

MAKE IT MARKET DRAYTON REPORT

July 2026

Introduction

Since the previous update, activity has continued to focus on promoting Market Drayton as a vibrant place to live, visit and do business, while supporting community engagement and encouraging more people into the town centre.

Free digital marketing support has continued, with an Instagram training workshop proving particularly popular. The session helped local businesses and organisations improve their confidence in using social media to promote their products, services and events, with further digital training planned throughout the year.

Market Drayton Museum & Heritage Centre coordinated the town's first History Week, bringing together local organisations, businesses and volunteers to celebrate the town's rich heritage. Make it Market Drayton supported the programme through promotion and by delivering a second Historic Pub Walk as part of the week. More than 30 people took part in the walk, with participants enjoying the longer route, historical insights, gin tasting and cricket, while discovering parts of the town they had not previously explored. The positive feedback demonstrated the growing appeal of heritage-themed events in encouraging both residents and visitors to spend more time in Market Drayton.

During the May half-term holiday, Make it Market Drayton trialled the first Gingerbread Man Trail as a family activity designed to encourage visitors to explore the town. Families from both within and outside the area took part, with many discovering Market Drayton for the first time. The pilot also provided valuable learning, highlighting the need to design future trails that do not rely on mobile phone signal or public Wi-Fi and ensuring routes are simple to follow for visitors unfamiliar with the town.



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As part of Volunteers' Week, Make it Market Drayton organised a Volunteers' Afternoon Tea to thank the many people who give their time to local organisations and community groups. The event was extremely well attended and supported by students from Grove School, who helped welcome guests and serve refreshments throughout the afternoon. It provided an opportunity to recognise the important contribution volunteers make to the town while strengthening links between younger people and the voluntary sector.

June also saw the delivery of a free Community Day in the town centre, bringing together local organisations, charities and activity providers. The event offered a range of free family activities while showcasing local services and encouraging residents and visitors to spend time in the town centre.

The Dog Friendly Market Drayton initiative was also launched during this period. Free window stickers were presented to businesses by the Mayor and The Gingerbread Man, accompanied by Dolly the Therapy Dog, helping to raise awareness of the campaign. The initiative has been warmly received and has led to the development of an online directory of dog-friendly businesses, making it easier for visitors with dogs to plan their visit and encouraging more people to spend time in the town.

Alongside these activities, Make it Market Drayton has continued to publish regular news stories, promote local businesses and events, maintain the online events calendar, expand the business directory and deliver ongoing social media communications. These activities continue to raise the profile of Market Drayton, encourage visitor spending and support the local economy.

Overall, the past few months have demonstrated the value of working in partnership with local organisations to deliver activities that attract visitors, support businesses and strengthen community engagement. They have also provided valuable insight into what works well, helping to shape future events, trails and promotional campaigns.

We've also been sharing where people can watch the football!

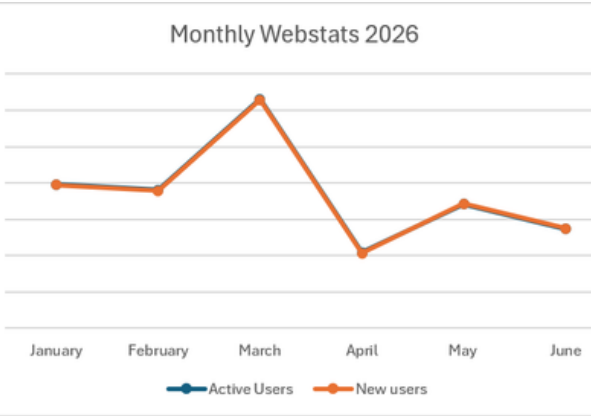
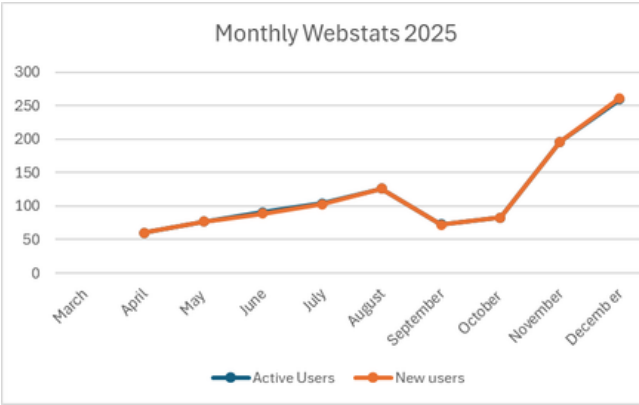




