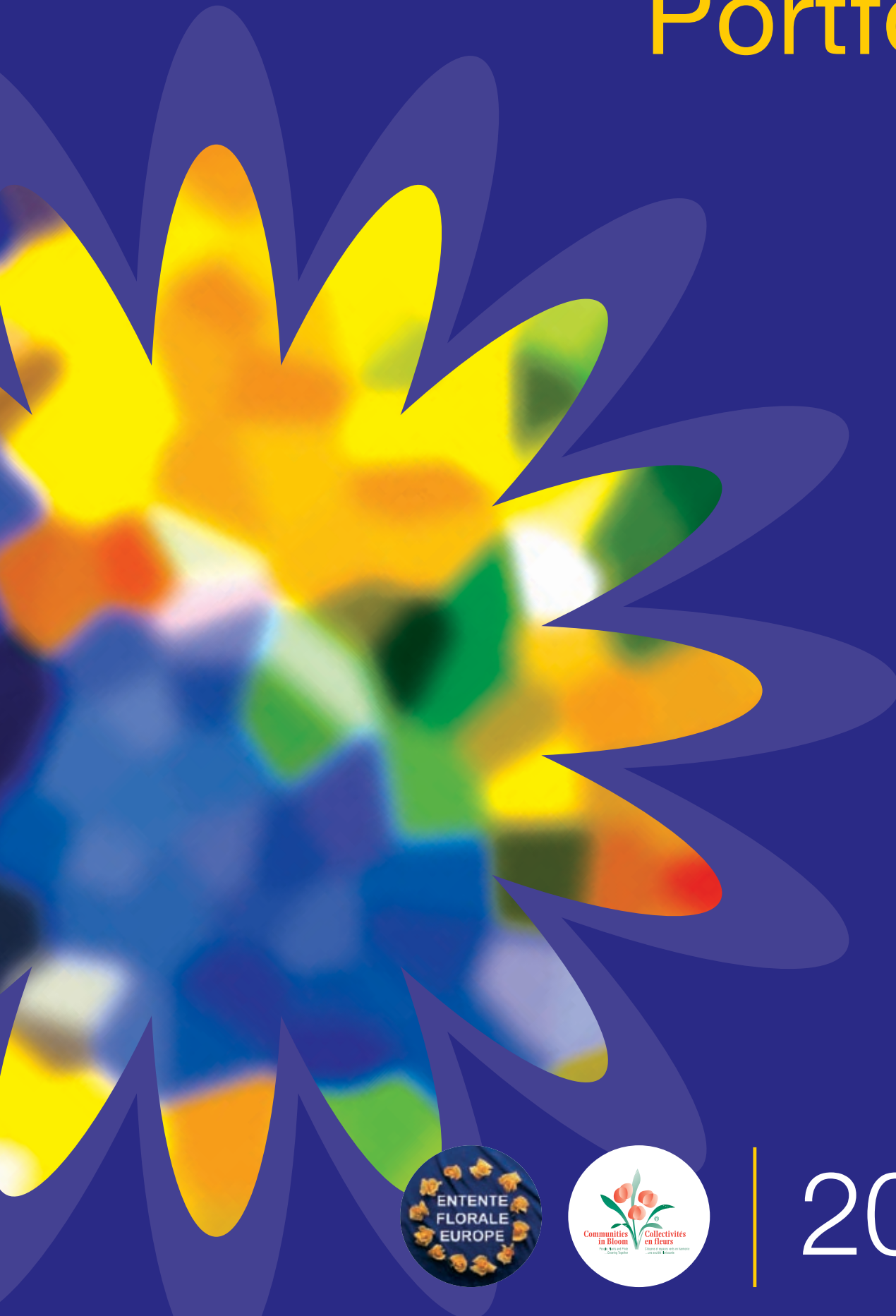


Shrewsbury Portfolio



2007

Welcome



“It is a real pleasure to welcome you to Shropshire and to the beautiful Borough of Shrewsbury and Atcham.

The Borough formed in 1974, has over 95,000 residents and has at its heart the lovely county Town of Shrewsbury.

Often called England’s finest Tudor Town with its many black and white buildings, shuts and passageways, Shrewsbury is today a vibrant community with a strong cultural scene, thriving economy and unique sense of identity. Perfectly placed within the borough, Shrewsbury is a floral paradise for much of the year, which together with its long held wish to achieve environmental excellence throughout the area, resulted in its successes in the regional and national Britain in Bloom competitions.

The whole community is once again gearing up to make the event both interesting and enjoyable for everyone concerned. We want to ensure that all sectors of the community taking part in this prestigious competition has the opportunity to demonstrate civic pride and commitment to their particular project or event. This ‘can do’ attitude is typical of all those involved in the campaign and without doubt has been a major strength in helping the town achieve the recent success.

As the newly elected Mayor I am very fortunate to inherit such a wonderful team of volunteers, sponsors, organisations and local community groups. Under the Council’s careful and professional stewardship we will ensure that we bring together all sectors representing Shrewsbury to deliver one unified message that **‘Shrewsbury Blooms’** and is extremely proud of its floral heritage and dedicated helpers.

I am sure that after visiting our Town you will leave with a positive image of what ordinary citizens can achieve with the help and assistance of a willing partner in Shrewsbury and Atcham Borough Council to make our local environment a great place to enjoy for work and play. Please enjoy your stay in our beautiful Town and if you do decide to return one day please keep the memories of this fantastic event to act as the catalyst for your next visit”.

Contents

Welcome	2
Contents	3
Introduction	4
How is Shrewsbury in Bloom Funded?	5
Shrewsbury In Bloom Committee's Long Term Aims	6
Background of Shrewsbury	7
The Quarry	8
Park Wardens for the Quarry	9
The Castle Grounds	10
The Library	11
The Countryside Unit Grounds	12
Managing Copthorne Park	13
Projects & Visitors	14
The Tree & Landscape Strategy	15
Sustainable Planting on Traffic Islands	16 - 17
Shropshire Food Park	18
Vibrancy in Spring and Park & Ride	19
The Nursery	20
Business is Blooming	21
Local Agenda 21	22
SABC generates Green Electricity & reuses waste water	23
Compost Toilet & Wormeries	24
Recycling funds tree planting	25
Teenage Kicks	26
Flood Defences	27
Teamwork to tackle town park litter	28
SABC Cleaning the Streets	28
Street Cleansing	
Fly posting & dog bins	29
Improved System for Trade Waste	30
Pride in Shrewsbury	
Creating Partnerships	31

Take your partners Tidy Shrewsbury Group	32
Castle Gates to Wyle Cop Enhancement	33
Geodiversity in Shropshire	34
Grinshill	35
Tourism in Shrewsbury	36
Scheduled Monuments	37
Darwin & Shrewsbury	38
Shrewsbury Theatre Severn	39
Cultural Services... Shrewsbury's Inspiration	40
Culture Thrives in Shrewsbury	41
Shropshire Horticultural Society	42
Town of Flowers Award Evening	43
Community Spring Clean	44
Shelton Hospital Grounds	45
Community Woodland Project	46
Daffodil Delight	47
Edgefield Green Residents	48
Sponsorship Gratefully Received	49
Reccy Rangers	50
Shrewsbury Sports Village Open Day	51
Community Spring Clean	52
Biodiversity	53
Fairtrade & Green Day	54
Sensory Garden Project	55
Smart Bob	56
Press Coverage & Promotion	57
Key Objectives for the next 12 months	58 - 59



Introduction

Enjoying a good quality of life is often said, as being an aim for people and that is to be encouraged.

Shrewsbury and Atcham Borough Council plays a major part in seeking to provide the infrastructure for that to be enjoyed. Housing, employment, leisure activities and a clean environment in which to work and live are key issues the Council deals with every day. Positive planning for the future and delivery of quality services in each of these areas as well as a host of others are what makes Shrewsbury and Atcham Borough Council an excellent Council. Many people have sought from the Council leadership over improvements and use of the River. That is one of the new priorities amongst many others, which can be seen to be operating.

In 2006 and 2007 we were recognised at a national level by achieving Beacon Status under the Government's Beacon Authority Scheme. We have been awarded Beacon Awards for Culture and Sport for Hard to Reach Groups and Electoral Services. The Beacon Scheme identifies excellence and innovation in Local Government. The scheme exists to share good practice enabling best authorities to act as Beacons for other Councils.

Having won our Category (Large Town / Small City) and a Gold Medal in the 2006 Britain in Bloom Competition, Shrewsbury has been nominated to represent Great Britain in Entente Florale Europe 2007.

It is clear from the Community Strategy and various plans that the Borough Council and its partners have made quality of life and the health of our local community a priority. The 'outcome measures' established to improve community health and to ensure high quality culture is accessible to all are based upon the Council's demonstrable commitment to building high quality sustainable and accessible facilities.



Mr Robin Hooper - Chief Executive

**Excellence
& Innovation**
in Local Government

Recognition on a national stage whilst important, is not as important as delivering quality services the public want at a price they can afford. Long may that continue so that the public of Shrewsbury and Atcham Borough Council and its visitors can achieve the aspirations of enjoying a good quality of life. Our plans demonstrate that we are committed to continuous improvement, that we are prepared to listen to alternative views and that we are open about our own performance and achievements.

The Shrewsbury in Bloom Committee

The main objective of the Shrewsbury in Bloom Committee is to provide a forum for discussion and action. It co-ordinates advice from various sources so that strategic aims and specific and key aims and objectives are achieved across the community spectrum. Stimulating local interest in conserving and enhancing our environment is a fundamental aim of the Committee, as is encouraging active partnership between all sectors of the community and generating a sense of civic pride.

The Shrewsbury in Bloom Committee generates income from actively marketing and promoting floral sponsorship, targeting both local and national companies. Floral sponsorship enables companies to show the public they care about our environment, their sense of civic pride and encourage others to share the responsibility of keeping standards in our county town at the highest level. Currently the Bloom Committee has generated income of approximately €55,000 through floral sponsorship initiatives.

Annually €18,000 is contributed by the Committee to the maintenance of floral infrastructure features provided by the campaign.

The Committee each year promotes themed painting competitions through schools and local media involvement. Biodiversity promoted by The Royal Horticultural Society is a key theme. The Committee have worked hard with local schools, Shropshire Wildlife Trust and Shrewsbury and Atcham Borough Council Countryside Unit to increase public awareness on its importance for all our communities to embrace.

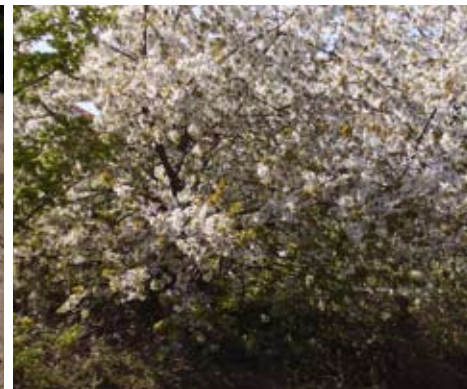


How is Shrewsbury in Bloom Funded?

The Committee acts as a stakeholder for any new ideas and projects for development of the town and its surroundings, and makes recommendations to Shrewsbury and Atcham Borough Council (or any other partners) as to their implementation.



Shrewsbury In Bloom Committee's Long Term Aims



- **To provide a vehicle through which all the key aims and objectives of the competition can be channelled to enable the town of Shrewsbury to maximise its standing in the Britain in Bloom competition.**
- **To decide and implement a strategy and action programme to further improve the standing of Shrewsbury in The Britain in Bloom competition, and build on past successes and promote Shrewsbury In Bloom in Europe and through international competitions.**
- **In conjunction with the Borough Council (and other relevant public / private / commercial bodies) to undertake or organise the works necessary to maximise the standing of the town for the Britain in Bloom Competition**
- **Develop and support learning skills with local schools by assisting with key projects such as bulb planting, biodiversity, conservation areas and encouraging the appreciation of plants and trees in our environment**
- **Working in partnership with key stakeholders and partners to develop and improve our surroundings.**



Shrewsbury's topography is remarkable. The medieval town stands on a rising promontory within a pronounced loop, almost creating an island, in the River Severn - it is the County Town of Britain's largest land-locked County. The first settlements were monastic establishments during the 8th Century although by 901AD it had been established as a centre of administration and eventually became a major centre of the wool trade within Europe.



