

Market Drayton Community-led Town Plan



September 2011

MARKET DRAYTON TOWN PLAN STEERING GROUP
www.shrop.net/mdtownplan

Map of Market Drayton



On 21 July 2011 the Community and Governance Committee of Market Drayton Town Council agreed to adopt the Market Drayton Community led Town Plan and action it as and where appropriate.

On 11 August 2011 Shropshire Council agreed to register the Town Plan and reference it for future use and to include it in Shropshire Council's Place Plan for the Market Drayton area.

The Town Plan has also been forwarded to the Community Council for Shropshire for registration.

www.shrop.net/mdtownplan

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1 Introduction

I congratulate the steering group on the tremendous amount of hard work and research which has gone into the production of this community-led town plan, the first of its kind to have been undertaken in Market Drayton and a direct expression of the aspirations of its townspeople. This plan comes at a time of great change and despite this period of necessary cutbacks, looks forward with optimism to the next 10 years.

Surveys and consultations unearthed an extremely strong feeling in the local population that the decline of the town must be reversed and the town returned to the level of prosperity it once enjoyed. Many market towns are struggling to survive; this plan demonstrates that with determination and goodwill, great improvements can be achieved.

This will not happen simply because a plan has been put in place, but because behind it, there is a strong driving force of vigorous local activists in partnership with local organisations. They will need to work hard as a team to see it implemented. I am convinced that the people of Market Drayton are more than capable of doing so and will achieve their goals in the long term. I would like to give the project my enthusiastic support.

The Rt. Hon Owen Paterson MP
Member of Parliament for North Shropshire



*“Good to see
planning that
starts with the
aspirations of the
townspeople”*

2 Objectives

The objectives of this first community-led town plan for Market Drayton are:

- To create a series of prioritised actions that form a strategic plan for the next five to ten years
- To ensure the adoption of the plan by the town council as an integral part of its overall vision for the future
- To ensure that the plan is statistically viable and a good representation of the town's age and social groupings
- To bring together the views of the 1350 households that responded to our survey
- To express the views and comments gathered during the overall consultation process and our initial 'quick and easy' surveys
- To show that comments and views have been backed by research to validate the identified actions
- To assist in the identification of potential sources of funding that will be needed to turn the actions into reality
- To support the development of the town in line with the strategic plans of national and local public bodies

This evidence-based report provides the necessary data to influence action and seek investment from various sources.

"Market Drayton is a good, friendly town to live in. I hope this plan will make it even better."



*"Market Drayton
is a good place
to live"*

*"I've lived here
all my life and
I'm embarrassed
about the town
centre. It's a
disgrace."*

3 Community vision for Market Drayton

An attractive, friendly, market town where people prosper. This is the core description of Market Drayton which emerges from the wide range of views residents have given us about the kind of place they want their town to be.

They want Market Drayton to be a good place to live and work. This means a town with an enterprise culture which attracts investors, with a range of businesses providing employment and a vibrant retail sector with flourishing shops and markets. It means good facilities for sports and leisure and good access to the countryside; good local schools and learning opportunities; and joined-up, accessible health services.

They also want Market Drayton to be a friendly, inclusive place, with a strong sense of community. This means a town that offers a rich and supportive environment for raising children, and for growing up in; that values its young people and seeks to provide the opportunities they need; that has a variety of good pubs, restaurants and other facilities where people can socialise while feeling safe. It also means a town which is a good place to grow old in.

Many of the building blocks needed to make this vision a reality are already in place. In our first round of consultations, people listed the friendliness of local people and sense of community as a big 'like' about Market Drayton. They also praised many facilities, especially Festival Drayton Centre and the swimming pool, the town library, the canal, and the beautiful countryside in which the town is set.



There are also significant obstacles in the way. Local residents are overwhelmingly dismayed by the state of the town centre, which many describe as being "run down" and "depressing". Older people, in particular, say they are concerned about their safety. Respondents variously describe Market Drayton as being a town with low expectations and which under-achieves. Several people expressed dismay at what they see as the limited prospect of anything being done about problems in the town.



This plan brings together many of the ideas people have suggested for developing and improving our town over the coming years. Having a plan which sets out the priorities of residents and makes proposals for acting on them is a good start. It is also important to have an active community, which



cares about the town, and we think there are many signs that we have this. Festival Drayton Centre is a wonderful example of what can be achieved with vision, and volunteers, for the benefit of a wide range of local people. The town has over one hundred clubs and small organisations supported by residents, and twinning arrangements with Arlon in Belgium and Pezenas in France. Over 1,300 households returned our main questionnaire with their ideas and opinions. More than fifty respondents said they would like to get involved in each of five different volunteer groups.

We are confident that together we can achieve our vision and help Market Drayton truly become an attractive, friendly, market town where people prosper.

"The town has the potential to be so much better than it is."



4 Demographic analysis

4.1 Population characteristics

- Market Drayton is located in the northeast of Shropshire near the Staffordshire border.
- We are the third largest market town in Shropshire, with a population of 11,126 (in 2007).
- The town is relatively young, with 30% under 25 and 18.8% over 65.



“The biggest issue for old people is loneliness.”

- 60% of the population (6,673 people) are of working age (18 to 64).
- 44% of the town’s population live within the 40% most deprived areas nationally. 56% live in the 40% least deprived areas nationally.

4.2 Occupation of residents

	Market Drayton % of resident workers	Shropshire % of resident workers	England and Wales % of resident workers
Managers, professional and technical occupations	35	39	40
Administrative and skilled occupations	34	40	40
Elementary occupations and machine operatives	31	21	20

Office of National Statistics Crown Copyright ©



"This is a lovely place to live in with huge potential to exploit the architecture and countryside. The people are friendly and helpful with a volunteering community second to none."

4.3 Employment

- There are a similar number of jobs in Market Drayton (5,131) as the number of residents in employment (4,917) but of these, 47% commute to work outside the town. Market Drayton ranks lower than Shrewsbury, Oswestry and Ludlow for self-containment in employment, but higher than Whitchurch and Bridgnorth.
- There are an estimated 394 workplaces in Market Drayton, of which 86% employ between one and ten employees and just 2% employ over 50.
- The largest employers in Market Drayton include Müller, Culina, Palethorpes, Greenvale and Morrisons.
- Market Drayton is far more reliant on manufacturing than Shropshire generally, with a third employed in this sector. There are concerns that the employment base is too narrow.
- 26% of Market Drayton employees (1,100 people) work in 'declining sectors'. This is slightly lower than the Shropshire average (27%), regional average (31%) and national average (28%) (Office for National Statistics Crown Copyright 2009).
- There is a shortage of good quality office space and there is a need for well-serviced starter and growth units.
- A far lower proportion of the Market Drayton workforce is employed in knowledge intensive sectors than in Shropshire as a whole, although this is growing.

"There's little incentive for young people to stay in the town"

“What about a local course for plumbing and electrics?”

4.4 Unemployment

- 238 residents claimed Job Seekers' Allowance in July 2009. This is 3.6% of the working age population, compared with a Shropshire average of 2.9%. Figures suggest that Market Drayton supported a significantly higher number of claimants prior to the current recession than was typical for Shropshire as a whole. (Office of National Statistics, Crown Copyright ©)
- 60 residents were classified as long term unemployed in June 2009. This is higher than the Shropshire average but slightly lower than regional and national averages.

