Town Action Plan Working Group

Wednesday 20 August 2025, 10am at the Town Hall

**NOTES**

1. To accept apologies

Gary Groves

Present: Cllrs Glover, Hughes & Manton Nellins

1. To discuss the progress of Make it Market Drayton and the direction of the project.

It was agreed that the website is great, but some parts are not very user friendly, it was agreed to have a separate meeting with Helen to discuss the website and facebook page. Everyone to look through the website and facebook page prior to the meeting.

The social media content needs to be up to date, interested and Market Drayton focused; data to be provided to see how many people are accessing the website and how many followers the face book has.

Brand is growing within the town, need to increase publicity within the town,

MIMD focus is to promote the town, improve tourism, support local businesses and get the public involved in local projects and improve the public satisfaction; it was felt that the direction is straying slightly.

Generally positive feedback, need to review what we have, and be clear as to what we want for the future.

How the success of MIDM is monitored was discussed, possibly on the data from website and Facebook users and attendance at events.

How businesses are communicated was discussed; is there a separate business group set up?

 It was agreed to ask Helen where she thinks the project is heading, what is her priority to achieve, what are her must do things, provide examples of what are must do’s, should do, or could do.

3. To discuss budget

 There is just over £7,000 budget spent to date.

4. To discuss other projects

Current Projects:

- Town Entrances; conversations are ongoing with Muller. Newcastle Road and Shrewsbury Road to continue to be cut by the Town Council.

- Empty Shops, B&M window coverings. Should we consider doing other shops in the town, possibly consider different options.

- New town entrance signage – designs need to be agreed.

Other suggestions:

* Signage for the entrance showing events
* Town Notice Boards to be updated
* Queen Street – could it be a destination for events
* Empty shops – to contact property owners to see if there is anything we can do to help. Produce a directory of which shops are empty and landlords.
* Prospectus - ask Kate how this has progressed.
* Car parking signs – from Frogmore Road to direct to other car parking.
* Grass cutting of areas within the town.
* Another annual event – to look at holding an event around Easter or May. This doesn’t have to be organised by the Town Council, there are companies who will do it for us. Two events have recently been held in Whitchurch organised by JDL Markets.

Conversations were had about the future of the Wednesday Street Market

and what plans Shropshire Council has – Clerk to speak to Kate Gittins.

1. To discuss what’s next
* Clerk to talk to Kate Gittins about the market.
* Meeting to be arranged look at the Make it Market Drayton website and Facebook
* Quarterly review meeting to be arranged with Helen
* Focus on the Town Entrances, noticeboards and the production of a list

 of empty shops.

* Contact JDL marketing to see how much they would charge to organise an event.