

**SHREWSBURY TOWN COUNCIL**  
**SHREWSBURY IN BLOOM COMMITTEE**  
**HELD AT WEEPING CROSS DEPOT**  
**24 APRIL 2025**

**Present**

Margaret Thrower & Jane Mackenzie

**IN ATTENDANCE**

Helen Ball (Town Clerk), Danny Powell & Stuart Farmer (Operations Managers), Amy Jones (Amenities Team), Max Ball (Communications Officer) and Darren Woods (Logistics Team)

**APOLOGIES**

Councillors Moseley, Davies & Vasmer, Mark Bowen (Amenity Space Team Leader), Michelle Farmer (Committee Officer), Pete Jenks (Amenity Space Assistant Team Leader – plant production).

**27/24 NOTES OF THE LAST MEETING**

The notes of the Shrewsbury in Bloom Meeting held on 27 March 2025 had been circulated prior to the meeting.

**RESOLVED:**

**That the notes of the Shrewsbury in Bloom Meeting held on 27 March 2025 be approved and signed as a correct record.**

**28/24 DRAFT BLOOM ROUTE**

Danny Powell & Stuart Farmer gave an update on the Bloom Route to cater for both the Heart of England in Bloom and Britain in Bloom Competitions.

Changes would need to be made as the Greyfriars bridge & Towpath will be closed for refurbishment by WSP & Kier from 2/6 – 7/8 – Nothing will be allowed over the bridge or on the river under the bridge during this time.

Option would be visit to the Barnabas Centre & SY Homes new development & courtyard. Then drive over English Bridge/Town Walls and turn left into Crescent Lane, taking out the bollard then Rickshaws to the Dingle.

- Love 2 Stay is the starting point with **Tom Poutney** hosting the welcome
- Weeping Cross
- Oteley Road Developments that are due for adoption
- Limetree Care Home – Mayoral Tree
- **Meole Residents Association** Stanley Lane Recreation Ground

- **Stanley Lane Allotments**
- Nobold Pool – **Shrewsbury Town Fisheries**
- Priory School/Meole School – STC maintain
- Cemetery/Longden Road Island
- Radbrook Playing Field – mark a pitch with marker. Introduce **SAHA**
- Copthorne Park – **Countryside Volunteers**
- Shrewsbury School – View over town
- **Barnabas Centre**
- House Coffee – sponsorship of tubs by Greyfriars Bridge
- Walk over the bridge into the Quarry - **Rickshaws**
- Dingle
- Bee Hive in WWI bed – Beekeepers giving a talk – Amy to contact **Shrop Beekeepers**
- Wildflower mix on the Long Boarder
- Two floral trees at the top of the Quarry
- Walk down St Johns Hill
- Square – schools competition planters, **Stalls – Dancers, Mobile Youth,**
- Golden Cross Passage
- Old St Chads Church
- **The Hive**
- Milk Street/Fish Street
- St Alkmund's Church/St Mary's Church
- Castle
- Railway Gyratory
- Mens' Sheds – West Mids Showground – Old Greenhouse (Margaret Thrower)
- Who do we invite at the end

## **29/24 HEART OF ENGLAND IN BLOOM JUDGING ARRANGEMENTS – 22 JULY 2025**

Danny Powell & Stuart Farmer gave update to Members on preparations for judging day taking into account RHS Britain in Bloom.

RHS will book the hotel, Bloom Group to arrange a location for dinner with the RHS Judges.

There is a requirement to submit judges in readiness Awards Ceremony by the 22 August which reflect judging day and the three pillars of judging.

## **30/24 RHS BRITAIN IN BLOOM JUDGING ARRANGEMENTS - City & Small City Category**

Danny Powell & Stuart Farmer gave update to Members on preparations for judging day which has now been confirmed as Thursday 31 July 2025 09.00 – 4.5 Hours

Judges will be coming the night before and staying in the night before. We have to pick them up and take them out for dinner the night before. We have to pick them up the morning and drop them off at the Railway Station the night before.

