

MARKET DRAYTON COMMUNITY PARTNERSHIP

INCREDIBLE EDIBLE MARKET DRAYTON –IEMD

1. Purpose of this paper

This note is designed to present a potted summary of the background , concepts , objectives and plans for the movement known as “ **Incredible Edible Market Drayton** “ – **IEMD** – representing the position as at March 2013..

2. Background

Incredible Edible Market Drayton – IEMD – is a concept that grew out of local initiatives and discussions between some local people, stimulated by the success of “Incredible Edible” in towns such as Todmorden and Wilmslow and which has been developed locally by a group within the Market Drayton Community Partnership. Within that organisation the IEMD acts with a significant degree of autonomy

3. Concepts and connecting ideas

The main concepts of the Incredible Edible movement nationally and the IEMD locally include:

- using vacant areas of public and other land to grow vegetables ,fruit ,herbs , flowers etc for the benefit of the public, residents and wildlife free of charge
- supporting eating healthily
- improving the appearance of the Town
- connecting people with the use of land
- helping to build a cohesive community
- providing a facility for any one of all ages to participate with and use
- supporting tourism in the town by encouraging visitors
- helping to implement actions within the town plan

4. Relationship with the Town Plan

The town plan – www.shrop.net/mdtownplan was published in September 2011. The key function of the Market Drayton Community Partnership is to help implement its recommendations.

IEMD will achieve this in relation to the following published action plans

Plan 2 – market the town

Plan 8 /10 develop tourism and support tourist attractions

Plan 22 / protect and promote landscape and biodiversity

Plan 26 Operation Wildflower project

Plan 28 provide more land for allotments

5. .Development of IEMD

This occurred fairly rapidly with:

- a meeting on 4 February 2013 attended by some 60+ people who with great enthusiasm supported the launch of IEMD, with considerable support

from Fordhall Community Land Initiative both in respect of personnel and financial support

- a planting session on 10 February where a mini orchard of six damson trees was planted on Walkmill Meadows
- a working group meeting on 25 February to plan actions
- a successful bid to the Local Joint committee of Shropshire Council on 27 February for funding support of £1130 for insurance, promotional material , seeds and fruit bushes, etc
- a site visit to planting areas on 2 March
- a bid to Market Drayton Town Council on 7 March for funding support
- a further meeting on 13 March to confirm arrangements for the next planting session

6. Early actions

Local areas for the first two planting sessions have been identified, subject to agreement as:

- the area by the library south facing wall under the clock, for fruit trees and the area in front of the Customer First offices for herbs
- specific areas in the Town Park at the top corner ,where there is a wooden fence and a patch in the corner presently used for shrubs

It would be planned that the first two areas should be planted etc within three months of agreement being reached with the Town Council.

7. Further plans for development

Once progress has been made with the above then other options identified for consideration might include:

- areas around the bus station
- areas at stops on the town bus service
- junior schools
- supermarkets
- other areas of land identified as a result of successful ventures

8. Publicity

Continuing efforts will be made to secure publicity via local media, sponsorship from local businesses, a Facebook page for IEMD has been set up and it is planned to establish a website.

9. ACTION NOW

What is needed are volunteers, enthusiasm and a willingness to get planting!!
Contact point – Emma Walton, email project@fordhallfarm.com , telephone 01630 638696

Emma Walton
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MARCH 2013

