

Draft Market Drayton Local Economic Growth Strategy 2020-2025

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Foreword

Shropshire Council is delighted to present the Market Drayton Economic Growth Strategy, the development of which was a key action from the wider Economic Growth Strategy for Shropshire. This document will provide an economic focus for the town and surrounding areas and outlines the key actions that we will collectively be looking to deliver during this timeframe.

These strategies will help the Council to achieve these three objectives and deliver the economic vision for Shropshire. This local economic growth strategy is fully aligned with the Local Plan Review 2019 and other key documents such as the Place Plans. The Local Economic Growth Strategy is an external investment document for the local area, which focuses on how economic growth is tailored in Market Drayton.

Market Drayton and its surrounding area provides a unique opportunity for businesses looking to invest and grow. As well as informing and guiding delivery, this strategy is seen as having a key role in encouraging growth, attracting new businesses and investment into not just the town, but also the surrounding area.



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Shropshire Council*



1. Economic Growth Strategy for Shropshire 2017-2021

Our Economic Growth vision for Shropshire...


To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high-quality assets.

Shropshire Council has 3 objectives for Economic growth:

- supporting the growth of new and existing businesses
- attracting inward investment
- developing and retaining talent and skills

There are five priority actions and targets to help deliver the vision from a local perspective: within the strategy to:


1. Target actions and resources where there are economic opportunities
2. Enable businesses to start, grow and succeed
3. Deliver infrastructure to support growth
4. Meet skills needs of business and people's aspirations for work
5. Promote Market Drayton to investors



Shropshire Council's values and approach to growth will influence this strategy and effective engagement is necessary to communicate growth ambitions and the methods proposed to achieve them. Shropshire Council understands the need to work closely locally in the production of this strategy and to understand the local perspective of the needs and ambitions of Market Drayton. This will help the collective delivery of a strategy in a commercial, enterprising and innovative way. However, it is recognised that Shropshire Council and local councils do not have control over all actions and activities that have been outlined in this strategy. Shropshire Council will therefore take a collaborative approach to working across the public and private sectors locally to open communication channels to enable discussions for the benefit of Market Drayton's economy, businesses and residents.

Climate Change

Shropshire Council has declared a Climate Emergency and is taking active steps to develop a Climate Change Strategy to reduce its own carbon footprint and to adapt the services for which it is directly responsible. Shropshire Council will also use its direct influence through its regulatory and procurement roles to encourage others to adopt a rapid transition to net zero carbon. Finally, the Council will work with businesses and residents in Shropshire to support their efforts to tackle Climate Change by encouraging behavioural changes that will help reduce carbon emissions and build resilience to climate change.






2. Market Drayton – A Local Profile

Market Drayton is the third largest town in north Shropshire. It is located in the north east of Shropshire near the Staffordshire border. Shrewsbury lies to its south west, Telford to its south and Crewe to the north, all of which are within easy commuting distance.

The A53 Shrewsbury to Newcastle under Lyme road skirts the north of the town. The M6 is within 15 miles of the town and the M54 within 20 miles. The major cities of Birmingham, Manchester and Liverpool are easily accessible through the national motorway network.

Market Drayton serves a substantial hinterland as well as its own resident population. Its economy has traditionally been based upon agriculture and related industries, and the town remains reliant on food processing via the presence of two major employers, Müller and Pork Farms (Palethorpes). Overall, local employment has roughly matched its resident workforce but there are significant and growing levels of commuting both into and out of the town.

There is a growing legal advice sector, in Market Drayton, that needs to be encouraged and the town has a good capacity for broadband and IT infrastructure. The town is seen as a growth centre for the area.



The town centre is home to a wide and vibrant range of businesses predominantly comprising of small independent shops with larger supermarkets located out of the centre. There is a vibrant Wednesday street market, which has a regional reputation and on the edge of the town is a regionally important livestock market. Close to the town centre, next to the historic Red Lion public house, Joules Brewery has helped to add to the town's employment and tourism attractions.

An audit of businesses operating in Market Drayton's main shopping streets was undertaken in May 2019 as part of a piece of research reviewing the vibrancy of Shropshire's main market towns and key settlements. The objective of this audit was to provide a snapshot of the vitality of the town.

Market Drayton – High Street Survey 2019

A total of 117 businesses operate in the town centre. The principal shopping streets are Cheshire Street (50), High Street (22), Shropshire Street (20) and Queen Street (23 including those in Wilkinson's Walk). Some non-consumer facing businesses based in offices above ground floor level businesses may be excluded from this count. Gross floor space allocated to these businesses is just under 16,500m².