Margaret suggested that a visitor's bag with Shrewsbury specific items to be added.

### **31/24 BLOOM PORTFOLIO**

Bloom Competition Photographs have been chosen for the front and back cover.

Max Ball and Michelle have been updating content into the draft. Deadline for the portfolio is the 29th of June. RHS has provided details on format and how it needs to be submitted. Staff will be judging the photo competition within the next week to choose front and back page.

### **32/24 POTENTIAL BLOOM PROJECT**

Danny & Stuart went to the Hive to look at the Courtyard. WSP have offered some volunteering days for their staff; tasks include power washing and repainting of the wooden walls. There is a need for outside lighting and creating a bigger, more disabled friendly access. Most of the existing bedding to be cleared and replanted, reflecting the new Roushill Park designs. Danny will look at salvaging as much as possible, but emphasis needs to be on being as maintenance free as possible. All materials will have to go through the building. Hopefully the £6k budget can be stretched to with Town Council staff, volunteers, and in-kind help.

### **33/24 COMMUNICATIONS**

**Hanging Baskets ordering** – is now live, deadline end of May with installation second week in June. The Webmaster has created a new platform which the BID will share. The form will capture all information required for installation arrangements.

**Design a planter competition** - to design a 5'x5' planter in the Square. So far there have been 200 entries ranging from Reception to Year 7 – There are 6 planters which reflects each of the primary school age years. Danny will look to interpreting the winning designs. Chosen designs were as colourful as possible. Each planter will have details of the winner and school, and winners will be invited to watch them being planted. All other entries will be displayed in the Shopping Centre.

**Allotment Competition** – Plans are ongoing as previously reported.

**BID High Street Flag Competition** – clarification is being sought about whether the flags will go across the road or in the Hanging Basket brackets. Max will be involved in judging in May.

**Town of Flowers** – This will be attempted again though criteria needs to be amended. Max will start communications to promote the competition. Margaret suggested that Councillors will be in a good position of knowing their plots. Danny will give details. It is expected that judging should be mid to late July to maximise benefit. It was suggested that the competition be through Facebook. Max would look at creating tiles.

- (i) **New members of Shrewsbury in Bloom** – Tom Poutney keen to be involved but wants to know what is expected of him;
- (ii) **Community groups to follow** – Max has started a spreadsheet of community groups;

- (iii) **General bloom communications** – Max has profiled a number of communications including the Greenhouse Open Day which is receiving interest;
- (iv) **Hanging Basket Booking Process** – This was being taken over by the Town Council from the BID. This is being looked at with the Webmaster;
- (v) **Schools Competition** – This was going well. Max would send details to Councillors who were Governors in schools.

#### **34/24 WEEPING CROSS OPEN EVENING – 21 MAY 2025**

So far there are 104 people registered. 5.30-7.30pm time slots with 25 people per slot. Lots of Social Media slots. Margaret suggested photo boards. There will be multiple staff around the Greenhouse. Visitors will be given a brochure, and they will be invited to wander at their leisure.

Plan is to have various information stations around the greenhouse for the public to follow a trail. It is hoped that other community groups will be involved in the event.

Publicity is now out and the public are filling in the time slots.

Max will contact the Shropshire Horticultural Society to send an invitation to all SHS Members to attend.

#### **35/24 ANY OTHER BUSINESS**

Church Stretton, Whitchurch, Pontesbury, Bayston Hill, Minsterley, Ellesmere, Wem, Craven Arms are contracting for flowers, hanging baskets, floral poles. This justifies maintaining the size of the greenhouse.

With demise of Flower Show, second floral pole in the Quarry. Why not cultivate below the balustrade with a floral wildflower mix. Need to promote the fact that the Quarry will be open for use all summer without restriction of Marquee infrastructure being installed.

Summer of Music Festival using the Bandstand in the Park

#### **36/24 FUTURE MEETING DATES**

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