

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT
3 JULY 2025

PRESENT

Pam Moseley and Kath Owen

IN ATTENDANCE

Stuart Farmer (Chairman), Danny Powell (Operations Manager), 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), Mark Bowen (Amenities Manager), Margaret Thrower & Jane Mackenzie

19/25 NOTES OF THE LAST MEETING

The notes of the Shrewsbury in Bloom Meeting held on 19 June 2025 had been circulated prior to the meeting.

RESOLVED:

That the notes of the Shrewsbury in Bloom Meeting held on 19 June 2025 be approved and signed as a correct record.

20/25 DRAFT BLOOM ROUTE

Route is similar to last year, but changes have had to be made to due roadworks that would affect the route. Longden Road will be closed for the majority of the Summer for gas main works.

- Love2Stay is the starting point – Max speaking to Charlie Ward (manager from Love2Stay) to confirm the timings and arrangements
- 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 - Either Mousecroft Pool or Beekeepers Association
- Radbrook Road
- Lower Radbrook Road – Stepping Up Team
- Porthill Island

- Copthorne Island
- Copthorne Park – Countryside Volunteers
- Shrewsbury School – View over town
- House Coffee – sponsorship of tubs by Greyfriars Bridge
- Barnabas Centre – refreshment stop
- Coleham Court
- Drive over English Bridge to Crescent Lane
- Mark out Britain in Bloom 2025 with Turftank in the top of the Quarry
- Dingle
- Wildflower mix on the Long Border
- Two floral trees at the top of the Quarry
- Scrooges Grave at St Chad's Churchyard
- Rickshaws to Old St Chads
- The Hive
- Square – schools competition planters, Maggie Love, Town Crier,
- St Alkmunds Church / St Marys Place
- Castle
- Railway Gyratory
- Mens' Sheds – West Mids Showground – Old Greenhouse (Margaret Thrower)

Staff had already started work on the route and any changes would be emailed out to all members.

21/25 HEART OF ENGLAND IN BLOOM JUDGING ARRANGEMENTS – 22 JULY 2025

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

The current route is pushing the 4-hour time limit. Heart of England in Bloom are not tight on time keeping, Britain in Bloom Judges are tight on time as they must be at the Railway Station by 3pm.

Heart of England Judges will meet the Bloom Team at 8.30 at Love2Stay

9am start

30 minutes for presentation and press

Max Ball and Sally Nicholson will do photography during the tour

Michelle will be at Men's Shed at the end.

Helen to do the Scene setting presentation & be at Men's Shed at the end

Pam will be at Barnabas and then go to Shrewsbury Men's Shed

Kath will be at Stanley Lane Recreation Ground & Men's Shed.

Margaret to be based at the end at Shrewsbury Men's Shed.

Chris Neeve + 1 more STC Staff will go ahead of the judges to check the route.
Staff will also be moving the bins currently in Grope Lane.

22/25 RHS BRITAIN IN BLOOM JUDGING ARRANGEMENTS - City & Small City Category

Judges will arrive by train in Shrewsbury for 7.25pm the day before.

Accommodation and evening refreshments have now been arranged for the judges for the night before. Mayor's officer to pick them up from their accommodation.

Helen to do the Scene Setting presentation at Love2Stay

Michelle to confirm final details with Barnabus, The Hungry Guy, Street Pastors and Local Policing Team.

The school children who won the planter competition in the Square have been invited to the square to meet the judges.

The current route is pushing the 4-hour time limit. Heart of England in Bloom are not tight on time keeping, Britain in Bloom Judges are tight on time as they must be at the Railway Station by 3pm.

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Chris Neeve + 1 more STC Staff will go ahead of the judges to check the route. Staff will also be moving the bins currently in Grope Lane.

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

23/25 BLOOM PORTFOLIO

Max provided the Bloom Committee members with copies of the 2025 portfolio. Copies had been reserved for all bloom judges, and a PDF version was now available on the website.

We have received confirmation that the Bloom organisers had received the electronic copy of the portfolio by the submission date quoted.

Copies have been given to the front cover and back cover winners of the portfolio competition. It will also be arranged for the winners of the school planters competition to be sent the electronic copy.

The Chairman thanked Michelle and Max for the time they had put into the portfolio and that it looked as good as last years. The Document showed the amount of work that the Council collectively did.

24/25 COMMUNICATIONS

Max had compiled a press release informing the public of the preparations for Bloom following some negative press regarding the tree planters in the town centre. It was also confirmed that a press release was issued In light of the recent tragic incident involving a falling tree at another UK park, Shrewsbury Town Council issued a short statement outlining their ongoing commitment to tree safety across our open spaces.

Judging Day Presentation – going to be a video this year. Max is working on the video story board making use of photos and video footage that we already have. The script is currently being drafted ready to film next week.

Town of Flowers Competition – is still live on the website. Closing date is 31st July with judging taking place in August.

Portfolio competition 2026 – This had now gone live on social media asking the members of the public to send in their photos for next years portfolio.

25/25 ANY OTHER BUSINESS

(i) Kath Owen commented that there were no flowers out by The Armoury. Staff confirmed that this was due to the weather conditions they were currently experiencing and watering was an issue due to lack of staff. It was confirmed that everything would be put out but at present it was easier to water the flowers on mass in the greenhouse.

(ii) Thanks were given to Barry, STC staff member, for his extra work helping with the watering of the flowers already out around the town.

(iii) Amy asked if we could place a sound speaker around the VE Day bed located in the Dingle that would play relevant quotes relating to VE Day. All agreed that this was a good idea and to go ahead.

(iv) There would now be two floral planters in the Quarry this year, the ground socket for the second location was installed yesterday.