The highest proportion of businesses operating in the town are comparison retailers¹, accounting for 27% of units and 39% of gross floor space. Within the comparison retail category, there are 5 clothes shops, 5 charity shops and 3 gift shops – most other classifications tend to be represented by just 1 or 2 outlets.

The presence of 2 large comparison retailers – Argos and Wilko – means that this category accounts for more than a 3rd of gross floor space in the town. Retail services² account for the 2nd highest proportion of outlets at 24% (albeit for just 12% of floor space). Well represented in this category are hair and beauty salons (10 units), barbers (4 units) and opticians (3 units).

There are 17 restaurants and takeaways in Market Drayton town centre, which is the equivalent of 15% of all units in the town (12% of gross floor space). 14% of units and 10% of floor space is occupied by financial

¹ Defined as stores selling non-food/drink/tobacco products

² Defined as stores selling a service rather than a product

and business service providers. There are 4 banks/building societies, 3 accountants, 2 solicitors and 2 estate agents. In the tourism and leisure category, there are 5 pubs/bars.

Representing a relatively small proportion of units in Market Drayton town centre is the convenience retail category. The 7 outlets in this category include a bakery, a delicatessen, a frozen food store, a health food store, a market, an off-licence and a grocery store. The 2 main supermarkets – Asda and Morrisons – are both just outside the main shopping centre.

There are 11 empty units in Market Drayton, which is the equivalent of just under one in 10 units (also just less than 10% of gross floor space). 4 of the vacant premises are on the High Street, with 3 in Shropshire Street and 2 each in Cheshire Street and Queen Street.



3. An Economic Vision for Market Drayton

The vision for Market Drayton has been formed collaboratively and informed by engagement with the town and parishes.

To be a good place to live and work with a long-term aspiration to create an enterprise culture that attracts investors and supports existing and vibrant new businesses.

A number of key themes were raised as part of the engagement with local stakeholders and all will be addressed within the appropriate priority sections of this strategy. A summary of the key themes is included below:

- Market Drayton can provide good employment opportunities and training facilities for a growing work force
- There is an aspiration to continue to improve the town centre and encourage tourism through the canal and potential marina site
- To support our vision and additional growth, Shropshire Council needs to ensure the towns infrastructure and service provision e.g. education facilities, transport, healthcare, sports and leisure facilities etc. are developed to meet the increased need
- High quality accessible health and care services with a focus on wellbeing through the community Zone project
- Opportunities at Tern Valley to deliver economic growth
- Adequate housing provision and infrastructure alongside developments
- Increased accommodation to encourage visitors and boost the tourism economy
- Maintain the unique feel to the town centre and promote it as a community hub



4. Case Study – Müller Group

In 1971, Theobald Alfons Müller took over his father's small dairy in the Bavarian town of Aretsried. That dairy had just four employees. Today, the Müller Group is an extended family of over 25,000 people, 8,500 of whom are based in the UK.

Based in Market Drayton, with production facilities also in Minsterley, near Shrewsbury, Müller Yogurt & Desserts is the UK's leading yogurt manufacturer.

The Müller brand is ranked at No.9 in The Grocer's Top 100 list of Britain's Biggest Brands and is also the 7th most chosen brand in the UK, picked from shelves more than 230 million times each year.

Müller UK & Ireland is wholly owned by Unternehmensgruppe. In the UK, Müller develops, manufactures and markets a wide range of branded and private label dairy products made with milk from more than 1,650 British farmers.

Müller UK & Ireland comprises three business units:



Müller Milk & Ingredients is Britain's largest producer of branded and private label fresh milk, cream, butter and ingredients products, with a network of dairies and depots servicing customers throughout the country.

Müller Yogurt & Desserts is the UK's leading yogurt manufacturer responsible for major brands such as Müllerlight, Müller Corner and Müller Rice. It produces chilled desserts under licence from Mondelez International and supplies the UK private label yogurt market from a dedicated, state of the art yogurt facility.

Milk & More delivers daily essentials to more than 500,000 homes in England, via a network of 53 local fulfilment centres. The milkman is arguably the original home delivery service, and Milk & More is ensuring that this great British tradition continues to flourish.



5. Performance and Monitoring

The action plan contained within this document will be reviewed regularly and updated annually by Shropshire Council for the duration of this strategy.

