

**SHREWSBURY TOWN COUNCIL
POLICY AND RESOURCES COMMITTEE
Monday 2nd JUNE 2025**

Officer: Max Ball – Communications Officer

An Introduction

Purpose of Report

To provide an update to members on the work taken by Shrewsbury Town Council's communications officer over 2025.

Communications / PR

- Responsible for outgoing communications for Shrewsbury Town Council.
- Prepare Shrewsbury Town Council statements for outside bodies doing press releases where our view is needed.
- Currently submitted 28 press releases since taking office in January. The Town Council has a strong working relationship with the media and often use a lot of our stories.

Shropshire Live post most of our press releases.

Shropshire Star regularly post as well.

Our best engagement from a press release this year has been from My Shrewsbury who covered the Quarry Band Stand's Summer of Music. See below:



Social Media

- Working on more regular updates from departments: Mayoral / Bloom / Countryside Team / Youth etc and these are made clear with image tiles.



- Discontinued using X (Formerly Twitter) as a platform and reverted to using Instagram instead.
- With social media posts where we are asking the public to do something the "Call to Actions" are being made clear. For Facebook this is usually "Click on the link to find out more". For Instagram this is "Click on the link in our bio" as Instagram only has one clickable link.



Coming from a marketing background, I have always tried to keep social media captions reasonably short with full details on the website. For press releases, these are posted on our website when they are sent to the press. Our social media sums up the press release in a few lines and prompts them to see the article which has the information and pictures. Where there is a larger event such as Mayor's awards or the Weeping Cross open evening, I have uploaded these images into the gallery and then article concludes with a link to the section.

See example here:

[Shrewsbury's Greenhouse Open Evening Celebrates Community and Horticultural Excellence — Shrewsbury Town Council](#)

- For Instagram, Shrewsbury Town Council has a Link Tree account as it's link. This is a dedicated landing page with all of the latest relevant links on there. For example: book a hanging basket, Register for the Weeping Cross Open event. These links can be added and removed

Here is our Link Tree page:

<https://linktr.ee/ShrewsburyTownCouncil>

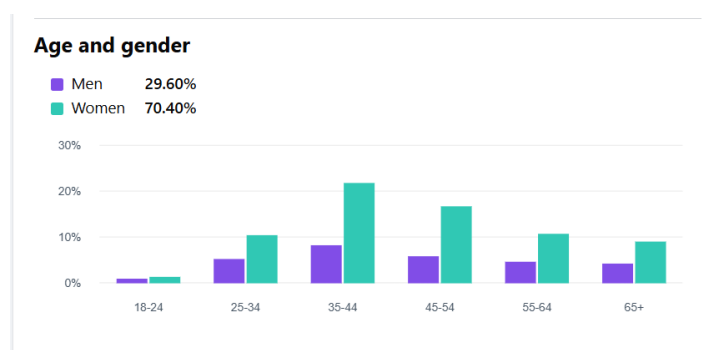
- Social Media Statistics for Facebook & Instagram

As of 27/5/25

Instagram Followers: 792

Facebook Followers: 8,939

Demographics:



Top 5 posts for Engagement over the last 90 days:

	We are pleased to announce that the Splash Park is now open. This is open from 10.30am - 5.30pm daily with the gates closing at 6pm Wed, May 14	Post reach 129,751	Engagement 11,664	Boost post
	Splash Park Update – Progress Underway! 🛠️ Work is well underway on refreshing the Quarry Splash Park as part of our two-week improvement project! 🛠️ Last week, we started removing the old surfacing, which had naturally worn down over the years due to regular use. Now, new surfacing is being installed and we expect this to be completed... Wed, Apr 2	Post reach 72,405	Engagement 7,630	Boost post
	Bring you camping chairs and picnics...join us for a free musical afternoon at the Bandstand, Quarry Park, Shrewsbury, SY1 1JA Fri, May 2	Post reach 103,463	Engagement 7,091	Boost post
	NOTICE: Splash park will be closed today for tile adhesive work. Apologies for any inconvenience. Tue, May 20	Post reach 21,244	Engagement 3,336	Boost post
	Countryside Team Update - Conservation Grazing cattle have arrived for the summer on our Rea Brook LNR, Doctor's Field and Poplar Island sites. Could we please remind the public to keep their dogs under close control at all times in the fields containing cattle. With the help of stock from a local farmer, there are approx 13 hectares of grazin... Mon, May 12	Post reach 30,281	Engagement 2,550	Boost post

Website

- Created dedicated page for the local elections which featured blog articles around some of the key topics a prospective candidate may want to know.

