



Launch of South West Market Town Awards Scheme 2006

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The South West Market Town Awards Scheme for 2006 has been officially launched today and applications are being invited. The Awards Scheme which is being administered and co-ordinated by the Market and Coastal Towns Association (MCTA), seeks to celebrate the excellent work being undertaken in the country's market towns by recognising sustainable and innovative projects. The Scheme operates at a regional level and all regional winners go forward to a national competition in September which will be hosted by Action for Market Towns.

James Hassett, Chief Executive of MCTA comments,

"The Association is delighted to be co-ordinating this year's South West Market Town Awards Scheme for Action for Market Towns. The Scheme presents a real opportunity for the region to showcase the many regeneration initiatives which are revitalising our market towns and to formally recognise the dedication and hard work of our local communities."

Applications should be made by a market town partnership or by a local authority. There are four categories open to applications and towns may enter different projects in different categories but can only make one entry in each category.

- Environment and Culture
- Social and Community
- Business and Economy
- Partnership and Strategic Working

At a regional level, one project from the four category winners will receive the additional accolade of the region's 'Best Market Town Project'. The winners of the four categories and the overall category will be published and disseminated as best practice case studies and receive a framed certificate.

The deadline for the receipt of completed applications is 26 May 2006. An application form and guidance note can be obtained from www.mcti.org.uk or by contacting Helen Lloyd at MCTA on 01823 250816.

Notes to Editor

1. The Market and Coastal Towns Association (MCTA) is a new and independent organisation which supports the development of vibrant, healthy and sustainable market and coastal towns across the south west. Established in October 2004 and supported by a range of regional organisations including the South West of England Regional Development Agency and English Heritage, the Association is charged with delivering the Market and Coastal Towns Initiative throughout the region. For all enquiries please contact Helen Lloyd, Communications Manager, Tel: 01823 250816, E-Mail: helen.lloyd@mcti.org.uk

2. Action for Market Towns is a membership organisation dedicated to promoting the vitality and viability of small towns through an integrated approach, providing information and advice, examples of best practice and national representation. For enquiries please contact Belle Chilvers, Membership Co-ordinator, Tel: 0845 644 6202, E-Mail: belle.chilvers@towns.org.uk