Background of Shrewsbury

The town abounds with timber-framed buildings dating from the 14th Century, alongside some fine examples of the Georgian age. The sole land route into the ancient Town Centre is dominated by the Castle, established in the 12th Century and now the home of the County's Regimental Museum with a magnificent collection of militaria. A major characteristic of the townscape is the many "shuts" and passages which wend their way amongst the buildings and creating interesting glimpses of the Town. Known as the "Town of Flowers", Shrewsbury prides itself on its floral displays in formal settings, such as the Castle grounds and the Dingle, as well as adorning the streets and buildings. It is the home of the nationally renowned Shrewsbury Flower Show, which has been running since 1875 and takes place in The Quarry, one of many green and pleasant areas within the town's boundaries. There are many walks through riverside, woodland and wildlife areas, which are within close distance of residential areas. The Council's Planning policy ensures that sustainable planting is included in new schemes and trees abound within the wider townscape. Shrewsbury in spring is awash with a magnificent display of daffodils, which heralds the new season of growth - numerous numbers of bulbs have been planted alongside roads and in parks.

There is great respect for the environment and the cleanliness of the townscape with many partnership initiatives in place to reduce litter and graffiti as well as incorporation of recycling waste products. Tourism is a major industry for the area and Shrewsbury is the hub of many tourist attractions, historical sites and beautiful countryside. The town itself has an extensive Summer Season (for example 2006), included an International Cartoon Festival, heritage events, folk festival, regattas and musical (classic and popular) events. As the birthplace of Charles Darwin there is an annual Darwin festival, which attracts visitors from around the world, as well as world-renowned speakers. The town has many horticultural and environmental societies and is home to many national plant collections. Throughout the year private and public gardens are open to visit. There are strong links with schools, many having their own gardens within their school grounds. Allotments, domestic and commercial properties annually compete in the Town of Flowers Garden Competition, which attract entries from the urban and rural communities. Shrewsbury & Atcham Borough Council's mission is "Lead and represent the community", advocating the interests of the Borough and creating a confident organisation which focuses on the needs and aspirations of its people.

The Quarry



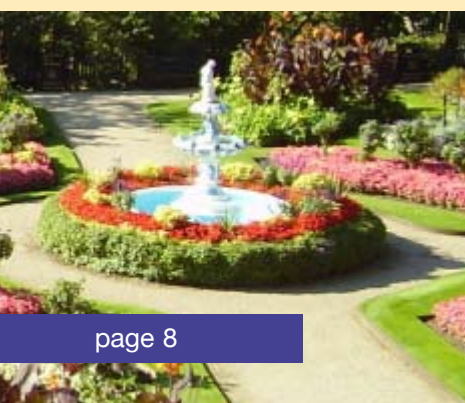
This grade two listed historic park successfully received €3,500,000 of lottery funding in 1999 comprising of a €850,000 donation from the Shropshire Horticultural Society, with additional contributions from Shrewsbury and Atcham Borough Council and Shropshire County Council.

This works programme was successfully completed in April 2005 and is underpinned by the Management and Maintenance Plan. It is supported by the Quarry members group which oversees the actual implementation of the various objectives including consultation with key stakeholders and partners.

Recent key objectives have included pre and post inspection procedures for events in The Quarry. Improved security of the park controlling and restricting vehicle movements and the implementation of two full time park wardens to patrol and enforce bylaws.

The Quarry lies in the heart of Shrewsbury located within the loop of the River Severn. It is approximately 11.7 hectares in size. It is bound by the River Severn to the north and west, and the town centre to the east.

Within the centre of the park is an enclosed sunken garden; The Dingle was once a quarry and dates from the early 1700's. Over many years this has been slowly transformed, with a series of bedding displays and shrubberies between paths edged with random stone walls, leading to a large pond with two water fountains.



The Quarry continues to be valued as an essential open space for public enjoyment. Alongside the informal recreational activity there is a substantial annual programme of events including funfairs, carnivals, balloon launches, boating and pony rides. The largest annual event is the Shrewsbury Flower Show, which attracts more than 100,000 visitors into the park over a two day period and is listed in the Guinness Book of Records as the longest running horticultural show based at the same venue for over 100 years.

The landscape inside the town, greening, planning and strategic dimensions

The council has appointed two park wardens for the first time in 27 years to assist in improving the overall management of the Quarry for all park users. The uniformed park wardens will be there to assist the public and tourists with information and advice on this local asset. They will also be able to provide other local and tourist information during key times including evenings and weekends. These new posts supported by the Quarry Member Advisory Group are as a direct result of the recently produced Shrewsbury and Atcham Borough Councils Management and Maintenance plan.

The “Parkies” will also act as the eyes and ears of the council to ensure that everyone acts in an appropriate manner and does not cause a nuisance to park users. In the event of that anyone is caught not complying with local bylaws and or acting in an inappropriate manner they will be dealt with accordingly and will be issued with a fixed penalty notice. This will include fines for littering, dog fouling etc.

We hope that the public notice a real difference with the deployment of the wardens and continue to use this superb gem in the heart of Shrewsbury.



Park Wardens for the Quarry

Councillor Judith Williams,
Portfolio Holder for the Quarry commented-

“The Quarry and Dingle are unique, and they are a treasured asset. Our wardens will provide peace of mind for both residents and visitors. The Wardens will ensure that safety and security does not just begin and end at The Quarry gates, as they have the powers to enforce local Bylaws and serve fixed penalty notices for littering and dog fouling offences. They will deal with any anti-social behaviour to make the place safer and friendly place for everyone.





One of the main features of the Castle ground is the floral carpet bed which was donated by Shropshire Horticultural Society in 1987 for the centenary of the Shrewsbury Show.

Each year the design is sponsored and depicts companies voluntary groups and community logos.

The castle grounds are open through the year for visitors, and residents to enjoy and hosts the Shropshire Regiments Museum. It is often used by The Mayor to host civic occasions and it has become a sort after location for wedding ceremonies. During the summer months the grounds echo to the vibrant sounds of period plays to light entertainment including a variety of musicians contributing to Shrewsburys summer season.

The Castle Grounds



Based in the Castle Grounds Geoff Hammond, who has 32 years service with the Council as a craftsman gardener, has continued to improve the horticultural features introducing new flower borders, tubs and cauldrons - the planting plans are designed by Geoff. An annual shrub planting programme has replaced many rhododendrons and camellias with new specimens featured next to the Castle Walls.



The landscape inside the town, greening, planning and strategic dimensions

The building that is now Shrewsbury's main library is built of local Grinshill sandstone and was originally part of Shrewsbury Free Grammar School, founded in 1552.

All the pupils were, of course, boys. One of the earliest was the 16th century poet, soldier and statesman, Sir Philip Sidney, (whose statue stands in Zutphen, Netherlands to commemorate his links with the town), whilst in the 1820s, Charles Darwin studied there.

There is now a fine statue of Darwin outside the building, so it is ironic that he claimed to have 'learned nothing' at school ! When Shrewsbury School moved to larger premises in 1884, the old buildings became a Free Library and Museum. The museum collections had been growing since 1835 and were in need of a permanent home. They remained there until 1974, when reorganisation of local government led to a split between museum and library services. The museum collections moved to other historic premises in the care of Shrewsbury and Atcham Borough Council, whilst Shropshire County Council took over control of the library.

The library and its surrounding garden (paid for by Shropshire Horticultural Society) is one of Shrewsbury's most attractive landmarks.



The Library





REA VALLEY



The Countryside Unit was set up in 1990 by Shrewsbury and Atcham Borough Council to help bring about joint objectives of conserving the rich wildlife and countryside in and around Shrewsbury, and improving opportunities for people to enjoy and appreciate their natural heritage through quiet recreation and participation.

The Countryside Units main aims and purpose are the promotion of countryside areas in and around Shrewsbury, particularly the Council's Countryside Heritage Sites, Community Woodlands and other informal 'green space'.

The Countryside Unit Grounds



COPTHORNE PARK



OLD RIVERBED
SSSI



SPRINGFIELD

**The Countryside Unit has:
responsibility for 157 hectares of
land including:**

- 10 Community Woodlands (21.9 ha)
[approx 20,000 trees and shrubs]
- 10 Countryside Heritage Sites
(including 1 Special Site of Scientific
Interest and 1 Local Nature Reserve)
- 6 other sites

The landscape inside the town, greening, planning and strategic dimensions

Meadows

Hay is made on the grassland areas each summer in order to promote the growth of traditional meadow wild flowers. The introduction of plants such as ox-eye daisy and yellow rattle have made these meadows more interesting as well as providing food for butterflies and other insects. Where grass is cut for hay ragwort is removed. Smaller areas are mown as short amenity lawns.

Pools and wetlands

These are important for aquatic plants and animals such as water voles, needing periodic distilling to keep them wet. Willow trees are coppiced to reduce shading and water uptake thus promoting the growth of aquatic plants. Coppicing is the traditional method of managing willow trees in a safe condition and can prolong the life of individual trees, not killing the tree but new shoots growing from the cut stump. This work is carried out in the winter to minimise disturbance to breeding birds and animals.

Trees

The mature oak, alder and ash trees are important for wildlife and the appearance of the parks. Regular monitoring of the mature trees takes place and remedial action taken as necessary. Cut wood is left on site to rot down as it provides valuable habitat for many insects, fungi and birds, such as woodpeckers.

Scrub and long vegetation

Bramble, scrub and tall vegetation is cut down to maintain a varied structure with some gaps and patches remaining uncut.



Managing Copthorne Park

This enhances its value as a wildlife habitat and keeps cover for mammals like badgers and foxes. Thistles and nettles are important for many insects but are cut in most places at the end of the summer to stop woody scrub developing. The key is to create a mixture of habitat.

Pathways

Paths are surfaced with recycled wood chippings from the tree work in the parks which makes it easier for walking. Overhanging vegetation along paths are cut back in the summer.



Projects & Visitors

Willow Plantation Community Woodland Project



Over five hundred willows have been planted next to the Rea Brook in Meole Brace, Shrewsbury.

They were selected and purchased by the Shropshire Group of the National Council of Plants & Gardens as a millennium project, and the Community Woodland is now managed with the assistance of Shrewsbury & Atcham Borough Council's Countryside Unit. Members of the public recently enjoyed a "Willow Weaving" event, organised by the Countryside Unit, where "willow expert" Jake Haynes demonstrated the traditional craft of willow coppicing, and then weaving the sticks into a hurdle or garden plant tripod. The event was one of an ongoing series.

Visitors from Japan



Shrewsbury recently hosted a group of High School Students from Osaka who visited as part of the Osaka International House Foundation Youth Volunteer Mission.

While in Shrewsbury the group participated in some volunteer activities and one of these was a session with the Shrewsbury Countryside Unit carrying out some conservation work and learning a little more about UK wildlife. The group have been working with Neil Harrison, Field Officer, at Mousecroft Community Woodland which is a ten-acre community woodland planted in 1996 to 1999 by local people and school children.

Gerald Longley, Countryside Officer commented

"We were delighted to welcome this group of Japanese students to Shrewsbury and we were very glad we were able to help in this international exchange. Two students on placement with the Countryside Unit, Mark Brice and Matthew Wilcoxon also got to meet the Japanese students and exchange ideas about wildlife and nature conservation. We have previously had exchange students from Austria and Germany as part of our ongoing education programme."



The landscape inside the town, greening, planning and strategic dimensions

The Tree & Landscape Strategy was originally created in the mid 1990's and aimed to provide mechanisms to conserve and maximise tree cover in the Borough, utilising the policies and legislation in place at that time.

The Tree & Landscape Strategy 2007 also focuses on protecting trees within the Borough in line with current policies and legislation. In addition the updated Strategy aims to ensure that both Council owned and, where it has an influence and publicly owned trees are managed to a high standard, thereby creating a healthy, sustainable tree stock across the Borough.

The Strategy gives an overview of the statutory legislation, national policy and SABC created policy that affect the management of trees and the landscape. This is followed by details of how these policies are implemented by SABC to ensure the protection of trees and improvement of the landscape throughout the Borough. This would be, for example, through the creation of Tree Preservation Orders and ensuring that, where appropriate, new developments are suitably landscaped.

The inspection and maintenance regime for Council owned trees is also included within the Strategy. This, along with details of the Council's tree planting policy creates a clear statement of the Borough's commitment to conserve and increase publicly owned trees.



The Tree & Landscape Strategy

The Strategy also provides information on how the Local Authority deal with trees that are allegedly dangerous, causing damage to property or creating problems, both within Council ownership and protected trees that are privately owned. It is hoped that this information will provide greater clarity to the public on a subject that often causes concern.

As the Council has been at the forefront of urban tree and landscape management for over two decades this Strategy aims to continue this commitment and to ensure the retention of a diverse landscape for Shrewsbury Borough for the future.



Sustainable Planting on Traffic Islands



The Council are constantly looking at schemes with features which, through partnership, can provide more sustainable planting throughout the area.

The following are some recent ones undertaken.

Meole Brace Traffic Island.

