



Sponsored Walk and Event Guidelines

The Malvern Hills Trust (MHT) are charged with the protection and management of the Malvern Hills landscape on behalf of the nation. If you're thinking of running a group activity, sponsored walk or event on [Trust land](#) you will likely need prior written permission from us.

Why you need to apply

The Malvern Hills and Commons are an extremely popular place for visitors and many organisers wish to host their activity here. The Hills and Commons are also a working environment and we need to balance access for visitors, public safety and the management and conservation of this special place for nature.

This landscape is home to protected wildlife, sensitive habitats and ancient archaeology. We all have an impact on the natural landscape and we must be able to assess the impacts of larger events and activities on the Hills and Commons.

Permission will need to be sought if your activity is any of the following:

- More than 15 people
- Your activity requires equipment (e.g signage, gazebos)
- There is a charge for participants.

Where there is a charge for participants, you may be asked to make a contribution to the Trust. As a charity caring for this landscape a charge may be applied to cover the costs of considering the application.

If you are not charging for participants, please consider [making a donation](#) to our charity which will go directly towards the conservation of this iconic landscape.

Application process

- Complete an [application form](#) - Your form should contain as much information as possible to allow us to assess the impact of your activity and whether permissions can be provided. You should submit your application no less than 5 working days before your proposed event. For larger events, please allow more time for your application to be processed.
- Include a route map (if applicable)
- Provide a copy of the risk assessment for your activity
- Provide evidence of valid public liability insurance (minimum £5 million cover)
- Payment of bond - Should it be required, the payment of a refundable bond must be received and processed by us prior to your event. Further details will be provided if a bond is required for your activity.

Completed application forms and associated documents should be sent to Cindy@malvernhills.org.uk



Considerations for your activity and what we will assess:

1. A nationally protected landscape

The Hills and Commons are nationally important for their archaeology, geology, habitats and species and much of the Hills are designated as a Site of Special Scientific Interest (SSSI). The impact of your activity on these protected features will form part of our assessment. We can advise you on how to reduce your impact.

2. Route planning

We all have an impact on the natural landscape. You can reduce the impact of your event by:

- Keeping to the paths on the Hills and Commons which helps to conserve the sensitive vegetation on the ridgeline and path edges. This is especially important from March and August to protect wild flowers and minimise disturbance to ground-nesting birds including the Skylark.
- Considering alternative routes that avoid some of the most popular parts of the ridgeline. Contour paths can still provide a challenge and offer wide ranging views. Suggested routes can be provided on request.

3. Public Access

The Hills and Commons are open to the public at all times. Your event must not include the obstruction of paths. If any path has to be closed off to participants as part of the event, this should be done by a marshal/steward, not by a sign or rope.

4. Signage

You will need prior authorisation to place signage anywhere on the Hills and Commons. This applies to advertising signage, start / finish signage and route markings. Marshalls / volunteers should be used to guide participants on routes wherever possible as the placing of signage can result in damage to the ground and cause confusion for other visitors.

If signage is permitted it must be kept to the minimum required and erected immediately before the event and removed after the last participant has passed through.

5. Marquees and other temporary structures

If you intend to use marquees or other temporary structures including tents, tables and gazebos please include these in your application. A bond may be required to cover potential damage from using these items. (see point 7).

6. Bond

Some parts of your activity may pose a higher risk to the landscape and there is the potential for damage to be caused. As part of our permissions we may require a bond payment, payable in advance of the event. The amount requested will depend on the complexities of the event and the potential risk of



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damage to Trust land. This bond is returnable to the organiser after the event and on inspection of Trust land.

7. Provision of refreshments

Please be aware that if you wish to provide refreshments for participants, we are unable to permit businesses to trade on our land for external events. We may provide authorisation for charities to provide “home-made” refreshments where all proceeds go to charity.

8. Rubbish

You should ensure that all participants put their litter in a bin or take it home. Any litter left by participants must be collected by organisers and disposed of responsibly.

9. Common Land and livestock

90% of the land under the Trust’s care is registered Common Land which is a working landscape. Your event is likely to take place on or across Common Land and you should expect to encounter grazing cattle and sheep anywhere at any time.

10. Dogs

Some of your participants may wish to bring dogs with them. Please ensure that:

- Dogs are kept under effective control at all times on the Hills and Commons – kept in sight at all time, being confident it will return on command or kept on a lead.
- Dogs are kept on a lead within the temporary grazing compartments and near freely grazing livestock. Livestock worrying (which includes chasing) is a criminal offence and offenders will be reported to the Police and could face prosecution.
- You can prepare to encounter livestock by checking [Stockwatch](#) before your event. You may choose to use Stockwatch to plan your route to avoid the grazing compartments.
- Between March and August, dogs are kept on a lead and on paths where notices are displayed relating to ground nesting birds.
- Participants clean up after their dog and put it in a bin or take it home.

11. Parking

You should arrange for participants to park in designated car parking areas. Spaces are limited so please consider this when planning your activities as spaces cannot be reserved for events. Parking is not permitted on the verges or edge of the commons which damages the flora. Please also consider our neighbours if parking on the road where car parks are not available.

[Car parking fees](#) apply at all times which goes directly towards the conservation of the Malvern Hills and Commons. We are unable to waive car parking charges



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for participants and organisers which is an important source of income for our charity.

12. Maintenance works

Please be aware that the Malvern Hills and Commons are a managed landscape and there may be periods when paths have to be closed for repair or maintenance. We shall inform you if this work will affect your event.

13. Acknowledgements and information

If you're providing event guidelines, information to your participants or publicity, please acknowledge the Malvern Hills Trust. Text and a logo is available on request.

15. Donations.

If you are able, please consider [making a donation](#) to our charity. Whilst your event may be aimed at raising funds for your chosen charity, the land over which your event is being run is also managed and maintained by a charity, the Malvern Hills Trust.

Any donations to support our work are gratefully received and go towards the conservation of the Malvern Hills and Commons landscape, its natural and cultural heritage and keeping this area open for public enjoyment.

Please note that all events must abide by the Malvern Hills byelaws to protect and conserve this special landscape for people and wildlife.

