

**SHREWSBURY TOWN COUNCIL
POLICY AND RESOURCES COMMITTEE
Monday 14TH July 2025**

Officer: Max Ball – Communications Officer

COMMUNICATIONS UPDATE

Purpose of Report

To provide an update to members on the Town Council's communications.

Shrewsbury in Bloom – Judging Preparations

A key focus this month has been supporting preparations for Shrewsbury in Bloom. We are now entering the final stages ahead of two major judging events:

- Heart of England in Bloom – Tuesday 22nd July
- Britain in Bloom UK Finals – Thursday 31st July

A significant communications priority has been producing a promotional video to be shown to judges on the day. This video aims to showcase the outstanding work carried out by our team and partners, highlighting:

- The work of the team at Weeping Cross in the nursery
- Roll-out of floral features across the public realm
- Contributions by community partners and volunteers
- Our ongoing work in environmental management and biodiversity

We are utilising drone photography to capture high-quality footage and aerial perspectives of the town's green spaces and floral displays. The final edit will reflect the strength of partnership working and our shared ambition for a greener Shrewsbury.

Recent Media Coverage & PR Activities

- Our press release regarding the removal of the Lime Tree on Gloucester Avenue in the Quarry was picked up by the Shropshire Star, helping to inform residents and manage expectations around essential tree works.
- A positive story is in development about the excellent support from Shropshire Fire & Rescue Service, who recently carried out a water relay exercise to help refill the Dingle Pool using water from the River Severn. This story will highlight inter-agency collaboration and environmental care.
- In June, we addressed potential community concerns around tree pollarding at Springfield Mere by publishing a PR piece and social media updates. The tree works were undertaken to promote biodiversity by creating a wind tunnel to enhance the wetland habitat, and early communication helped ensure public understanding and support.

Bloom Portfolio

The Shrewsbury in Bloom 2025 Portfolio has now been completed and published on our website. It can be viewed here:

 [Shrewsbury In Bloom 2025 Portfolio Submission](#)

The document provides a comprehensive overview of our efforts and achievements and forms a key part of our presentation to the judges.

Digital and Social Media Engagement

There has been a conscious push to increase the Town Council's visibility on social media, with:

- More frequent updates on council activities
- Sharing of press releases and news stories
- Promotion of the work being done by the Stepping Up Team and community groups

Engagement metrics have shown positive trends in reach and interaction as a result of more regular, visual content.

Looking Ahead – Communications Strategy

Looking forward, I am initiating work on a Communications Strategy for Shrewsbury Town Council. This will be developed with input from officers across departments to ensure it reflects our organisational goals and strengthens our engagement with the public, stakeholders, and partners.

The strategy will cover:

- Internal and external communications
- Social media and digital presence
- Media relations
- Community engagement
- Crisis and reputation management

RECOMMENDATION:

That the report is noted.