Tarmac Ltd, which owns the Bayston Hill Quarry, generously supplied stones to be used to make three attractive features for this major traffic island. The donated stones are of the same high quality as those exported from the Shrewsbury quarry for use on the Bahrain Grand Prix circuit. Altogether there are 35 stones on the island ranging in size from a tonne to 2.5 tonnes. The stones were put into place by Tarmac workers together with Council employees. Shropshire County Council highways authority, an active partner in the 'In Bloom' campaign endorsed the new landscape scheme.

The features are planted up with phormiums, junipers, euonymous and lavender with a drought resistant planting scheme. The quarry manager, Hugh Evans, said "Tarmac was pleased to help a project to make the town look even more attractive. The quarry has been here since the turn of the 20th Century and when opportunities arise we are more than willing to assist local enterprises.

**“Phormiums, Junipers
Euonymous & Lavender”**



Richard Cooper, a member of the Horticultural Society and past chairman of the Bloom Committee said "The Society has a long tradition of improving Shropshire's floral legacy and supporting the many individuals and organisations who strive so hard to make the environment a better place for everyone's enjoyment, and this scheme will be most beneficial for townsfolk and visitors."



The landscape inside the town, greening, planning and strategic dimensions

Column Traffic Island.

This prominent island is undertaking a blooming transformation as a result of a design competition, an initiative launched by the Shrewsbury in Bloom Committee. The new look island near the Shirehall will be funded by the Shropshire Horticultural Society, contributing to a tradition of civic pride and floral related gifts made to the town over many years. The winning entry was submitted by Sue Cooke & Associates of Llanbrynmair.

The design was created to take advantage of sustainable planting and low maintenance and would enjoy tasteful sightlines in keeping with the surrounding areas. The existing spring bulbs which are already a delight to residents and visitors to the county

Coleham Project.

Previously a rose bed which suffered from rose sickness this was an area which received a sustainable refurbishment. It was planted with lavender, yuccas, phormiums and euonymus shrubs then underplanted with spring bulbs by members of the In Bloom Committee supported by the local Member of Parliament, Daniel Kawczynski.

town have been retained, so the end result will be a gentle but attractive improvement to this island.



“Sustainable Planting Low Maintenance”



Shropshire Food Park



Sustainability is at the heart of Shrewsbury's economy and the food and drink industry highlights this.

Shropshire is a long established traditional agricultural economy but the industry suffered from the impact of Foot and Mouth Disease in 2002.

Produce has been brought to market in Shrewsbury for centuries but proactively we have recently developed new farmers markets which links the farmer and food producer directly with the consumer. Monthly Fine Food and Drink markets in the Square in Shrewsbury compliment the 4 days a week Indoor Market.

Specialist and high quality local producers have emerged to cater for the consumer's changing and aspiring tastes and rural enterprises have developed and expanded to satisfy this e.g. Wroxeter Wine, Maynards traditional bacon curing.

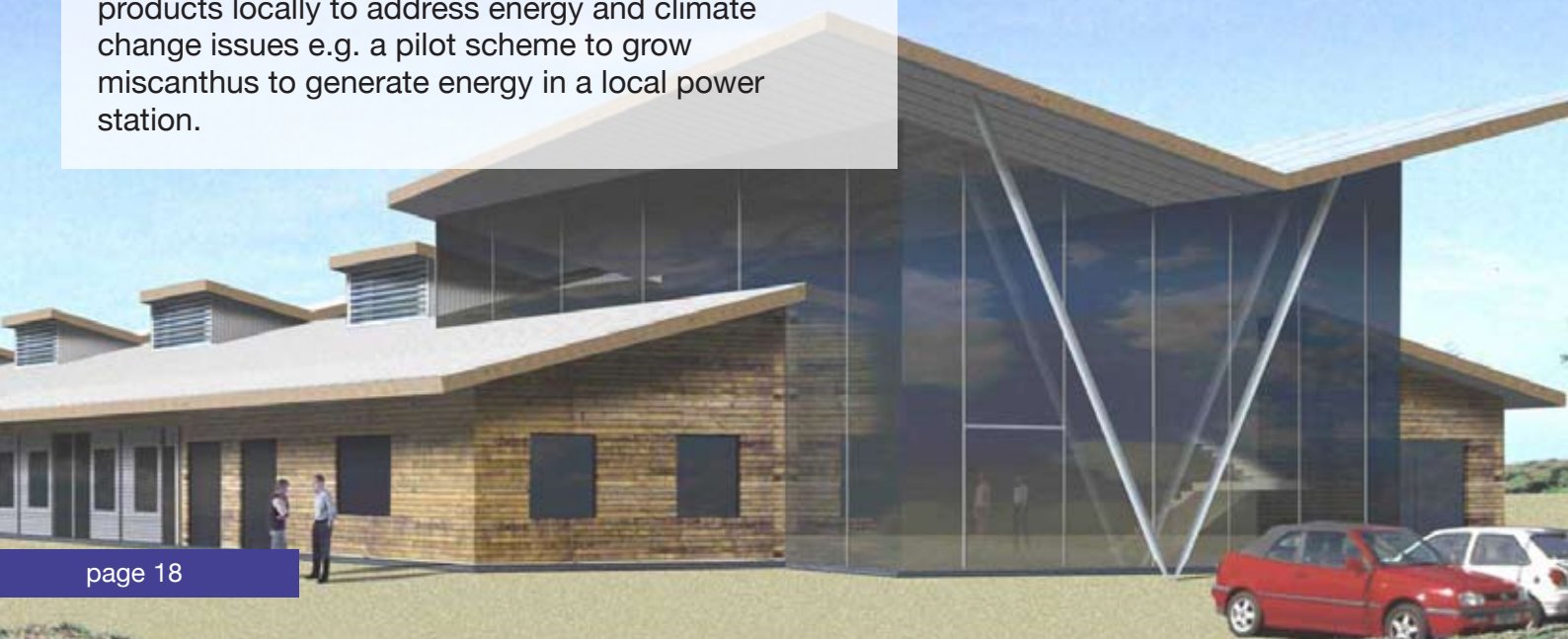
The development of the food sector is to go one stage further with the development of a 10 hectare Shropshire Food Park in Shrewsbury which in its initial phase now under construction incorporating an incubator centre of small units for new food businesses – one of only a few in the UK and a regional centre for the West Midlands.

The construction of a new €5.9m Livestock Market in Shrewsbury in 2005 highlighted the commitment of the Council to the rural and farming community.

Farmers are increasingly trying to grow new products locally to address energy and climate change issues e.g. a pilot scheme to grow miscanthus to generate energy in a local power station.



These initiatives together reflect successes in linking the urban and rural economies, supporting changes and improvements to sustain the rural economy in an innovative way and locally supporting wider global energy and sustainability issues.



The landscape inside the town, greening, planning and strategic dimensions

Vibrancy in Spring

Spring around Shrewsbury is alive with colour as the millions of daffodils planted along roadsides and in park areas come into bloom.

This major investment has been a continuous process over many years and is a highlight enjoyed by all.

In addition to the daffodils there is a great investment in Spring colour throughout the town in beds, tubs and baskets which brighten up the days after the dreariness of Winter.

One particular feature is the planting on the bank alongside the River Severn which records the town's success in the Britain and Bloom 1986 and Entente Florale Europe 1987 competitions.



Vibrancy in Spring and Park & Ride

With respect for the environment and to reduce car traffic within the centre of the town there is a substantial Park and Ride bus system.

The buses operate from three strategic points at the North, South and West of the town providing transport for workers, shoppers and visitors – parking is free and the return fare costs €1.50 (free to senior citizens)





The SABC run Weeping Cross Nursery is situated at the Weeping Cross Depot and covers an area of 3,900m² of Venlo glass. The new structure comprises of a computer controlled weather station environmental system including automatic control of vents, irrigation and thermal screens.

Water is harvested and recycled from the roof into a 73,000 litres tank. This will be used in the glasshouse facility and supplement water requirements for the town centre floral features. This will substantially reduce the need for mains water at the site, reducing demand for water abstraction, also reducing the energy required to treat and pump this water to the site.

The Council has a small team of three permanent and two part time staff with voluntary helpers, all of which bring their own individual skills and enthusiasm to the nursery operation.

You can see the plants grown in the nursery throughout the Borough in island displays, town centre hanging baskets, troughs, planters, the West Mid Show, the Mayor Making Ceremony, Shrewsbury Flower Show and various other permanent and temporary displays and landscaping features.

The Nursery



The plants are used to make up the following floral infrastructure within the town:-

- Large Cauldrons
- **Small Cauldrons**
- Half Cauldrons
- **Easy Moss Troughs**
- Floral Poles
- **Large Self Watering Baskets**
- Standard Self Watering Baskets
- **Barrier Planters**
- Barrier Troughs
- **Bridge Planters**
- Oak Barrels

The nursery holds open days and visits for interested parties and groups.

If you would like more information please contact Chris Watkins the Horticultural Services Supervisor at chris.watkins@shrewsbury.gov.uk or telephone 01743 281153.

Annual and movable planting, achievement and flowering

Support from local businesses is crucial to Shrewsbury in Bloom's success, not just through sponsorship and basket purchases but through the invaluable advice and expertise that the business sector supply.

The Shrewsbury in Bloom Committee looks to maintain and develop these links by including prominent business figures in its membership. A key relationship is that with Destination Shrewsbury and Shrewsbury Enterprise Partnership, which works hard to promote Shrewsbury to Shropshire and beyond.



Hanging Baskets

Over 400 hanging baskets are annually sponsored by commercial businesses.

A key element of the town's floral image is the use of hanging baskets. SABC produces these for its various public buildings, but also grows large numbers for sale at competitive rates to the commercial sector.

Local businesses can get involved by ordering one or more fully planted hanging baskets for €58 each. The price includes installation, regular watering and maintenance throughout the summer season and removal at the end of the season.



Business is Blooming

"Hanging baskets are a great way of enhancing the town for visitors and residents. Baskets are installed during the middle weeks of June and will be just one of the many initiatives taking place to ensure that the county town looks its best.

Shrewsbury in Bloom is a partnership between residents of Shrewsbury, the business and commercial sector, the Council and various agencies. It's a great opportunity to support our 'Town of Flowers' image - one of our greatest assets in making the town a better place to live, visit, work and do business."

Stan Sedman,
Chairman of the Shrewsbury in Bloom Committee



Key objectives from our LA21 Action Plan:

- Air quality in the town centre
- Water quality
- Noise standards
- Maintenance of public spaces
- New building design and old building conservation
- High levels of biodiversity
- Proportion of waste recycled
- Innovative energy saving projects
- Environmental business expertise
- Sustainable transport solutions

The development of a LA21 (i.e. a Sustainable Development Action Plan for the 21st Century) was subsumed by the development of the (Sustainable) Community Strategy. This strategy was developed by the Council in partnership with the community and whilst it seeks to develop actions to protect and enhance the economy and the community, at its heart lies the vision of 'environmental excellence'.

The idea of making environmental issues the core objective of the partnership was that it would be improving the quality of life by enhancing our immediate and extended surroundings. We also realise we need to hand on these improvements to successive generations of people living, working and visiting the Borough.

All the partners involved in the Community Strategy were united in their belief that aiming to become a Borough of Environmental Excellence was the best way to achieve this. They recognised that our local economy flourishes because of the attractive environment in which it operates, that our community is healthy because it has access to high quality green space. The prioritisation of 'environmental excellence' means that Shrewsbury will progress over the next century but in a way, which retains the very essence of why the Borough is such an attractive place to live. The diversity and distinctiveness of our people, our animals and plants, and our special buildings.

As long ago as 1999 the Borough Council adopted a worthy resolution to make Shrewsbury 'a centre of Environmental Excellence'. As such we have committed to achieving measurable performance improvements on a number of key environmental issues, from reusing derelict land, to recycling waste and reducing our CO2 emissions.

In a notable milestone Shrewsbury and Atcham Borough Council has just generated its first

10,000 units of 'green' electricity. It comes about as the result of investment in state of the art Photovoltaic array on its HQ at Frankwell Quay, Shrewsbury.

The solar panels turn light into electricity without producing any atmospheric emissions. As such this project has already saved more than 4 tonnes of carbon dioxide and, at current prices this has already saved the taxpayer around €800 by not purchasing electricity from the national grid!

The new Guildhall was developed with sustainability and particularly low energy use in mind. Its all part of an ambitious project to make the town of Shrewsbury, nationally and even internationally renowned as 'an environmental centre of excellence' by 2010. The building at Frankwell Quay also incorporated a large number of features which reduce its environmental impact and helps minimise its running costs, including grey water recycling, a system whereby waste water is collected and used to flush through the toilets. Throughout the building there is a passive natural ventilation system which confines the need for air conditioning to the IT department only. Compact fluorescent electric lighting throughout uses only a fraction of the energy of conventional illumination.