4.5 Travel to Work Patterns

- 2,544 people commute into Market Drayton to work, while 2,330 residents travel out of the town to their places of work. A high proportion of the town's manual workers live outside the town.
- People who travel to Market Drayton to work come from relatively far away and from larger towns such as Shrewsbury, Crewe and Stoke-on Trent.
- Market Drayton is therefore associated with a high average distance travelled to work.



4.6 Retail Expenditure

- 81% of the money Market Drayton residents spend in the convenience goods sector (groceries) is spent in the town. This is more than in every other town in Shropshire except Shrewsbury.



- Town shops get 80% of residents' spending on DIY products, 77% on chemists goods, 54% on small household goods, and a smaller proportion of money spent on other goods.

Much of the information above is taken from the 2001 census. It will be updated in the online version of this plan as information from the 2011 census becomes available from mid-2012.



"New houses seem to be aimed at commuters - but we need to be saving fuel"

*“So much
potential. So little
fulfilled”*

5 Steering group work and survey methodology

Volunteers from across the community came together to form the steering group in December 2009 and from the outset it was clear that to ensure the credibility of the town plan it was important to create a robust methodology that could be held up to scrutiny. Three focus groups were formed, reflecting the main subject areas in Shropshire’s Community Strategy 2010-2020. These are Enterprise and the Economy, Climate Change – enhancing our natural and built environment, and People and Communities.

The key to creating a community-led town plan was the distribution of a major survey to all the households in Market Drayton, and the team needed to decide what the content of that survey would be. It was important that the questions reflected the opinions of the community, not simply the thoughts of the group members, so a ‘quick and easy’ survey was first sent out to over 70 local organisations and groups. This simple survey asked: What three things do you like about Market Drayton? What three things do you dislike? And what three things would you improve? The results of this initial survey were used to identify a number of themes that were then used as the starting point for the next stage of the process.

Over twenty consultation events were held with various town groups using the themes to add detail to the framework. The team then had a whole range of information and potential questions that it used to put the final survey together. This may sound easy, but the survey team went to great lengths to ensure that questions were phrased correctly and reflected the community’s main concerns. Shropshire Council officers were also invited to read the draft survey and offer their comments on the questions. It took many weeks to get the survey to a point where the printers could work with it.

While work continued with the main survey, sessions were held at Market Drayton Infant School and Nursery, Market Drayton Junior School, Longlands Primary School and Grove School. This proved to be an extremely valuable exercise and as a result of the consultation at Grove School, students agreed to create their own survey which they put on their intranet for all students to complete. So while the full survey went ahead in printed format to ensure everyone had the means to take part, the students at Grove School used up-to-date technology to do theirs.

The full survey was distributed to 5,300 households in Market Drayton during November 2010. The survey contained 90 questions split into 11 themes. 1,350 completed forms were returned to the independent research consultants who then analysed the results and fed them back to the team by Christmas 2010. During the early part of 2011 the analyses were used by the individual focus groups to assist them in writing their sections of this report.

6 Development proposals

This section is the main focus of the town plan. All the proposed developments result from the consultation process referred to above and thus reflect the community led process involved. They are further referred to in section 8, where we identify factors such as who will take responsibility, time-scale, and relative importance.

6.1 Enterprise and growth

6.1.1 Markets and shopping

Current situation

Market Drayton has long been a focus for shops and markets serving the town, surrounding villages, and the local area. The refurbishment of our indoor market, re-opened in February 2011, has been welcomed as a positive step. But we have been affected by negative factors common to many other market towns.

The arrival of a number of national or regional chain stores, while offering choice, can impact adversely on the future of many local shops. And a greater readiness of residents to travel elsewhere for shopping can take money out of the local economy.



“We need a wider variety of shops - especially clothes shops”

We have seen an increase in certain categories of retail outlets, such as charity shops and take-aways, but overall have experienced a major reduction in the number and variety of shops – though we still have a much appreciated range of specialist and privately owned shops, with some innovative businesses.

Areas of the town appear blighted by closed shops – there were 34 of them in the town centre according to a survey in 2010.

Views from consultations

- 94% of survey respondents say they support local businesses by using shops in the town.
- People prefer shopping locally, with only 38% preferring to shop in another large town and only 18% preferring another local market town.
- 93% of shoppers say when they shop elsewhere it is because they cannot get what they need locally.
- People feel many types of shops are missing locally, including those

*“The town
needs stimulus,
forethought,
vision and
investment”*

*“Let’s be the
leaders and
really show how
regeneration of
small towns can
work”*

selling men’s, ladies’ and children’s clothes, books, greengrocery, TVs and electrical goods, ironmongery, outdoor equipment, travel services, toys, and CDs, DVDs and computer games. Some say they want more national chains, with more higher quality stores and fewer bargain-level ones.



- 77% of respondents would like to see improvements to the market by recruiting new market stall holders with a wider range of goods, and 65% by having a Christmas market.
- People who use wheelchairs or baby buggies, or are visually impaired, have different views about access difficulties in the town centre, with 55% saying they have concerns.
- There is considerable support for the farmers’ market and a desire to ensure that we make maximum use of the upgraded indoor market with professional guidance and extended days of operation.
- We need a major regeneration programme for the environment in the town centre and for local shopping, to help bring back out-of-town shoppers and improve our local image.
- We should reconsider the balance of shops and other retail outlets, offices, and houses to ensure mixed usage and a better use of premises.
- We need better marketing of the town, with an emphasis on the market, shopping and other facilities.
- We should consider the zoning of shopping and residential areas.
- While welcoming current supermarket developments, some people say there should be a limit on the number of further supermarkets.
- People have told us there should be a review of policies on business rates and start-up business support to encourage new shops into town.

Proposed developments

While radical longer-term thought will be needed to make a lasting impact on this sector, combined with realistic smaller scale action and in conjunction with other interests such as business and professional services, we want to see:

1. Strong support and leadership in practical and wide-reaching ways from Shropshire Council, Market Drayton Town Council and other local organisations and residents for action to encourage new retailers and new types of shops – which could include advertising in other market towns for retailers to consider opening branches of their business in Market Drayton, a review of policies to make the town more ‘shopper friendly’, and reviewing policies on business rates and start-up support.
2. The town marketed in an innovative, professional and comprehensive way covering tourism, shopping, services and amenities, and encouraging a greater range of specialist shops.
3. A comprehensive plan for the development and regeneration of the town centre in conjunction with property and retail developers and organisations such as The Prince’s Foundation for the Built Environment, reflecting a mixed economy of retail, housing and offices in an imaginative use of premises which will attract more business to the local economy.

6.1.2 Employment, business and regeneration

Current situation

The local economy of Market Drayton has traditionally been based on its rural surroundings. From this environment businesses have developed with their roots in agriculture – especially dairy farming -- and associated support services such as food manufacture and engineering. Over the past half century, however, the agricultural economy has become concentrated in fewer and larger business units, which has also been reflected in related manufacturing enterprises -- the most well-known being Muller and Palethorpes.



“I would like to see more decisive action from the town council.”

“Get rid of empty shops! Get business into shops!”

"If the town centre itself was made more vibrant a lot of the other issues, such as tourism, would fall into place"

"Market Drayton needs some investment. I like living here."

