

**SHREWSBURY TOWN COUNCIL
POLICY & RESOURCES COMMITTEE
8 JULY 2026**

Officer: Helen Ball (Town Clerk)

FLOWER FESTIVAL

1. Purpose of Report

To consider how the Town Council might support the development of a Flower Festival

2. Background

The Flower Show has been a permanent fixture in the Quarry for a lifetime and it was a huge disappointment to residents that the Shropshire Horticultural Society made the difficult decision to cancel the Flower Show in 2024.

The Mayor has been keen to support the development of an alternative to the show. Initial thought have focused on the potential of developing a Flower Festival that links the horticultural excellence of the town through the town centre similar to other towns and cities like Manchester, Harrogate and the area outside Chelsea Flower Show.

This could include:

- A Floral trail with public displays, floral installations, bloom competitions
- Celebration of the Dingle and encourage wider gardening
- Expansion of Shrewsbury in Bloom competitions
- Food, Nature and sustainability initiatives including community composting, wildlife gardening, community orchards, allotments etc
- Family initiatives including Forest Schools, Bug Hotels, Children's gardening
- Floral Arts & Culture including illuminations of buildings, photography competitions, art & poetry competitions

This would have community and social benefits as well as being a key driver to tourism and the economy

Early conversations with representatives of the Horticultural Society has indicated that they may be willing to support the development of such an initiative.

This will require significant organisation to determine format, partner involvement and potential sponsorship.

3. Doing Something this Year

This year will require much organisation but there is potential for promoting the initiative this year.

RECOMMENDATIONS

- (i) That the report be noted;
- (ii) That the Council supports the development of a Flower Festival for 2027
- (iii) That the Council allocates a resource to commence development