

**SHREWSBURY IN BLOOM  
VIRTUAL MEETING HELD ON TUESDAY 12<sup>TH</sup> OCTOBER 2021 AT 2.00PM  
VIA ZOOM**

**PRESENT**

Keith Roberts (KR, Chairman), Helen Ball (HB, Town Clerk), Gary Farmer (GF, Operations Manager), Jane Mackenzie (JM), Pam Moseley (PM), Kath Owen (KO), Margaret Thrower and Hilary Humphries (HH, Communications Officer)

**APOLOGIES**

Apologies were received from Beverley Baker and Alex Wagner.

**39/21 MINUTES OF THE MEETING HELD ON 7<sup>TH</sup> SEPTEMBER 2021**

Members discussed the minutes of the virtual meeting held on 7<sup>th</sup> September 2021.

**AGREED:**

**The Minutes of the meeting held on 7<sup>th</sup> September 2021 were agreed to be a true and accurate record of the meeting.**

**40/21 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 were not mentioned.

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

Members discussed the proposed new Bloom website – it had been agreed that all Bloom matters on the STC website would be transferred to the new one. Members would like to see a photo gallery page; links to other sites – including the RHS and HOE; allotments and a page for photo competitions.

HB advised members that she had invited Robert Bland to Weeping Cross on 22 October in relation to the Queen's Green Canopy project. SC's Tree Officer, Dan Wrench, STC's Matt Wilcoxon and Mike Pugh would be present. KR agreed to attend on behalf of the Bloom Group.

Following a meeting with representatives of the Flaxmill, GF advised members that they were looking for assistance with containers by the new café. There are constraints from English Heritage to consider and once they know what they want, they will get back in touch. There are also plans for the grassed area at the back of the complex to consider.

GF confirmed that he had provided KH with the dimensions for the pebble dash planters in the shopping area in Belle Vue, but there remains a question over who will maintain them once planted.

Members discussed the Welcome Back Fund and how involved should the Bloom Group be. Members would like to see:

- Big trees in large planters in the public realm on Castle Street
- The street art on the BT boxes extended to other areas of the town

GF confirmed that he has found some shields at WX, although members felt they needed to have costs for new shields for winners of the Town of Flowers competition to retain.

GF advised members that the discussions with Derek Furlong at SC needed to be finalised before STC would be in a position to offer sponsorship opportunities at Meole Island. HH advised members that Morris & Co. had expressed an interest in sponsoring Meole.

PM advised members that Belvidere School is setting up a new group and has said they are happy to provide volunteers for tree planting projects, preferably in the Monkmoor area. HB has been in discussions with Shrewsbury Academy, with the aim of helping to educate pupils about their natural environment. They will be able to help with hanging baskets next spring. Pupils are collecting seeds for trees and there needs to be a planting programme for September 2022.

HB and AS have had discussions with Shrewsbury School, which has a group of 70 volunteers to provide pupils with a broader corporate hands-on experience. There is a need to put a programme of events together which will fit in with the school timetable.

**ACTION:**

- **HB to speak with Derek Furlong about the boulders at Meole Island.**
- **GF to liaise with Matt Wilcoxon to provide ideas for sustainable planting at Meole Island.**
- **HB to contact The Web Orchard in relation to the proposed new Bloom website.**
- **HB to organise a meeting with KR, PM, GF, Mark Bowen and Pete Jenks to ensure the appropriate planters are chosen for the town centre.**
- **HH to liaise with Carol Pullen to make enquiries for trophies and report back to the Bloom Group.**
- **HH to send out the front and back garden entries to MT and BB.**
- **GF to update HH on plans for sponsorship of Meole Island.**

**41/21 UPDATE ON SHREWSBURY IN BLOOM'S GOLD AWARD IN THE HEART OF ENGLAND IN BLOOM COMPETITION**

Members discussed the award of Gold for Shrewsbury in Bloom's entry in the Small City category. HB advised members that the judges were very supportive of the work done in the town. One judge had visited and was very impressed with the planting, especially in challenging circumstances.

**ACTION:**

- **Letter to be sent out to all STC staff thanking them for their hard work over the last twelve months in challenging times.**

**42/21 PLANS FOR SHREWSBURY IN BLOOM 2022**

**42.1 Celebrating the Queen's Platinum Jubilee**

HB advised members that the STC team is putting together plans for planting in 2022. Mark Bowen and Debbie Entwistle have had discussions about the theme for next year. Andy Jenks at the Castle has suggested using the SHS logo for the Carpet Bed and there is the potential to have something similar in the Dingle as this wasn't incorporated in the last Jubilee design in 2012.

Members discussed other notable events in 2022, including the Commonwealth Games in Birmingham. Members also covered other areas of the town that could feature planting, including Abbey Gardens, Quantum Leap, Coleham, the Weir and the Flaxmill.

**ACTION:**

- **GF to discuss planting schemes with Mark Bowen.**

**42.2 Working with Senior Schools in Shrewsbury, including Shrewsbury School and Shrewsbury Academy**

This item had been covered in 40/21 – Matters Arising.

**43/21 THE IMPACT OF CLIMATE CHANGE ON GROUNDS MAINTENANCE**

GF advised members that the STC teams have worked collectively over the years on the changes resulting from climate change and there was a need to ensure that the message is received by residents in relation to accommodating new cutting regimes.

It was felt there is a need to promote the implications of climate change and how to work together to combat the effects.

HH advised members this would be covered in the STC newsletter, whilst MT enquired if there was anyone at the Shropshire Star who could do an article to coincide with COP26.

**ACTION:**

- **HB to discuss COP26 and the work STC undertakes with journalists from the Shropshire Star.**
- **HH to include climate change articles on changes to STC work practices in the STC newsletter.**

**44/21 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.**

**45/21 SHREWSBURY IN BLOOM'S INVOLVEMENT IN DEVELOPING PROJECTS FOR THE WELCOME BACK FUND**

This item had been covered in 40/21 – Matters Arising.

**46/21 NEW LOCATIONS FOR SHREWSBURY IN BLOOM SPONSORSHIP SCHEME**

Members discussed locations around Shrewsbury, and other than Meole Island, there are few suitable places. Members discussed the potential to have one sign per company or larger roundabouts, to enable more companies to be accommodated at each location.

**12(ii)****47/21 ANY OTHER BUSINESS**

- MT raised the subject of the Rotary Club of Shrewsbury looking to get involved with environmental issues and that Paul Pascoe will be in touch with GF.

GF advised members that Matt Wilcoxon will be liaising with the Rotary Club in respect of bulb planting.

- GF advised members that the spring bulbs had been delivered to Weeping Cross and once they have been sorted, they will be sent out to Councillors, schools and other groups.

**48/21 NEXT MEETING**

The following meeting is confirmed:

Thursday 2 December 2021 at 2pm – Weeping Cross Depot