Coupled with changes in the number and scale of businesses in the town has been the increasing demand for higher educational skills to meet the needs of employers. Without the appropriate educational skills people often find it harder to secure employment.

Market Drayton is more heavily reliant on manufacturing than the county as a whole with a third employed in this sector and two thirds employed in the service sector. The latter is dominated by transport and communications, with a lower dependence on the public sector (local government, education and health) than Shropshire as a whole.



Views from consultations

- The 395 survey respondents who said they want to work in town but are unable to do so gave the following reasons:
 - lack of suitable jobs (75%)
 - high cost of childcare (15%)
 - unsuitable hours (12%)
 - lack of suitable skills and qualifications (11%)
 - other reasons (25%)
- People ranked their top priorities for regenerating the town as the development of a science and technology business park and developing high-quality office space to encourage new businesses.
- 90% of respondents supported the formation of a new dynamic partnership between local business, council officers and politicians to help regenerate the town. The proposed appointment of a Town Regeneration Manager drew a less than emphatic response, but there were still 56% in favour.
- 88% said funding should be provided to attract start-up businesses to the town.
- Respondents said new employment in the town should be led by the following types of business:
 - shops and retailing (80%)
 - trades (54%)
 - tourism (46%)
 - manufacturing (46%)
 - technology and internet (37%)
 - food production (30%)
 - arts and media (27%)
 - office based (21%)
 - childcare (16%)



*"I like living here,
but the town is
dying. Please
help it!"*

Proposed developments

1. A high quality technology park and multi-use office and studio space
2. A new and dynamic Market Drayton Community Partnership between local businesses, council officers and politicians, and local residents to drive forward the town's development and prosperity
3. The encouragement of local entrepreneurship, with start-up and pump-priming schemes for new businesses
4. The improvement of local work skills, leading to new job opportunities

6.1.3 Tourism, canals, hotels and bed and breakfast accommodation

Current situation

Market Drayton has a largely rural and manufacturing-based economy, both of which have been undergoing significant structural changes in recent years. Reflecting national trends, these changes have resulted in a decline in employment opportunities in the traditional sectors. One notable growth area has



been tourism, which is one of the fastest growing business sectors – though Market Drayton has not benefited to the extent that other towns in the region have. The town has considerable tourism potential which is largely under-exploited. Perhaps chief among our tourism assets is the Shropshire Union Canal, which passes along the eastern side of the town.

*"We should
make more of
the canal"*

There is much cultural heritage and aesthetic appeal associated with the

"A lot of people in town don't even know we have a canal. A lot of people on the canal don't know we have so much town."

canal, which forms part of the famous Cheshire Ring and is one of the most popular stretches of canal in the UK. Yet the town appears to benefit relatively little from this asset. This is highlighted in a visitor survey for Shropshire which shows that 76% of tourists to Market Drayton were day visitors attracted by the town centre with only 17% drawn by the canal. This compares with 83% for Ellesmere to which 59% of its visitors were attracted to the canal. Market Drayton attracted only 14% of overnight stays whereas Whitchurch drew 26% overnight stays.

Investment in tourism in Market Drayton is severely underdeveloped compared with comparable Shropshire towns.

Market Drayton is not well served with overnight accommodation likely to appeal to discerning tourists within the town. Though The Tudor House Hotel is centrally located, Goldstone Hall, Tern Hill Hall Hotel, and the



Four Alls are all beyond walking distance outside the town. Bed and breakfast accommodation is provided by a few establishments within walking distance of the town centre but here too those with more 'tourism appeal' are mainly located outside. The general lack of suitable facilities is reflected in the low overnight stays

figures above. Increased visitor overnight stays can only occur through the provision of more visitor attractions and more sophisticated accommodation. Such accommodation linked to canal side development north of the A53 could increase visitor numbers and visitor spend in the town

Taste of the Town, which has promoted very popular food festivals featuring local foods, and other activities in and around town, has now ceased operating. Many of its initiatives have been successfully picked up and developed by local businesses.

Fordhall Farm, on the town's boundary, has a national reputation as an organic farm with a notable history, as a new and imaginative model of community land ownership, and increasingly as an education centre and visitor attraction.

Joule's brewery is a relatively new and promising addition to the town's tourist appeal.

"More seasonal events please."

Views from consultations

- Survey respondents identified the following visitor attractions that could be exploited to improve the town's tourism credentials:
 - improvement of heritage and walking trails (90%)
 - development of the canal and its environs north of the A53 (86%)
 - promotion of the conservation area (86%)

- creation of a 'gateway' project with landmark displays at the entrances to the town (63%)
- new events, such as an arts and crafts festival
- Respondents expressed strong support for:
 - the carnival on Grove School site
 - farmers' markets
 - Festival Drayton Centre



Proposed developments

1. A strategy and investment programme for the development of tourism in Market Drayton, including marketing
2. Participation of a representative of the town council on relevant tourism bodies, such as the Destination Management Partnership
3. Support for the attractions and improvements identified above, all of which have potential to expand the tourism appeal of the town, and for the following:
 - major redevelopment of the canal basin area to include a marina , shops, and accommodation
 - the redevelopment of The Corbet Arms as a hotel and restaurant
 - the proposed North Shropshire Rail Trail
 - historic buildings such as St Mary's Church
 - heritage assets in surrounding areas, such as Pell Wall
 - an extended town walk taking in historic buildings
 - a regular arts and crafts festival

Together, these developments will transform the town's tourist appeal.



"The town is a centre for rural communities all around us. We should celebrate this with a local countryside festival."

"A great town with lots of potential. It should be marketed on a national level."

“Introducing car parking charges was a bad idea. I spend less time browsing in town because of this.”

6.1.4 Transport and parking

Current situation

Market Drayton has a highly valued town bus service. Other bus services vary in frequency and accessibility. They do not provide for students to access colleges in neighbouring towns, or for visitors to local hospitals in Telford and Whitchurch. They provide easy access to rail services in Shrewsbury, although timings are not always convenient, but not to Stoke-on-Trent or Whitchurch.

We have a highly-valued community car scheme, run by volunteers.

Shropshire Council's new bus strategy has ended concessions on Park and Ride in Shrewsbury and other services, and subsidies on certain services -- resulting in their withdrawal or the reduction of journey frequency.

Consultation on Shropshire Council's parking strategy, which applied charges to on- street parking and increased charges in car parks which were partially free, aroused considerable adverse comments and publicity.

We experience some traffic problems with lorries in the town centre.



Views from consultations

- 75% of survey respondents said they wished to see more free on-street parking bays in the town centre.
- 56% said the town bus service should stop at Morrisons supermarket and 30% that it should extend to the canal area.
- 44% said they would use a bus services to local hospitals, but only 11% would use it to local colleges. This may be due to the relatively low number of younger people responding.
- Many people said that the parking strategy should be revisited to provide more free parking to attract visitors and shoppers, and a more balanced approach to use by visitors and local workers in the town.
- 87% said when the final part of the inner ring road is built, land opened up should be used for open green spaces; 78% said for start-up business units.
- In individual comments, people said they want:
 - better coordinated and more available bus and train times to encourage more use of public transport

“Free parking is paramount.”