It was all of these features and more that won the building a 'Very Good' BREEAM rating of 85, 10 points beyond the normal pass level for, and literally only a few points away from being classed as 'Excellent'.

In addition to this the building generates its own electricity from a Photo Voltaic system, which was part funded by DTI grants. It has a capacity (max electricity generated) of 5.76 kWp, which generates roughly 4715 kWh per annum of CO2-free electricity. Installation was carried out by a local company Dulas Ltd from Powys. The array utilises 'Kyocera' KC120-2 polycrystalline modules, along with 'Frontius' IG15 inverters.



**SABC generates
Green Electricity
& reuses waste water**



Compost Toilet & Wormeries



The Column Allotment Society is a voluntary organisation which manages one of the Councils allotments.

The 5 acre site provides more than 60 plot holders with access to land to grow their own food in the heart of the urban area. The allotment users have already undertaken a number of 'green' initiatives. These include the installation of composting facilities, bird feeders and water features as well as the addition of wildflower areas, organic plots and fruit bushes to deter vandals. However they wanted to do more and as such have developed a 'green toilet block'.

The composting toilet, is the ultimate green loo as it uses NO water.

The urine evaporates and the sewage is mixed with hay and transformed into a valuable source of nitrogen rich compost for the garden. The toilet block also features a solar panel to provide green electricity to the lights and fan in the toilet. The entire structure was built by volunteers with funding from the national lottery and SABC's sustainability section. Even the urinal in the toilet is recycled - funnily enough from the Councils old refuse depot!

One of the plots at the site is also run as an exemplar organic plot by Shropshire Organic Garden Society'



Feed me little and often

I like pretty much anything organic e.g. Tea bags, Apple cores, Paper

DO NOT FEED ME:

- ANY CITRUS FRUIT
- ANYTHING WITH A LOW pH (e.g. Vinegar, Carbonated drinks)
- MEAT OR DIARY (Assume I'm a vegan)
- CHILLI'S, ONIONS, or GARLIC

(How I am supposed to chat up lady worms with bad breath?)

"It may be doubted whether there are many other animals, which have played so great a role in the history of the world as these lowly organised creatures".

Charles Darwin,
from **"The formation of vegetable mould by earthworms".**

Respect for Environment

Shrewsbury's recycling residents are seeing their efforts rewarded through a tree-planting project funded by the Aluminium packaging industry. The Tins for Trees campaign run by ALUPRO* rewards local authorities for recycling by funding tree planting campaigns, so further protecting and enhancing the environment.

Councillor Judith Williams, Shrewsbury and Atcham Borough Council's Portfolio Holder for Recycling said:

"The residents of Shrewsbury and Atcham who have been recycling over this period can be proud that their efforts are making such a positive difference at a local and global level".

Elected members from Shrewsbury and Atcham Borough Council and Shropshire County Council were on hand to put the finishing touches to tree planting on the verges of roads around the County Councils Civic Amenity site, the Battlefield Household Recycling Centre in North Shrewsbury.

Residents of Shrewsbury making use of the Borough Council's kerbside green box collection and bring bank services have earned hundreds of trees over the period of the campaign.



Recycling funds tree planting

The trees were provided free by **ALUPRO** as 20-40cm saplings complete with tree guards. All of the trees were native British species such as Oak and Scots Pine and were planted by Shrewsbury and Atcham Borough Council's Horticultural Services Department on a variety of sites.

The Council has also donated some of the trees to communities in Burkina Faso, West Africa through Tree Aid, a Bristol-based sustainability charity. They will be planted through a project, established to promote sustainable economic growth in the region through building a bee-keeping and woodland management programme.



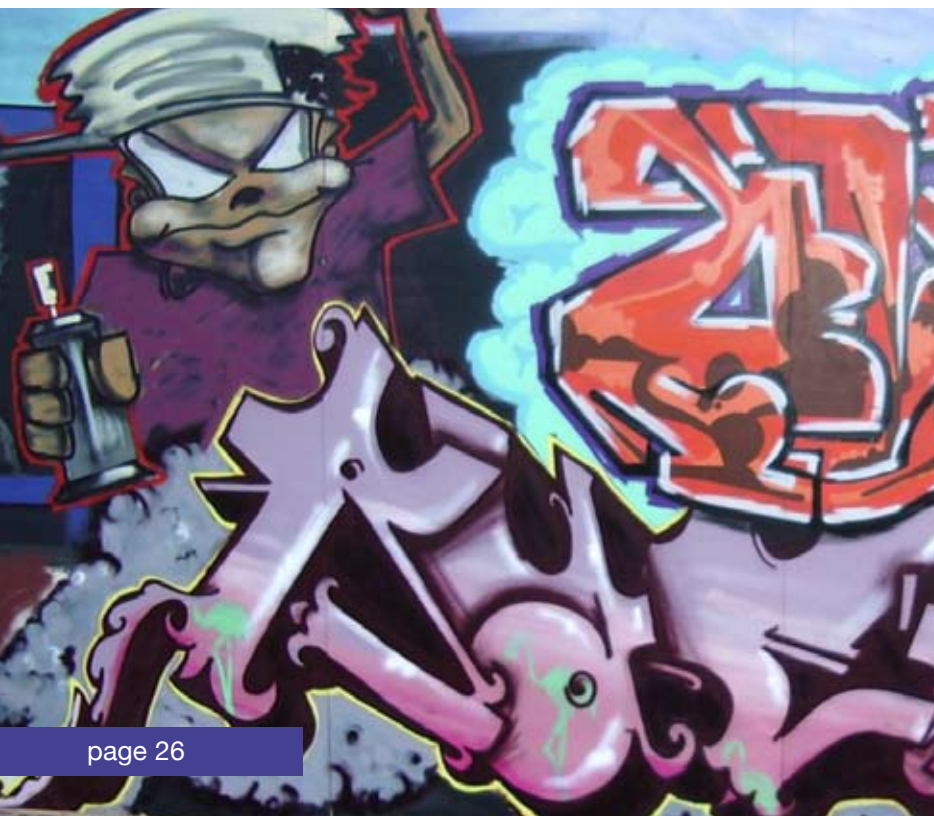


The Teenage Kicks festival has been held over the last three years and attracts over 2000 young people from across the Borough. One of the main highlights has been the work of Tony Brady aka Kelzo. Tony is a graffiti artist from Manchester and has been painting around the world since 1984.

Over the years he has produced three really cool murals for us. Tony works from photos to create his own individual designs, he works with young people to show them how to do graffiti. His art has been a great hit with young and old people who visit teenage kicks.

Here is some of his work from teenage Kicks '05 which shows Kelzo's interpretation of Shrewsbury and its history.

Teenage Kicks



Respect for Environment & Urban area overall impression

Shrewsbury has a long history of flooding problems with notable events occurring in 1795, 1941, 1946, 1947, 1960, 1964, 1965, 1968 and more recently in 1998 and 2000. The largest recorded flood was in 1795 when floodwater reached about two metres deep in the Frankwell area. The largest flood in living memory was in 1946, although the November 2000 floods came very close to this depth.

The 2000 floods caused widespread damage along the length of the River Severn. Shrewsbury was badly affected and the town was extensively flooded three times in the space of six weeks.

New flood defences were installed as a consequence of these floods. These principally consist of steel sheet pile underground walls up to 16 metres deep, which limit the flow of groundwater under the defences, but also act as a foundation for reinforced concrete walls up to 3 metres high and for demountable aluminium barriers.

The demountable defences have been designed so that they can be erected progressively. This means that when a flood warning is issued the defences are erected in a particular sequence thereby increasing efficiency and providing a longer time to erect the barriers in advance of a flood. The demountable barriers are modular in nature, so that on many occasions, these will not need to be at full height.



Flood Defences

Shrewsbury is well known for its historical and archaeological heritage and there are a number of sites in the Frankwell area, which are of both local and national importance, including the Welsh Bridge. Because of this, a creative and innovative approach was adopted as heritage and aesthetic considerations were paramount. There has been close co-operation between the Environment Agency and the Borough Council throughout.



The resulting scheme combined traditional stone clad floodwalls and embankments with new demountable defences. In addition to the selected brick or stone facings, the site has been re-landscaped. None of the historical sites were adversely affected by the scheme. For the majority of the year, when the river is not a threat, the demountable defences are not there. When not in use, they are stored locally.

Teamwork to tackle town park litter



Public Amenities manager Derek Caddy met with College Council Environment Officer, Annabel Hodges, from Shrewsbury Sixth Form College who outlined what she felt were the main issues regarding litter.

Many of the college students spend their leisure time in The Quarry park and wanted to become involved in it's care. Suggestions were made to further improve the situation. SABC's Public Amenities Manager, Derek Caddy outlined the arrangements that the local authority make to ensure the area is kept in pristine condition.

It was agreed there had been problems in the Quarry through the autumn, however the emphasis needed to be on the joint effort required through the spring to ensure that all of the areas around the College and The Quarry are kept litter free.

SABC Cleaning the Streets



Shrewsbury & Atcham Borough Council's workforce are busy cleaning the Borough.

Derek Caddy, Public Amenities Manager, of Shrewsbury & Atcham Borough Council said: "The whole SABC cleansing team are busy. Lynne Morgan has been quietly cleaning the streets with the Council's special gum-cleaning machine, which is fairly unique, as not every local authority has one. We are fortunate that the Council decided to make the purchase as it allows us to keep on top of cleansing issues. We have run it for four years and it has proved to be a very effective piece of equipment. The local authority has a regular pre-determined schedule and programme to remove gum, and to wash the streets to remove the residue of fats/food for example. Our efforts underpin the Shrewsbury in Bloom campaign and of course make the town a cleaner place to live, work and visit."

Urban area overall impression

We aim to keep the environment as pleasant as possible, and have a routine programme of mechanical sweeping and litter picking, which is supplemented by extra sweeping when needed, for instance in busy visitor areas or after major events.

We do not have the resources to sweep all the streets at the same frequency, and therefore try and reflect perceived needs.

We do however try to maintain the highest standards in our street cleansing work and we regularly monitor the following

- Public satisfaction
- Percentage of streets cleansed to the required standard
- Spending on our street cleansing service

Extensive work is now underway in improving the efficiency of our street cleansing service and our new frequencies and schedules will be implemented later this year.

We also actively look to enforce our Fly Posting policy and have gained a successful prosecution this year of a local night-club for persistent contravention of this policy. The offending night-club was fined €22,000 and we hope this will be a deterrent to other offenders.



Street Cleansing Fly posting & dog bins

Included in our street cleansing operations we employ a contractor to apply 3 applications of weed control chemical to the pavements and highways within the urban area of the Borough to supplement our street cleansing operations in keeping our streets weed free.

We have also installed a number of dedicated dog bins situated within The Quarry park for the disposal of dog waste.





Increased success for Shrewsbury & Atcham's Commercial Waste Department throughout 2006/7 has dramatically improved the level of Shrewsbury's business waste diverted from landfill.

Over the last year, the council's trade waste customers have been offered the opportunity to recycle glass bottles, in addition to the trade cardboard recycling collections, which started in 2004. The first year of recycling in 2004/5 diverted 80 tonnes of material from ending up in landfill.

At the end of April 2005/6 figures jumped four-fold - 322 tonnes of glass and cardboard were separated by customers, collected by SABC and sent away to be reprocessed.

Currently, Commercial Waste recycling in the UK is not governed by any national strategic targets however, SABC have taken this proactive approach by introducing these schemes in order to promote recycling for businesses in Shrewsbury.

We are certainly leading from the front in relation to other borough councils in England who collect commercial waste. By collating our collection figures, we calculate our 500 tonnes represents a rate of recycling of 9.5% when calculated from the total commercial waste available from our contracted customers.

But we are not sitting on our laurels! ...we are introducing a new Trade Paper Recycling Service, starting in March 2007. Businesses & Offices will be able to segregate mixed colour paper, and fill our pre-paid sacks to be able to divert their waste from being land-filled. Our sacks are made of double-ply paper, so can be recycled as well!

Improved System for Trade Waste

For 2006/7 the council is estimating that by the end of March it will have recycled close to 500 tonnes of material. Our service provides containers for mixed colour glass, and recycling tape or a bulk collection for cardboard with weekly visits at discounted rates. Any business that generates glass bottle waste, such as public houses, restaurants, clubs & societies or any office or shop that uses cardboard boxes can sign up to our collection service.

