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| **Community and Governance Meeting** | A black and white drawing of a building with a tower  Description automatically generated with low confidence  Market Drayton  Town Council |
| **Agenda Item: Appointment PR/Marketing Specialist** |
| **Date: 23 January 2025** |
| **Appendix : CG143** |

**BACKGROUND**

Following the production of the Town Action Plan, which was produced by The Retail Group, it was **Resolved:**

**To approve the working group explore the option of recruiting someone on a self-employed basis/fixed term contract to manage the implementation of the Town Action Plan Projects.**

**UPDATE**

It was identified that there is a wide range of actions listed in the plan and finding someone with the skills to assist with the implementation of all of them is a big ask. Through discussions it was identified that the areas needing the most are:

- increasing the positive social media presence for the town

- improving the Marketing, press and PR coverage for Market Drayton as a whole

- engaging with businesses to encourage them to be involved in improving the town and the production of a town website.

Other actions such as increasing the number of events in the town and projects around tidying the town entrances and empty shops could be led by the Town Council, supported by the successful applicant.

Three marketing/PR companies were approached; they were all sent a copy of the Town Action Plan and asked to submit a proposal.

Two proposals were received. The working group met with representatives from both companies and discussed in detail their approach to the project, what previous experience they have and what effect their involvement could have on the town.

The two proposal received are attached along with a spreadsheet comparing the proposals.

**RECOMMENDATION**

1. To accept quote A to provide marketing & PR services for a period up to 15 months.

ii. For the period from 1st February to 31st March 2025 costs relating to this contract to be paid from money in Earmarked Reserves: town action plan. For the period from 1st April 2025 to 31st March 2026, £20,000 to be ringfenced from the Communication and Promotion budget to cover costs specifically relating to the services provided by the successful applicant. Expenditure from the budget to be monitored and reported back to committee by the working group