Welcome To Make It Market Drayton

Plan Your Visit

Monthly Webstats



824

Number of Active Users

Website traffic remained significantly higher than the same period last year, although visitor numbers returned to more typical levels following the exceptional activity recorded in March. This reflects the seasonal nature of promotional campaigns and the changing ways people access information online. Alongside traditional website visits, audiences are increasingly discovering content through social media, Google search and AI-powered search tools, reinforcing the importance of maintaining accurate, high-quality content across all digital platforms.

Statistics

These web statistics are based on Google Analytics. Please note that the figures only reflect users who have accepted cookies. Data from users who declined cookie preferences is not included.

WEBSITE PERFORMANCE



Most Popular Pages

(Comparing April-June to January-March 2026)

- What's On - 93 (101) views
- Gingerbread Man Trail - 39
- Submit event page - 37 (54) views
- Explore Market Drayton - 32 views
- Directory - 32 views
- About - 28 views

Most Popular Posts

(Comparing April-June to January-March 2026)

- Library - 22
- Free Community Event - 21
- Family Fest - 20
- History Week - 19
- Pub Walk Returns - 18
- Museum Reopens - 18

The Make it Market Drayton website continues to play a key role in promoting the town, with fresh content helping to showcase local events, businesses, attractions and community initiatives. The most visited pages during this period continued to include the Home, What's On and Submit Event pages, demonstrating that users are actively using the website to find out what's happening locally and to promote their own events.

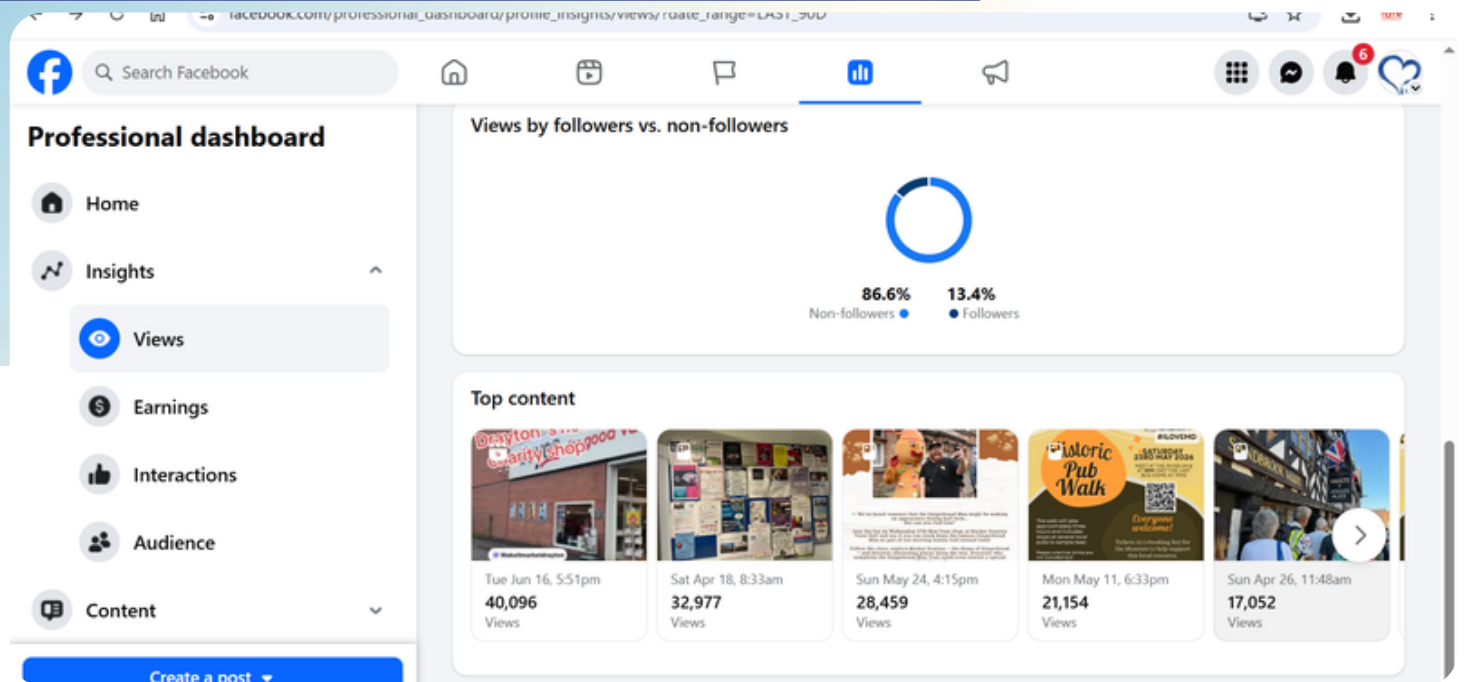
News stories and event-related content performed particularly well throughout the quarter, with strong interest in History Week, the Historic Pub Walk, the Gingerbread Man Trail, Volunteers' Week, the Community Day and the Dog Friendly Market Drayton campaign. These campaigns have helped encourage both residents and visitors to explore the town, while highlighting the wide range of activities taking place across Market Drayton. The website has continued to provide an important platform for promoting local businesses, community organisations and visitor experiences. Regular updates, together with an expanding business directory and events calendar, ensure that residents and visitors have access to current and relevant information throughout the year.

