

**SHREWSBURY TOWN COUNCIL
POLICY AND RESOURCES COMMITTEE
Monday 15th September 2025**

Officer: Max Ball – Communications Officer

COMMUNICATIONS UPDATE

Purpose of Report

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

1. Shrewsbury in Bloom

- Actively involved as part of the Shrewsbury in Bloom committee, preparing for the town's entry in the Britain in Bloom UK Finals.
- Supported regional judging on 22nd July, which acted as a valuable rehearsal for the national competition. Adjustments were made to improve efficiency and timings for the judges' tour.
- Produced the official introduction video shown to the judges, highlighting Shrewsbury's strengths in:
 - Horticultural excellence
 - Environmental management
 - Community responsibility

2. Media & Public Relations Successes

- **Mayor's Fizz & Canapés Event**
 - Coordinated a photoshoot with the Mayor's secretary.
 - Secured coverage in the Shropshire Star and Shropshire Live, including photographs and audio interviews with the Mayor and his chosen charities.
- **Public Tree Safety**
 - Issued vital communications regarding trees affected by limb drop, encouraging residents to report issues.
- **Battle of Britain (14th September)**
 - Worked with Mayor's secretary to encourage media contacts to attend the event such as ITV and BBC Breakfast
- **Market Hall 60th Anniversary (16th September)**
 - Collaborated with the Markets Officer on preparations.
 - Produced interpretation board content featuring traders' stories.
 - Created a video about the history of the market hall using archived footage which will be premiered at the anniversary event.

3. Digital Communications

- **E-Newsletter Relaunch**
 - Researched best practice by contacting Aylesbury Town Council to understand their approach to newsletter content and circulation.
 - Relaunched the Town Council's E-Newsletter (previously last issued in 2023).
 - New features include:
 - Forewords from the Leader, Mayor, and Town Clerk.
 - Events pages.
 - Updated councillor list with a visual ward map.

- Interactive design with clickable links and calls to action.
 - Available online: [Shrewsbury Town Council E-Newsletter](#)
 - **Website & Social Media Highlights**
 - Published a drone video to mark VJ Day commemorations, shared via the website and social channels.
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4. Strategic Planning

- Upcoming meetings scheduled:
 - With Cllrs Rob Wilson and Alex Wagner to plan for household distribution of communications ahead of the Annual Town Meeting 2026.
 - With the Office Manager and Deputy Town Clerk to formalise the draft Communications Strategy.
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5. Next Steps / Forward Look

- Continuing the rollout and monitoring of the E-Newsletter, including engagement analytics.
- Developing the formal communications strategy for council approval.
- Preparing initial materials for Annual Town Meeting 2026 household distribution plan.

RECOMMENDATION:

That the report is noted.