- specific bus services to local hospitals for patients' visitors
- better signage to local amenities in the town
- more traffic calming measures, including in residential areas
- appropriate zebra crossing facilities and signage at all schools
- more cycle lanes, with traffic separation
- more encouragement of cycling and walking to services and facilities
- more parking facilities for bicycles in the town centre
- improved access to Drayton Primary Care centre
- a policy review of car parking requirements for new housing developments to reflect increasing car ownership and the need to avoid on street car parking where necessary
- completion of the inner ring road to take lorries away from the town centre when going towards Newport

Proposed developments

1. Discussions with Shropshire Council on possible reviews of the car parking and bus strategies to consider the above points, especially more flexibility regarding charges, more on-street parking in and near the town centre, updating yellow-line restrictions, and re-use of space in the High Street paved area to provide more parking spaces; regarding the bus strategy, the use of concessionary passes on park and ride buses in Shrewsbury for two days per week, extending town bus routes, and providing buses for patients' visitors at Telford's Princess Royal Hospital on two days per week
2. The introduction of more road safety measures, for example zebra crossing at Grove School, speed humps, traffic calming measures and slow down signs
3. An adequate supply of parking spaces for workers in the town centre
4. Town facilities which are more cycle- and pedestrian-friendly
5. The urgent implementation of the inner ring road development

*"I love riding my bicycle. But I have to be careful when there are cars on the road."
(Infants school pupil)*



“There should be more privately owned sheltered accommodation in the centre of town.”

“I would like to see sheltered flats with a garden for people with learning disabilities.”

6.1.5. Housing

Current situation

Shropshire Council has implemented an Empty Homes Strategy, identifying Market Drayton as a ‘hot spot’ for vacant housing. Shropshire Council’s Core Strategy highlighted significant housing affordability issues in this area with a high proportion of 4-5 bed or larger houses available and smaller properties in short supply.



Communities were consulted on the Shropshire Local Development Framework in 2010 with the resulting Site Allocations and Development Management (SAMDev) document being open for further discussion in spring 2011.

From 2006 to 2009, 210 homes were built in Market Drayton. A further 1,102 homes are anticipated to be built over the next 20 years. At the time of the 2001 census the town had 4648 dwellings.

The majority of housing (almost 70%) is owner occupied. Rented accommodation comprises just over 30% of the total housing stock available.

Views from consultations

- 64% of survey respondents think that there is already enough housing in the town, with 21% expressing this opinion strongly. This reflects the fact that there is a relatively large amount of empty housing in the town.
- 200 out of 300 non-home owners said that they would buy if more affordable housing were available.
- 62% of respondents highlighted the need for more starter homes and 60% for varied retirement housing facilities.
- 46% supported the need for sheltered housing for vulnerable people and groups with special needs such as the elderly or people with disabilities.
- 37% thought that there is a need for bungalows and 33% for family homes.
- Only 21% supported the need for apartments and social housing.
- In consultations, people highlighted the requirements for local people with special needs to be housed -- and the need to build for local people generally rather than for people from elsewhere.
- Some people feel that no development should be allowed on the north side of the bypass.

- Those consulted felt that all derelict properties where planning permission has been granted but no work started should have pressure applied to complete work

Proposed developments

1. Active support of Shropshire Council's Empty Homes Strategy, helping to bring medium and long-term vacant residential properties back into use
2. The conversion of empty, disused shops to residential use
3. Strong contributions to the next consultation phase of the Site Allocations and Development Management document
4. New-build houses, or conversions to housing, having appropriate parking spaces per dwelling, to minimise on-street parking
5. Significantly more services and infrastructure provided if and when more housing does get built on a substantial scale
6. The provision of inexpensive housing, with conditions attached to prevent multi-purchase for let



“More effort should be made in planting trees and green areas - the landscape need not look so urban.”

6.2 Environment and climate change

6.2.1 Enhancing the natural environment

Current situation

The Tern Valley is the most significant aspect of our town's natural environment. The valley marks the southern edge of town from the aqueduct which takes the Shropshire Union Canal over the River Tern, near Berrisford Road, to the rear boundary of Fordhall Farm in the west. This is recognised as an important river for eels and also supports otters, water voles, brown trout and freshwater crayfish.

Open spaces close to the river Tern include: a public recreation area next to the swimming pool on the north bank; a picnic and newly excavated pool area on the south bank; Walkmill Meadows, reached along a footpath from Walkmill Bridge, from a car park off Salisbury Hill View (with access for mobility scooters through a RADAR operated gate), from Quarry Bank

"Please leave green spaces in and around town."

Road, and from Bottom Lane along a permissive footpath – with free fishing for those with a valid rod licence; Walkmill Marsh, once reached from Sutton Road on boardwalks which are now much neglected; Bottom Lane, a restricted byway to Buntingsdale Road; and land in private ownership to the west of Buntingsdale Road where members of the public currently walk on a footpath north of the river to the boundary of Fordhall Farm.



On the eastern edge of town, the Shropshire Union Canal provides a stretch of natural environment supporting wildlife -- particularly mallard and mute swan. The town park, Buntingsdale Recreation Ground, cemeteries, Greenfields, Betton Road Sports Fields and playing fields at four schools provide the town's remaining major green lung areas -- along with grassed road verges, byways, footpaths, bowling greens, allotments and various children's recreation areas serving residential areas. Private gardens are also natural habitats for all manner of flora and fauna and can provide vital 'corridors' for wildlife in built up areas.

10,500 bulbs have recently been planted along the by-pass and around the town in Operation Market Daffodil. Shrubs and planted areas along Frogmore Road and in locations by the bus park, war memorial and library are well maintained. And a recent plan to cut down trees outside the library and by the Queen Street car park was rejected in favour of regular pollarding.

"It would be nice if someone from the allotments would show people how to grow their own veg. It would bring young and old together."



Views from consultations

- 96% of survey respondents would like to see the Tern Valley, from the canal aqueduct to Fordhall Farm, protected and developed as a 'living landscape' for wildlife.
- There is some evidence that withdrawal of Shropshire Council's skip facility at the Beacon Community Centre has contributed to fly-tipping at several places in the Tern Valley.

- Two-thirds of respondents say they want more information on how best to recycle. 3% of them visit an out-of-town waste centre weekly, 28% monthly, 36% twice a year and 33% rarely or not at all. 85% said they would like a household waste recycling centre (like that at Whitchurch). 80% of respondents at Grove School want better recycling facilities on campus.
- 83% would like to see separate areas for dogs in town parks.
- There are currently 51 allotments in town, and a waiting list of over twenty people who would like one. 91% of respondents think more land should be provided for people who want to grow their own food in town.

Proposed developments

1. The protection and development of the Tern Valley as a living landscape for wildlife:
 - supporting the local branch of Shropshire Wildlife Trust to survey species
 - supporting Friends of Walkmill Meadows and others in the management of Walkmill Marsh, including installing a footbridge from the meadows
 - exploring possibilities for negotiating more permissive footpaths near the river
2. All relevant public bodies ensuring they have regard for bio-diversity in their management of the town's various natural environments
3. A review of access and facilities for dog owners to ensure dog fouling does not occur on recreation grounds and footpaths
4. Improved marking and promotion of walking trails
5. The extension of Operation Market Daffodil to an Operation Market Wildflower project, particularly along road verges
6. The re-instatement by a public, commercial, or voluntary sector body of a monthly waste-skip facility for a charge which is competitive compared with individuals making a trip to Whitchurch
7. More land available for allotments – as a condition for new development or by other means

6.2.2. Enhancing the built environment

Current Situation

The town has many fine historic buildings from different periods but the town centre has suffered for many years from empty, boarded-up shops and a general decline in visual attractiveness. Part of the town is designated a conservation area, but many people think that



"My Grandma has a really big garden and I love playing in it and climbing trees."