Urban area overall impression

The Team Litter Project now renamed 'Pride in Shrewsbury' is an innovative public-private partnership that was set up to keep the streets of Shrewsbury cleaner at no cost to the tax payer. The scheme augments the Council's existing street cleansing operations with additional resources from the public, private and voluntary sector.

Many companies have supported the scheme through the commitment to provide funding to sponsor a council street cleansing operative. To date more than 30 companies have been involved providing additional resources to the street cleansing team. The scheme has enjoyed financial support from major corporations including McDonald's, Tesco, and Asda.

Some companies also support the project through the provision of labour, some providing a person to litter pick in the community for a four-hour period each month. Alternatively some companies provide personnel through Travail employment agency or make a financial contribution to support an agency worker to carry out a litter pick in the area.

Each participating company has a litter picker with a high visibility waistcoat advertising the company's brand name or logo patrolling the town on a regular basis, so they benefit from a valuable advertising space and receive positive public relations/marketing opportunities.

The companies benefit by demonstrating corporate social responsibility. The project has received media attention at local, regional and national levels, which gives valuable PR to these organisations. As the scheme develops businesses are being rewarded for their involvement. Certificates and window stickers act as a 'badge of honour' for participants, helping these businesses attract customers and become more respected by the community.

Companies also benefit from free advertising on display boards which have been erected on prominent Council sites in the town such as the Leisure Centre and the Guildhall. Shrewsbury Town FC. It's also been highly commended and awarded



Pride in Shrewsbury Creating Partnerships

large grants by the local Community Safety Partnership for its impact on reducing crime and the fear of crime. Recently the partnership grant aided the procurement of a dedicated vehicle, branded with partners logos, which supports the street cleansing department and can be loaned out for community clear ups.

In addition to this service, the scheme is supported by volunteers from the Tidy Shrewsbury Group. As a result, every single school in the Borough has now been visited as part of the scheme and this will continue in the future. Further still, as part of their restorative justice programme the local Young Offenders Institute in Stoke Heath, provide a team of young offenders for regular community clear ups around the borough. This provides a dependable pool of labour for the project. Since the start of the Pride in Shrewsbury scheme, trainees from Stoke Heath have cleansed areas ranging from rural villages to urban estates and now areas within the town centre are benefiting too. So not only is the town getting a lot from this project, but the young people are too.



Take your partners

Tidy Shrewsbury Group



The successfully community driven Tidy Shrewsbury Group has continued with its initial brief in relation to litter across the Borough (organising litter picks, raising awareness and identifying areas of concern) it has also expanded its remit to include other anti-social items such as graffiti and dog-fouling. The group also continued to recruit new sub-groups and members in order to have representation across all the wards of the Borough, thus expanding the “eyes and ears” in support of the council and community in general.



The approach to the dog-fouling situation was to initiate a media campaign and discussion about the situation, drawing the public’s attention to the fact that it is not just anti-social but is also a health hazard and can cause toxocariasis particularly in young children. All councillors have been approached for their support in addressing the problem and to ensure that action is taken against any dog owner who is identified as not taking correct action in cleaning up after their dog in public places.

The Group works closely with the Borough Council alerting them to areas where graffiti appears and, if possible, takes remedial action. A recent innovation was to negotiate with British Telecom via SABC for members to be permitted to paint their junction boxes where these have been covered with graffiti. By having this authority the organisation respond quickly to clear up any eyesore once it has been identified – BT provided the paint.

Liaison with, and support from the Borough Council, is good and enables any litter problems to be dealt with swiftly and effectively. They meet at least 4 times per year. Members are able to raise Litter Notices direct to the Council once a particular situation is identified so that remedial action can be effected. Group litter picks take place throughout the year and most individual members have their own areas, which they monitor and look after. The Group’s Education Officer has a rolling programme whereby he speaks to all Year 7 schoolchildren throughout the Borough area and all the schools welcome and support this initiative. He has presented his litter education to all schools within the Borough area and ENCAMS have commented on its commitment and success.

Urban area overall impression

Introduction

As part of the continuing enhancement of the townscape of the centre of Shrewsbury, Shropshire County Council has prepared a scheme to improve the appearance and useability of the streets between Castle Gates and Wyle Cop. This will provide a uniform footway throughout the route, improve the environment for pedestrians and provide a safe traffic zone.

The design has been developed jointly by Urban Design Consultants and Traffic Engineers.

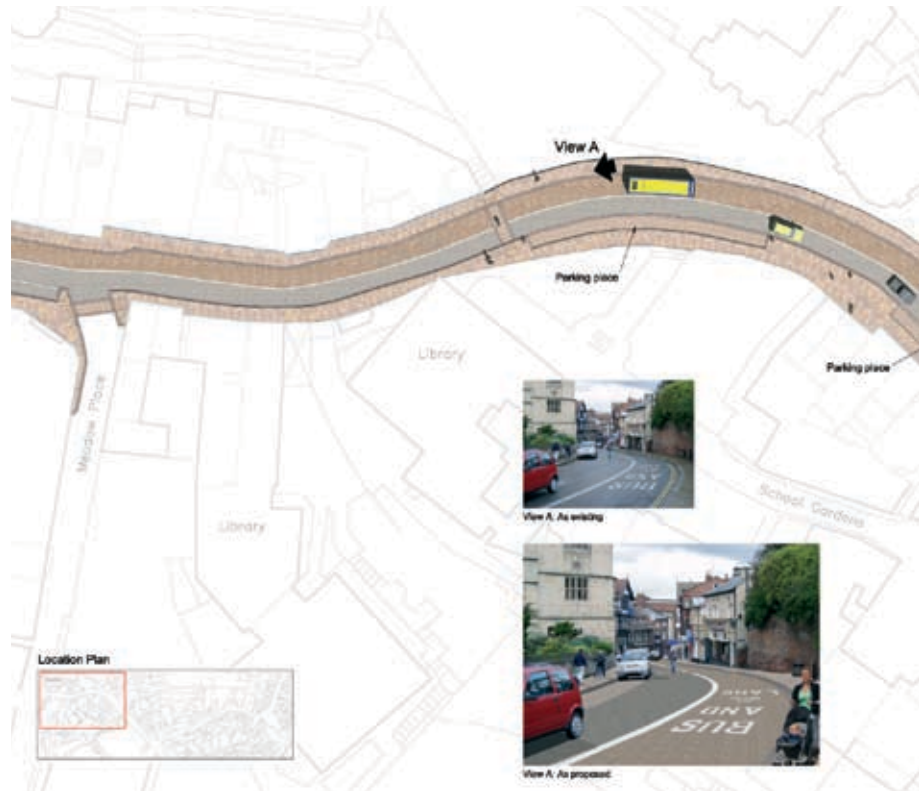
Design Concept

The general parameters of the design are to improve the streets along the route from the railway station to the junction of Wyle Cop, Beeches Lane and Saint Julian's Friars. This will include the replacement of the footway paving with high quality Yorkstone, the renewal of kerbs with granite, the introduction of a number of designated courtesy pedestrian crossings and the re-alignment of the existing bus lane to allow easier access for buses.

The design of the scheme will provide a consistent appearance of the town centre streets matching the recently completed works along High Street and Shoplatch. There will be some minor alterations to the existing kerb alignment to define the pedestrian crossings and parking / loading bays.

Programme of Works

It is anticipated that the works will commence during mid January 2007 and be completed by November 2007. It is proposed that only limited works will take place during the peak summer period. The majority of the work will be carried out so that traffic can still use the route, and the town centre function without significant disruption. However there will be certain sections of work that will require road closures which will be kept to minimum. Once the final design and works programme have been completed all interested parties will be notified of road closures and alternative access arrangements. Public Liaison officers will be employed during the works to provide a point of contact for local businesses and the public.



Castle Gates to Wyle Cop Enhancement



Geodiversity in Shropshire



Geodiversity Action Plan

Shropshire Country Council, Shropshire Geological Society and Shropshire Wildlife Trust are currently working to produce a geodiversity action plan. The main objectives of the action plan are to:-

- encourage a more widespread awareness of existing geological conservation work, initiatives and issues in Shropshire and the geodiversity
- provide a clear framework to coordinate geological conservation work in Shropshire and identify specific proposals to promote geological conservation
- identify potential opportunities for the public and interested groups to learn about Shropshire's geology and become involved in geological conservation initiatives
- encourage farmers and landowners to manage land so as to conserve existing geodiversity, for example, by repair of dry stone walls and local stone buildings



“Geodiversity Action Plan”



The Quarry

The Quarry Park in Shrewsbury was so named because the area surrounding the Dingle was quarried for stone around the 13th Century. It is known as Keele Bed Sandstone: structures incorporating this type of stone include the Roman bath house at Wroxeter, Wroxeter church, Shrewsbury Castle and St Mary's Shrewsbury, and the medieval town walls of Shrewsbury



Urban area overall impression

Grinshill

Pre-eminent in Shrewsbury and Atcham is Grinshill Stone, a Triassic Sandstone of the highest quality quarried about 12km north east of Shrewsbury.

Grinshill or Green Hill, as it used to be known was quarried by the Romans for its sandstone and since then other generations have done the same

Grinshill formed the principal facing stone at Haughmond Abbey (12th century). From the 13th century it was being brought to Shrewsbury as a carving stone.

The architectural appeal of grinshill stone is demonstrated by several 16th and 17th century buildings such as the Shrewsbury Library and the Old Market Hall.

It was during the 18th century that its appeal was fully appreciated suitable to the production of ashlar facework with a smooth finish. These attributed were exploited and used within St Chad's Church and Attingham Hall. It was also used for bridge construction at Atcham and on the English Bridge.

The stone was even used to build the Prime Minister's house, Chequers.



Grinshill



Tourism in Shrewsbury



Economic Impact

- There are approximately 3.1 million visits to the Shrewsbury area per year
- Tourism to the Shrewsbury Borough area is worth £115 million in direct spending by visitors
- 12% are staying visits but these generate 42% of the spending
- Tourism supports 2,460 full time equivalent jobs in the Shrewsbury area

Accommodation

- There are 218 accommodation providers in Shrewsbury & Atcham
- There are 1,629 serviced bed spaces of which 62% are in hotels and 38% in Bed & Breakfast and Inns.
- There are 94 self- catering units (cottages, flats etc...) with a total of 432 bed spaces
- There are 24 caravan and camp sites. Four of the sites have over 100 pitches, many of the other sites are very small. There are 746 touring caravan pitches and 155 camping pitches in total.



What is the schedule?

'Scheduling' is shorthand for the process through which nationally important sites and monuments are given legal protection by being placed on a list, or 'schedule'. A schedule has been kept since 1882 of monuments whose preservation is given priority over other land uses. The current legislation, the Ancient Monuments and Archaeological Areas Act 1979, supports a formal system of Scheduled Monument Consent for any work to a designated monument.

The word 'monument' covers the whole range of archaeological sites. Scheduled monuments are not always ancient, or visible above ground. There are over 200 'classes' of monuments on the schedule, and they range from prehistoric standing stones and burial mounds, through the many types of medieval site - castles, monasteries, abandoned farmsteads and villages - to the more recent results of human activity, such as collieries and wartime pillboxes. Shrewsbury and Atcham has 89 Scheduled Monuments varying from Castles and the remains of Medieval castles and abbeys, Roman cities, forts and villas, to name but a few.



Shrewsbury Castle was founded after the Norman Conquest and became one of the most important of the English castles guarding the Welsh Marches. Following the pacification of the Welsh in the late 13th century it ceased to be strategically important and declined rapidly. Used as a prison for many years, it was still technically a royal castle until after the Civil War, during which it had to be refortified. The remains were converted into a private dwelling in the early 18th century and remodelled more comprehensively at the end of that century by Thomas Telford. It was finally handed over to the Borough Council in 1924 and in the 1980's became a regimental museum.

Scheduled Monuments



Town Walls, Whilst Shrewsbury continued to be at the forefront of the ongoing battle between the English and the Welsh, the town became a centre for trade and subsequently the focus of an immense amount of activity and development. In 1215, Shrewsbury was attacked and easily taken by Welsh invaders, thereby prompting the new English King, Henry II, to order the townsmen to better protect their town. The Kings order appears to have been initiated and encouraged a corporate development, reorganisation and fortification of the town, which was to leave its mark on the current townscape. The primary works comprised the construction of a stone wall and ditch the full circumference of the town. Although still a strategic town in the English offensive, the completion of the town walls appears to have been an encouraging factor in the expansion of the town's economy. Only small parts of the walls and the tower now exist.



His father Robert was a successful doctor and his grandfather, Erasmus was a founder member of The Lunar Society – a group of gifted industrialists, inventors and thinkers that contributed to the Industrial Revolution.

