

## **The Malvern Magic Comes Under New Ownership January 2024**

B2B Events has handed over the running of the Malvern Flea Fair, Malvern Antiques and Collectors Fair, and the Antiques and Retro Fair trading at RHS Malvern Spring Festival to a newly formed Company, B2B Fairs which is owned by Debra Scadding and Sue McIntosh.

Since 2006 the Malvern Fairs at the Three Counties Showground have been run by B2B Events whose owners Alan and Helen Yourston are renowned and very well respected on the fairs circuit. Their bittersweet decision to retire from 'fair life' presented an exciting and latterly obvious solution to allow the seamless continuance of some of the UK's best and most successful fairs. Debs has been their Fairs Manager since 2020 and won't be a stranger to the current exhibitors and visitors. She's been integral to the running of the events becoming a well-known and respected figure, building some valuable relationships with loyal and successful trading partners.

'Alan and Helen's reputation, hard work and dedication leaves a huge legacy and very big shoes to fill!' says Debra Scadding who is the driving force behind B2B Fairs. 'I want to ensure their legacy lives on continuing with the great relationships with our exhibitors and ultimately delivering great fairs for our trading partners and visitors alike'.

Whilst Sue won't be part of the day to day running of B2B Fairs, her varied commercial background and visitor experience is sure to provide valuable support from the wings.

'Debs and Sue acquiring the business secures the future of these fantastic events under the same format to that which you've always known and loved' says Alan Yourston.

Helen Yourston adds 'Following my health scare in 2021 I'm having to slow down hence the difficult decision to retire from the fairs. It's been my baby for so long it is really hard to hand over, however I really can't imagine safer hands for them as Debra has been running the actual fairs for four years now. I'm excited to watch their future unfold'.

See B2B Fairs dates in the Calendar or go [www.b2bfairs.co.uk](http://www.b2bfairs.co.uk)