

**SHREWSBURY IN BLOOM  
VIRTUAL MEETING HELD ON TUESDAY 7<sup>TH</sup> SEPTEMBER 2021 AT 2.00PM  
VIA ZOOM**

**PRESENT**

Keith Roberts (KR, Chairman), Beverley Baker (BB), Helen Ball (HB, Town Clerk), Julian Dean (JD, Mayor), Gary Farmer (GF, Operations Manager), Kate Halliday (KH), Pam Moseley (PM), Kath Owen (KO) and Hilary Humphries (HH, Communications Officer)

**APOLOGIES**

Apologies were received from Margaret Thrower.

**30/21 MINUTES OF THE MEETING HELD ON 6<sup>TH</sup> JULY 2021**

Members discussed the minutes of the virtual meeting held on 6<sup>th</sup> July 2021.

**AGREED:**

**The Minutes of the meeting held on 6<sup>th</sup> July 2021 were agreed to be a true and accurate record of the meeting.**

**31/21 MATTERS ARISING**

KR advised members that he had held discussions with Derek Furlong at SC and he is happy to re-instate two of the flower beds at Meole Island.

Members felt that the larger flower bed by Downes Garage would make a good display for spring flowers. GF confirmed that STC will prepare the beds ready for the spring flowers.

HB asked whether the location of the boulders at Meole Island had been discussed and whether SIB could help with the landscaping there. KR confirmed that the big boulders at Meole Brace was not mentioned.

Members discussed the need to use more natural, native plants to attract bees and wildlife with sustainable planting amongst the features.

**ACTION:**

- **HB to speak with Derek Furlong about the boulders at Meole Brace Island.**
- **GF to liaise with Matt Wilcoxon to provide ideas for sustainable planting at Meole Island.**
- **HB to chase The Web Orchard in relation to the proposed new Bloom website.**
- **HB to invite the Robert Bland, the Deputy Lord Lieutenant, to the Weeping Cross Depot to talk about the Queens' Green Canopy and ascertain the county requirements for trees.**

**32/21 UPDATE ON COUNCIL PLANTING ARRANGEMENTS FOR 2021**

HB advised members that with the end of summer, STC staff will begin discussions as to what worked so that the planting/seed requirements for 2022 can be determined.

English Heritage has asked STC for assistance with planting at the Flax Mill. GF advised members that imitation barrels could be used, with STC planting up twice a year and the Friends of the Flaxmill making a financial contribution. A site visit needs to be organised to ascertain their requirements.

The planters for the Pensfold Shopping precinct requested by Councillor Alex Wagner had been relocated and the local shop owners had agreed to water them, whilst STC will plant them up twice a year. The residents at Meole Brace are also interested in a similar scheme.

KH enquired whether planters could be installed on the approach to Greyfriars Bridge. There had been Plantlock planters, but these had been vandalised and thrown in the river and lost. Members discussed the need to have heavier planters, whilst GF advised that discussions need to take place with SC for the positioning of them. KH would be going on a 'Ward Walk' with STC and would be able to discuss planters at Greyfriars.

JD would like to see more planters at Frankwell, although this would need to get SC permission in view of the visibility splays and DDA requirements for such a large roundabout. GF advised that there needed to be discussions with WSP on the use of sustainable planters for the new road layout in that area. With the new one-way layout in Porthill, JD felt that there was an opportunity for new planters and he could find volunteers to maintain them.

JD also felt that there was a need to have more bike parking in Frankwell.

**ACTION:**

- **GF to arrange a site meeting with the Friends of the Flaxmill – KR to attend.**
- **GF to e-mail KH with the dimensions of the approach to Greyfriars Bridge.**

**33/21 UPDATE ON SHREWSBURY IN BLOOM WEBSITE**

HB advised members that she would request details for the proposed new Bloom website and report back to members at the next meeting.

**ACTION:**

- **HB to report back to Members at the next meeting on the new website.**

**34/21 UPDATE ON THE SHREWSBURY IN BLOOM PORTFOLIO**

HH advised Members that the completed Portfolio had been sent through electronically to the judges on 30 July. Heart of England in Bloom will be having a meeting on 13 September and will announce the results shortly after that.

HB felt that the Portfolio had a strong narrative and showed that work had continued throughout the Lockdowns, whilst still following the Bloom ethos. Gareth Manning, one of the judges, had been in regular contact with HB throughout the summer and had paid a site visit to the town.

KR felt that the public had noticed the work undertaken by STC more than usual over the course of the last eighteen months. It had also been useful to promote the floral displays on social media as well as keeping residents informed, especially in relation to the felling of the Lime tree at the entrance to the Quarry.

