

PRINCIPAL ACTIVITIES OF THE TOWN COUNCIL

THE QUARRY & DINGLE—The Quarry & Dingle are used for a wide range of events, from the annual Flower Show, to bandstand performances and the Shrewsbury Food & Shropshire Kids' Festivals. We also welcome over 1million visitors to see the spectacular landscaped gardens.

SHREWSBURY IN BLOOM — Shrewsbury is famous for its horticulture and the majority of the floral displays are the responsibility of the Town Council and its dedicated Grounds Maintenance Team. More than 300,000 blooms are grown in our own Greenhouse each year, with 30,000 plants alone



The Award Winning Dingle

being used for the town's centrepiece in the Dingle, which won the Horticultural Excellence in the 2016 Heart of England in Bloom Awards.

PUBLIC FIELDS & OPEN SPACES — The Town Council looks after the majority of playing fields, recreation grounds and open spaces in Shrewsbury. In addition, we keep over 120 miles of highway verges and hedges trimmed and look after in excess of 30,000 trees throughout the town. We also manage more than 250 acres of Countryside Land within the town boundary. Many of these sites are Special Sites of Scientific Interest, Local Nature Reserves and Community Woodlands.



PLAY AREAS, MULTI-USE GAMES AREAS, BMX TRACKS & SKATEPARKS — We look after more than 50 play facilities in the town. They are inspected weekly and kept in good order. We regularly upgrade our facilities with the Quarry Play Area & Splash Park being the most recent project.

YOUTH SERVICES — Since the launch of Young Shrewsbury in 2016, we have run regular junior sessions in various locations in town and have recently added senior sessions, detached youth work and a Youth Forum based at the Hive in the town centre. Youth Workers are also contracted to work alongside a number of senior schools.

The Quarry Splash Park

SPORTS FACILITIES — The Town Council owns a number of Recreation Grounds with sports pavilions, football pitches and cricket wickets, bowling greens, tennis courts and croquet lawns. These facilities are used by many local teams in the Shrewsbury area. We have been working with local sporting clubs to improve facilities. We also look after the Golf Course grounds for Shropshire Council.



COMMUNITY FACILITIES — We own Community Centres in both Ditherington & Castlefields which are run by local residents in the area. We have also installed noticeboards throughout the town and in each of the wards, to help residents keep up-to-date with what we do. We look after hundreds of streetlights and bus shelters throughout the town.



TOURISM — The Town Council contributes greatly to improving the tourism offer in the town. We maintain the public conveniences in the town centre; we have an extensive planting programme and we spend upwards of £50,000 each year making sure the town has fantastic Christmas Lights and great Christmas Events to come to including Carols in the Square.



Shrewsbury SHREWSBURY TOWN COUNCIL **OVERVIEW 2020/21**



Leader Cllr Alan Mosley

Shrewsbury Town Council, with a population of over 70,000 residents, is one of the largest and most influential Town Councils in the country. However, whilst we do play an influential role in local government, we are first and foremost a council that is firmly rooted in the community it serves.

With its motto of "Putting Shrewsbury First", the Town Council prides itself in being the voice of Shrewsbury, supporting local communities and local initiatives, providing good quality play and recreation areas for all, maintaining greens spaces throughout the town, providing facilities and activities for the young and generally promoting the town as a great place to live, work and visit.

We work very closely with other organisations; namely Shropshire Council, Shrewsbury Business Improvement District, the Emergency Services and Healthcare providers to ensure joined-up services.

It is fair to say 2020 was the most challenging of years on many fronts and the Town Council had to rise to the challenge of ensuring services continued to be delivered.

February 2020 and again in 2021 saw torrential rain and the river burst its banks to 1 in 100-year flood scenarios. Residents and businesses were equally affected. Parks and open spaces were, in places, under 12 feet of water and this affected utilities, CCTV systems and telecommunications. Flooding also affected the road network and, on a number of days, Town Council staff were on call to support Shropshire Council and Emergency Services in keeping people safe. I never fail to be surprised in how resilient some of our spaces are. Within a few days of flood water residing, you would never believe there had ever been any flooding.



Flooding in the Quarry

In 2020, no sooner had we recovered from flooding, the country was gripped by the first of three Coronavirus Lockdowns, seeing shops, pubs and restaurants close, people being instructed to stay at home and our general everyday lives hugely disrupted. At this stage, I would like to offer the Council's sincere condolences to those who suffered family loss from COVID; this has been a virus that has touched us all.



With a Work From Home instruction, we made arrangements for staff to be able to carry on their duties from home, for Councillors to continue to meet and make decisions using virtual technology but, more importantly, measures were put in place for those staff who had to continue business as usual, that they and the public were safe.

It was also clear that many of our Council members were at the forefront of community-based initiatives to support their residents with shopping, befriending, prescription collection, dog walking, etc. This led to a tremendous number of volunteers coming forward throughout the town.

We saw our senior officers working collectively with officers from other organisations to put in place recovery measures, and as we begin to see Lockdown measures lifting, I strongly believe that the work they have undertaken will ensure that Shrewsbury bounces back quickly and returns to being that thriving hub we have grown accustomed to.

Coronavirus has hit our finances hard and with no direct funding support from Government we have had to be frugal in our operations to ensure that we can continue to run the services we do.

I am pleased to report that losses have been kept to a bare minimum and we have been able to accommodate those losses through our reserves. This has been our rainy day that we have kept that slight financial buffer for.

The pandemic has meant that we had to have a different approach to our decision making, moving from holding physical meetings to virtual meetings on Microsoft Teams. Once we had got round the technology, we have been able to continue running the council efficiently. We have seen Councillor attendance at its best, more members of the public being able to tap into our meetings and the press reporting on our activity. We enter a period of change back to physical meetings as the regulations allowing virtual meetings have come to an end, but we continue to lobby government to set legislation that allows councils the options on how they hold meetings; we would like to have both physical and virtual meetings going forward.