6. References and Links

[Economic Growth Strategy for Shropshire 2017-2021](#)

[European Structural Investment Fund \(ESIF\) Strategy](#)

[Marches Local Enterprise \(LEP\) Strategic Economic Plan](#)

[Marches LEP Three Year Skills Plan 2017-2020](#)

[Site Allocations and Management of Development \(SAMDev\)](#)

[Shropshire Council Core Strategy \(2011\)](#)

[Local Plan Review 2016-2036](#)

[Shropshire Growth Barometer 2019](#)

[Market Drayton Town Profile](#)

[Place Plans](#)

[The Marches LEP Visitor Economy Strategy](#)



Annexe 1: Action Plans

The Local Economic Growth Strategies are a key action contained within the strategy. Delivering the vision from a local perspective will be managed through action plans contained within the strategy to:

1. Target actions and resources where there are economic opportunities
2. Enable businesses to start, grow and succeed
3. Deliver infrastructure to support growth
4. Meet skills needs of business and people's aspirations for work
5. Promote Market Drayton to investors

Target actions and resources where there are economic opportunities

There are several key opportunities, which have been identified through the preparation of this strategy. These include maximising the potential for supporting the retail and food sector in the town, agriculture and increasing Market Drayton's tourism potential will provide the focus for future Market Drayton activity and guide the key actions to ensure that Shropshire Council maximises and promotes these opportunities for economic growth.

All development will need to take account of known infrastructure constraints and requirements as identified in the place plan and Local Development Framework implementation plan.

Major employment sites and growth corridors

There will be opportunities to bring forward new employment land to meet our economic needs and Shropshire Council will continue to work with developers and partners to identify and prioritise deliverable future sites. The Local Plan Review is currently taking place, and this provides the framework for housing and economic delivery ensuring that Shropshire Council has a plan-led approach to achieving sustainable development.

Ambition	Action/Delivery	Partners	Timescale	Progress
Further investment and development of units at Tern Valley	Shropshire Council is delivering the Market Drayton Business Grant Scheme, which has benefitted businesses on Tern Valley and enabled relocation onto the Business Park. There is also ongoing key account work through the Economic Growth team, specifically focused on the development of Tern Valley and attracting investment.	Shropshire Council Economic Growth Team Planning Policy Team	Short/Medium	
<p>Identification of key employment sites</p> <p>Around 13 hectares of employment land is in the SAMDEV plan period 2006-2026 Those in SAMDEV already identified – need promoting. Potential development land within the bypass to create a growth corridor</p>	<p>Economic Growth Team are producing an investment proposition for key employment sites where all sites will be promoted.</p> <p>Allocated employment sites in the SAMDev include;</p> <p>Allocations for Adderley, Cheswardine, Childs Ercall, Hinstock, Hodnet, Stoke Heath, Woore, Irelands Cross and Pipe Gate can be found in the <u>SAMDev</u>.</p>	Shropshire Council	Short/Medium	
Tern Hill Barracks – a major site for the future	Clive Barracks at Tern Hill is part of ongoing discussions for mixed use development and is subject to the Local Plan review 2019.	Shropshire Council Defence Infrastructure Organisation	Short/Medium	

Target growing and under-represented sectors

There are several sectors in Shropshire which are performing well. The largest employment sectors in Market Drayton are retail, professional service and business services. Market Drayton is also home to some of the county's major brands including Müller and Palethorpes Bakery part of the UK Addo Food Group.

Six existing sectors have been identified in the Economic Growth Strategy as having specific growth potential, with an emphasis on technologies and innovation.

<http://www.investinshropshire.co.uk/key-shropshire-sectors/>

- Advanced Manufacturing including Engineering and Agri-tech
- Food and Drink Processing
- Health and Social Care
- Visitor Economy (and heritage-based business)
- Environmental Science and Technologies
- Creative and Digital Industries

Shropshire Council has also identified a number of under-represented sectors that link well with our sectoral strengths in Shropshire, which are Professional, Business Services and Construction.