Why become a councillor?

Who can become a councillor?

What does a councillor do? Etc

There was social media linking to each of these articles that was scheduled during the pre-election period so that the town council was promoting the democratic process. Communications was changed to highlighting the ways you can vote in the weeks leading up to the election.

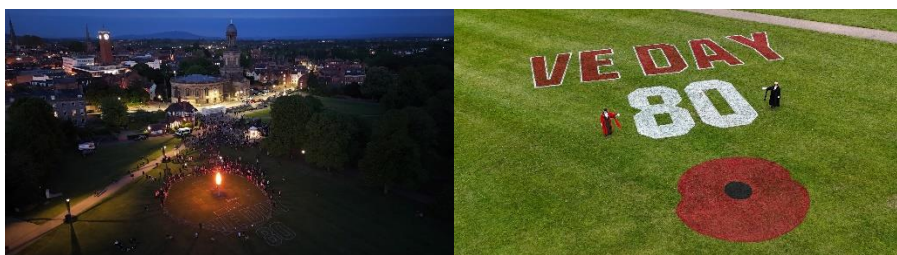
- Created dedicated pages for the Stepping Up Team which has information about what has been done from January when the Town Council gained over 1000 responses: a mandate to make a small increase to the council tax for the betterment of the town. This page is a working document which can be added to over time.
- Refreshed the councillors page up with cut out photos that are all uninformed. Currently we are working with our web developers to have updated ward maps on the website which can be zoomed into. We believe it will be helpful for residents who are close to ward boundaries to know exactly which ward they live in.

Videography

- Currently have two years experience as a qualified drone pilot.
Projects for Shrewsbury Town Council included filming the beaver release at the Old River Bed SSSI

Filming the VE Day 80 celebrations

Looking to capture a lot of content for the preparations for Shrewsbury In Bloom.



Youth Council

- Supported the Youth Council with organising a competition for the schools tasking younger children to design the perfect 5ft x 5ft planter. We have selected 6 entries from different age groups. These will be created into planters that will be in the Square by the Old Market Hall. The winners will be contacted to see their designs and we hope to have some of the winners on the Britain in Bloom tour in July.
- Supported the youth councilors with costings for organising loggerhead mascots for Shrewsbury. This project is ongoing but could be done with the budget that we have allocated for the youth council.

Shrewsbury In Bloom

- Supported our accounts team with a new booking engine for the Town Council's hanging baskets scheme. This has seen close to 200 businesses order floral hanging baskets that will enhance the look of Shrewsbury's town centre as we prepare for Britain in Bloom. Previously this was done as a paper form which was part done with Shrewsbury BID. The new booking system requires businesses to make payments and using the information collected, it can send a VAT invoice for their records.

Here is the booking form:

[Commercial Hanging Baskets — Shrewsbury Town Council](#)

- Currently preparing the Shrewsbury In Bloom 2024/25 portfolio. This will be the second year I have done this, but my first whilst working for the Town Council.

Here is what the previous portfolios look like:

[Shrewsbury in Bloom Portfolio — Shrewsbury Town Council](#)

- Continued the Shrewsbury Town of Flowers Competition for Front Gardens. Local residents within the 17 wards of Shrewsbury are invited to submit floral pictures of their front gardens along with their details so they can be considered for the competition. The deadline is Thursday 31st July. After this the judges will shortlist up to 5 houses to visit in person and pick the winner of the Town of Flowers trophy.
- Support the operations team with planning for Shrewsbury In Bloom. This includes logistics for the 4 hour tours taking place for the Heart of England in Bloom judging on Tuesday 22nd July and Thursday 31st July when the Britain in Bloom judges will be in town.

Stepping Up Team

- Created the branding for the team
- Preparing social media plan for when Before and After examples go out
- Importance of highlighting the difference they are making



Upcoming Projects

- Working to complete the Shrewsbury in Bloom portfolio

- Working to prepare a quarterly E-newsletter which has a collection of our latest news stories which the public can subscribe to.
- Support preparations for the Shrewsbury In Bloom judging which takes place at the end of July.
- Exploring costings for ways of communicating to all the households in Shrewsbury.

Recommendations

- (i) **That the report is note**