

WIN-WIN

students & businesses working together

HOW COULD A
STUDENT HELP
YOUR
ORGANISATION?

In May 2012, Malvern Cube – a vibrant community hub now run successfully by the Malvern Youth and Community Trust - celebrated their fiftieth anniversary, an event the Trust wanted to mark in a special way by organising a campaign to alert local residents and previous users of the Youth Centre on Albert Road North to share their memories of the building and events that took place there.

As Malvern Cube is mostly run with volunteer help, they were delighted to work together with the University of Worcester to place a student on a short-term project basis. Danielle Greenhill a Journalism & Media (BA Hons) student worked together with Trustees from Malvern Cube to specify project aims and drew up a media plan to gain maximum press and radio coverage for the project.

Danielle helped the Project Team to put together a series of events in order to celebrate 50 years on the site. This included – a video arts project based upon residents' own memories and posters, photography and other memorabilia displayed both in Malvern Tourist Information Centre and the Cube itself. The anniversary celebrations aroused a lot of interest, and achieved the aim of getting local people to drop in, have a chat to find out what was going on and share their memories of the location.

Jon White, Centre Manager commented, 'Danielle's contribution to our 50 year celebration was invaluable, she dedicated many hours to establish a very sound media plan'.

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