Ambition	Action / Delivery	Partners	Timescale	Progress
To identify and support existing sectors and identify cluster opportunities and define sectoral strengths	To prepare sectoral propositions aligned to identify target and growing sectors in the Economic Growth Strategy. http://www.investinshropshire.co.uk/key-shropshire-sectors/	Shropshire Council Business Growth and Investment Team	Immediate	
Produce a Cultural Strategy for Shropshire	Shropshire Council is producing a new Cultural Strategy for Shropshire will be published by Sept 2020 Cultural Strategy Link	Shropshire Council	Immediate	
Work with the Marches LEP to produce a Visitor Economy Strategy	Shropshire Council is exploring ways of assisting the Local Enterprise Partnership with the production of a Marches Visitor Economy Strategy 2020. The Marches LEP Visitor Economy Strategy	Marches LEP Shropshire Council	Immediate	
Work with the Marches LEP to produce a Local Industrial Strategy.	The Marches LEP has produced a Strategic Economic Plan. Aspirations of key market towns in Shropshire will form part of this Plan. Local Industrial Strategy for the Marches area is being produced looking at sector strengths within the LEP. https://www.marcheslep.org.uk/what-we-do/economic-plan/	Marches LEP Shropshire Council	Short/Medium	

Identifying External Funding Opportunities

This Strategy looks to outline Market Drayton's aspiration for Economic Growth helping to identify appropriate funding opportunities, which may be suitable to support this.

Investment provided through the UK Government, European and other funding bodies, including the Growth Deal, are already being utilised positively to deliver Economic Growth across the County. This strategy outlines several projects, which Shropshire Council can begin to map against different funding sources, fully utilising funding for economic growth projects. Shropshire Council is working with the Marches LEP to understand the opportunities for funding post Brexit.³

Working in partnership with the Town Council and the surrounding areas, we can collectively look at exploring suitable external funding and private sector investment into the area.

For further up to date information on funding and grants, please contact the Marches Growth Hub.

<https://www.marchesgrowthhub.co.uk/about-us/shropshire/>

³ As the implications of Brexit become clear, Shropshire Council will work across the sector profile of Market Drayton to fully understand opportunities and issues that can specifically benefit businesses in Market Drayton. This will include implications for the agricultural sector in particular and Shropshire Council will engage with both local and national organisations to capture their full input, information and intelligence

Enable Businesses to Start, Grow and Succeed

Business support is now delivered across the Marches through the Marches Growth Hub which supports businesses across Shropshire; helping them to start, grow and succeed, whilst also helping our county to stimulate, energise and celebrate the enterprise, innovation and successes of our business community. Shropshire benefits from having its own Growth Hub located at the Shropshire Food Enterprise Centre, Shrewsbury.

Continuing effective engagement and collaboration through our key account management with larger businesses in Market Drayton is a key focus for the Economic Growth team and the Business Growth and Investment Team. This includes identifying supply chain opportunities whilst also supporting the growth potential of existing Small Medium Enterprises (SME's) to enable expansion to larger business status.

Ambition	Action / Delivery	Partners	Timescale	Progress
Provision of outreach business support	Develop the hub's outreach programme of business support provision. Explore outreach delivery options in Market Drayton and agree a plan of activities and events for the town, which will include one-to-one surgeries in libraries.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	The Shropshire Growth Hub is visiting Industrial/Enterprise Parks based on feedback from businesses that the outreach aspect of the Growth Hub support prompted their engagement.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	Shropshire Council Economic Growth Team is in discussion with the Shropshire Chamber of Commerce for a joint outreach programme where all partners visit market towns on a Roadshow basis. Currently the option of utilising any redundant mobile libraries to re-configure and repurpose is being explored.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	Continue to support the Marches LEP in the delivery of the Growth Hub.	Shropshire Council Business Growth and Investment Team	Short/Medium	

Support for existing businesses alongside new businesses	The Growth Hub will engage with Town Councils and meetings will be arranged with each town clerk to discuss local business support provision.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	To identify fast growing companies and to develop and tailor the business support offer to the Market Drayton economic profile.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Succession Planning with new business and community leaders to ensure a vibrant town centre	The Growth Hub is working with HR Shropshire and Shropshire Youth Support Trust (SYST) on an agreed outreach programme of events and activities and will look at how to incorporate succession planning themed events into the programme.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Provision of Incubation Units	There is demand for workshops / office space with limited provision. Supporting incubation and grow on provision within market towns remains a strategic objective.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Business Board	To continue to work with the Shropshire Business Board as a key partner in delivering our growth agenda.	Shropshire Council	Immediate	

Deliver Infrastructure to Support Growth

Shropshire Council's Strategic Infrastructure Forum maintains an overview of all the economic growth and infrastructure projects, which are led by the council or where the council can enable partners to deliver.

