

## Town Action Plan Working Group

Wednesday 21<sup>st</sup> May 2025, 10am at the Town Hall  
(can attend via Teams)

### NOTES

**1. In attendance**

Cllrs Glover, Groves, Hughes, Manton & Nellins  
Town Clerk & Helen McCabe

**2. The agree the notes of the meeting held on the 2 April 2025.**

The notes were agreed

**3. To consider merging the Town Action Plan Working Group with the Town Communication and Promotion Working Group. To become Town Action Plan and Town Promotion Working Group.**

It was agreed that the two groups should merge together as the communications and town promotion fits well with the promotion being undertaken by the Town Action Plan Working Group.

Terms of reference to be amended and taken to the Community and Governance Committee for approval.

**4. To discuss Helen's report and work undertake to date and discuss Helen's potential next steps/engagement**

Helen explained that the website and facebook page are up and running. Visitors numbers for the website are currently quite low, the facebook page visitors number are growing with some posts receiving around 48,000 view.

Positive Comments about Make it Market Drayton (MiMD) have also been received from surrounding towns, community groups etc.

The Easter Event at the Artisan market was a success; feedback from families was very positive. Helen spoke to lots of people; no volunteers were identified.

Helen has met with over 70 people, and she is producing a mailing list; everyone will be sent regular updates to keep them involved and up to date.

The next market event will be in July, it will be focussed on promoting the carnival the following week.

It was suggested that MIMD should have a mascot, possibly using the colour as the banners.

**5. To discuss the Make it Market Drayton Business Event to be held on 26<sup>th</sup> June.**

There are approx 30 people signed up for the event. Key speakers are Visit Shropshire, Shropshire Council Funding and Fowler and Gilbert. There will also be a question and answer session on the 7 action points from the Town Action Plan. Tim Manton to attend to explain about the Town Action Plan.

Helen to send through a schedule for the event along with details of fascilitators.

Helen to send invites to some of the local key stakeholders; Fordhall Farm, Joules Brewery etc.

It was suggested that a local small business be invited to speak about the challenges facing small businesses in the town.

**6. Discuss the formation of a 'Market Drayton Promotions Group', potentially involving Helen, the TC and other key stakeholders.**

It was agreed to raise this at the Business Event to see if there is a need.

**7. To hear an update on a meeting with representatives from Muller and discuss designs for the Muller roundabout.**

Tim and Gary reported that they had a very positive meeting with Muller, at which they were presented with several designs for the roundabout, details of which were circulated with the Agenda. Everyone agreed on the most appropriate design; it was also agreed to include Muller corner in the project. A letter to be sent to Muller feeding back on discussions. It is not clear at this stage regarding funding for the project.

**8. To receive a progress report on actions/projects and to discuss the ongoing projects and next steps. See attached document.**

It was agreed that the actions are progressed and that the focus should now be on improving the town entrances.

**9. To discuss what projects should be prioritised next.**

Suggestions were:

- Install vinyls on other shop windows in the town (a request has been received for the old fish and chip shop on Queen Street to be improved.

It was agreed that each case needs to be looked at individually. Due to the vandalism of the B&M window vinyls consideration should be given to putting in decorated boards rather than vinyls.

- Replace bins  
A possibility
- Improve signage (in particular parking signage)  
The Welcome to Market Drayton signs have been cleaned. It was identified in the report that there is no signage from the Frogmore Road Carpark to other parking in the town.
- New Town maps to be installed on noticeboards.  
This will be done once the town leaflet has been produced.
- The potential provision of an outdoor splash park  
The cost for this is prohibitive
- The potential of an outdoor summer beach event.  
The cost for this is prohibitive at around £14,000.
- Producing an annual 'calendar of events'.  
This is something that could be done through the MiMD website.
- Hold additional key events in the Town  
Events suggested included a car boot sale and a music event. It was agreed to make contact with companies who organise events to see if they would be interested in organising something in the town and with Kate Gittins to see if she would be interested in organising a car boot sale.

10. **Discuss a series of 'free parking days' throughout the year, paid for by the TC and to coincide with the calendar of events in the Town (like we do for the Festival of Lights, £400 for free parking from 2pm -6pm on Towers Lawn and Queen Street carparks).**

After a short discussion it was agreed not to progress this.