

Notes and Actions

Market Drayton and Rural Parishes Community Covenant Meeting

Wednesday the 15TH July 2026, 1pm-3pm

Attendees

Charlotte Hollins - General Manager, Fordhall Community Land Initiative / We're Right Here Campaign.

Michael Dams - Parish Councillor, Chair, Sutton upon Tern.

Sarah Planton - Parish Councillor, Vice Chair, Stoke upon Tern.

Iana Jacobson - Ukrainian Hub.

Lin Sherwin - Parish Councillor, Hodnet.

Judith James - Parish Councillor, Moreton Say.

Alan Cartwright – Chair, Market Drayton Community Enterprise and Market Drayton Town Councillor.

Gary Hoggarth - Manager, Festival Drayton Centre

Apologies

Mel France - Public Health Principal Integration & Inequalities, Shropshire Council.

Catherine McBride – Vicar, Market Drayton St. Mary's Church.

Catherine Westwood - Manager, Market Drayton Library.

Kerry Williams - Shropshire Youth Association.

Tim Manton - Mayor of Market Drayton and Market Drayton Town Councillor.

Carolyn Lawrence - Project Lead, Market Drayton Baby Bank.

Richard Kolbe - Deputy Chair, Parent Governors Grove School and Communities Lead.

Jenny Horner - Chair, Market Drayton Patient Group.

David Strudley - Chair, Market Drayton Foodbank.

Grant Robertson - Chair, Market Drayton Sports Association.

Barney Hill - Operations and Business Development Manager, Fordhall Community Land Initiative.

1. Welcome and purpose

This was a smaller meeting with lots of apologies noted. All with good reason.

Action: Charlotte to contact Market Drayton Sports Association and Market Drayton community sports club. Both representatives that were on the Community Covenant have since left the organisations (Grant Robertson and David Beckwith). Charlotte to seek further representation from these groups within the Covenant.

2. Updates

A. Power to Change evaluation focus group

Iana and Judith fed back on their positive experience with the focus group earlier that week. They found it to be a really useful reflective opportunity and realised there was a lot of learning to capture.

They had discussed the importance of being truly representative of the whole community in Market Drayton, especially those in the most deprived areas. It was recognised that this is a gap within the group.

We discussed the role a member of this community would have. All agreed they would have to be a full voting member, not an observer, even if not part of a wider accountable organisation or body. Referencing the Community Charter, we note accountability to be demonstrated by being rooted in our community as follows:

Rooted in our community:

- We are residents, living among and contributing to our community.
- We are always listening to our community and actively bring that knowledge back into the Covenant, giving us an awareness of local need, priorities and limitations.
- We work to ensure we retain the trust of the communities we represent
- We practice 'dynamic local accountability' by have ongoing community participation via clear two-way lines of communication with our communities for example via: Facebook/social media, Whatsapp, website, face to face conversations, newsletters, community events, workshops, emails, surveys, elections etc.
- Knowledge gained through our connections and on-going community participation supports and shapes our decision-making in a way that encourages and promotes inclusion
- We leave our personal agendas/bias at the door – our voice in the room is the voice of the community we represent
- We keep decision making local.

Invisible Leaders: we highlighted that the people we need to reach may not have a job title or lead an organisation, but they are the people making things happen and connecting the communities in which they live. We called them our Invisible Leaders. We all agreed we need to work in a way that made space for these individuals within the Community Covenant.

Action:

- Iana will seek to build a connection with Kate from the Fairfield's Estate. All agreed we want to empower them to shape the services being brought in to support them.
- Iana to reach out to the local Boxing Club who also offer an alternative curriculum service for vulnerable young people.
- Iana to reach out to Longlands School (on the Fairfield's Estate) to see if a representative can attend.
- Charlotte to send Iana email that can celebrate the involvement of invisible leaders within the community covenant.
- Charlotte to reach out to two main sports associations in Mark
- Charlotte to build in a specific session towards the end of the year to reflect on the Community Covenants work and progress to date. Share learning, challenges and successes.

B. Meeting held with representatives from Clive Barracks 25.06.26

Sarah and Michael fed back following an online meeting they had with Charlotte and:

- Jodie McCabe – Senior Planner for the MOD
- Andrew Pullen-Jones – Estates Senior Disposal Case Officer, Defense Infrastructure Organisation (DIO)
- Michael Davies - Planning Director, Savills
- Gina Wynter – Senior Planning Advisor, Savills

Main updates:

