

SHREWSBURY TOWN COUNCIL
SHREWSBURY IN BLOOM COMMITTEE
HELD AT WEEPING CROSS DEPOT

12 February 2026

PRESENT

Pam Moseley and Margaret Thrower

IN ATTENDANCE

Stuart Farmer (Chairman), Danny Powell (Operations Manager), Amy Jones (Amenities Team), Max Ball (Communications Officer), Michelle Farmer (Committee Clerk), Esme Breeze (Admin Apprentice), Darren Woods (Logistics Team).

APOLOGIES

Helen Ball (Town Clerk), Peter Jenks (Amenity Space Assistant Team Leader – plant production), Jane Mackenzie and Kath Owen.

30/25 NOTES OF THE LAST MEETING

The notes of the Shrewsbury in Bloom Meeting held on 17 July 2025 had been circulated prior to the meeting.

RESOLVED:

That the notes of the Shrewsbury in Bloom Meeting held on 17 July 2025 be approved and signed as a correct record.

31/25 RE-APPOINTMENT OF COMMITTEE CHAIRMAN

Stuart Farmer, Bloom Chairman asked if anybody present would like to assume the role of Chairman, if not, he would be happy to continue with the role. Members present agreed for Stuart to continue.

RESOLVED:

That Stuart Farmer was re- appointed as the Chairman of the Bloom Committee and Shrewsbury in Bloom Group.

32/25 2025 BLOOM RESULTS

Stuart and Danny provided members with a quick update on the results of Heart of England and Britain in Bloom in 2025. It had been a successful year for Shrewsbury in Bloom. At the Heart of England award ceremony, they won:

- Gold in the Small City/City category
- Outstanding Achievement award for the Dingle
- Mike Garwood Memorial Trophy was presented to Shrewsbury to recognise exceptional horticultural achievement.

At the Britain in Bloom award ceremony, Shrewsbury received a gold award in the Small City/City category.

Judges praised Shrewsbury for its impressive floral displays, community participation and commitment to sustainability. The Dingle, the jewel of the Quarry, received particular commendation for its design and year-round quality.

Both Operations Managers were happy with the results achieved as Shrewsbury still maintained its gold standard.

Margaret asked if we knew how many points Shrewsbury were behind the overall winners. Stuart answered that they did have a meeting with the judges following the results, but they did not divulge any scores, so they assumed it was close. The Operations Managers did ask the judges if horticulture had come down on their judging criteria, but they were assured it was still high on their judging. Each judge was allowed to submit one special award.

Maragret also added that she loved the end of the tour held at Mens Shed and wished to congratulate all who took part. The Heart of England and Britain in Bloom judges were full of praise. She also added that she wanted Shrewsbury to success by making the town look presentable and looking good for residents and tourists. Bloom needed to be promoted and get the correct image and more volunteers involved

Pam Mosley commented that members of the Bloom committee found out about the results via social media and press articles and not via Town Council staff. Stuart apologised to all Bloom members for this. It was an oversight and not intentional. Members were assured they would be contacted first next time.

Margaret asked if the other locations judged were volunteer or council led and it appeared more were volunteer led.

33/25 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.

34/25 DRAFT BLOOM ROUTE

Danny, Operations Manager, informed members that they had come up with a draft walking route where they would this year 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.

Michelle confirmed that she had provisionally booked the balcony in the museum for the food and drinks with the judges at the end of the tour, but she was also looking at the possibility of holding this in the gazebo in the courtyard of the museum. Michelle agreed to contact the museum to see if this would be possible.

Danny informed members that the Driving Tour was still being worked on, but they would like to keep the start at Love 2 Stay. They would be doing a video again this year as it was well received by the judges.

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.

Pam asked if Barnabas would be included again and they believed it would be included in the tour.

Danny and Stuart agreed to look at the routes for the next meeting.

35/25 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.

Confirmation of the date for submitting the portfolio needed to be confirmed.

36/25 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.

Potential locations have been identified, and the pricing framework (based on the previous Bloom sponsorship) has been confirmed. The locations focused on Shrewsbury Town Council's floral displays in the town, including shrub beds, floral infrastructure, where there are high footfall and high prominence. Bringing back the Bloom Sponsorship is important as it brings in funds for the Bloom application, and it can assist in our floral displays.

Currently we have 3 new sponsors in the following locations:

- Quarry Shrub Bed, near the Flagpole sponsored by Bellway. Bellway previously sponsored this location in the past.
- The St Chads Terrace Shrub Bed (next to the blue gates), sponsored by Persimmon Homes.
- Hazeldine Way, sponsored by Shropshire Tuning.

37/25 COMMUNICATIONS

Max commented that he was currently re-invigorating the Shrewsbury in Bloom website and bringing it up to date. Margaret asked if it was linked to tourism or allotment sites, but it was confirmed it was not.

Unfortunately, it was slow progress on enlisted new members to the Committee. Many places had been contacted but nothing as yet. If any members could come up with any suggestions they would be greatly received.

Margaret commented that the Committee did need new blood in it but understood it was hard to recruit new members. Pam asked if any colleges would like to be involved but no local colleges deal with horticulture, the ones that did were too far out of the town.

38/25 STAFF EVENT

The Chairman confirmed that a 'Thank You' event for all staff had been arranged for 15 September. They wanted to thank all staff for their hard work during the Bloom campaign and hold the event before the awards would take place in October. The venue for the Thank You event was not yet confirmed.

39/25 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.

40/25 FUTURE MEETING DATES

- Thursday 19 March – 2.00pm
- 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