

SHREWSBURY TOWN COUNCIL
COMMUNITIES & ENVIRONMENT COMMITTEE
Date 1st April 2026

Officer: Helen Ball (Town Clerk)

GREAT BIG GREEN WEEK

1. Purpose of the Report

The purpose of this report is to inform Members of the upcoming Great Big Green Week (6–14 June) and to outline how Shrewsbury Town Council can support and promote the initiative through its existing services, activities, and community engagement work.

2. Background

Great Big Green Week is a national campaign celebrating community action to tackle climate change and protect nature. It provides an opportunity for local councils, community groups, and residents to come together to raise awareness, promote sustainable behaviours, and showcase environmental initiatives.

The campaign aligns closely with the Town Council's existing commitments to environmental sustainability, biodiversity, and community wellbeing.

3. Relevance to Shrewsbury Town Council

The Town Council already delivers a wide range of services and activities that contribute positively to environmental objectives. Great Big Green Week offers an opportunity to:

- Highlight existing work and achievements
- Encourage greater community participation
- Strengthen partnerships with local organisations
- Promote environmentally responsible behaviours

Participation would not necessarily require significant additional resources but rather coordination and promotion of current activities under a shared theme.

4 Proposed Activities and Support

The Town Council can support Great Big Green Week through the following type of actions:

4.1 Promotion & Communication

Use the Town Council's website, social media channels and noticeboards to promote the week, sharing information about local events and initiatives led by community groups and highlight the Council's environmental work (e.g. parks, biodiversity projects. Countryside works, tree work)

4.2 Parks & Open Spaces

Showcase biodiversity-friendly practices in parks and green spaces, installing temporary signage highlighting wildflower areas, tree planting or habitat management, encouraging residents to visits and engage with local green spaces

4.3 Community Engagement

Work with local schools, community groups, and environmental organisations to promote activities, signposting to local events such as litter picks, nature walks, or sustainability workshops, encouraging volunteer participation in existing environmental activities.

4.4 Climate & Sustainability Messaging

Officers are looking as developing practical gardening tips for residents on reducing carbon footprints, such as recycling, energy efficiency and sustainable travel.

4.5 Events & Existing Programmes

The Town Council are able to align any scheduled events during the week with a green theme where appropriate, incorporating sustainability messaging into markets, cultural events or community activities, supporting partners in delivering environmentally themes events.

5. Resource Implications

The approach outlined focuses on enhancing and promoting existing activities rather than creating new programmes. As such financial impact is expected to be minimal and staff involvement would be limited to coordination and communications.

6. Risks and Considerations

Reputational risk is low and participation aligns with public expectations on environmental responsibility. Coordination with partners will be important to avoid duplication and maximise impact. Messaging should remain practical and inclusive to encourage broad community engagement

7. Conclusion

Great Big Green Week presents a valuable opportunity for Shrewsbury Town Council to showcase its environmental work, engage residents, and reinforce its commitment to sustainability. By aligning existing services and activities with the campaign, the Council can contribute meaningfully without placing additional strain on resources.

Recommendations

That the Council:

- 1. Notes the report**
- 2. Notes the dates and purpose of Great Big Green Week (6–14 June)**
- 3. Support the Town Council’s participation through promotion and alignment of existing activities**
- 4. Encourages engagement with local partners and community groups to maximise impact**