Robert Darwin built the family home in the late 18th century and it still stands to this day. Negotiations are underway to allow public access to the property in time for the 200th anniversary of Darwin's birth.

The town is very much as the young Darwin knew it. In the town you can see the church where he was baptised. In the nearby park, Darwin remembers fishing for newts as a child. His statue now stands outside his old school, which is now the town's library. Charles worshipped with his mother Susannah in the Unitarian Church on High Street until her untimely death when Charles was only eight years old. A few yards away is the Lion Hotel, an historic coaching inn. It was here that Charles caught the coach to London on his way to join HMS Beagle for his historic voyage around the world.

Darwin & Shrewsbury

Charles Darwin finally left Shrewsbury after his return from the Voyage of The Beagle and moved to a new home in Kent where he wrote his great works. By that time, the influences of the town, the surrounding countryside and the liberal views of the Unitarian Church had all helped to shape him. His grandfather's ideas about the natural world and Darwin's early geological enquiries also opened his mind to new possibilities. So, when it comes to the creation of a world class naturalist, Shrewsbury is where the mind was made.

We are proud of our famous son and for the last five years we have staged an international festival to celebrate his work and legacy. We also stage a Summer Symposium that brings together Science & Art.

2009 is a double celebration. As well as being the 200th anniversary of Darwin's birth in Shrewsbury it is also the 150th anniversary of the publication of his famous theory on the Origin of Species. Shrewsbury will be the focus of global celebrations in that year and we are preparing a host of events and activities to entertain visitors from around the world.

**Charles Darwin was born in Shrewsbury
on the 12th of February 1809**



The success of the Music Hall against its very limited technical and front of house facilities have displayed the local enthusiasm and thirst for live performances.

As a result of this Shrewsbury & Atcham Borough Council have begun building a new, purpose built, show piece entertainment venue for Shrewsbury. Shrewsbury Theatre Severn is due to open in Spring 2009 and will boast a 650 seated Main Auditorium, a 250 seated Studio Theatre, Dance Studio and café bars and terraces overlooking the river.

The new entertainment venue will become a source of entertainment, inspiration, education and joy for generations to come. The new theatre will allow the Music Hall to be completely refurbished and a softer and more suitable use for the building. Plans are underway to transform the Music Hall into a Museum, Art Gallery and visitor centre.



Shrewsbury Theatre Severn Putting Shrewsbury Centre Stage



The Old Market Hall – Bringing Shrewsbury's history to life

The Old Market Hall Film & Digital Media Centre (OMH), is an exciting arts centre, which can also be found in the Square directly opposite the Music Hall, which opened (after major restoration work) in 2004. The Old Market Hall combines Shrewsbury's history, its people and its future with a mixture of classic Elizabethan architecture with cutting edge contemporary design.

A range of exciting opportunities lies in wait for guests to the Old Market Hall. The OMH is the place to obtain a different view of the world with a cultural cinema programme screening films from all over the globe and guests can explore work from local, national and international artists working in digital media through the MediaMaker programme. The centre also invites guests to relax, enjoy a refreshing drink and simply marvel at this beautiful building.

Cultural Services...

Shrewsbury's Inspiration



Picture courtesy of Danny Beath

Shrewsbury's cultural activities have blossomed in recent years following significant investment from Shrewsbury & Atcham Borough Council and the commitment of the Cultural Services staff.

The Music Hall – Shropshire's most popular theatre... Shropshire's most popular theatre lies in Shrewsbury's historic Square, in the very heart of the town. The Music Hall was built towards the end of the 19th Century - although parts of the build date back to the 1200s. Despite difficult technical facilities the theatre presents an impressive array of performances throughout the year. From opera to comedy, rock concerts to classical music this theatre showcases it all.

Many famous faces have graced the stage: Charles Dicken's read a Christmas Carol here and the Beatles played to a packed house of screaming fans. In more recent years the theatre has welcomed Jack Dee, Barbara Dickson, Mickey Rooney, Lee Evans, Bob Geldof and Sir David Frost – to name but a few.

Shropshire boasts a wealth of local talent and performers are nurtured and given their chance to 'shine' at the Music Hall through the many community events, musicals and plays that occur throughout the year.

The Music Hall enjoys excellent audience figures which soar high above the national average and can confidently claim to present one of the most popular pantomimes in the country averaging 98% attendance over it's 60 performance run.

Shrewsbury Summer Season – 300 cultural and artistic events over 100 balmy days of Salopian Summer

Back in the 18th Century, Shrewsbury was amongst the pioneers of the very English concept of the "Summer Season". The town would be full of people excitedly promenading around the streets, squares and "shuts" to attend concerts, plays, parties, balls and exhibitions.

Here in the 21st Century we are busy reviving and modernising this tradition to offer our residents and visitors alike a Shrewsbury Summer to remember.



Many of the events in the Summer Season are real "Scoops" for Shrewsbury, as more and more international performers and artists respond to the new, exciting impetus of the Shrewsbury Summer Season. We are absolutely delighted to be, once again, presenting the Shrewsbury Folk Festival and the Shrewsbury International Street Theatre Festival this summer.

Tourism development, attractiveness

The first International Cartoon Festival was held in 2003. This event attracts around 40 full-time, professional cartoonists and caricaturists from the UK and abroad.

The Festival held annually in April is a long weekend of cartooning activity and features several cartoon art exhibitions. During the Festival weekend cartoonists from around the UK and overseas converge on Shrewsbury and are set loose around the town to caricature and cartoon for the public. The exhibitions span the Festival weekend opening a week or two before and continuing for some time afterwards.

Whatever your taste in live entertainment Shrewsbury has something for you. Throughout the year a colourful array of artists arrive in the town to present events that awaken the sense and stir the soul. The investment from Shrewsbury & Atcham Borough Council and the hard work and dedication by it's officers mean that audiences are treated to an exciting and eclectic mix of performances. With the commitment to Shrewsbury Theatre Severn and the redevelopment of the Music Hall good things are happening in Shrewsbury.

The Festival offers unique opportunities to see artists at work; 20 of them on huge boards in The Square during the weekend, others drawing caricatures and some running cartoon workshops for all ages.



Culture Thrives in Shrewsbury



SHREWSBURY INTERNATIONAL
CARTOON FESTIVAL



The Shropshire Horticultural Society has, since 1874, been responsible for the organisation of the annual Shrewsbury Flower Show, held in The Quarry, Shrewsbury, in August each year.

As a Registered Charity, the aim of the Society is to use any profits arising from either the Show, or the very strong investment portfolio which it has built up over the years, to meet the Objects laid down in its Constitution. In general terms these are “to promote horticultural education”, “to promote and assist other charitable purposes connected with horticulture” and “to promote and assist other such other charitable organisations as the Society shall in like manner determine”.

The support given by the Society over the years has varied from major items such as the building of the Porthill Suspension Bridge to give a new route into The Quarry in 1922 and the purchase of Shrewsbury Castle and Grounds for the Town in 1924, to minor – but nonetheless important – donations to assist local Gardening Clubs and the like with funding for their Shows.

The Society have also, over a number of years, actively supported the town’s participation in Britain in Bloom by such things as the purchase of Floral Planters and Tubs and the landscaping of traffic islands.

The Society views the furtherance of horticultural education as an area of particular importance and currently, in association with the Royal Horticultural Society and a number of Horticultural Colleges, provides annual bursaries to assist those wishing to pursue a career in horticulture. The Society also sponsors the annual National Finals of the “Young Horticulturist of the Year” Competition, organised by The Institute of Horticulture.

Shropshire Horticultural Society



Green-fingered residents, businesses, community groups and schools are honoured each year at the Town of Flowers Award Evening – a tradition in Shrewsbury dating back over 50 years.

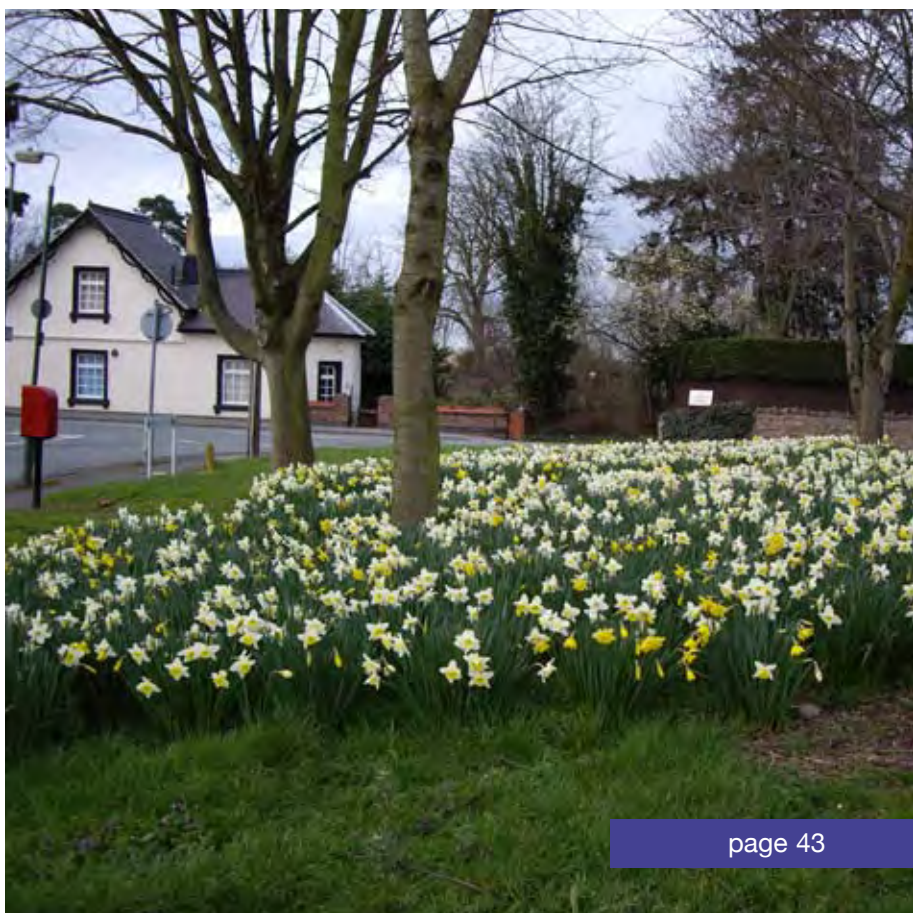
The Mayor presents trophies, shields, prizes and certificates to the successful participants from among the two hundred or more entrants into various competitions held throughout the year. Images of the prize winning entries – gardens, hanging baskets, spring bulb displays, wildlife areas, unusual floral containers and much more – are displayed on large screens for all to admire.

Many trophies and prizes are sponsored by local business. Their valued support together with the enthusiastic participation of all sectors within the community will ensure the continuing success of this prestigious event.

The Town of Flowers Competition is another fine example of the community and council working together to enhance the local environment.



Town of Flowers Award Evening



Community Spring Clean



Councillor Judith Williams, Portfolio Holder for Britain in Bloom for Shrewsbury & Atcham Borough Council has been keeping a keen eye over the maintenance of one Shrewsbury's Countryside Heritage Parks ... Copthorne Park.

Councillor Williams said:

***“Not only does litter spoil an otherwise attractive environment, but it is also a public health hazard, can kill wildlife and can pollute our watercourses. The local community are very pro-active and take great pride in ensuring this area is litter-free. They take positive, practical action to improve the park and surrounding areas and they have great awareness of litter and recycling issues.*”**

More than 150 school children hit the streets recently to give their community a spring clean. Youngsters as young as five years old joined in the Castlefields litter pick, a joint initiative between Shrewsbury and Atcham Borough Council and Severnside Housing.

To recognise their hard work, the community spirited children from Martin Wilson School were awarded certificates signed by town mayor Councillor Roger Evans.

We encourage people to be involved in activities that improve their environment. People like to live in, and enjoy a clean, safe and green environment that looks and feels secure, so it was a pleasure to meet some local residents on this occasion and to thank them for their civic pride”.

Severnside housing officer Mark Pragg said:

“Something as simple as clearing litter can have a big impact on the way our communities look and feel and it was great to see so many young people turn out to help us. They did their school proud.”

Head teacher Nikki Jamie said:

“The litter pick helps children to understand that being part of a community involves shared responsibility”.



Shelton Hospital was first established in 1845 on a site that was at that time ostracised from the local community as it housed those with mental illness. As a self-contained community it began life behind high walls with its own farm and secure grounds for patients.

However, over the years, as treatment methods evolved, the estate became more open and the grounds developed for the benefit of patients and their relatives. Many of the majestic trees have been there since Victorian days although there has been more recent planting as the nature trail was created.