"There are a lot of elderly people in town and not enough seats."

"I can't understand why owners of boarded up shops and premises with permanent scaffolding aren't made to make them good."

"So much potential, so little fulfilled. Parts of the town look like Beirut."



some recent new buildings in this area do not reflect the character of the historic market town and many older properties have been empty for long periods with only sporadic attempts to reduce the decline. During the last ten years both Cheshire Street and Stafford Street have been improved by refurbishments but there are still problems of litter, street clutter and general neglect. The town centre

does benefit each summer from an annual flower display organised by the town council's In Bloom Committee and there is a limited display of Christmas lights to brighten the street scene. Completion of the final phase of the inner ring road will open up land for development on either side of the road which should improve an area close to the town centre.

Views from consultations

- Urgent action to refurbish the town centre was the prime response at the vast majority of our consultation meetings
- The state of existing unused premises is a major issue, with 94% of survey respondents supporting action under existing legislation to force owners to maintain their properties.
- 66% of survey respondents said that unused shops should be converted for residential, office or education use.
- Only 40% said they would like a focal point such as a fountain or statue in the town centre.
- The conservation area is seen as important, with 86% saying it should be promoted to attract more visitors.



- Better methods of dealing with litter were well supported, with 77% suggesting the use of on-the-spot fines and 93% wanting more action to deal with dog fouling. 85% of respondents at Grove School want more litter bins. 70% want take-aways to use packaging with their names on, to help identify the source of litter.

Proposed developments

8. Discussions with developers and relevant public bodies about how to develop the town centre and achieve a major refurbishment
9. Significant improvement to the attractiveness of our built environment, using current legislation to take action against the owner of any town-centre property which is not maintained to a reasonable standard or is vacant for a long period and becomes detrimental to the area
10. Encouragement or assistance for the owners of empty commercial premises to convert to office or educational purposes when they cannot find retail tenants
11. Improvements in the provision of litter bins and the programme of road and pavement cleansing
12. Increased use of existing powers to impose on-the-spot fines for litter pollution and dog fouling, to make a real impact on the cleanliness of the town
13. A responsibility of take-away businesses for maintaining the cleanliness of areas within 40 metres of their premises
14. Increased support for the conservation area: all developments to be of high quality design and construction and in keeping with the historic character of the town



“Do something about the tatty town centre. It’s a real turn off.”

6.2.3 Responding to climate change

Current situation

Preparing for and adapting to the issues that climate change may bring is a priority in the ten-year community strategy for Shropshire as a whole. It does not appear to be a top concern for many adults in Market Drayton, though our younger people do link improving our environment with reducing the energy we use, using energy more efficiently, and making better use of our own resources. More information -- and local leadership -- is needed

“I want to see problems like peak oil and climate change addressed in planning.”

“Let’s aim to be carbon neutral and think outside the box.”

to show how we can respond as a community, as well as individually and nationally, to the pressures climate change will bring.

In our town, almost 2,000 people are estimated to be living in fuel poverty – defined as when more than 10% of a household’s income needs to be spent on total fuel use to heat the home adequately. Without changes in the way we use energy, this number will increase significantly, particularly among older people on fixed incomes, whose health will be at risk if they cannot afford to keep warm.

Views from consultations

- 72% of survey respondents would like help to save more energy in their home or business, for example with loft insulation or double glazing
- Consultations have shown significant gaps of understanding in the issues of fuel poverty, energy efficiency, renewable technologies and climate change. The town has very little organised activity to raise this awareness compared with other Shropshire towns such as Ellesmere
- Although they do not necessarily think of them primarily as energy-saving ‘green’ behaviours, the vast majority of survey respondents support improved facilities for cyclists and encouragements for people to shop locally

Proposed developments

15. The demonstration by our public bodies of local leadership in the community with regard to responding to climate change issues, which could include setting a good example in their own premises and services, ensuring that reliable up-to-date information is readily available locally, and encouraging maximum uptake in Market Drayton of any financial assistance available for improving insulation and installing low-energy and renewable-energy technologies
16. The convening of a group of interested and motivated people to work with the town council to encourage and support people making positive changes to the impact Market Drayton has on its environment (Ellesmere Goes Green being an excellent model), with the aim of reducing our community’s contribution to climate change and help make the town a more sustainable community for the future

6.3 People and communities

6.3.1 Health and Care

Current situation

Market Drayton has one primary health centre in which there are eight general practitioners and usually two registrars undergoing GP training. There are approximately 17,000 patients on their lists from Market Drayton and the nearby villages. The medical practice is situated in Maer Lane in a

“Brilliant healthcare in Drayton”



purpose-built building opened in 2005. Among additional services available at the practice are phlebotomy, minor surgery and audiology as well as consultant-led clinics in ophthalmology, gynaecology, orthopaedics and ENT (ear, nose and throat). These services save patients the need to visit a hospital. The triage system for short notice consultations has been in use for

several years. At the time of writing, the patient group is actively working with the practice on a number of projects aimed at resolving some existing issues.

There are a number of initiatives tackling the problem of obesity among children and younger people. One such project involves specialists visiting local schools to improve their understanding of the topic.

Within Market Drayton there are approximately 260 flats and bungalows managed by social landlords, some of which have designated support. There is one residential care home in the town – Woodcroft -- that has provision for 50 residents and is currently full. Tunstall Hall, on the town's boundary, has 31 places for people with dementia-related illness.

Shropshire Council's social care services state that every adult in this area who is eligible for respite care is found a place.

There are many active and highly-valued volunteer-run groups in Market Drayton for adults with a variety of disabilities -- providing support, care and recreation.

Raven House is a new, purpose-built facility for a wide range of health, social care and multi-agency services. In particular it provides a base for people with disabilities alongside others in the heart of the community in which they live.

There are many organisations providing varied leisure and recreational activities that are available to everyone including senior citizens in the town. Information on all health-related matters is freely available from the Customer Service Point near the library. If the information is not immediately to hand, members of staff are happy to help customers find it.



"They could make the triage system more elderly-friendly."

"All business and voluntary groups need to pull together and work as one group."

“Medical services don’t cater well for people at work”

Views from consultations

- 27% of survey respondents said they were able to get an appointment at the health centre within two days, and 35% were able to get one within a week.
- 61% wanted a walk-in surgery rather than the current triage system.
- 95% said there should be help with health and care form-filling.
- 89% would like to see more adult day care and respite care in town.
- 92% were keen to see a single phone contact where they could find out about all health-related services in town.

