

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT
21 MAY 2026

PRESENT

Pam Moseley, Margaret Thrower 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 (Amenity Team Leader) and Jane Mackenzie.

01/26 NOTES OF THE LAST MEETING

The notes of the Shrewsbury in Bloom Meeting held on 16 April 2026 had been circulated prior to the meeting.

RESOLVED:

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

02/26 BLOOM ROUTE & JUDGING DAY ARRANGEMENTS

The Chairman and Operations Manager had finally had a chance to look at the driving route and do a test run. They would not be going over the same ground twice which was good. At present the draft driving route was as follows:

- Salop Leisure (15min presentation & 15 min press photos)
- Thieves Lane
- Weeping Cross Depot Greenhouse (plant production, Condover College)
- Wenlock Road (Floral planting on island)
- Column Island (shrub planting)
- Preston Street – Court building
- Belvidere Avenue
- Column Allotments (National allotment winners)

- Belvidere Road
- Crowmere Road
- Racecourse Crescent
- Monkmoor Rec (meet the staff)
- Monkmoor Road
- Tankerville Street
- Mouse field (meet Countryside team)
- Underdale Road
- Abbey Church (regreening project)
- Coleham Gyratory
- Food Bank (Meet staff at the food bank)
- Longden Road
- Cemetery (God's Acre)
- Mousecroft Lane
- Shropshire Beekeepers (meet the staff)
- Radbrook Road
- Porthill Island (Floral island)
- Shelton Road
- Copthorne Island (floral island)
- Shelton Traffic Lights (new planters)
- The Mount
- Frankwell Island
- Welsh Bridge (planters)
- Smithfield Road (planters)
- Castle – (end of driving tour)

Michelle confirmed that she had spoken to one of the judges who confirmed that Shrewsbury enters the competition as a Small City but the Small City & City categories had been combined by the RHS. This being the case we would get 4 hours plus 15 minutes for the presentation at the beginning and 15 minutes for press photographs. The judges would be Nicola Clarke and Joe Hayden.

Danny estimated the total driving time for the above was 35 minutes. If they gave 10 minutes at each of the 6 sites that would equal 1 hour so the total time of the driving tour would be 1 hour and 35 minutes. As it stood there was more time available if required.

Stuart & Danny had tried to reduce parts during the driving tour to enable them have more time at different locations.

Danny confirmed that out of the site visits;

- Weeping Cross – had been contacted
- Column Allotments – had been contacted
- Monkmoor Rec Ground – had been contacted

- Mousefield – had been contacted
- Food Hub – Michelle to contact
- Shropshire Beekeepers – had been contacted

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 (meet the staff)
- Castle Street (tubs and hanging baskets)
- St Marys Church
- Church Street (hanging baskets)
- Butcher Row (hanging baskets & meet the waterers)
- Pride Hill (planters)
- Roushill Bank (local shops have got together to improve)
- Visit new Riverside Gardens (hard landscaping should be showing – Meet Morgan Sindall)
- Mardol (get back into car briefly)
- Mardol Gardens – (point out during the drive)
- Victoria Quay – (drive – planters on railings)
- Quarry – Enter Sabrina End & meet the staff
- Dingle – Walk to the Beech Tree past Eagle border
- Drive from Beech Tree to main gates
- Main Quarry Gates
- Claremont Hill – walk hanging baskets
- Market Hall – enter through Bellstone end & leave through undercroft
- Guillet Passage – old passageway (will require cleaning well)
- The Square – school planter competition / knife angel
- The Museum FINISH – invite planter winners for food and present certificates

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. Margaret asked what the prize was for the planter competition and it was said that the planter is made up of their design and kept in the square and they would receive a certificate. She asked if it was worth considering a book token to also give them. This would be looked into.

Margaret asked that if the judges would be walking down Castle Street/Pride Hill, could we contact the shops to see if they would perhaps do small window displays to promote Bloom?

Michelle asked for some suggestions for the Square:

- Ice cream cart to be in the square (weather depending)
- Youth trailer – possible music?

- Town Rangers
- Ambassadors
- Town Crier
- Street Pastors

ACTIONS:

- **Danny and Stuart to do a practice run of the proposed walking and driving tours**
- **Michelle to contact people on the route and for the Square**
- **Michelle to confirm if a book token could be given as a prize to competition winners**
- **Michelle to contact Shrewsbury BID to see if any shops would like to do a floral display in their windows on judging day**

03/26 BLOOM PORTFOLIO

Michelle and Max confirmed that work was under way with the portfolio for this year. The wording was done and Max was now putting the portfolio together so it was hoped to be completed soon. Their aim was to have this completed by June.

The chairman showed the members the chosen photographs for the front and back cover of the Bloom Portfolio. Members were in agreement with them and Michelle would contact the winners shortly.

04/26 COMMUNICATIONS

Max had released a press release following the Weeping Cross Open Evening held last night. The presentation for the start of the judging tour was being looked at for different locations etc. max would have the help of Sam for this also.

Hanging basket sales were still live. 139 were sold at present plus the hanging baskets made up for other Town Councils. The cut off date for basket orders was the 29 May.

The Bloom website was live for people to view, and it complimented the Town Council website also so there was no duplicated information over two sites.

ACTIONS:

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

05/26 WEEPING CROSS OPEN EVENING

The Chairman confirmed that the Weeping Cross Open Evening was held last night and was a real success. He was really proud of the event which had been well

attended with over 120 residents coming to the Open Evening. He paid thanks to all of the staff and Bloom members involved and they had received many positive comments and feedback from the public.

ACTIONS:

- **Danny commented that signage was required from the Greenhouse to the Shed for next years event.**

06/26 FUTURE MEETING DATES

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