

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT
22 MAY 2025

PRESENT

Pam Moseley & Jane Mackenzie

IN ATTENDANCE

Helen Ball (Town Clerk), Danny Powell & Stuart Farmer (Operations Managers), Amy Jones (Amenities Team), Max Ball (Communications Officer), Peter Jenks (Amenity Space Assistant Team Leader – plant production) and Darren Woods (Logistics Team)

APOLOGIES

Mark Bowen (Amenity Space Team Leader), Michelle Farmer (Committee Officer), Margaret Thrower & Kath Owen

01/25 NOTES OF THE LAST MEETING

The notes of the Shrewsbury in Bloom Meeting held on 25 April 2025 had been circulated prior to the meeting.

RESOLVED:

That the notes of the Shrewsbury in Bloom Meeting held on 25 April 2025 be approved and signed as a correct record.

02/25 DRAFT BLOOM ROUTE

Danny Powell reported that as plans to delay the works at Greyfriars Bridge, the route is to be amended again but is more likely to follow the amended plan rather than using Greyfriars as the cut through to the Quarry Park.

Pam would make enquiries with Barnabas Centre & Helen with SY Homes about visiting their sites in Coleham.

Route now was:

- 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
- House Coffee – sponsorship of tubs by Greyfriars Bridge
- Barnabas Centre
- Coleham Court
- Drive over English Bridge and pick up Rickshaws at the bottom of Crescent Lane
- Dingle
- 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)

Pete will arrange for additional baskets on the route.

Max will arrange for the Hanging Basket list to be given to Pete & Darren in readiness for basket installation.

03/25 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.

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.

Max Ball agreed to contact RHS to confirm where the judges will be staying for the Britain in Bloom UK Finals

Helen to do the Scene setting presentation

Pam will contact Barnabas to visit

Helen will contact SY Homes, The Hive & St Marys Church to visit.

Will use the Town Council Base as a stop off point for a refreshment break

Margaret to be at the end at Mens' Sheds.

04/25 RHS BRITAIN IN BLOOM JUDGING ARRANGEMENTS - City & Small City Category

Max following up with RHS to confirm the accommodation for the night before the judging. Danny Powell to arrange evening refreshments the night before. Mayor's officer to pick them up from their accommodation.

Helen to do the Scene Setting presentation at Love2Stay

Pam will contact Barnabas to visit

Helen will contact SY Homes, The Hive & St Marys Church to arrange a visit.

Livesey House will serve as a stop off point for a refreshment break

Margaret will be based at the end of the tour at Men's Sheds.

05/25 BLOOM PORTFOLIO

Max updated members on the progress of the Bloom Portfolio. There has been little progress over the last month with other Shrewsbury Town Council activities. A soft deadline of Friday 13th June has been agreed as a target to have the portfolio ready for the administration team to review and proof-read.

06/25 POTENTIAL BLOOM PROJECT – THE HIVE COURTYARD

Danny & Stuart have visited The Hive to look at a project plan. The aim is to create a garden with minimal maintenance. Pete to source minimal maintenance plants & grasses. 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 and it is hoped their grant funding awards will be able to pay for materials. Most of the existing bedding will 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 as there is no external access to the courtyard.

07/25 COMMUNICATIONS

Hanging Baskets ordering – These are now live with approximately 180 hanging baskets ordered so far. The online payment system has successfully reduced a lot of administration with just a handful of businesses and residential properties either needing to pay in person or by way of an invoice. Pete Jenks confirmed that the baskets will be brought into the town centre on week commencing 16th June. Max agreed to get the list of businesses ready and in an organised format for week commencing 9th June.

Design a planter competition – Certificates have been designed for the 6 winners of the competition. Max will contact the schools to announce the winners and arrange a presentation of their certificates.

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 – These are being organised by the allotment associations in the town who will pick their winners for a judging panel to decide the overall winner.

Town of Flowers Front Garden Competition – Max has created an online platform for people to take up to 2 pictures of their front garden and submit them along with their details. The best 5 entries will be shortlisted for a judging panel to look at in person. Social media has been scheduled to drive traffic to the competition.

BID High Street Flag Competition – Max was part of a judging panel for the flag designing competition in partnership with Shrewsbury Arts Trail. The panel selected two overall winners from over 100 entries who both received a special prize organised by Shrewsbury BID. There will be approximately 45 different floral designs featuring as large flags over Shrewsbury's High Street which will be in place for the Bloom judging days.

Video for Bloom Judging – Max to prepare the video for the Britain in Bloom judging. This will include footage of preparations at Weeping Cross, drone videos of The Quarry and Dingle, rollout of plans from 16th June. Storyboard to be prepared in the coming weeks with views from Helen, Danny and Stuart.

08/25 WEEPING CROSS OPEN EVENING – 21 MAY 2025

There was a lot of positive feedback about the Weeping Cross open evening with over 150 people attending. On the Town Council Facebook there was a number of Live videos with demonstrations and interviews from Town Council officers.

The newly appointed Mayor of Shrewsbury Alex Wagner attended the event and spoke with Chris Nieve about the Town Council's Stepping Up programme.

A press release was released the following day with a link to a photo gallery showcasing the event.

09/25 ANY OTHER BUSINESS

Given the recent BBC News about the proximity to public of bee hives and the public being stung, it was decided not to pursue installation of a hive in the Dingle. Instead, the VE Day Beacon will be used in the WWI Bed.

Staff are looking at ways of making the Dingle Fountain work.

10/25 FUTURE MEETING DATES

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