Proposed developments

1. Points that the survey has highlighted are brought to the attention of health and care service providers
2. A review of the range of consultant-led clinics in town with a view to expanding them to include, for example, cardiology, diabetes and obesity
3. The extension of local programmes providing targeted support which enables vulnerable people to stay in their own homes
4. An increase in the number of residential and nursing care places in town
5. Promotion of the Customer Service Point near the library as a comprehensive and helpful source of information about health and care services in town – not just a tourist information office

6.3.2 Education and life-long learning

Current situation

Market Drayton has four schools. Longlands Primary School serves mainly the eastern part of town, while Market Drayton Infant School and Nursery and Market Drayton Junior School serve mainly children from the west. Grove School and Sixth Form College provides secondary education for pupils from the town and from a further nine primary schools in our rural hinterland.

Shropshire Council’s details of the schools’ pupil numbers, and forecasts for future years, are as follows:



“There should be a special school in town so that children who need such services don’t have to travel long distances.”

	Net Capacity	2011	2012	2013	2014	2015	2016	2017	2018
Market Drayton Infant and Nursery	225	238	244	232	222	222			
Market Drayton Junior	360	353	350	357	350	345			
Market Drayton Longlands	210	159	155	170	165	156			
Market Drayton Grove	1206	990	975	971	971	967	937	942	930

“Grove could become more of a community college, with full evening use of a public sports centre of further education.”



Buntingsdale Infant School, which lies just outside the town, is currently converting to an all-through primary, and will no longer be sending its pupils to Market Drayton Junior School.

We have two linked children’s centres in town; pre-school provision at the infant school, on the Longlands School site, and at Mount Day Nursery; and a childminders’ network.

Good links exist between the town’s schools, whose staff liaise regularly to ensure successful transitions for their pupils, and on a range of

other issues. All the schools value, and encourage, good two-way links with their local community.

Adult education classes are held at a number of community centres in town as well as at the town schools, which have well developed extended schools programmes. An extensive range of courses and activities is also available under the umbrella of The University of the Third Age (U3A).

An application for funding has recently been made by Grove School together with a consortium of local interest groups to develop a flagship project for the provision of training and education facilities in specific practical fields for young



“How about a workshop centre for over 14s - for carpentry, automotive, building, electrical etc.”

"I found it hard getting information about pre-school education."

people in Market Drayton. The objectives are to develop and provide both "wet and dry" training and education facilities in the field of construction including, bricklaying, plastering, plumbing and carpentry in a location on Grove School site. The facility is aimed at young people who are in the category of NEET (Not in Employment, Education or Training) or who wish to pursue careers in construction, students at Grove School who wish to obtain qualifications and experience in construction trades, and local people who may wish to acquire skills in these trades.

Views from consultations

- 64 survey respondents said that they had found it difficult to get their child admitted to the primary school of their choice.
- 87% think that a lack of public transport to out-of-town colleges is a barrier to further education.
- 94% said that there should be more further education opportunities in town.
- 60% of people who would like to attend evening classes in the town said they do not do so because the subjects they want are not provided.
- 88% would like there to be one telephone number where they can find out about all the education and training opportunities in town.
- 96% wanted more vocational training for young people in Market Drayton.

Proposed developments

6. Improved two-way links between the town's schools and the wider community, building on the good working relationships which already exist to help foster a coherent vision for the education of the town's children, positioning the town to take best advantage of future opportunities for major school building programmes
7. A greater range of further education and lifelong learning opportunities within town, alongside increased promotion of existing provision
8. A vocational training facility in Market Drayton
9. Promotion of the Customer Service Point next to the library as a comprehensive source of information about all the education and training opportunities in town

6.3.3 Sport, physical recreation and leisure

Current situation

Market Drayton has over 22 different sports clubs operating within the town, all run by volunteers. They range from rugby to rounders, swimming to squash, badminton to bowls, cycling to cricket, skateboarding to soccer, rambling to racket ball and also include: Pilates, yoga, archery, fishing, tennis, martial arts and fitness training. Shropshire Council's Community Directory, maintained



by the Library Service, is a comprehensive source of information about sports clubs and facilities in town.

Our major facilities include a golf course, swimming pool, a 30 acre multi-sports complex at Greenfields, the Drayton Sports and Leisure Club and numerous other sports facilities and venues scattered about the town and, not least, those at Grove School.

Despite the multitude of activities and venues, the town still falls short of government recommendations for playing fields by nearly 8 hectares. Also sadly lacking is a flood-lit Astroturf pitch that prevents the town taking an active part in such sports as hockey, and an indoor facility that would cater for the out-of-school activities of young people in town.

As a direct result of the town plan initiative, sports organisations in town have recently formed Sport Drayton. This is now actively engaged in plans to address the shortfalls in provision.

Grove School, working with Sport Drayton, has commissioned plans for the development of a floodlit Astroturf multi-games pitch and an indoor sports hall in the school grounds. This initiative will require approximately £3 million (£2.5m for the sports hall and £0.5m for the Astroturf). It is hoped to raise this money from several major sources: the National Lottery, Sport England, the national bodies of football and hockey, and Shropshire Council. This project is particularly well - grounded in both the dual use (school and community) and financial sustainability issues, and in meeting Sport England targets to cater for 16- to 19-year-olds.



The town enjoys the benefit of a wonderful cultural asset in the Festival Drayton Centre. This is organised and manned by almost 100 local volunteers and was highly praised in our early surveys and consultations. The multi-faceted centre provides for music, cinema and theatre as well as numerous meeting points and regular courses and conferences. The most recent development allows The Festival Drayton Centre to provide digital cinema, enabling

"We have to have a proper Sports Hall in town"

"There's not enough public seating in town."

"I'm a dog owner but I'm disgusted by how much dog dirt there is, especially around schools and play areas."



transmission of live broadcasts from anywhere in the world and 3D films. The coffee shop is also a much used facility. The centre's success has been so great that it has recently been extended for the second time to cope with the increasing demand.

Further facilities are available, and used by a wide range of local organisations, at Beacon Community Centre and The Community Centre on Church Street. A new community centre is currently being created at Christ Church Little Drayton.

'The Story of Drayton' is told in our town museum, staffed by volunteers and hosting a wide range of artefacts and documents available for perusal by the public.

The town borders wonderful open countryside. Despite national increases in cycling, the town is not well served with dedicated cycle paths or separate cycle routes and this situation does not encourage the use of bicycles particularly among the school population.



Views from consultations

- 50% of survey respondents said that members of their household regularly take part in sporting activities.
- 92% want a community sports hall in town.
- 85% want a flood-lit Astro turf pitch.
- 57% said they are interested in a Greenfields initiative that converted the existing land into a housing development in exchange for a new indoor and outdoor sports centre with recreation area in another town location.
- 89% said that all new developments in town should provide for cycling, and 85% want cycle tracks on existing roads where space allows.

"It's outrageous that the town doesn't have an all-weather pitch"

- 91% think there should be more informal places for young people to meet.

Proposed developments

10. A floodlit AstroTurf multi-games pitch and indoor sports hall at Grove School
11. Greenfield Sports Association's 5- to 10-year plan to sell their current grounds for housing development in exchange for a completely new sports complex elsewhere in the town, probably on land to the north of the A53, intended to resolve the long-standing problem of the town's shortage of 8 hectares of playing fields
12. Continuing support for Festival Drayton Centre and the library, to ensure their long-term development



"We should have free swimming for pensioners, children and less-abled."