GF felt that the tubs in the town centre had been the best yet, and that with less traffic and a reduced night-time economy, less vandalism had been seen.

Members discussed the change in planting regime at the greenhouse, with Pete planting plugs directly in the containers, which was more efficient and enabled the plants to flourish as they became established. STC is introducing more sustainable planting to its floral schemes.

HB has produced a report of how the grounds maintenance regime has changed through the seasons since 2009. The report focussed on grass cutting, costs and fuel, radical weather conditions and where trees and shrubs (and weeds) have grown. The report will enable STC to amend its approach to Climate Change on a local level.

**ACTION:**

- **HH to forward a copy of the Bloom Portfolio to members.**

**35/21 SHREWSBURY IN BLOOM'S INVOLVEMENT IN DEVELOPING PROJECTS FOR THE WELCOME BACK FUND**

HB advised members that funds have been made available from the European Regional Development Fund to provide assistance to help town centres recover from restrictions imposed during the Coronavirus pandemic.

SC has received details of how the Fund should be distributed, with Shrewsbury allocated £45,000, which will go to Shrewsbury BID on condition they work with STC.

Funds will be directed towards PR to encourage people back to the town centre. HB raised the prospect of utilising funding towards improving the public realm infrastructure:

- Targeted improvements on Castle Gates/Castle Street
- Reinststate the cycle lane
- Improve bus shelters
- New seating and bins
- Road crossings
- Introduce large planters to accommodate trees within the street scene

KR felt that there was a need to improve the condition of the benches.

HB advised members that the funds needed to be spent by the end of March 2022 and that it would be beneficial to have members from the Bloom Group involved in the scheme. Members agreed that the Group would include KR, PM, HB and GF.

**ACTION:**

- **HB to organise a group of Bloom members to provide suggestions for projects under the Welcome Back funding.**

**36/21 TOWN OF FLOWERS COMPETITION**

**36.1 Judging of Entries for Each Category**

HH advised members that KR had agreed to undertake the judging of the Business Premises Category, whilst MT and BB would judge the Residential Front and Back Gardens and Containers categories.

HH advised members that the entries for the front and back garden categories will be sent to MT and BB.

**36.2 Purchase of New Trophies for New Categories**

In the light of new categories for this year, which are unlikely to be used in the future, HH wondered whether the Bloom Group would be happy to fund small trophies for the winners.

HB felt that there should be sufficient trophies in storage at the Depot.

**ACTION:**

- **HH to send MT and BB the entries for the Front and Back garden categories.**

- **GF to look at the trophy collection stored at the Depot.**

### **36/21 TO CONSIDER NEW LOCATIONS FOR SHREWSBURY IN BLOOM SPONSORSHIP SCHEME**

With all current locations for Bloom sponsorship taken, members discussed potential new locations for the scheme.

Members discussed Meole Brace roundabout and what is likely to be available for sponsorship. Members felt that the island would be too large for one sponsor and that areas should be designated for a number of companies.

Members felt that it would be beneficial to look at their local communities and report back with suggestions at the next meeting.

JD felt that planters at New Street could be used for sponsorship opportunities, and following the Bloom ethos, local volunteers could maintain them. He also enquired about sedum roof bus shelters for the area.

HB advised members that STC has undertaken an audit of its 120 bus shelters with a view to ensuring that they are suitable to have a sedum roof installed.

GF informed members that STC staff are propagating the sedum in the greenhouse and looking at various ways to improve how they are grown, ready for transferring to the bus shelters. This would be one of the jobs for STC staff this winter.

#### **ACTION:**

- **All members to look at their local area and report back to the next group meeting with potential locations.**
- **To check with existing sponsors with signs in the Dingle as to whether they wish to have the company signs reinstated at Meole Island.**

### **37/21 ANY OTHER BUSINESS**

- GF advised members that the STC spring bulbs will be arriving at the Depot by the end of October. He put out a request for Members to consider suitable locations for planting and any groups who will be willing to plant them.
- GF made a general request for volunteer groups to assist the STC Countryside and Greenspace Team with tree planting programmes over the winter months.

#### **ACTION:**

- **Members to provide suggestions for locations for spring bulb planting, to enable STC to check land ownership and utility services in the area.**
- **Members to enquire locally to see whether there are any volunteer groups who will assist STC Countryside and Greenspace Team with the tree planting programme.**

### **38/21 NEXT MEETING**

The following meetings are confirmed:

Tuesday 12 October 2021 at 2pm – Virtual meeting via Zoom  
Thursday 2 December 2021 at 2pm – Weeping Cross Depot