Community and Governance Meeting

19 September 2024

Appendix CG073

**Town Action Plan Working Group**

**Thursday 5 September, 10.30am**

**NOTES**

1. To note who is present and accept apologies

Cllrs Groves, Hughes, Manton, Nellins. Cllr Groves joined the meeting via Teams at approximately 11.15.

Town Clerk.

1. Stakeholders/individuals/organisations involvement with the working group

As previously agreed a meeting was arranged with stakeholders. Unfortunately, due to their prior commitments, only two stakeholders could attend so the meeting did not go ahead. The Chair and Clerk agreed to contact the stakeholders individually to ask if they would be interested in part of this working group.

Charlotte Hollins and Kate Gittins have agreed to be involved.

Engaging with business people/organisations in the town was discussed. It was agreed to hold an event to promote the town action plan in October. Councillors to speak to local businesses/organisation and a leaflet/invite to be produced to promote the event and project. It was agreed to invite a representative from Love Wellington to speak about the work they have carried out to improve their town.

It was agreed to arrange a meeting with a representative from Love Wellington and Kate Gittins as soon as possible to discuss

Having an easily identifiable logo and strap line for the project was discussed; this could be produced through the branding work that Kate is keen to progress.

A suggestion was

 **Make it Drayton**

 Working together to maximise the towns offer

1. Project Implementation

Councillor Manton said he was keen to progress with the following project, painting of the zebra crossing, tidy up Town entrances, improve Empty shop frontages (B&M etc).

**Zebra Crossings**

The Clerk said that she has not received a very positive response from Shropshire Council regarding the painting of the zebra crossing, they do not currently have a policy on this. The Clerk will follow up again.

**Town Entrances**

Conversations took place regarding the maintenance of the entrances and whether the grass should be kept; it was agreed to explore sowing wild flowers rather than cut the grass.

Cllr Nellins to contact the Climate Change Action Group to see if they would be interested in being involved with this project. As a community group it would be possible for them to apply for funding towards the work.

**Empty Shop Frontages**

Cllr Manton said that the old B&M shop window should be the first one to be improved. He has made some preliminary enquiries about having window vinyls produced for the building; discussions took place as to what pictures could be displayed, suggestions included pictures of the market, historic buildings, canal, church, Buttercross.

The clerk asked what the criteria would be for the project, would shop owners be able to put their shops forward to have window vinyls in their empty shops or is the town council going to decide which shops will be part of the project?

Members agreed that they would decide which empty buildings would be included. It was agreed that the empty B&M shop, as a very prominent empty building, should be the first window project, discussions would then take place as to which other shops would be included.

**Other Projects**

The Clerk said that Kate Gittins and Sarah have produced a new town website and they are also keen to move forward with the Town branding; Shropshire Council may be working on the production of a prospectus for the town.

Funding is required to progress with the town branding. It was agreed to ask Kate for a proposal setting out what the funding would be for and how the town branding would be used.

1. **Next Steps**

Moving the project forward was discussed. Having someone to lead the implementation was identified as key. It was agreed to ask Council to request permission from Council to explore the option of recruiting someone on a self employed basis/fixed term contract to manage the implementation of the Town Action Plan Projects. It was identified that it is imperative that someone with experience of leading town centre enhancement projects take on the role.