

Town Action Plan Working Group
Wednesday 26th August 2026, 1pm at the Town Hall

NOTES

Present: Councillor Glover, Groves and Manton
Helen McCabe, Digital Online Brand CIC
Sue Thomas, Town Clerk.

1. Apologies

Councillors Hughes and Nellins.

2. Notes

The notes from the meeting held on 9 July 2026 were approved.

3. Budget

The group noted the need to keep control of the budgets.

4. Freedom of Information Request

The clerk said a Freedom of Information (FOI) request has been received.

A discussion took place regarding the request, the information to be provided and measures to be implemented.

The FOI highlighted some issues relating to the working relationship between Digital online Brance CIC and the Town Council.

Helen joined the meeting and details of the working relationship between the Town Council and Digital online Brand CIC were discussed as set out below:

- The different work strands carried out by the contractor: It was agreed there must be complete separation between the work carried out on behalf of the Town Council under the branding of Make it Market Drayton, her voluntary work within the town and her business activities.
- Data Collection. All data collected by Digital online Brand for Make it Market Drayton must only be used as directed by the Town Council to promote activities/events/town promotion; this includes promoting community and voluntary group events in the town. Helen confirmed that data collected had not been used for any personal use.
- No additional work outside of the quote submitted for the period April 26 to April 27 can be carried out without the approval of the working group/Council.
- A new contract and data sharing agreement are to be put in place.

- All material produced under the Make it Market Drayton brand, including the website, social media posts etc to include a strap line that Make it Market Drayton is a Town Council Initiative.

A conversation took place regarding the Pure Networking Group which Helen attends and helps organise. It was made clear that the group does not come under Make it Market Drayton and any involvement in organising the group by Helen is on a voluntary basis. When attending the meeting Helen can represent Make it Market Drayton to inform attendees what future activities which are being organised within the town.

5. Make it Market Drayton

Helen provided the following update

Promotional videos for the town

Production is ongoing. The focus is to showcase the town and encourage visitors to the town. The individual assisting is concerned about the quality of his work and is busy with other work streams. Helen is talking to students from The Grove to see if they can produce some. The work is ongoing.

Podcasts

10 have been recorded ready to be released one per week.

A discussion took place around how to increase the popularity of podcasts. A Spotify account will be set up and they will be released on U tube.

Website

Over the summer a lot of content has been added. The events page is very popular.

Ocktoberfest – 3 October

Several pubs have confirmed they will take part:

Clive and coffin

Crown

Kings Arms

Legion

William Chester is reopening; manager to be spoken to regarding taking part in the event.

All the activities/events will be advertised by MIMD.

Summer Trail

9 completed forms have been received; although it was agreed that people have possibly completed the trail but not returned the forms.

The trail was popular on social media which encouraged people to share stories about the town, but this possibly reduced the number of people completing the trail in person and walking around the town, which was the aim.

Doing a similar trail next year was discussed.

Volunteers Fair – 11 September

23 stalls booked. All the necessary paperwork is being completed by Helen.

Food and Drinks Partnership

Still in early stages. A local businessman has suggested that rather than a Market Drayton Food and Drinks Partnership, a Shropshire wide partnership should be set up.

Ludlow has a vibrant food and drinks partnership; Helen is going to contact them to see how they operate and engage with their members.

Business Networking events

A suitable speaker for the next event has not been found.

Attendance at the last couple of meetings has been low despite a lot of social media advertising and letters being delivered to businesses in the town centre and the business park.

Supporting businesses was a priority in the action plan, however it was decided that the current meeting format is not working. It was agreed that business networking meetings would be held when there is something of interest to share with businesses.

The next meetings are to be postponed.

Community event - 12 September

6 people have booked stalls on Arlon Square.

Representatives from Longlands Primary School are attending and will provide crafting activities. The gingerbread man gazebo to be used for the activities.

Training

The next training is a Public Speaking Workshop; 16 people booked on.

The training workshops are popular; they are to support businesses community groups in Market Drayton.

6. To discuss updates on the following:

Town entrance signs (planning)

Contact to be made with Highways again.

Vinyls to empty shop fronts

No response from the owners of the Pheasant Grill.

The old charity shop on the High Street is still empty. It was agreed to contact the owners to see if displays can be installed inside the shop, rather than having vinyls on the outside.

Displays could be artwork from local schools, pull up banners with MIMD logo, banners like those on the old B&M Building etc.

General Street cleanliness

The next litter pick is on Sunday 6 September followed by the Mechanical Sweeper cleaning the town centre streets on the morning of 8 September.

Updating the Town noticeboards with the town leaflet map

Outstanding

Banner on the front of the library

The size of the banner has been measured; looking for suitable pictures/designs.

Replacing damaged vinyls on old B&M Building

Outstanding