Looking ahead, the website will remain a key tool for supporting the local economy, encouraging visitors to spend more time in Market Drayton and promoting the wide range of events, businesses and attractions the town has to offer. Maintaining a steady flow of engaging, locally focused content will continue to strengthen the platform as the first place people go to discover what is happening in Market Drayton.

So far on the website:

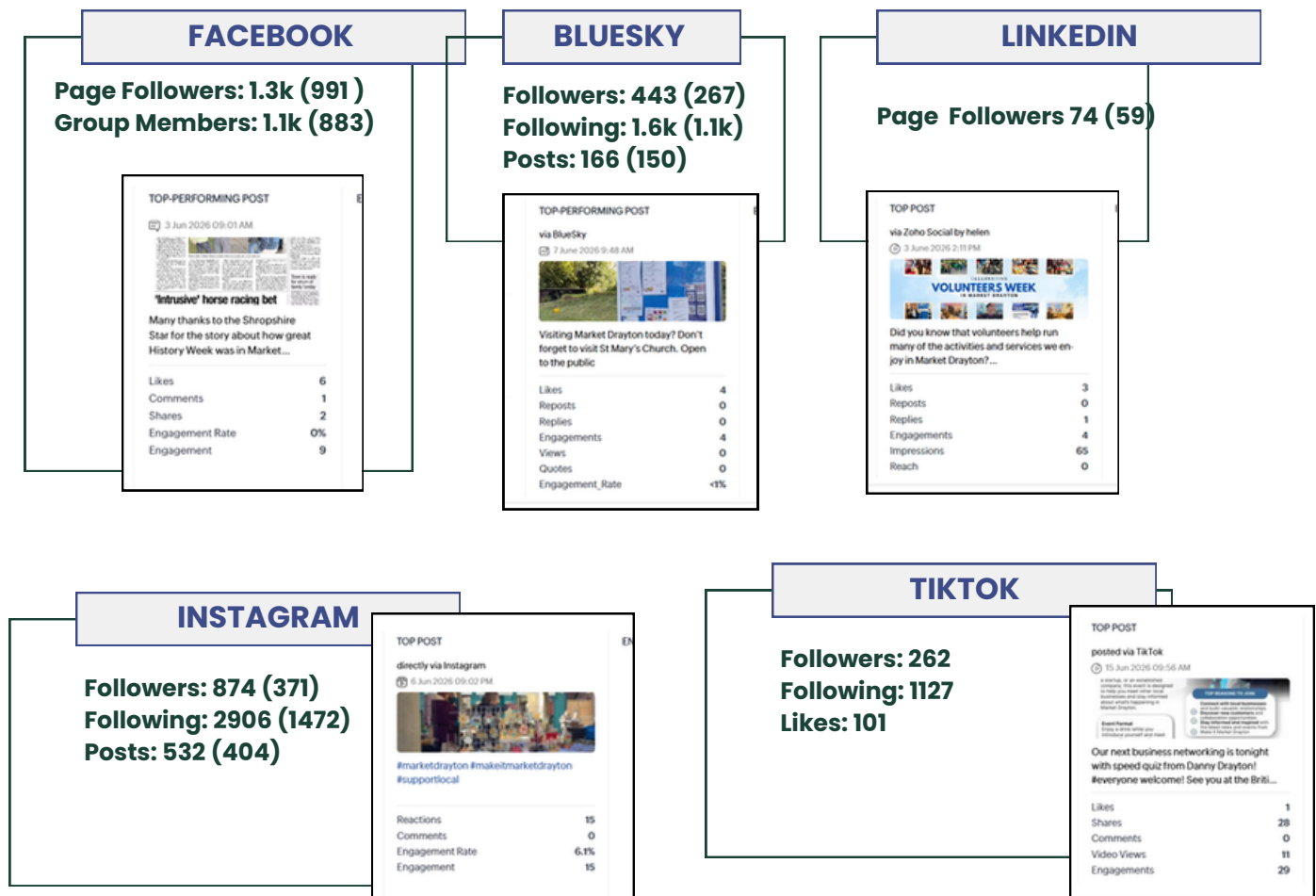
- We have published 206 news stories (166 in April report)
- Entered 327 (324) businesses and charities in the directory
- Published over 5,000 events

SOCIAL MEDIA PERFORMANCE



Social Media Accounts

Social media accounts have been set up on Facebook, Instagram and Bluesky and includes both a Facebook page and Facebook group, LinkedIn Page. We're now on TikTok



We have continued to send regular Mailchimp campaigns, which remain an effective way of sharing updates and engaging with the local community. Open rates have remained consistently strong and well above industry averages, demonstrating that subscribers value receiving timely information about what is happening in Market Drayton. Campaigns promoting History Week, seasonal activities, family events and community initiatives have performed particularly well, reinforcing the importance of relevant, locally focused content.

The subscriber list has continued to grow steadily, with more than 600 people now receiving regular updates. This reflects increasing awareness of Make it Market Drayton and the value residents, visitors and local businesses place on receiving information directly. Email sign-ups collected through community events and the website have also helped to ensure the audience remains engaged and locally focused.