6.3.4 Crime and safety

Current situation

West Mercia Police (serving Shropshire, Herefordshire and Worcestershire) runs a police station in town which is staffed 24 hours a day. A new station with improved facilities is currently being built on the same site, on Salisbury Road. Thirty eight staff regularly work from the station, including special constables and volunteers. Staffing arrangements are relatively flexible and Whitchurch and Wem may at times be called on to assist in Market Drayton should the need arise, and vice versa.

Views from consultations

- The police tell us that Market Drayton is, relatively, a low crime area but only 2% of our survey respondents said they had no concerns about crime and safety.
- The top five concerns were: anti-social behaviour (77%), vandalism (58%), people driving too fast (52%), drunken behaviour (48%), and drug crime (44%).

"People don't report crime because they're worried about their own safety."

“Don’t ignore crime that is petty. We need to set standards and live up to them.”

- Respondents said they thought Market Drayton could be made an even safer place by neighbourhood watch schemes (89%), improved CCTV (closed-circuit television) (88%), and more police walking around town (99%).
- Of the 350 respondents who had been a victim of crime or anti-social behaviour, 48% felt their complaint had not been well handled.
- There is a discrepancy between our survey and police surveys on satisfaction levels among the victims of crime. There is a current policing pledge to ensure that their work is victim-led.
- The police feel that increasing their presence through officers walking around the town is impractical as this would delay their response to emergency calls.
- Neighbourhood watch is a key element in stopping and solving crime. Improvements in CCTV are encouraged as this is an important tool in crime prevention and detection.
- Figures for the public’s perception of crime have fallen consistently for several years, though they are likely always to be higher than reality.

Proposed developments

1. A greater effort at tackling anti-social behaviour in a range of ways, including education of the young and targeting known trouble spots and times
2. The formation of more neighbourhood watch schemes
3. Improved use of CCTV to deter crime

6.3.5 Pubs, restaurants and take-aways

Current situation

As with any market town there is a broad range of pubs in Market Drayton although the current economic climate has seen the closure of several of them. There are 16 active pubs in the town plus a further 4 that are either undergoing refurbishment or have recently closed. Notable amongst the establishments that are not presently open is the Corbet Arms, which was a landmark building in town for many years. The new owner plans to refurbish the property to a high standard.

Many of the pubs in town serve food, as has



been the trend for a number of years. In addition, there are a number of cafés and restaurants, ranging from small cafés to the larger restaurants serving Indian and Chinese cuisine. A small number of these serve locally produced food and drink.

Take-aways have become an increasingly familiar sight in towns these days, and Market Drayton is no exception. In years gone by take-away meant a couple of chip shops. Although they are still there, the addition of other styles of fast food outlets has increased the number of take-aways to 15 (at the time of writing).



Views from consultations

- 77% of survey respondents said they regularly eat out in town.
- People said their main reason for not going to pubs or restaurants in town in the evening is because of feeling unsafe at night (43%), limited choice (33%), and dissatisfaction with the quality (24%).
- People say there is an excessively large number of take-aways and 87% of respondents want to limit their number, though respondents to the Grove School survey said they would like more fast food outlets, with particular requests for a smoothie-bar and specific national franchised brands.

Proposed developments

4. A greater range of high-quality restaurants in Market Drayton, offering good, local produce and a broader variety of cuisine
5. Initiatives to help residents feel safer when they go out at night, and help establish a flourishing night-time economy which is inclusive of all

*"I wish the
litter laws were
enforced"*

7 Next steps

This plan and its proposed actions for the development of Market Drayton over the next ten years must be considered as a long term investment, not a short term fix. The plan is both challenging in its scope and prepared within an uncertain economic background, and needs to be flexible in perspective. Key points to be considered are:

7.1

Thanking all those private sector and voluntary organisations, public bodies and above all the people of Market Drayton for their participation and to secure their continuing support for action and implementation of the ideas and recommendations in this plan.

7.2

Potential funding sources for regeneration, supported by respondents in the survey as follows:

- sponsorship (96%)
- private sector funding (93%)
- fundraising (92%)
- private contributions (80%)
- small council tax increases (56%)
- larger council tax increases (12%)

7.3

Noting that the town plan steering group was formed for the express purpose of preparing the town plan and will conclude its work its work later in 2011. It does not have responsibility for taking this work further nor would it necessarily be the appropriate organisation to do so.

7.4

Undertaking discussions on the ambitions expressed in the plan with the residents of the town and public bodies such as the town council , Shropshire Council, Shropshire Primary Care Trust, West Mercia Police , transport bodies, and local organisations.

7.5

Recognizing that there is a clear need to focus on actions to implement the plan in a way that can command support widely. Question 4.4 in the survey produced a level of 90% support from respondents who agreed or agreed strongly with the idea of a new dynamic partnership which would include business leaders, council officers and elected members, and members of the community in Market Drayton.

7.6

The urgent establishment of an organisation which is flexible, proactive and has the wide support and involvement of local people and community organisations to take forward the work identified in the plan with a broad commitment to the plan's vision.

*"The town looks
very sad and
unloved."*

7.7

The option of forming a Market Drayton community partnership for the development of many of the proposals in this plan. Subject to discussions, its key functions and responsibilities might include:

- working cooperatively with local residents and public bodies, and local and national organisations, to engage the community to lobby and push for the implementation of the objectives of this plan
- helping stimulate the economic and social growth and the development of the town
- encouraging and supporting the investment of financial and social capital in the town from private enterprise, public bodies, and the third sector (community, voluntary, and social enterprise organisations) – both locally and nationally
- monitoring the rate of achieving the community's aspirations and the town plan by producing a summary progress report, say every two years, on action taken and updating the plan at least once in the decade

7.8

Determining the degree of support and commitment for the above suggestions, for example by open meetings, and if confirmed, identify who would work on these ideas to produce a set of clear process and set of actions by 2012

"I would like to see greater unity between the Town Council and Shropshire Council and all the people who work hard on various committees - so they all pull together to regenerate the town."

8 Action Plan

Action Plan					
Ref No.	Actions	Priority	Timescale of action	Responsibility	Resource Implications
1	Encourage new retailers and new types of shops	High	long term	Shropshire Council, MD Town Council	Moderate
2	Market the town	High	long term	Shropshire Council, MD Town Council, development partnership	Moderate
3	Produce a comprehensive plan for the development and regeneration of the town centre	high	short-term	community partnership, Shropshire Council, MD Town Council, organisations such as The Prince's Foundation for the Built Environment	minimal
4	Develop a high quality technology park and multi-use office and studio space	high	long-term	community partnership, Shropshire Council, MD Town Council, The Prince's Foundation for the Built Environment, commercial developers	significant
5	Create a new partnership to develop the town	high	short-term	MD Town Council, local organisations and people, Shropshire Council	minimal
6	Encourage entrepreneurship and new businesses	high	long-term	community partnership, Shropshire Council, MD Town Council	significant
7	Develop work skills to lead to new jobs	medium	long-term	education providers, MD Town Council, community partnership, Shropshire Council	moderate
8	Develop tourism strategy and investment programme	high	long-term	Shropshire Council, MD Town Council	moderate
9	Ensure town council has a representative on relevant tourism bodies	high	short-term	MD Town Council	minimal
10	Support the town's existing and potential tourist attractions	medium	long-term	community partnership, community volunteers, MD Town Council, Shropshire Council	moderate
11	Review Shropshire Council's car parking and bus strategies	medium	medium-term	MD Town Council, Shropshire Council	minimal
12	Press for more road safety measures	high	medium-term	MD Town Council, road safety groups	moderate
13	Ensure parking for workers in town centre	medium	medium-term	MD Town Council, Shropshire Council	moderate
14	Make town facilities more cycle- and pedestrian- friendly	medium	long-term	Shropshire Council, MD Town Council	moderate
15	Support inner ring road development	high	short-term	Shropshire Council	significant
16	Help bring vacant homes back into use	medium	medium-term	Shropshire Council, MD Town Council	moderate
17	Help convert empty disused shops into homes or offices	medium	medium-term	Shropshire Council, MD Town Council, housing associations	moderate