- There are four sites being sold in the Midlands and Clive Barracks is a large strategic disposal site for the country.
- MOD and DIO are keen to engage with local community and Shropshire Council to shape the plans together
- Savills are responsible for getting best value for the site and assisting with the disposal, together with community engagement.
- Considerations for Clive Barracks
 - They are waiting for a steer on local demand/opportunities from the next Local Plan. E.g. is housing, affordable housing, prisons, employment, sports & recreation or hotels the biggest need for this area?
 - Nothing can interfere with adjacent airfield. Recognise this as a challenge for some uses including housing – extra sound insulation would be needed.
 - Want to make uses as flexible as possible to increase no. of likely purchasers
 - Decisions will be market-driven and technically-driven.
 - Social value has to factor into their decision-making.
 - Opportunity for what existing and new communities need will be considered.
 - Will want to de-risk it for developers – community consultation is key for this.
- Expect to sell the land with planning permission in place. Expect to submit this to Shropshire Council in 2 years' time. The DIO want the support of the community when they do this.
- DIO hope to have a draft plan autumn 2026 that they can share with Parish Councils, Community Covenant and possibly the Task Force if Shropshire Council are keen.

Previous examples of community consultation:

The DIO have disposed of a site double the size in Norfolk. It crossed the boundary of two Parish Councils. One was supportive of the proposals, one was not. The DIO consulted on the Master Plan and changed it according to the consultation until the point both Parish Councils agreed and were happy with the proposal.

Actions

- CH to inform Shropshire Council that DIO are keen to bring back the Task Force, Parish Councils and Community Covenant all wish to be partners on the Task Force.
- DIO will also reach out to Joe Bubb at Shropshire Council (led on previous Task Force) and will highlight need to invite new MPs to the sessions. Would like to get a meeting for the autumn
- Andrew will arrange a site visit for the Parish Councils, Community Covenant and ideally other members from the Task Force in the autumn.

The group formally thanked Catherine McBride for making the introductions and connections within the MOD and the Community Covenant group, without which this meeting would not have happened.

3. Local Plan submission review re: Clive Barracks development

The group reviewed the submission circulated by Charlotte. Those noting apologies had confirmed receipt of the letter over email.

Action:

- Charlotte to amend letter, specifically reducing specific faith-based references to make section more flexible.
- Remove all Sports Associations from Covenant List as no current contact for these organisations in place.
- Charlotte to submit this evening and circulate final submission to Community Covenant group for reference.

4. Summary of Project Proposals for the Community Covenant –

All will present Wednesday August 12th, Festival Drayton Centre

A. Youth Transformation Programme (Lead: Helena Williams)

Information on this programme was shared at the last meeting by Mel France. In summary:

- Shropshire Council was selected in 2025 as one of 12 national pilot Pathfinder areas for the Government's Local Youth Transformation Fund (LYTF)
- The Youth Transformation programme in Shropshire is testing new approaches to supporting children and young people through stronger community engagement, co-production and early help.
- The pilot will be delivered across 2025 to 2026, with all activity ending by 31 March 2026.
- Market Drayton has been selected as one of three pilot areas in Shropshire, creating a significant opportunity to shape how youth support is designed, both locally and nationally.
- At the heart of this work is a clear ambition to:
 - Strengthen youth voice, ensuring young people and families actively shape services and spaces
 - Make better use of local places, including community venues, schools and libraries, to create accessible, welcoming environments
 - Align with prevention and early help priorities, connecting services more effectively at neighbourhood level
- The Market Drayton Community Covenant provides a strong foundation to support this ambition. It already brings together residents, VCSE organisations and statutory partners to co-design local solutions, and has demonstrated impact in shaping the Community & Family Hub model using local insight.
- This creates a clear opportunity for the Local Plan to:
 - Recognise the importance of community-led, place-based approaches to service design
 - Support the development of flexible, multi-use spaces that meet the needs of young people and wider communities
 - Embed co-production and community voice in planning for future infrastructure and services
 - Enable stronger connections between housing, community assets, early help services and the Community Covenant
- In summary, Market Drayton is uniquely positioned to act as a test-and-learn site, demonstrating how planning, community power and youth provision can come together to deliver better outcomes for young people and families, which will influence national policy.

- Shropshire Council has also commissioned Shropshire Community Foundation to offer the grants to fund short-term pilot programmes which will test and develop youth transformation initiatives for 11 to 19-year-olds.

B. Place Universal Offer (Lead: Hannah Thomas)

The Place Universal Offer (PUO) is a Sport England-funded programme being delivered across Shropshire through Energize STW and local partners. It's all about making physical activity a bigger part of health, prevention and community wellbeing, while helping to reduce inequalities across the county.

Rather than focusing on individual projects, it takes a whole-system approach, looking at how organisations, services and communities can work together to create lasting change.

Market Drayton has been identified as a priority place for the initial test and learn activity.

Market Drayton emerged as one of the strongest consensus choices during the steering group meetings coupled with data and insight.

The rationale centred on several interconnected factors:

- it is recognised as an area of deprivation and need;
- there is already significant neighbourhood, health and prevention work underway;
- strong partnership infrastructure already exists;
- and there is clear local willingness to engage and collaborate.

