

**The Messenger Working Group**

**NOTES**

**Thursday 2 November, 12 noon, at the Town Hall**

1. **Apologies**

Cllr A Sanderson

1. **Notes of the meeting held on 23 August 2023.**

The notes were agreed.

1. **To consider the future production of The Market Drayton Messenger**

It was resolved at the Community and Governance Meeting held on the 21 September 2023: To suspend the publication of the Market Drayton Messenger with immediate effect.

Members discussed the future production of The Messenger and whether it should be suspended for a set period of time or stopped altogether.

Members agreed that a decision needs to be made now as budgets for 2024/5 are currently being considered.

Following a short discussion, it was agreed to take a recommendation to the Community and Governance meeting that the production of The Messenger should be stopped.

A discussion took place regarding how the town council could be promoted without The Messenger. Different options were considered including having an LED noticeboard in the town, promotion in other magazines and the local newspapers.

It was highlighted that promotion of the town is currently done via Visit Shropshire and that there is a working group for this. It was suggested that The Messenger Working Group and Visit Shropshire Working Group be merged to look at Town Council communications and town promotion.

It was suggested money be allocated in the 2024/45 budget for Town Council communications and promotion of the town and that the underspend from The Drayton Messenger budget for 2023/24 be moved into earmarked reserves for Town Council Communication and town promotion projects.

1. **Recommendations to the Community and Governance Committee.**
2. To stop the production of the Market Drayton Messenger.
3. The Messenger Working Group and the Visit Shropshire Working group to be merged to become the Town Council Communication and Town Promotion Working Group.
4. That money is allocated for Town Council Communication and Town Promotion.
5. That the underspend in The Drayton Messenger budget be moved to earmarked reserves at the end of the financial year for Town Council Communication and Town Promotion projects.