

**SHREWSBURY IN BLOOM
MEETING HELD ON TUESDAY 27TH SEPTEMBER 2022 AT 2.00PM
AT WEEPING CROSS DEPOT**

PRESENT

Keith Roberts (KR, Chairman), Helen Ball (HB, Town Clerk), Gary Farmer (GF, Head of Operations), Pam Moseley (PM), Kath Owen (KO) Margaret Thrower (MT) and Hilary Humphries (HH, Communications Officer).

APOLOGIES

Apologies were received from Julian Dean and Kate Halliday.

55/22 MINUTES OF THE MEETING HELD ON 19TH JULY 2022

Members discussed the minutes of the meeting held on 19th July 2022.

AGREED:

The Minutes of the meeting held on 19th July 2022 were agreed to be a true and accurate record.

56/22 MATTERS ARISING

There were no matters arising.

57/22 UPDATE AND JUDGES' FEEDBACK ON SHREWSBURY IN BLOOM'S AWARD IN THE HEART OF ENGLAND IN BLOOM COMPETITION

GF advised members that the original awards event scheduled for 15 September at Sutton Coldfield had been cancelled due to the period of mourning for HM Queen Elizabeth II. The event had subsequently been merged with the It's Your Neighbourhood event in Edgbaston, Birmingham. Two members of STC staff represented SIB and collected the following awards:

- Small City – Gold
- Parks & Open Spaces:
 - Monkmoor Meadows – Gold
 - Abbey Gardens – Silver
- Horticultural Excellence Award – The Dingle

GF felt that as Abbey Gardens is still a 'work in progress', the award appeared to be fair, although the detailed comments from the judges is still awaited.

Members expressed their thanks for all the hard work undertaken by the STC staff to achieve these awards.

ACTION:

- **HH to circulate the judges' comments when they become available.**
- **Members would like to see STC staff thanked for their hard work with the Mayoral breakfast in December.**

58/22 TOWN OF FLOWERS AWARDS

HH advised members that all the results had been collated, and invitations to a small, informal awards ceremony with the Mayor of Shrewsbury for Wednesday 5 October had been sent out.

Trophies for the winners were due for collection and certificates had been produced and sent to those not attending the Mayor's Parlour the following month.

KR and MT would also attend on behalf of SIB.

All relevant PR would be scheduled for the day after the event.

59/22 PLANS FOR SHREWSBURY IN BLOOM 2023

Members discussed the problems surrounding the involvement of senior schools due to their emphasis on study. HB advised members that Shrewsbury School holds a weekly horticultural class and have expressed an interest in working with SIB. The pupils hold a weekly pastoral care session to widen their experience.

HB has also had discussions with the Head at Shrewsbury Academy, who is keen to look at various activities in the town. The Head will also arrange to take some pupils to the STC greenhouse as part of an educational trip to learn more about planting, especially hanging baskets.

HH confirmed schools will be invited to take part in the Annual Town of Flowers competition for 2023 after the disruption caused by Covid-19 had subsided. Members discussed the need to include schools within the Bloom competitions, with MT suggesting an Open Day for schools to show them how to plant and encourage them to ensure they improve on the planting.

KR suggested that SIB provides a suitable prize of a planter, with compost, seeds and sustainable plants for first place. Second and third would get be offered bulbs, etc.

ACTION:

- **HB to work with Shrewsbury School and Shrewsbury Academy within Bloom.**
- **GF to cost planter, compost and sustainable plants for the winner of the ToF Schools competition.**
- **STC to consider organising an Open Day(s) for local schools to promote horticulture with pupils.**

60/22 NEW LOCATIONS FOR SHREWSBURY IN BLOOM SPONSORSHIP

HB updated members on the issues surrounding SC's decision to take the locations for sponsorship back 'in house', which they project will bring in substantial income streams to help cut their overall deficit.

On the basis that existing local sponsors want to 'put something back' in the local community, members agreed to continue with its own sponsorship scheme with STC exploring suitable locations and ideas ahead of the next meeting.

GF advised members that STC is re-assessing the planting schemes for roundabouts in the light of the changes, especially those locations which have a basic SLA. GF confirmed that some locations will be grassed over, and that ground cover bedding will be used in other locations. All pole planters and other tiered structures will be relocated to STC land.

HB confirmed that with the replacement of all bus shelters in the town, there will be sedum roofs (where suitable) and the possibility of having sponsorship panels.

ACTION:

- **STC to work on a new sponsorship scheme to be sent out to existing sponsors when available.**
- **HH to draft a letter of thanks to current sponsors for KR, HB and GF approval.**

61/22 ANY OTHER BUSINESS

- MT, as President of Shrewsbury Rotary Club, would like to donate 400 crocus corms for planting in the town as part of the annual Purple for Polio initiative. GF identified Coleham Head as a suitable location when the corms are available for planting.
- HB updated members on the Beaver Project at the Old River Bed. Defra has granted a licence to create a habitat and introduce a pair of beavers into that habitat. STC will work with the Shropshire Wildlife Trust on a joint application for funding from the Lottery Heritage Fund. This project is something to keep in mind for Bloom 2023 for both judging day and the Portfolio.
- HB also updated members on the Trees Outside Woodland Project. STC and SC are working together with funding received from Defra to develop a community tree nursery. Representatives from Defra and the Tree Council visited Weeping Cross to inspect progress. They were interested to learn how a scheme operated in Shrewsbury could be rolled out to the whole county and cascade down to town and parish councils across the country.

HB suggested regular recordings of the tree nursery throughout the growing season and promote them on social media.

- HB informed members that the Local Government sector is in talks with the Department for Levelling up to acknowledge the work that town and parish councils undertake for the benefit of their residents. Shrewsbury has been chosen as one of the locations for Civil Servants from Whitehall to visit. HB felt that it would be beneficial to show the STC, SIB and Team Shrewsbury partnership working within the town.

ACTION:

- **MT to advise GF when the corms have been received and organise a suitable time to hand them over.**
- **HB to continue to update the SIB Group on activities that have a Bloom relevance.**

62/22 NEXT MEETING

The following meetings are confirmed at Weeping Cross Centre:

Tuesday 29 November 2022 at 2pm
Tuesday 24 January 2023 at 2pm
Tuesday 28 February 2023 at 2pm
Tuesday 28 March 2023 at 2pm
Tuesday 18 April 2023 at 2pm
Tuesday 23 May 2023 at 2pm
Tuesday 27 June 2023 at 2pm
Tuesday 11 July 2023 at 2pm