Ropeway systems, for example, are already in use in the UK and abroad in sensitive areas – for example, the Cairngorms – and the Lake District National Park is already investigating the options. They are quiet, have a small footprint and are cheap to operate.

A new system will be required if all members of the public are to take full advantage of the Observatory and, in the future, have any access to the town and the Hills.

OTHER PROJECTS

Malvern Bunkhouse

To encourage young people to visit the town and to replace the fifty one bed hostel sold in 2006.

Community Partnership

To establish cultural and commercial links with the Czech spa town of Marianske Lazne.

Wellness Tourism

To make the town a centre of excellence for spa treatments and complementary medicine. To restore the spa heritage of Victorian Malvern and learn from the success of Marianske Lazne.

Waitrose Car Park

To provide more car parking spaces in the centre of the town. Malvern already has a considerable amount of parking but at the wrong end of the town.

Malvern Showground

To develop links with the Showground to encourage visitors to the shows to visit the town.



High Street Malvern

is a think tank dealing in concepts and ideas with a view to promoting the success of the Malvern community. Any project that gains enough support is then carried forward with its own project group.

www.hsm2007.org.uk/



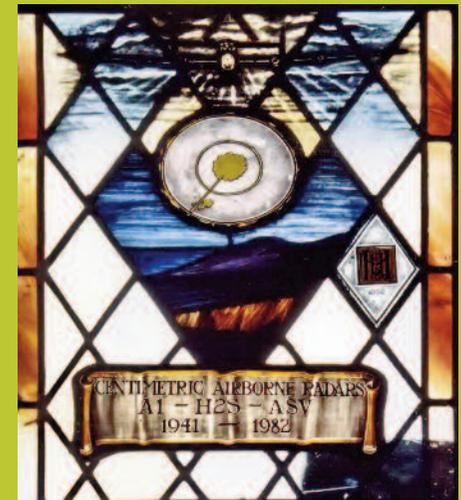
MALVERN SCIENCE AND TECHNOLOGY CENTRES

Malvern was the place where radars were developed during WWII that helped win the war on land, sea and in the air.

From then to the present day it has been responsible for a string of nationally and internationally important inventions and providing technical support and advice to the Armed Forces significantly increasing their capability.

This project is to make this history available to the general public and bring visitors to the town to find out more.

This is a ten year project and will be done involving all members of the community and, in particular, our young people and their schools.



TODAY

The Malvern Radar and Technology History Society (MRATHS)

exists to preserve the Heritage of the Government Research at Malvern, UK. Scientists from the Telecommunications Research Establishment (TRE) at Swanage moved to Malvern in March 1942 and were accommodated in the requisitioned Malvern Boys College. At the same time scientists from the Air Defence Research and Development Establishment (ADRDE) moved from Christchurch to Pale Manor, which became locally known as North Site'. In 1946 TRE moved to HMS Duke, a former Naval Training Establishment. The Telecommunications Research Establishment (TRE) and its successors remained there until the Government relinquished the site to QinetiQ in 2001.



MRATHS have accumulated a considerable collection of artefacts and documents and do not have anywhere to store and/or display them. The first phase of this project will be to find a home and display space for this material pending a permanent building in the centre of the town.

THE NEXT STAGE

In due course, the Science Centre will need its own building preferably in the centre of Malvern.

This will probably be achieved under the auspices of a Malvern Conservation Trust which would fund the purchase/lease of a building, manage it through a not for profit company and adhere to the principles of Social Enterprise.

In the next few years, a number of buildings in the ownership of the Malvern Hills District Council may become surplus to requirements; this would be an attractive option to house the collection.

RECENT DEVELOPMENTS

Research into and manufacture of hi-tec products did not stop with the demise of the Radar Establishment and Malvern is now home to many science companies based in and around the Science Park. It has recently been designated a centre of excellence for Cyber Security.

A Science and Technology Centre would enable them to showcase their products.



THE OBSERVATORY



At the end of the nineteenth century, a camera obscura was built on the Worcestershire Beacon as a tourist attraction and to complement the café. Later, an Act of Parliament was passed to allow the construction of a funicular railway.

The intention is to extend the scope of this project to the top of the Beacon with an observatory highlighting astronomy and providing interactive facilities for general and educational purposes.