The Steering Group highlighted:

- the existing Market Drayton Covenant and active Town and Parish Council involvement;
- ongoing frailty and diabetes work in the area;
- established sport and physical activity partnerships through the Active Market Drayton Group;
- and the presence of committed local leaders and community development expertise.

Sport England Place Needs Classification: Market Drayton has the highest need in the latest Place Needs Classification for social need, with a decile rating of 1.

Within steering group discussions the strength of local community development leadership was specifically referenced, and Market Drayton was described as an example of how a “prevention ecosystem” could operate in practice, with local youth partnerships sitting beneath wider community structures.

The area was also viewed positively from a planning and growth perspective. It was noted there are significant future housing and development considerations in Market Drayton, meaning the work could align with future planning and infrastructure changes.

Importantly, Market Drayton was repeatedly described as a place where there was already strong energy, appetite and capacity to work systemically across organisations, making it well suited for a “test and learn” pilot approach.

C. Best Start in Life Hubs (Lead: Rosie Boardman)

Best Start in Life Hubs build on the legacy of Sure Start and integrates services across health, education, and community partners to create a seamless support system. Aligned to the Community & Family Hubs approach of prevention, early intervention and integrated support with as many services in one place as possible.

[Shropshire Best Start in Life Programme | Shropshire Council](#) and [Best Start in Life - Best Start in Life](#)

Shropshire Council are currently exploring options for a venue to site new service offer in Market Drayton (Network Site) and are currently considering Raven House. Market Drayton is one of three Network sites chosen for the county. They are open to exploring other options if suitable alternatives available. The venue will need to meet a number of requirements, including being:

- Located where families are most likely to benefit from support – area of highest deprivation (ideally top 30% of most deprived community need to live near the building).
- A trusted and welcoming community venue
- Accessible and easy for local families to use
- Able to accommodate parenting support, Home Learning Environment activities and Stay & Play sessions
- Suitable for co-located services and multi-agency working – a team will be based in the venue – up to 15 permanent team members from Council service providers and partners. E.g. social care partnerships, Best Start in Life team, police, etc.
- Able to support wider outreach and community-based delivery. Not all delivery has to happen at main Network Site.
- Satellite locations are an option; each location would need some form of branding/logo to identify it as a satellite site. Need to take the service to where it is needed most.
- Want to use the knowledge/influence in the spaces that families already visit and maximise the impact of each family experience.
- Keen to build partnerships to build sustainability into the project post-funding.

Timelines

- This is a 3-year project. End Date April 2029.
- Network sites aim to be operational by November 2026.
- September 2026, need to submit an Options Appraisal on potential sites to Shropshire Council.
- Offer will develop after this and evolve to other locations according to need. Delivery can be responsive.

Funding likely to cover:

- Training to deliver to existing volunteers/community groups that offer local services including Stay and Play sessions. Training around home learning opportunities (e.g. reading with child, bring stories to life etc), and inclusivity e.g. SEN individuals.
- Marketing and Branding
- Very small capital pot for building adaptation
- Best Start in Life Practitioners – to support children with additional needs

- **Navigation Officer** – to provide meaningful sign-posting within the area, help people access local services (community or council operated), housing support etc. The person in this post can be based in different locations and can move around an area. Not confirmed if full time or part time.
- Digital support – possible automated notifications for families of young children to notify them of services available at each age.
- Family/Community engagement sessions such as work with Community Covenant.

D. Other?

Noted that Recreation and Sports provision in Market Drayton was highlighted at the last meeting. Tim will update on this at the August meeting.

Action:

- Charlotte to bring list of services currently available in Market Drayton to next meeting.

5. Next meeting 2pm-4.30pm, Weds 12th August

Agenda:

1. Welcome and Apologies
2. Any updates since last meeting
3. Three presentations from individuals at Shropshire Council:
 - a) Place Universal Offer, Hannah Thomas, Community Wellbeing Team Manager
 - b) Youth Transformation Programme, Helena Williams, Youth Support Manager
 - c) Best Start in Life Hubs, Rosie Boardman, Children's Transformation Team Lead
 - d) Q & A
4. Review Priorities and Timescales of all three projects.
5. How do we best support these Initiatives/Projects as a group or as sub groups?
 - a. Agree a Framework
 - b. Agree Leaders for each piece of work
 - c. Agree timeline and next actions.
6. Agree date and time of future meetings – propose a move to Wednesday mornings 11am-1pm?

Date of Next meetings:

- Wednesday 12th August 2026, **Community Covenant meeting 2pm-4.30pm, Festival Drayton Centre**
- Wednesday 2nd September **Community Covenant meeting**, Festival Drayton Centre
- Wednesday 9th September 2026 – **Community and Family Hub** 9.30-4pm – Volunteers needed.
- Wednesday 14th October 2026 - **Community and Family Hub** 9.30-4pm – Volunteers needed.