Overall, email marketing continues to be an important communication tool, supporting promotion of local events, businesses and community activities while encouraging visitors to the website and helping increase awareness of everything Market Drayton has to offer.

Email Marketing Campaigns

Date	Name	Subscribers	Open Rate	Click Rate
Jun 8, 2026	The Gingerbread Man is Back This Saturday!	606	33.10%	1.80%
May 17, 20...	History Week is here in Market Drayton	604	42.80%	3%
May 6, 2026	Make it Market drayton this half term	606	29.70%	3.70%
Apr 15, 20...	Historic Pub Walk	588	38.10%	2.20%
Mar 17, 20...	Are you joining us for the litterpick?	589	29.70%	1.9
Mar 2, 2026	This weekend in Market Drayton	589	29.70%	3.3
Feb 11, 20...	Things to do in Half Term	479	31.90%	1.9
Jan 24, 20...	International Women's Day	426	21.3	0.5
Jan 11, 2026	Happy New Year from Make it Market Drayton	428	44.7	2.1

COMING UP IN 2026



Coming up in 2026

Website (Visitor Focus)

The Make it Market Drayton website will continue to develop with a strong focus on attracting visitors and encouraging people to explore everything the town has to offer. Content will include seasonal features, summer holiday activities, visitor guides, local business stories and event promotion, alongside continued development of the business directory and What's On listings. Greater use of video content will help showcase Market Drayton through authentic local experiences and encourage longer visits.

