

DISCUSSION PAPER ON MARKET DRAYTON GATEWAYS PROJECT

1. This paper seeks to describe for wider discussion, the concept of developing the **GATEWAYS** to Market Drayton as part of the Market Drayton tourism strategy to assist in developing the town in both its tourism and economic potential.
2. The overall concept is fairly simple. Market Drayton lies at the crossroads of major roads in Shropshire with significant road transport links which in the main bypass the town in many respects. Implementation of the concept would inevitably take some little time but is capable of achievement. The suggestion is to mark the key entrances to the town to help to :
 - identify the town location more clearly to motorists
 - be eye catching to attract visitors more easily to the town
 - provide an opportunity to encourage a partnership approach to boost tourism and the local economy

3. The proposal is to develop **GATEWAYS** at the following entrance points :

3.1 On the A53 roundabout at the Gingerbread Man pub with the incorporation of an appropriate piece of artwork of e.g. a Gingerbread man to reflect the historical links of Market Drayton as the home of gingerbread. This would be linked with the opportunity to expand retail opportunities in the town for this delicacy.

3.2 On the A53 roundabout by Muller's factory to reflect the links with the biggest employer in the town by an appropriate piece of artwork.

3.3. On the entrance to the town on the A53 road from Newcastle under Lyme / Newcastle road into the town by means of part of a canal narrow boat to signify the proximity of the canal and it's historical and tourist links.

3.4 By the A529 to Newport near to the swimming baths by a piece of Street art to mark this entrance

3.5 Inevitably a pilot approach would need to be undertaken to launch such a concept and provide appropriate learning and it is suggested that the idea in 3.1 above would be the obvious location for such a pilot project.

3.6 Action re the above would have to be considered in agreement with Shropshire council and the Highways agency.

4. These **GATEWAYS** would not only identify visually by means of eye catching pieces of art ,the entrances to the town in ways which do not exist at present and also introduce the concept of street art into the town ,but could have significant benefits in relation to the :
 - marketing and branding of the town
 - publicity
 - development of the tourism strategy
 - partnership concepts locally

5. This concept would also have the benefit of contributing to some of the Action plans within the Market Drayton Town Plan, including :
 - Action plan 2 – market the town
 - Action plan 8 - developing tourism
 - Action plan 10 – supporting the town’s tourist attractions

6. The concept could be brought to reality by means of an appropriate partnership approach , public support ,design framework , advertising and sponsorship and investment which should involve :
 - Market Drayton town council
 - Shropshire council
 - Local arts organisations e.g. Creative Drayton
 - Market Drayton Chamber of Trade
 - Market Drayton Community Partnership
 - Local manufacturers / retailers / service providers
 - Local tourist organisations
 - Shropshire tourism organisations
 - British Waterways
 - Potentially Lottery organizations etc

7. This draft of the paper is thus put for discussion and comment accordingly.
The next stages might be to:
 - seek wider support
 - begin to cost out these ideas
 - discuss the concept more widely with appropriate organisations

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December 2013 v3