Action Plan					
Ref No.	Actions	Priority	Timescale of action	Responsibility	Resource Implications
18	Contribute to consultation on the Site Allocations and Development Management document	low	medium-term	MD Town Council, local organisations, residents	minimal
19	Lobby for appropriate parking spaces per new house	low	long-term	MD Town Council, Shropshire Council	minimal
20	Ensure appropriate infrastructure with new housing development	medium	long-term	Shropshire Council, MD Town Council	minimal
21	Lobby for inexpensive new housing	medium	long-term	Shropshire Council, MD Town Council	significant
22	Protect and develop Tern Valley living landscape	high	medium-term	MD Town Council, local organisations, volunteers	moderate
23	Promote bio-diversity in natural environments	medium	long-term	MD Town Council, Shropshire Council, local organisations, volunteers	minimal
24	Reduce dog fouling on recreation grounds and footpaths	medium	long-term	MD Town Council, Shropshire council, police	minimal
25	Promote walking trails	medium	medium-term	Shropshire Council, local organisations, volunteers	minimal
26	Explore and develop Operation Market Wildflower project	low	medium-term	local organisations, volunteers	minimal
27	Explore options for re-instating monthly waste skip facility	medium	medium-term	local businesses, volunteer groups, MD Town Council	moderate
28	Make more land available for allotments	medium	medium-term	Shropshire Council, MD Town Council, developers	moderate
29	Achieve major refurbishment of town centre	high	medium-term	Shropshire Council, MD Town Council, community partnership	significant
30	Act against owners of badly-maintained town centre properties.	medium	medium-term	MD Town Council, Shropshire Council, local organisations	moderate
31	Encourage conversion of long-empty commercial property to office or educational use	medium	medium-term	community partnership, MD Town Council, Shropshire Council, developers	moderate
32	Review provision of litter bins and street cleaning programme	medium	medium-term	MD Town Council	moderate
33	Improve street cleanliness by use of on-the-spot fines.	high	long-term	Shropshire Council, MD Town Council, police	minimal
34	Hold take-away businesses responsible for cleanliness of area around their premises	high	short-term	MD Town Council, Shropshire Council	minimal

Action Plan					
Ref No.	Actions	Priority	Timescale of action	Responsibility	Resource Implications
35	Ensure developments within conservation area are of appropriate, high-quality design	high	long-term	Shropshire Council, MD Town Council	minimal
36	Encourage local leadership with regard to climate change issues	medium	long-term	MD Town Council, other public bodies, local organisations	moderate
37	Encourage community's contribution to climate change reduction	medium	long-term	MD Town Council, community groups, volunteers	minimal
38	Bring the points that the survey has highlighted to the attention of health and care service providers	high	short-term	patient group, medical practice	none
39	Investigate options for expanding range of consultant-led clinics in town	medium	medium-term	medical practice, patient group	moderate
40	Extend support for vulnerable people to stay in their own homes	medium	long-term	Shropshire Council, housing associations, care providers	significant
41	Lobby for more residential and nursing care places	medium	long-term	Shropshire Council, care providers	significant
42	Promote Customer Service Point as single information point for health and care services	medium	medium-term	Shropshire Council	minimal
43	Support greater community cohesion around the town's schools	medium	medium-term	town schools, Shropshire Council, MD Town Council, business and voluntary organisations	minimal
44	Explore the provision of a wider range of further education courses	medium	medium-term	Shropshire Council, education providers	minimal
45	Provide a vocational training facility locally	medium	medium-term	Shropshire Council, Grove School, other education providers	moderate
46	Promote customer Service Point as single information point for education and training	medium	short-term	Shropshire Council, MD Town Council, voluntary organisations	minimal
47	Support provision of Astro turf multi-games pitch and indoor sports hall on Grove School site	high	medium-term	Grove School, Sport Drayton, Shropshire Council, Sport England, MD Town Council	significant
48	Support Greenfields' plan for new sports complex	high	medium-term	Greenfields Sports Association, Shropshire Council, Sport England, MD Town Council	Significant
49	Support development of Festival Drayton Centre and library	high	long-term	Festival Drayton Centre, MD Town Council, local organisations and people	minimal

Action Plan					
Ref No.	Actions	Priority	Timescale of action	Responsibility	Resource Implications
50	Encourage greater effort at tackling anti-social behaviour	high	long-term	police, neighbourhood watch schemes, local people	minimal
51	Encourage more neighbourhood watch schemes	medium	medium-term	police, local organisations, local people	minimal
52	Improve use of CCTV to deter crime	medium	medium-term	police	moderate
53	Encourage greater range of quality restaurants	low	long-term	community partnership, local people	moderate
54	Help residents feel safer when they go out at night	medium	medium-term	police	minimal

9 Appendix: references and sources

The steering group is pleased to acknowledge the use of the following source documents in writing this plan:

- Market Drayton – Census Information, Office for National Statistics, 2001
- Population Estimates 2005, Office of National Statistics
- Nomis 2009 Office for National Statistics
- Annual Business Inquiry 2007, Office for National Statistics
- ACRE www.acre.org.uk/communityledplanning
- Shropshire Partnership – Community Strategy for Shropshire 2010 – 2020
- Shropshire Council – Core Strategy 2010-2020
- Market Drayton market towns programme – Market Drayton economic forum action plan, 2002
- Northern Shropshire rail trails report, 2010
- Shropshire Council Parking Strategy, 2010
- Shropshire Council Bus Strategy, 2011
- Shropshire Regeneration programme – local development forum Market Drayton, 2010
- Shropshire Council Empty Home Strategy
- Market Drayton and Surrounding Area Place Plan, Shropshire Council, 2010
- Visit England, 2010
- British Waterways traffic flow statistics
- Shropshire Visitors Survey, 2007
- Drayton Civic Society – analysis of commercial premises, 2010
- Fuel Poverty in West Midlands, consumer focus study, 2009
- Fuel poverty national predictions, House of Commons briefing paper, 2010
- Grove school student survey, 2011
- Skill Smart – location model Market Drayton town centre, 2010
- Market Drayton further education feasibility study, 2010
- Shropshire Council – Premises and Planning Team, Children and Young People’s Services
- Market Drayton Town Council – Future requirements for outdoor playing fields in Market Drayton, 2006
- North Shropshire – Sports Strategy, 2001
- Market Drayton – Cycling Report, 2001

10 Acknowledgements

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“If you are interested in the work of implementing this Town Plan, either through the proposed Market Drayton community partnership or joining one of the several smaller groups that are envisaged to be formed over the next months, then please leave your name and contact details, with any specific points of interest at the Customer Service Point near the Library. Someone will then contact you in due course.”



