

PROPOSALS FOR PHASE 2 DEVELOPMENT OF THE MARKET DRAYTON COMMUNITY PARTNERSHIP - 2015

1. The MDCP was launched in early 2012 and it was felt appropriate to review action that would build on its successes and help to ensure the development of the MDCP at this time. The key objective of this paper is thus to review the working arrangements for the MDCP to include meetings, groups, membership, publicity, marketing etc and determine a programme of action to be implemented in 2015.
2. Specific recommendations for action **recommended** by the working group considering the above include:

2.1 Review of methods of working by the MDCP

Actions /plans :

- **June 2014 – Revised Terms of Reference agreed – to be reviewed every two years starting June 2016**
- **December 2014 – New accounting system introduced to reflect the financial position of both the MDCP and its four current working groups with quarterly comprehensive reports available**
- **January 2015 - New Treasurer appointed**
- **January 2015 – MDCP meetings agreed to be held quarterly together with an AGM acknowledging that the detailed work is largely carried out by the working groups i.e. IEMD, E and CC,DAF,MD T and V groups**

2.2 Ensure a clear focus on action relative to the MD Town Plan 2011- see para 2.6 below

Actions/plans :

- **The Town plan to continue as the main / core focus of work by the MDCP**
- **MDCP action / progress reports to be updated biannually and report to be considered at the AGM starting in 2015**
- **MDCP to participate in the MDTC led Neighbourhood planning process**
- **AGM to focus on both a report of last year's actions and to showcase future plans / ideas**

2.3 Ensure a core group of say 15+ people continues and is enhanced to agree policy and to drive the MDCP forward etc – see para 2.8 below

Actions/plans:

- **MDCP core group ideally of some 15+ people to act as the main focus of coordination ,action etc with new / additional members sought on a continuing basis via e.g. personal contact by MDCP members /publicity in the Drayton messenger / local papers / local radio / MDCP website etc**

2.4 Raise awareness of and develop the marketing of the MDCP by deriving a logo for and launching an MDCP website by the spring 2015. This would build on the success of the www.draytonartsfest.org website and the Tourism website www.discovermarketdrayton.co.uk launched in January 2015

Action/ plans:

- Following detailed discussions action is in hand to determine a low cost website for the MDCP – www.mdcpc.co.uk to be launched by March 2015 to provide information on the MDCP / membership/ governance / reports / works of the groups/ publications / links to partner sites / MDCP logo etc

2.5 Continue to raise the profile of the MDCP via the Drayton Messenger ,MD Advertiser etc, and potentially social media e.g. Face book

Action/plans :

- Continued support to and by the Drayton Messenger, local media etc for the work of the MDCP
- Personal contacts to be developed further
- Consideration to be given to developing an MDCP Facebook page subject to appropriate safeguards

2.6 Update and continue to publicize the achievements of the MDCP

Action/plans;

- See para 2.2 above for details

2.7 Membership of IEMD, E and CC ,DAF and MDT&V groups to be acknowledged formally as MDCP members

Action/plans ;

- These and any future interest groups developed under the auspices of the MDCP to be recognised as the main focus for delegated and quasi autonomous responsibilities and actions.

2.8 Personal recruitment of new members

Action/plans:

- See para 2.3 above for details

2.9 Sustain and develop existing MDCP programmes and actions and consider new ventures as appropriate.

Action / plans:

- The MDCP presently has 4 groups acting within the functions of Incredible Edible MD / Environment and Climate change / DraytonArtsFest / Tourism and Visitors. A recent 5th venture is the participation by the MDCP in the MD Town Council led initiative to develop a Neighbourhood Plan for the town by September 2016. The development of further special interest groups is welcomed and will be supported subject to resource availability

3. The MDCP is thus **asked** to consider the above and **agree** the necessary action accordingly.

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March 2015