The grounds have evolved into three linked areas with different styles. Directly in front of the buildings is the colourful formal bedding area devised to give pleasure to patients as well as an area where their families can sit with them in pleasant surroundings. Directly behind this is the open grassed area where patients may enjoy quiet seclusion or relatives can compose themselves after visiting someone who is seriously ill. The final area is the nature area with a habitat for the wildlife for patients to get away from the formality of their ward areas.

Patients and their families as well as staff of the hospital appreciate the grounds.



Shelton Hospital Grounds



The National Health Service employ a team of dedicated gardeners. The formal bedding areas produce vibrant colour throughout the year. The grounds are complemented by an established woodland area including many mature Redwoods.

Community Woodland Project



The local community at Bayston Hill, led by the Parish Council are in the process of creating a community woodland in Bayston Hill on ground adjacent to the sports fields.

One thousand and twenty five trees (oak, ash, hornbeam, wild cherry, rowan, birch and alder) were given to the scheme by Shropshire County Council's Forestry Officer- John Blessington, along with the stakes and guards for the planting. The Parish Clerk, Mrs Anne Chalkley, together with the local residents and councillors organised the planting involving the two local primary schools, Long Meadow and Oaklands, as well as a group of young offenders from Stoke Heath. Once complete, the local scout group will be creating walks through the plantings and plans are in place to create other features in the area.

Stan Sedman, Chairman of Shrewsbury in Bloom, stated:

"This is exactly the type of community scheme which the European judges will take note of when they visit us in July this year. Whilst the woodland location is too far away for the judges' tour we will obviously highlight the valuable work that is being done within Bayston Hill for the benefit of their community and the environment".



Effort and Involvement

Each year the Shrewsbury in Bloom Committee donates a large quantity of daffodil bulbs to the town's junior schools.

Stan Sedman, Chairman of the Shrewsbury in Bloom Committee, and committee members Councillor Jackie Brennand and Councillor Joyce Allaway visited 36 schools in the town delivering the free daffodils for their school grounds in a Shrewsbury in Bloom community project. Councillor Jackie Brennand re-visited the schools to view the progress made and meet the pupils.

Peter Rickard Headteacher at Radbrook Primary School stated "The scheme whereby daffodil bulbs are provided for schools is greatly appreciated and besides enhancing the school grounds it helps with children's understanding of plants. This is Radbrook's second year in the scheme and Shrewsbury In Bloom are congratulated on this initiative."



Daffodil Delight

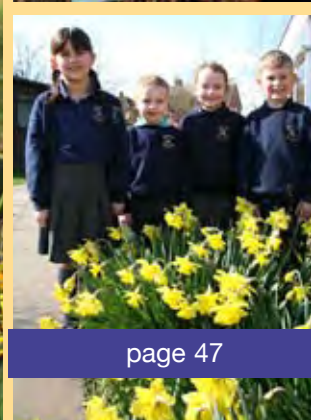
Stan Sedman said:

"The bulbs were purchased using funds raised by commercial sponsorship, so the Shrewsbury in Bloom Committee has been able to create a lasting legacy for local schoolchildren. The annual Daffodil Project plays an important part in encouraging young children to play a part in enhancing their school grounds."

Councillor Jackie Brennand said;

"I thoroughly enjoyed visiting all the different schools, delivering the bulbs, meeting the children and staff, and then returning in the spring to see the results blossoming".

The bulbs were purchased using funds raised by commercial sponsorship, and all schools in the borough were eligible for free daffodils.





Edgefield Green Residents

Mary Jinks said:

"The Country Garden Plant Centre sponsored the Severnside Housing Trust's garden competition last year, and we visited Edgefield Green. My husband and I were so very impressed with the progress that the residents had made in such a short space of time, that we decided to sponsor part of their gardening project with the donation of some roses".

Di Chandler, Scheme Manager at Edgefield Green said:

"We are especially pleased with the help from Mary and John Jinks, and indeed other companies have also been of great support. Morris Property have given us 8 tons of topsoil, Network Rail gave some railway sleepers, the local Co-op store on Gains Park, have given us €450 towards tubs and plants, and we had 2 greenhouses given by families of residents. The staff of Shrewsbury & Atcham Borough Council have also been wonderfully supportive, and are loaning a water cart to enable the watering to be completed easier. So, all in all we have generated some tremendous community spirit at Edgefield Green and a wonderful partnership with the businesses and people of Shrewsbury...so I say Thank you to everyone".



Residents of the Severnside Housing Trust accommodation at Edgefield Green, Bicton Heath, Shrewsbury received a donation of 20 "Happy Retirement" roses from Mary and John Jinks of the Country Garden Plant Centre at Hadnall, near Shrewsbury.

Effort and Involvement

Shrewsbury in Bloom Sponsors

- Alan Ward Furnishers
- **Burnt Tree**
- Bunzle Vending
- **Copthorne Veterinary Practice**
- David Newsome Sign & Poster
- **Dyke Yaxley**
- GH Davies Memorial Stone Masons
- **Greenhouse Group**
- Green Thumb Lawn Treatment
- **Hatchers**
- Hayter
- **Lunts Chemist**
- Oxon Touring Park
- **Percy Throwers Garden Centre**
- Pooks
- **Prince Rupert**
- Ray Parry Playground Services
- **Salop Leisure**
- Shrewsbury Chronicle
- **Shropshire Border Scout Districts**
- Shropshire Star
- **Tarmac Bayston Hill**
- Terry Jones Solicitors
- **The Parade Shopping Centre**
- Turnbull Garrard Solicitors
- **W D W Architects**
- Welth Health & Leisure
- **Westbury Garage**
- Whittingham and Riddell
- **W R R Pugh Undertakers**

Entente Florale / Communities in Bloom Main Sponsors

- **Shrewsbury Homes**
- Opt 2 Vote
- **Willmot Dixon**
- Tesco
- **Midshires**



Sponsorship
Gratefully Received



Through the Doorway to Healthy Living & Shrewsbury and Atcham Borough Council are launching their new Reccy Ranger Street Sports Van. Through the Doorway received €220,000 over three years from the BIG Lottery youth fund to develop the Street Sports project and we are now pleased to launch the new van for the Easter break.

For the design of the van, young people between the ages of 11 and 16 were invited to design a concept for the van. There were over fifty entries and these were reduced to eight finalists. Their designs were taken to Sundorne Secondary school where the pupils decided which was their favourite. It emerged that two designs were favoured and we decided to work with both.

With the help of Paul Baines from Art & Vision in Whitchurch Road, Shrewsbury we were able to incorporate both the designs and we went to Harlescott Junior School with the van to present one of the winners with a prize of vouchers worth €35 to 11 year old Lucy Richards. The pupils at the school were rapturous when they saw the van and are looking forward to joining in the activities planned for the Easter break. The second design winner was Hayley Formstone aged 13 who attends Monkmoor Youth lodge.

Dorothy Jones Play Development Officer for Through the Doorway to Healthy Living and Shrewsbury & Atcham Borough Council said “It’s taken a while to get to this stage but it’s definitely been worth the wait. The van looks fantastic and Lucy and Hayley should be really proud of their designs. It certainly won’t be missed by the residents of Shrewsbury & Atcham. We hope everyone who uses the van will enjoy the activities it has to offer.

Reccy Rangers Street Sports Van

Effort and Involvement

On Thursday 22 March 2007 Shrewsbury Leisure of Shrewsbury and Atcham Borough Council in association with the Shrewsbury Senior Citizens Forum opened the doors to the Shrewsbury Sports Village to all residents over sixty years of age.

The forum anticipated thirty to fifty visitors but 150 turned up to view the facilities and have a go.

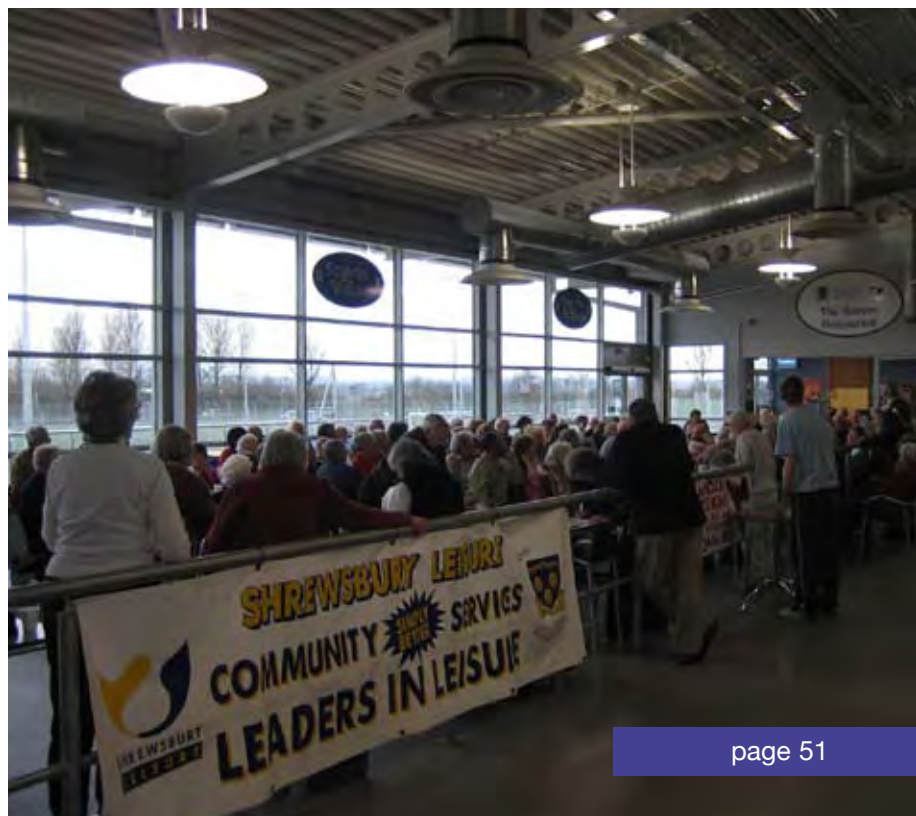
The majority took part in the activities on offer, such as bowls, badminton, table tennis, tennis, cycling. The climbing wall was the surprise hit of the day and Nordic Walking proved extremely popular too.

A welcome from The Mayor of Shrewsbury was followed by a presentation and two and a half hours of activities. The main purpose of the day was to encourage older adults to get into physical activity and for village staff to find out what would encourage this age group to visit and take part.

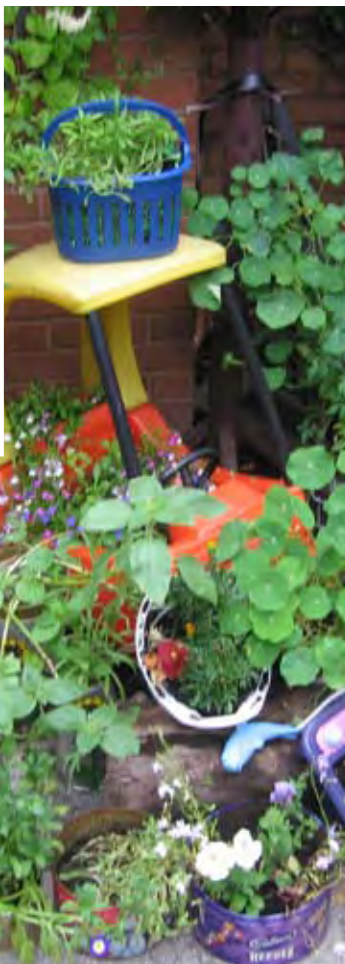
The day was a complete success with the Senior Citizens Forum signing another sixty-six members. The success of the event was a clear demonstration that the village was not simply built for the younger generations to use. The aim has always been to provide top class facilities and activities for all of the community.



Shrewsbury Sports Village Open Day



Community Competitions



School Competitions

Each year there is a children's art competition with a view to promote awareness of the local environment. There is a different theme each year and these have recently been "litter" and "bio-diversity" with "Water Conservation and Climate Change" being this year's theme. All the local schools are invited to enter and there are cash prizes both for the winning entries and their schools. The finished works of art are displayed in various locations around the town for viewing by the public. Councillors Joyce Allaway and Jackie Brennan manage the competition on behalf of the In Bloom Committee.

As well as the art competition the Council run an annual "unusual container" floral competition for schools which has proved to be extremely popular with entries increasing each year. It is amazing to witness the varied range of containers which appear and the floral extravagance brightens up the school premises during the Summer months. Winning participants receive trophies along with cash prizes from the Mayor at the annual Town of Flowers Award Ceremony. So popular has this become that a wildlife garden competition was introduced recently and this has proved equally popular as schools use this alongside their curriculum programme.

