

Notes and Actions

Market Drayton and Rural Parishes Community Covenant Meeting

Wednesday the 12th August 2026, 1pm-3pm

Attendees

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

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

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

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

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

Catherine Westwood - Manager, Market Drayton Library.

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.

Paul Vigors – Chair, Market Drayton Community Amateur Sports Club

Hannah Thomas - Community Wellbeing Team Manager, Shropshire Council

Rosie Boardman - Children's Transformation Lead, Shropshire Council

Samantha Wenlock – Early Help Locality, Shropshire Council

Stephen Sixsmith – Green Infrastructure Advisor, Shropshire Council

Apologies

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

Kerry Williams - Shropshire Youth Association.

Amy Clewes - Director, Market Drayton Sports Association and Chair, Market Drayton Tigers FC (Junior Football)

David Strudley - Chair, Market Drayton Foodbank.

Iana Jacobson - Ukrainian Hub.

Helena Williams – Shropshire Council

1. Welcome, Apologies and Outline for Session

2. Updates

Actions:

- 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. **DONE**

- 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. **Ongoing**
- Iana to reach out to the local Boxing Club who also offer an alternative curriculum service for vulnerable young people. **Ongoing**
- Iana to reach out to Longlands School (on the Fairfield's Estate) to see if a representative can attend. **Ongoing**
- 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 Market Drayton to invite new representatives back into the Community Covenant **DONE**
- 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. **DONE – October 14th**
- Planning submission:
 - Charlotte amended planning letter following groups comments, specifically reducing specific faith-based references to make section more flexible. **DONE**
 - Remove all Sports Associations from Covenant List as no current contact for these organisations in place. **DONE**
 - Charlotte to submit **DONE**

Clive Barracks Updates:

- DIO are keen to bring back the Task Force which includes Parish Councils and Community Covenant.
- DIO will 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
- DIO will arrange a site visit for the Parish Councils, Community Covenant and ideally other members from the Task Force in the autumn 2026.
- Charlotte to bring list of services currently available in Market Drayton to next meeting.

2.20pm

3. Presentations and Request for input from the Community Covenant 10mins each

A. Place Universal Offer (Lead: Hannah Thomas, Community Wellbeing Team Manager)

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 centered 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.

Asks:

They want to understand what stops people in the community being active and how we can test things that will bring down barriers e.g. marketing of classes, is it fit for purpose.

Looking for 2 or 3 test and learn ideas for Market Drayton

B. Youth Transformation Programme (Lead: Helena Williams, Youth Support manager, presentation given by Rosie Boardman)

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.

C. Best Start in Life Hubs (Lead: Rosie Boardman, Children's Transformation Lead)

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 may 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
- Possible 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.

Asks:

1. What locations exist in Market Drayton that may work for Network Sites
2. How do we best support existing service provision
3. What are the barriers to accessing services
4. Where are the opportunities for collaboration?

3.20pm Rest Break (10mins)

3.30pm

4. Review Priorities and Timescales of all three projects.

All agreed that Best Start in Life Programme has the most urgent timeframe.

Network Sites need to be decided by Shropshire Council by September 2026.

Group discussed all possible locations in Market Drayton, barriers to accessing services, local challenges and opportunities. All information passed to Rosie for inclusion within her options appraisal and future planning.

Action: Tim Manton to continue discussions on locations with Rosie and relevant sub groups at Shropshire Council.

Action: To continue to develop the Best Start in Life Hubs, Framework and Delivery options with the community covenant at the next meeting.

Action: To continue discussions from this meeting to help shape service provision and pilot studies within our community.

Next meeting

Proposed change to Wednesday mornings 11am-1pm

Agreed: Next meeting 11am-1pm Weds 2nd September, Festival Drayton Centre

4.30pm

Close of meeting.

Date of Next meetings:

- Wednesday 2nd September **Community Covenant meeting**, Festival Drayton Centre **11am-1pm**
- 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.