

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT
16 APRIL 2026

PRESENT

Margaret Thrower

IN ATTENDANCE

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

APOLOGIES

Helen Ball (Town Clerk), Jane Mackenzie and Pam Moseley.

49/25 NOTES OF THE LAST MEETING

The notes of the Shrewsbury in Bloom Meeting held on 19 March 2026 had been circulated prior to the meeting.

RESOLVED:

That the notes of the Shrewsbury in Bloom Meeting held on 19 March 2026 be approved and signed as a correct record.

50/25 DRAFT BLOOM ROUTE & JUDGING DAY ARRANGEMENTS

Max showed the members the presentation shown to the judges at last years judging days. Ideas were needed for new locations to show as the judges would be the same as last year.

Maragret commented that the video was 'Dingle heavy' and suggested different options i.e.

- A four seasons feel instead of just Summer.
- Street cleaning
- The square
- The Castle
- The Market Hall
- Abbey Foregate

- Roushill
- Men's Shed
- Footbridges

It was agreed that new locations would be needed and that Max and Sam would get together to discuss further.

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 Gyrotory
- 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 Column Allotment were happy to be involved as was Mousefield. It was agreed that Michelle would contact the Beekeepers Association to see if they are happy to take part. It was also confirmed that the judges would be allowed into Roushill Park/Riverside gardens.

Max agreed to contact Love 2 Stay to book for the start of the judging tour.

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.

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.

Stuart also informed members that the Knife Angel would be coming to Shrewsbury in June for around 6 weeks so it would be in place for judging day which was fantastic.

Mark had contacted the flower Show and it was agreed that we could use the planter train. It would need a slight amount of work done to it but not much. It was suggested that each ward or Councillor name could be added to each carriage, but this was not decided. It was agreed that the train would be located in the Square, possibly coming out of the archway in the Square.

Michelle confirmed that the Town Clerk was happy to hold the event after judging in the Museum courtyard and there was no requirement to book the balcony inside the museum. Numbers of people would be required for catering purposes.

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**
- **Michelle to contact the Beekeepers Association**

51/25 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.

Michelle had spoken to Nicola who said from a Heart of England perspective there was no cut off date for the portfolio other than judging day itself so as long as it was available on the day or just before that would be fine.

ACTION:

- **Michelle to contact judges to confirm the Category, judging time and the judges who would be attending**

52/25 COMMUNICATIONS

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.

The Schools competition was now live and schools had been contacted and information was on our website.

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. Friday 29th May was the cut off date for hanging basket orders. It was asked if the Town Council were working alongside the BID with the baskets and it was confirmed that all orders would be coming to the Town Council.

ACTIONS:

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

53/25 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.

Michelle confirmed that the leaflets and posters for the evening had been updated and were ready to go. It was confirmed that the 'Guess the number of plants' competition would be happening again and Pete would look at getting something made up for this.

Stuart asked if the picture boards could be used again.

Amy asked if any other staff would be helping at the Open Evening. It was confirmed that all staff members were invited to put their name down to help with the evening.

Max confirmed that 63 out of the 200 tickets available for the Open Evening had been sold and promotion of the event was still taking place.

ACTIONS:

- **Michelle to print leaflets/posters for the evening**
- **Picture boards to be checked**
- **To provide update of ticket sales at next meeting**

54/25 FUTURE MEETING DATES

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

