

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT
20 FEBRUARY 2025

Present

Councillor Addams, Kath Owen and Margaret Thrower.

IN ATTENDANCE

Helen Ball (Town Clerk), Danny Powell & Stuart Farmer (Operations Managers), Pete Jenks (Amenity Space Assistant Team Leader – plant production), Mark Bowen (Amenity Space Team Leader), Michelle Farmer (Committee Officer), Max Ball (Communications Officer) and Darren Woods (Logistics Team).

APOLOGIES

Councillor Pam Moseley, Councillor Vasmer, Amy Jones (Amenities Team) and Jane Mackenzie.

06/24 NEW CHAIRMAN

The Town Clerk informed Committee that Keith Roberts had made the decision to retire as the Chairman of the Bloom Committee. After such a successful year in Bloom he had decided to leave the role on a high and hand the reigns over to somebody else. The Town Clerk stated that a letter would be sent to Keith thanking him for his role as Chairman over the years.

The Town Clerk asked if anybody present would like to assume the role of Chairman. Stuart Farmer put his name forward for the position, which was agreed by members.

RESOLVED:

That Stuart Farmer was appointed as the new Chairman of the Bloom Committee and Shrewsbury in Bloom Group.

07/24 RHS BRITAIN IN BLOOM ANNOUNCEMENT

Stuart informed Committee that Shrewsbury had been entered into Britain in Bloom 2025 in the Small City & City category. They would be up against Aberdeen, Chorley, Derry City, Harrogate, London Borough of Tower Hamlets, Royal Tunbridge Wells and Torquay.

The total judging time allocated would be 4 hours, plus an extra 15 minutes for press and 15 minutes for a presentation, making a total of 4 ½ hours. The criteria would be the same as Shrewsbury in Bloom. No date was known yet for the judging day, but they had requested with RHS if they could not visit during the Flower Show period.

The Operations Managers had decided that both competitions would be entered for the same time so Heart of England could provide us with feedback on our tour so any changes could be made before

the national judging date. They would be meeting with the judges on the 5 March and hopefully more details will be told then.

08/24 DRAFT BLOOM ROUTE

The Operations Managers informed Committee that the bloom route would mirror last year's route with some subtle changes. The proposed route at present was:

Love2Stay
Weeping Cross Depot
Drive through Bellway Development on Oteley Road
Lime Tree Care Home
Meole Brace Village Association
Meole Brace Stanley Lane Allotments
Mousecroft Pool - Andy Jones Angling
Beekeepers
Radbrook Road Rec
Copthorne Park
Shrewsbury School - Queen's Terrace
St Barnabas Centre - Coleham
SY Homes - Coleham
Dingle Start of walking door
Square
Old St Chads
The Hive
Milk Street
Fish Street
Up St Alkmunds
St Mary's Church
Castle
Station Gyratory
Men in Sheds - West Mids Showground

It was mentioned that there was a lack of volunteers last year so this would be improved for this year. They would like some more time at the allotments. Other suggestions were the robotic marking at Radbrook, a visit to Shrewsbury School as with the Urbanism Tour and the Barnabus Centre. The possibility of SY Homes sponsorship was also raised and would be investigated.

They would like to finish the tour at Men's Shed at the Showground, and it would also be the 150 anniversary of the showground. This location was also suggested as a place for lunch with the judges.

Margaret suggested the riverbed for a visit, but this was not logistical, and it would be incorporated into the presentation.

Helen suggested contacting Wayne Sidell at SY Homes to see if we could go into the SY Homes atrium.

ACTIONS:

- 1) To provide a written draft route for the next meeting **(DP & SF)**
- 2) To book the square for both judging dates **(MB)**
- 3) To contact SY Homes regarding a visit **(HB)**
- 4) To contact Men's Shed regarding finishing the tour with them **(DP)**

09/24 HEART OF ENGLAND IN BLOOM JUDGING ARRANGEMENTS

The main elements of the judging day had already been discussed within the draft route.

10/24 BRITAIN IN BLOOM JUDGING ARRANGEMENTS

The main elements of the judging day had already been discussed within the draft route.

11/24 BLOOM PORTFOLIO

Michelle commented that the Bloom Portfolio was coming on well and herself and Max were in discussions putting the portfolio together. Max would be out taking pictures of various projects, and it was asked of staff to let Michelle know of any projects they may be doing to ensure they got into the portfolio.

Michelle did enquire about the date the portfolio needed to be submitted by and Danny and Stuart agreed they would find this out when they had their meeting with the judges on 5 March.

12/24 POTENTIAL BLOOM PROJECT

The Town Clerk asked Committee if they would consider a project for the Hive Garden. The garden needed a makeover so it was suggested that the Town Council could do a project for the Flower Show this year shown as the Hive Garden. It was agreed that this would be a good project.

There was also a suggestion of developing a corporate video that could also run at the Flower Show.

RESOLVED:

That Pete, Danny, Stuart and Mark would arrange a visit to the Hive to view the garden and make plans.

13/24 COMMUNICATIONS

It was suggested that the Bloom Committee should be looking for new members to join the Group who can give innovative ideas and suggestions for future Bloom competitions. It was suggested that a campaign was started to attract new members to the group and Max would do a press release seeking new members.

Community groups were also mentioned to see if members were aware of any running projects that could be assisted by the Bloom group or any school gardens that could be helped with.

The response to the recent school competition was raised and members were informed that the response to last year's competition was extremely low. There was a competition at present for

pupils to design a floral display and the best entries would be created into planters by the Horticultural Team.

The Commercial hanging baskets competition was also raised and again members were informed this was a low turnout of entries. Members decided that the competition should still run but instead of asking the businesses to enter, staff would go around the town themselves and choose a winner.

14/24 WEeping CROSS OPEN EVENING

A date for this years Weeping Cross Open Evening had been set as 21 May 2025. Pete requested that they stuck to the same structure as last year as it worked well between the public and the staff involved.

RESOLVED:

That this event would be advertised as soon as possible, and ticket reservations would be set up on the Town Council website.

15/24 ANY OTHER BUSINESS

There was no other business to discuss.

16/24 NEXT MEETING

- Thursday 24 April – 2.00pm
- Thursday 22 May – 2.00pm
- Thursday 19 June – 2.00pm
- Thursday 3 July – 2.00pm
- Thursday 17 July – 2.00pm