Business Support

Business support will continue through free digital marketing workshops and practical training sessions, building on the success of recent Instagram workshop. Businesses will continue to be promoted through the website, email campaigns and social media. While networking opportunities will continue, alternative approaches will be explored to encourage greater attendance and ensure support reflects the needs of local businesses.

Since October 2025, we have delivered a programme of free business workshops covering topics including websites, social media and Instagram . This programme will continue to evolve in response to business demand, providing practical support to help businesses strengthen their digital presence and marketing. The topics coming up are AI for Marketing, Public Speaking, Christmas promotions and creating a Marketing Plan.

Community Events & Engagement

Community engagement will remain a priority, with continued collaboration with local organisations, schools and volunteers to promote community activity across the town. Support will continue for major events including Market Drayton Carnival helping to maximise promotion and encourage increased visitor footfall. Consideration will also be given to delivering a further community event in September to complement the Artisan Market and encourage additional activity within the town centre

FUTURE PLANS



Events & Promotion

Make it Market Drayton will continue to promote local events and develop campaigns that encourage residents and visitors to discover more of the town. This will include seasonal promotions, visitor-focused content and continued partnership working with organisations including Market Drayton Museum & Heritage Centre, the Library and local event organisers to strengthen the town's visitor economy and community engagement.

Building on the success of the Gingerbread Man Trail, a new Summer Trail has been developed to encourage families to explore Market Drayton during the school holidays. Future opportunities to develop additional self-guided tours and trails will also be explored, helping visitors discover more of the town's heritage, businesses and attractions.

Podcast Development

IWe're working on them!

Video Content Development

There will be an increased focus on producing short-form video content to promote Market Drayton across social media platforms. Building on recent videos featuring local businesses, the town bus service and community events, we will continue working with Danny Drayton to create engaging promotional content. We will also work with students from Grove School to develop new video content, providing practical media experience while helping to showcase Market Drayton through authentic local perspectives.

FUTURE PLANS



Children & Youth Engagement

Engagement with young people will continue through closer working with local schools and youth organisations. Building on existing relationships with Grove School and other partners, opportunities will be explored to involve young people in content creation, town promotion and future initiatives, ensuring their ideas and experiences help shape the future of Market Drayton.

Potential New Engagement Initiatives

Recent work has highlighted opportunities to develop two new initiatives that support long-term community engagement and economic growth:

- Youth Forum – providing a platform for young people to share their views and help shape the future of Market Drayton.
- Food & Drink Partnership – bringing together businesses and organisations that grow, produce, sell, serve and promote local food and drink to strengthen collaboration and celebrate one of the town's key strengths.

Both initiatives will be explored in partnership with local organisations over the coming months.

Sharing Best Practice

Make it Market Drayton has been invited to speak at the next Vibrant Shropshire network event, sharing how the town has developed its tours and trails to encourage visitors and increase engagement with local businesses, heritage and the town centre. The presentation will focus on the planning, development, promotion and lessons learned from creating the trails, helping to inspire and support other towns looking to develop similar visitor experiences.

PRESS REPORT

Family Fest 2026 brings crowds and community spirit to Market Drayton



Press & Media Coverage

Alongside our own communications, Make it Market Drayton continues to receive valuable support from regional media. During this reporting period, several of our stories have been shared by the Shropshire Star through its Facebook channels, increasing the visibility of local events, businesses and community initiatives. This additional exposure helps broaden the reach of our promotional activity and encourages more people to discover everything Market Drayton has to offer.