Garden Societies

There are numerous horticultural societies within the town covering many aspects of the subject. In addition many of the allotment groups which appear across the area have their own societies with regular meetings. The demand for allotment plots has risen considerably over recent years and there are waiting lists in all areas. There is much expertise within the area and the town has within its boundaries a considerable number of national collections within the National Council for Conservation of Plants and Gardens scheme. There is a strong organic movement with its own group and in the last few years training of Master Composters has been undertaken to advise the public on the benefits of this method of recycling. The Council ran schemes to encourage composting with purpose made recycled plastic bins available at €9 each.

Effort and Involvement & Education and Training

Meole Brace C of E School

Stan Sedman, Chairman of Shrewsbury in Bloom, together with support from staff of Shrewsbury & Atcham Borough Council visited the School recently.

They installed raised beds for the children to grow their own vegetables and made a path amongst shrubs using log stepping-stones. A group of the pupils assisted in planting up an old pool area with herbaceous plants which had been provided by the Committee. Whilst carrying out the planting they were able to look at the different root structures of different plants. More projects will be undertaken as the year progresses.



Biodiversity



Holy Cross School

Junior pupils from Holy Cross School, Wenlock Road, Shrewsbury created a biodiversity garden at the school. It was been designed by the children, local businesses, and major national organisations have given advice and assistance to the project.

The pupils, aged between 7 and 11 years of age, created a bog garden, an area for butterflies and insects, an edible area for bird-feeding, a wildflower area, and an area which includes hedgerows and bushes. They have also built two hibernacula (for reptiles to hibernate). The Really Wild Club meets on a weekly basis and has enjoyed visits from wildlife experts and have learnt to grow plants and seeds themselves. The pupils are involved with the Action Earth Project (which assists community and school groups to improve bio-diversity in the community too)."



Fairtrade

The Fairtrade Foundation to-day announced the award of Fairtrade status to the whole of Shropshire. The award is the end of a two year campaign led by Shropshire Fairtrade Coalition.

Announcing the award Dag Saunders, chairman of Shropshire Fairtrade Coalition, said “we are delighted this important recognition has been given to Shropshire, Telford and Wrekin and is something the whole county can be very proud of. We would like to thank all those across Shropshire who have helped to achieve this including the county’s MPs, the local authorities and the many enthusiastic supporters who have worked in the towns and villages to ensure Fairtrade goods are available in their localities”.

“Fairtrade status is not easy to achieve”, said Mr Saunders, and is only given when a number of strict criteria have been met. These include endorsement by the local authorities, the wide availability of Fairtrade goods in local shops and cafes and good media coverage of Fairtrade issues. In addition we have had to ensure that at least one major employer uses Fairtrade products and we have been very pleased that the Ironbridge Gorge Museum Trust has now met these requirements.

Fairtrade & Green Day

Green Day

The Shrewsbury Green festival has been running for many many years as an annual event. Its a massive celebration of all things green, with live music, organic food, solar power, famers market, arts and crafts all under one roof. Its all helping to raise awareness of environmental issues, helping to make a reputation for the town as an ‘environmental centre of excellence’. The event is organised as a partnership between Shrewsbury and Atcham Borough Council and the Shropshire Wildlife Trust and the organisation involves many other community groups, with school children involved in designing the promotion and decorating the venue.

The aspiration is to showcase the quality and quantity of environmental initiatives in the Borough.

A Green Festival has been held in Shrewsbury for a number of years, but it is only recently that it has started to grow to become a major event in Shrewsbury’s calendar. Last year over 2,000 people attended and 50 stalls exhibited everything from renewable energy displays, hi-tech ‘green’ hybrid and electric cars, local food and woodland crafts, information on ethical investments and recycled products, to all you could possibly need to know about green DIY.



The guide, which was launched by local actor Pete Postlethwaite, lists over 160 establishments in Shropshire which already sell or use Fairtrade goods. and is widely available across Shropshire. "We are constantly updating the guide as new outlets become known", said Mr Saunders, "the updated version is available on the Coalition's website".

Shropshire already has three towns with Fairtrade status, Bridgnorth, Ludlow and Oswestry, with Wem and Whitchurch also working towards that goal. "It is fitting that this major announcement comes at the start of Fairtrade Fortnight",

said Shrewsbury based Roger Ford, the secretary of Shropshire Fairtrade Coalition,

"when the national spotlight is firmly on Fairtrade. We hope the county will continue to build on this marvellous award and that Shropshire people will support even more those producers in developing countries who are able to maintain their families and communities through the guaranteed fair prices for their goods that the Fairtrade system provides".

Sensory Garden Project

Key Stage 1 pupils at Radbrook Primary School have established a sensory garden in their school grounds as part of their studies.

The five raised beds each represent a particular sense (touch, taste, sound, sight, smell) and the children are planting them up alongside their classroom work.

Stan Sedman of Shrewsbury in Bloom, who is a governor at the school, said

"Besides supporting the children's learning within the curriculum they also get a great deal of pleasure from creating their own garden within the school environment. They show great interest in plants and are proud of their particular patch of garden. The encouragement and support of such projects is all part of the In Bloom criteria. Each year competitions are held involving many schools within the town and this year has already seen a large increase in entries not only in the Unusual Container Section (which is always popular) but also in the Wildlife Garden Group."



Smart Bob



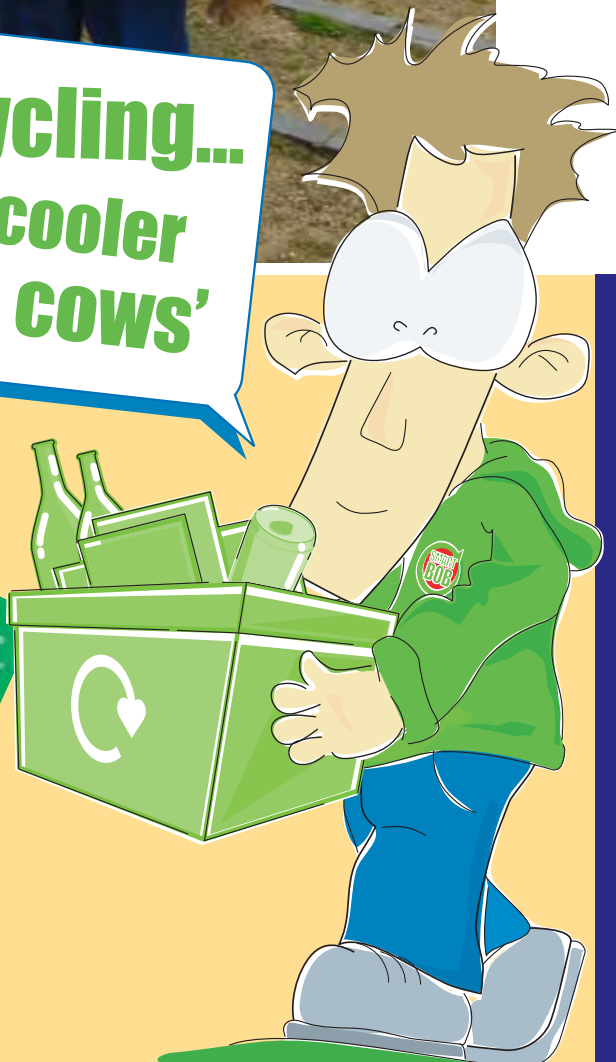
SABC successfully bid for a government grant to launch and innovative scheme which is the only one of its kind in the county.

The project was able to provide a free recycling service to every school in the Borough, initially focused on paper and card many schools have expanded recycling to include other materials and this year nearly 50 tonnes of waste will be diverted from landfill by the project.

The funding was also used to develop marketing and educational materials including an interactive educational website which has games and ideas to encourage young people to recycle more

<http://www.recycling4schools.org/>

**'recycling...
it's cooler
than cows'**



The scheme runs in parallel to a waste education support officer in the county who is employed full time to visit schools and conduct waste audits and make recycling fun.

So Shrewsbury's school children will learn to recycle at school and grow up as committed recyclers of the future

www.recycling-4schools.org

Shrewsbury In Bloom is a partnership between residents of Shrewsbury, the business and commercial sector, the Council and various agencies.

"It's a great opportunity to support our 'Town of Flowers' image - one of our greatest assets - and I would like to ask for your support in making the town a better place to live, visit, work and do business."

Stan Sedman,
Chairman of the Shrewsbury in Bloom Committee

The Shrewsbury Chronicle provides invaluable support to the Shrewsbury in Bloom campaign. Let's grow for it! was created by the Chronicle and is used regularly to keep readers up to date with the latest bloom news and developments. Its logo helps unify the different aspects that make up Shrewsbury in Bloom, and can also be seen across the Borough, raising awareness, in the form of posters and stickers.

Shrewsbury in Bloom enjoys a great feel-good factor and many companies take advantage of a unique sponsorship package to promote their image and generate civic pride in our lovely town.

A superb selection of locations are available at Gold, Silver or Bronze level, which all offer great publicity and photo opportunities. Locations benefit from the expertise of SABC Grounds Maintenance staff and are designed and nurtured to look fantastic all year round. Whether a company requires something striking and formal or something beautiful in its simplicity such as wildflowers, all can be accommodated.

Press Coverage & Promotion



Key Objectives

for the next 12 months



Horticulture

- To provide daffodil bulbs to local schools to improve the school grounds and local environment.
- Increase participation and income generation of floral sponsorship throughout the Borough.
- **Promote and encourage sustainable planting schemes, including themed planting. For example the Column Island, Old Potts Way (Traffic Island), Smithfield Road and Meole Brace Island.**
- Continue partnership working and development of landscaped areas with Severnside Housing Association, Shropshire County Council Highways Dept, Amey Mouchel contractors for the Highway Agency. Developing tree planting/ bulb planting projects.
- **Promotion of Shrewsbury & Atcham Borough Councils Horticultural Facility currently New Street Nursery and the 3,900 m² new nursery facility at Weeping Cross Depot. Encouraging and engaging the dedicated team of volunteer helpers who assist with the planting of the floral infrastructure.**
- To improve the aesthetics of key areas including Monkmoor Police Station and Shrewsbury Railway Station.



Environment

- **Promotion of the Countryside Unit, Encouraging volunteers, development of practical skill, improving natural habitats.**
- Phased management of Springfield Mere.
- **Organised group meeting to cleanse Rea Valley Country Park and other key countryside areas.**
- Co-ordinate the painting and maintenance of street furniture.
- **Partnership working with Tidy Shrewsbury developing and co-ordinating a rolling programme of litter picks.**
- Improve the appearance of gap sites, Lower Claremont Hill, The Dimery and Railway Station.



Key Objectives for the next 12 months

Sustainability

- **Working in partnership with all stakeholders in the Borough to make an area nationally and internally renowned as an 'environmental centre of excellence' by 2010. We aim to do this specifically by:**
- To increase the proportion of energy produced from renewable resources.
- **To encourage new development to address energy conservation issues.**
- To increase awareness and understanding of energy efficiency.
- **To minimise the use of natural resources and amount of waste being produced.**
- To promote an increase in the re-use and recycling of materials.
- **To reduce the amount of waste disposed of in landfill sites.**
- To increase accessibility to services and facilities whilst minimising adverse effects on the environment.
- **To improve facilities for cyclists and pedestrians.**
- To increase the amount of freight carried by rail.
- **To reduce the need for people and goods to travel.**
- To increase accessibility to wildlife and ensure that important open spaces and sites of wildlife value are protected and are managed appropriately.
- **To raise community awareness about environmental issues.**
- To protect and, if possible, enhance the Borough's historic landscapes and local biodiversity.
- **To install at least 1 renewable energy installation in the Borough**
- To reduce employee commuting by 2%



Over the forthcoming year the Sustainability and Recycling Service specifically aims to recycle 100 tonnes of plastic bottles by December 2007

Community

- **Promotion of Shrewsbury In Bloom through the Shrewsbury Chronicle, Shropshire Star and Radio Shropshire.**
- Develop partnership working with, brownies, scouts, Civic Society, allotment societies, young offenders etc through talks, visits and events.
- **Encourage participation and ownership of the environment areas. Supporting communities to enhance their environment e.g. Severnside House, Edgefield Sheltered Accommodation, Bellcroft residents.**
- Through the Shrewsbury in Bloom group promotion of the Bloom message - encouraging bio-diversity.
- **Promotion of the childrens painting competition.**
- Support with the Town of Flowers, Allotment and School competitions.
- **Sixth form college partnership for The Quarry including litter and recycling**



Bicton Heath PreSchool assisting with planting in a sheltered accommodation unit.



**Shrewsbury & Atcham
Borough Council**

www.shrewsbury.gov.uk

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