

19th October 2016

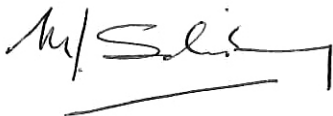
RE: Testimonial - Oliver Carpenter

Oliver Carpenter has taken a proactive leadership role in developing the Upton Blues Festival for a number of years. The festival has grown from being a small community event into what is now considered to be the leading event of its kind in the West Midland region, securing various regional and national awards.

Oliver's role has been fundamental in taking the festival from a financially precarious position to a financially sustainable model that has also provided significant donations to support local projects. Oliver has led the team in creating new income streams in keeping with the character of the festival and this in turn has led the event into a position of national significance in the blues world.

In its early years Malvern Hills District Council, along with other organisations, provided development grants to help build a sustainable future for the event. Oliver and the festival organising team embraced this and have now built a good business model based on close engagement with town centre businesses. The festival which is free to the public runs in venues across the town and is now completely self-financing and is a major economic contributor to economy of Upton Upon Severn.

Yours Sincerely,



Malcolm Salisbury
Economic Development Officer – Visitor Economy