This strategy will be supported by the Market Drayton and surrounding area Place Plan. The purpose of the Place Plan is to help Shropshire Council to deliver its Local Development Framework and its Economic Growth Strategy. To do this, Place Plans identify and prioritise infrastructure needs within their local area and identify partners and funding sources to support delivery. There are many facilities and assets that contribute to a place and the Council's role in place shaping is an important one as it creates the conditions and environment that attracts people and businesses to the area. The Market Drayton Place Plan is an intrinsic part of helping us to achieve growth within the local economy, through the provision of public services and use of public assets.

Transport Infrastructure

Transport infrastructure in the north of the county is of particular regional importance. Shropshire Council will continue working closely with statutory bodies such as Highways England and Network Rail to improve and secure funding for strategic road networks that are key for supporting growth in Market Drayton.

Ambition	Action / Delivery	Partners	Timescale	Progress
Better links with other larger towns and education facilities	To feed into Local Transport Plan	Shropshire Council Highways Team	Short/Medium	

Improvements to public transport with buses to run early and late to cover the needs of young adults in education	To feed into Local Transport Plan	Shropshire Council Highways Team	Medium	
Tern Hill roundabout needs improvements to cope with additional work force and the development of Tern Hill Barracks	To broker discussions with Highways England and consider as part of development of Clive Barracks.	Town and Parish Councils, Shropshire Council	Short/Medium	

Digital Connectivity

Digital connectivity is now fundamental for business. Provision and reliability of the digital network will enable all aspects of business to operate and grow in Market Drayton and the surrounding rural area.

Ambition	Action / Delivery	Partners	Timescale	Progress
<p>High-speed broadband outside of town to support businesses operating in the rural hinterland</p>	<p>The connecting Shropshire programme will continue to put forward the case for greater investment in mobile and broadband coverage.</p> <p>Shropshire Council area now has around 90% coverage of superfast broadband, and 98% of premises could have access to superfast broadband by the end of all current contracts (with Airband and BT/Openreach) in 2021.</p> <p>There is a need to identify key corridors that will require ultrafast/ full fibre/ 5G requirements beyond superfast contract delivery.</p> <p>The Marches and Gloucestershire Business Broadband Grant Scheme provides up to £25,000 for local eligible businesses to fund the installation of superfast broadband connections. The funding is designed to support qualifying businesses that cannot access superfast broadband currently and are not within any clearly defined roll out plans to receive superfast broadband.</p> <p>The grant will fund the associated capital costs of delivery and installation of the solution to premises. Applicants are responsible for paying the monthly cost through the contract term.</p>	<p>Shropshire Council Connecting Shropshire Team</p>	<p>Short/Medium</p>	

Utilities Capacity

Understanding capacity constraints and exploring ways of addressing these where possible will be key to improving infrastructure to support growth.

Ambition	Action / Delivery	Lead	Timescale	Progress
Improvements to utilities infrastructure to facilitate economic growth	All development in Market Drayton will need to take account of utility issues, with appropriate infrastructure in place to accommodate growth. The Marches LEP Energy Strategy to look at influencing distribution network operators.	Shropshire Council Marches LEP Utility Partners	Short/Medium	

Housing

The availability of housing of the right type, quality and cost to meet the needs of Market Drayton is an important consideration for businesses so that employees are able to secure the housing they need. The level of development outlined in the SAMDev is ambitious but is considered consistent with the local growth aspirations and the environmental and physical capacity of the town.

Ambition	Action / Delivery	Lead	Timescale	Progress
<p>Market Drayton has aspirations for housing growth – with new developments to house the work force. There should be adequate provision coming forward.</p> <p>Market Drayton is a focus of significant development with a housing guideline of 1200 houses identified in the SAMDEV for the plan period 2006-2026</p>	<p>Shropshire Council will support the supply of housing through a plan led approach and allocation of strategic sites for sustainable development (SAMDev)</p> <p>Allocated housing sites in the SAMdev include;</p> <ul style="list-style-type: none"> • Land off Rush Lane (West) • Land off Rush Lane (East) • Land between Croft Way and Greenfields Lane <p>New development must recognise the importance of safeguarding and, where possible, enhancing the landscape and historic character and amenity value of the Tern Valley and Shropshire Union Canal and expand and connect the town’s environmental assets.</p> <p>There will be a coordinated approach to the delivery of this scheme alongside other sites to ensure development contributes appropriately to the delivery of necessary highway improvements around the town.</p> <p>Allocations for Adderley, Cheswardine, Childs Ercall, Hinstock, Hodnet, Stoke Heath, Woore, Irelands Cross and Pipe Gate and community cluster settlements can be found in the SAMDev.</p>	<p>Shropshire Council Local Plan delivery framework.</p>	<p>Medium</p>	

Local Place Infrastructure – Economic Growth Opportunities

The Council's role in place shaping is important to achieving economic growth opportunities as it helps create the conditions to attract people and businesses to an area.

