

MARKET DRAYTON COMMUNITY PARTNERSHIP

Review of Market Drayton Tourism and Visitor group

1. Following publication of the report in August 2013 for Shropshire Council entitled “ Market Drayton tourism and visitor action plan “, in July 2014 the MD Tourism and Visitor group was launched under the aegis of the MDCP using the enclosed Business plan to guide its initial actions. It was **agreed** that it should be reviewed after some 18 months; it is **proposed** that the time is right to do that now.
2. Subsequently the MDTC considered and supported the 50/50 jointly funded development with MDCP of a MD tourism website www.discovermarketdrayton.co.uk which was launched in January 2015. This has proved to be successful and has received some 27000+ visits.
3. Issues under consideration by the T and V group to date have included :
 - The website development referred to above
 - Development of Gateways to the town
 - Attracting those engaged in Tourism related activities to join the group
 - Development of the canal area for tourists
 - Seeking accreditation for e.g. Walkers are Welcome etc for the town
 - Marketing the town and its environs
4. Over the last few months it has become noticeable that a number of issues have arisen including :
 - The number of participants in the group have reduced
 - The ability to attract people engaged in tourism has proved to be problematic
 - The balance between the agenda for consideration, the number of meetings and action thereon has become out of kilter
 - The realization has emerged of the importance of reviewing the work and scope of the group and rebalancing it accordingly.
 - Tourism related input from Shropshire Council will change shortly
5. It is **proposed** that the working arrangements for the Tourism and Visitor group should be reviewed and amended such that it should now focus on the following as a way forward :
 - 5.1. a small core group of say 5 + people representing the MDCP, MD Town Council, Shropshire Council should be established to consider and agree a strategy and a limited list of areas/ actions in the field of tourism etc for the next 12 / 18 months including how these opportunities should be taken forward ;this group should meet quarterly for a brief time to review progress. .
 - 5.2. each identified area for action should have a leader and colleagues recruited to work on and action them on whatever basis is felt to be appropriate and reporting to the group in 5.1 above
 - 5.3. to start this process the “agenda “for the next 12 /18 months, subject to confirmation and identification of interested people to take the issues forward on a phased basis, might include consideration of the following ;
 - developments to the canal area – see report attached
 - establishing the next gateway to the town
 - developing further the tourism website www.discovermarketdrayton.co.uk
 - promotion and publicity of tourism for Market Drayton
 - the opportunities offered by the Walkers are Welcome and CTC Cyclists Welcome schemes
6. It is **proposed** that these suggestions above should be considered and action agreed accordingly.