

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT
19 MARCH 2026

PRESENT

Jane Mackenzie and Kath Owen

IN ATTENDANCE

Stuart Farmer (Chairman), Danny Powell (Operations Manager), Mark Bowen (Amenity Team Leader) Amy Jones (Amenities Team), Max Ball (Communications Officer), Michelle Farmer (Committee Clerk), and Darren Woods (Logistics Team).

APOLOGIES

Helen Ball (Town Clerk), Peter Jenks (Amenity Space Assistant Team Leader – plant production), Margaret Thrower and Pam Moseley.

41/25 NOTES OF THE LAST MEETING

The notes of the Shrewsbury in Bloom Meeting held on 12 February 2026 had been circulated prior to the meeting.

Jane Mackenzie asked if there was any feedback from the judges as she had missed the previous meeting. She was informed that no specific feedback was given by the judges. She asked if they could look at the overall winner to see what they had done different to Shrewsbury. The Chairman informed that the winning city were very volunteer led and that they had been told to keep doing what they were doing.

RESOLVED:

That the notes of the Shrewsbury in Bloom Meeting held on 12 February 2026 be approved and signed as a correct record.

42/25 HEART OF ENGLAND IN BLOOM JUDGING ARRANGEMENTS

The Chairman confirmed that the date had been finalised for the Heart of England in Bloom judging day which would be held on Wednesday 22 July 2026.

The Committee Clerk informed members that she had confirmed the booking for the Square for the day and for the gazebo in the museum courtyard for the judge's lunch following the end of the tours. It was open to suggestions for what is held in the square on the day for the judges to see.

Jane suggested using in tune radio and asked if there were any volunteer youth groups that could do anything in the square. It was also suggested contacting the Wildlife Trust to see if they wished to be involved – possible pop up in the square?

Mark Bowen suggested contacting the flower show to see if we could use the train that used to be used at the Flower Show. We could see if we could get some children to plant the carriages and incorporate it within the square or the courtyard within the museum.

ACTIONS:

- **Mark to contact the Flower Show to see if the planter train is still available and in a usable state and if it could be used by the Town Council**
- **Michelle to confirm finer details with the museum nearer to judging day.**

43/25 DRAFT BLOOM ROUTE

Danny, Operations Manager, informed members that they had produced a draft driving route.

- Salop Leisure
- Thieves Lane
- Weeping Cross Depot Greenhouse / Colleges
- Wenlock Road
- Column Island
- Preston Street
- Belvedere Avenue
- Column Allotments (National allotment winners)
- Belvidere Road
- Crowmere Road
- Upton Lane SY Youth Centre
- Crowmere Road
- Crowmere Road Island
- Racecourse Crescent
- Monkmoor Rec GPS marking machine
- Monkmoor Road
- Abbey foregate
- Abbey Church Regreening project
- Coleham Gyratory
- Food Hub
- Longden Road
- Mousecroft Lane
- Mousecroft Pool Countryside site (discuss further with jim)
- Shropshire Beekeepers

- Longden Road
- Bank farm Road
- Radbrook School Garden Project
- Bank Farm Road
- Longden Road
- Cemetery Island Flowers
- Porthill Islands Flowers
- Copthorne Island Flowers
- Copthorne Road
- Frankwell Island
- Smithfield Road
- The Castle

Danny confirmed that organisations/businesses on the draft routes needed to be contacted to see if they were happy to be involved. Stuart & Danny were hoping to do a drive of the proposed route soon to see how long it would take and if other sites could be added or needed to be removed due to the time allocated by the judges.

Jane asked if Castlefields Allotment and the Weir could be included in the driving route, but the Operations Managers confirmed it would be difficult to fit this into the driving tour as timings were strict. It was suggested that Max tries to fit this location into the video that will be shown at the start of the tour at Salop Leisure.

It was agreed that the video that was shown to the judges last year would be shown again but that max needed to be looking at new material for it so they were not showing the same as last year.

The walking route was also discussed and this year they would change things around and start at the Castle and finish at the Museum in the Square. The draft walking route was:

- Castle & Grounds
- Library front
- School Gardens
- Castle Street
- Windsor Place
- St Marys Church (rear)
- St Marys Church
- Church Street
- Butcher Row
- Pride Hill
- Roushill Bank (view over new Roushill Park)
- Mardol gardens
- Victoria Quay

- Quarry
- Dingle
- Claremont Hill
- Market Hall
- Guillet Passage
- The Square
- The Museum

Ending at the Museum would be a change to previous years and he has suggested that the winners of the school competition, which would be running again this year, could be invited to the Square to meet the judges and be presented with their certificates.

Again, to change the route from previous years they were looking at including Abbey Foregate, Column allotments, Upton Lane, Monkmoor Rec Ground, Beekeeping at Mousecroft and Radbrook School.

ACTIONS:

- **Danny and Stuart to do a practice run of the proposed walking and driving tours**
- **Max to start looking at the presentation video and different locations i.e. Castlefields, Old Riverbed**

44/25 BLOOM PORTFOLIO

Michelle and Max confirmed that work was under way with the portfolio for this year. They were collating all the relevant information and would start putting it together shortly. No progress had been made since the previous meeting due to workload.

ACTION:

- **Max to confirm the date for submitting the portfolio.**

45/25 BLOOM SPONSORSHIP

Danny informed members that in 2021, Shropshire Council confirmed that roundabout sponsorship would be taken back in house and placed with an external advertising company which resulted in the STC Bloom sponsorship ceasing with immediate effect. However, reviews have recently begun to investigate the possibility of re-invigorating the original scheme and even expanding it beyond its original bloom framework.

To date there were three companies who had paid for the sponsorship, but it is four locations that have been sponsored.

The companies were:

- Persimmon Homes – The St Chads Terrace Shrub Bed (next to the blue gates)
- Bellway – Quarry Floral Bed (near flagpole)
- Shropshire Tunning – Hazeldine Way and by Meole Brace Retail Park

46/25 COMMUNICATIONS

Stuart informed members that Sam Jewell of House Coffee Co & The Allotment located in Coleham had shown an interest in joining the Bloom Committee. He was unable to attend this meeting due to it being short notice, but future meeting dates had been given, and he hoped to be able to join a future meeting.

Max had worked further on the Shrewsbury in Bloom website and explained the site would link back to the Town Council website so there was not duplicated information over two places. He had composed blogs to try to drive traffic to the website and also completing monthly blogs to try and build some momentum and try and make it more interactive and interesting.

Stuart added that once all was completed, they needed to promote the Bloom website to show people that it was there.

Max confirmed that the hanging baskets pricing was now live for businesses to place their orders and there was no change in the price for this year. The booking for the baskets was now live on the Town Council website.

ACTIONS:

- **Max to continue with the update of the Shrewsbury in Bloom website.**

47/25 WEEPING CROSS OPEN EVENING

The Chairman confirmed that the Weeping Cross Open Evening would be taking place again this year. Wednesday 20 May had been set for this, and it was agreed to keep to the same format as last year as it had worked well.

ACTIONS:

- **Michelle to start looking at the leaflet and posters for the open evening.**
- **Max to ensure the booking system is live before the next meeting.**

48/25 FUTURE MEETING DATES

- Thursday 16 April – 2.00pm
- Thursday 21 May – 2.00pm
- Thursday 18 June – 2.00pm
- Wednesday 1 July – 2.00pm
- Thursday 16 July – 2.00pm