Ambition	Action / Delivery	Lead	Timescale	Progress
Employment allocation north on the A53 development of business units	Site is currently allocated in SAMDev plan	Shropshire Council	Short/Medium	
Development of a marina, ancillary retail, leisure and commercial uses and new enabling housing at Victoria Wharf	Local Plan review - Preferred site options includes residential enabling development to support the creation of new marina at Victoria Wharf. It is being actively promoted by Agents	Shropshire Council Town Council	Short/Medium	
Hotel and B&B accommodation – need more rooms for overnight stays	Economic Growth Team is looking to carry out a need and demand hotel study. Ongoing talks with major hotels chains around suitable sites across the county	Shropshire Council Economic Growth Team	Short/Medium	
Development of Phase II Tern Valley Business Park workshop scheme, including 41 units (9000sq2) for light industrial use. Phase I is under construction. 14,000sq2 of commercial development on land adjacent to Shrewsbury Road	Partially complete, further work ongoing	Shropshire Council	Short/Medium	

Meet Skills Needs and People's Aspirations for Work

As referenced in the Economic Growth Strategy for Shropshire 2017-2021 Shropshire Council will need to support potential across all segments of the working age population to maximise the full economic output. A skills strategy has been produced which aligns with the Marches LEP skills strategy and Shropshire Council's own action plan.

Ambition	Action / Delivery	Lead	Timescale	Progress
Higher skilled jobs to not only attract a workforce but also to retain young people	To work closely with local schools and colleges to facilitate relationships and foster entrepreneurship so that young people in Market Drayton are aware of future opportunities within Shropshire. A skills strategy has been produced which aligns with the Marches LEP skills strategy and our own action plan.	Shropshire Council Enterprise Coordinator	Short/Medium	
Retention of young people within the town and support with skills	Market Drayton Secondary School has been matched with an Enterprise Adviser, a volunteer at a senior level in business, who advises the school on their career's guidance strategy and plans, and who assists with business engagement in careers activities in schools. Careers activities have been expanded in school.	Shropshire Council – Enterprise Coordinator	Short/Medium	

Promote Market Drayton to Investors

This strategy represents the opportunity for Market Drayton and its surrounding area to present a clear identity and outlines a prospectus for investors, identifying areas of constraints where intervention can help unlock growth and capitalise on opportunities.

Shropshire Council is preparing an investment proposition which will outline key investment sites, sector propositions and development potential. This will give potential investors and businesses the information they need to show why they should invest/locate/work in our county. This strategy will form an important part of this investment proposition.

Ambition	Action / Delivery	Partners	Timescale	Progress
Promote Market Drayton, both as destination and an investment	Production of a locally produced Invest in Market Drayton proposition/destination management plan. Invest in Shropshire	Shropshire Council	Immediate	
	Produce a new Cultural Strategy for Shropshire – September 2020	Shropshire Council	Short/Medium	
	Support the production of the Marches Visitor Economy Strategy 2020 The Marches LEP Visitor Economy Strategy	Marches LEP Shropshire Council	Immediate	

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Supporting information

For more information on Shropshire Council's Economic Growth Strategy, please go to:

<http://www.investinshropshire.co.uk/wp-content/uploads/2017/08/Economic-Growth-Strategy-for-Shropshire-2017-2021.pdf>

For more information on Shropshire Council Growth Hub please go to:

<https://www.marchesgrowthhub.co.uk/about-us/shropshire/>

For more information on Shropshire Council Investment Propositions, please go to:

<http://www.investinshropshire.co.uk/>

For information on Marches LEP, please go to:

<https://www.marcheslep.org.uk/what-we-do/economic-plan/>

For more information on Shropshire Council's planning policies, please go to:

<https://www.shropshire.gov.uk/planning-policy/>

For more information on Place Plans, please go to:

<http://www.shropshire.gov.uk/place-plans>

or contact your Place Plan Officer via PlacePlans@shropshire.gov.uk