Councillors have continued to influence and make decisions that will shape our town for the future:

Local Plan Review was carried out through much of 2020 and during both consultation exercises we made sound representations. Our Councillors have been involved in determining land allocations for future development and they have been instrumental in shaping new Management Development Policies particularly around the use of open space, the standards of development in Shrewsbury, climate change and the need to ensure sustainable development on new sites.

Shrewsbury Big Town Plan has continued at a pace. Just before the Coronavirus Pandemic hit, the Big Town Plan Partnership had appointed consultants to develop a Masterplan focussing on a number of character areas in the town and a Transport Plan looking at the future of transport holistically involving the car, walking, cycling and public transport. The Draft Plan was published in early 2021 and we held the Big Town Plan Festival in February showcasing



some of the key ideas. We have been delighted that we have had over 2,000 comments to our recent consultation exercise and these are currently being reviewed by the Masterplan Consultants and it is hoped the revised plan will be out in the summer.

In 2020 we received a Public Interest Report into the sale of a parcel of land adjacent to the Greenfields Recreation Ground. Our external auditors requested extra measures be put in place for any future land disposals. The Council commissioned an investigation into proceedings and Michael Redfern QC was appointed. We await his report.



We would like to thank our staff for their continued commitment during what has been a testing year. All of our staff have continued to work throughout the pandemic, ensuring facilities and services remain open to the public. Some staff have had to relocate their work to home, but as a member of the public they would know no different in the way they respond to queries.

The new four-year electoral term begins, but regardless of the outcome, it is fair to say Shrewsbury Town Council's commitment to supporting its residents will not change.

THE MAYOR OF SHREWSBURY

The office of Mayor in Shrewsbury dates back as far as 1638 and is therefore steeped in history and tradition.

The unpaid role is an extremely demanding one. The Mayor and his/her consort are the official ambassadors for the town and represent Shrewsbury at functions and events across the county and beyond. He/she also presides over meetings of the Council and ensures business is carried out efficiently with regard to the rights of Councillors and the interest of the community.

Under normal circumstances, The Mayor of Shrewsbury is one of the busiest in the county and he/she regularly supports the work of the town's voluntary and community groups, raising the profile, and much needed cash, for local charities. The Mayor is involved in major events such as Battle of Britain Sunday and the Remembrance Day Parade, both large, logistical events organised by Shrewsbury Town Council. The Mayor also oversees the installation of Freemen of Shrewsbury and ceremonies are usually held twice a year at Shrewsbury Castle.

The Covid-19 Pandemic affected the appointment of the Mayor of Shrewsbury for 2020/2021. Councillor Phil Gillam took office in May 2019 until November 2020, whilst Councillor Ms Gwen Burgess was elected Mayor in November 2020.



Councillor Phil Gillam, Mayor of Shrewsbury

MAYOR OF SHREWSBURY - MAY 2019—NOVEMBER 2020—COUNCILLOR PHIL GILLAM

Shrewsbury born and bred, Phil Gillam is a journalist, columnist and author with a life-long passion for newspapers, magazines and books. He also has a deep, epic and enduring love for The Beatles.

His journalistic career began as a reporter on the Shrewsbury Chronicle, the local newspaper that has served his beloved hometown since 1772 and has worked for newspapers across the country, but most of his career has been spent on titles in Shropshire.

Phil has written many hundreds of feature articles, news stories and personality profiles. While at the Shropshire Star group of newspapers, he worked as Features Editor, News Sub-editor and Editor.

In 2015 he began editing and publishing his own magazine for the Belle Vue, Coleham and Reabrook areas of Shrewsbury.

Phil is also the author of several novels and non-fiction books.



Councillor Ms Gwen Burgess Mayor of Shrewsbury

MAYOR OF SHREWSBURY - NOVEMBER 2020—May 2021 COUNCILLOR MS GWEN BURGESS

Working in her small café in the town centre, Gwen has been an active campaigner on many issues including bus services, parking and litter amongst other.

Gwen has been a member of the Carnival Committee, Editor of 'The Villager' magazine in Bayston Hill, and Chair of Air Cadets 1119 (Shrewsbury) Squadron.

Cooking all week, Gwen has a great appreciation of eating meals prepared by other people. Many Sunday evenings are spent visiting country pubs within a 25 minute drive of Shrewsbury, where the landlord works behind the bar or in the kitchen, serving home cooked food and good ales.

FINANCE & GENERAL PURPOSES COMMITTEE

Finance & General Purpose Committee Chairman Councillor Alan Mosley



The Finance Committee is responsible for the overall running of the Council, reviewing the Council's budget, setting policy and looking after the Council's assets. Needless to say, we have been hard at work ensuring improvements to services and the value for money we provide for residents across the town.

This last year has be fraught with challenges, not only from flooding and its devastating effects on certain areas of the town and some of our assets, but also Coronavirus both in terms of the added expense in keeping people safe, but also a considerable loss to our income streams. Despite reductions in our budgets, we did manage to ringfence funds to supporting organisations and communities in their ef-

forts to make more resilient communities. Our £20k budget has been used for many worthwhile projects.

Every year, we set both a revenue and a capital budget and last year's capital programme was an ambitious one, looking at implementing initiatives to improve our carbon footprint, creating better connectivity between and through our green spaces and creating better open space.

We completed our ambitious programme of converting all of our footways lights to LED. Whilst we haven't gone down the route of switching lights off at night, the conversion of LED lights has meant that we can dim the lights by 50% but still leave the brightness. We are now seeing a considerable reduction in our electricity costs as well as repair costs. We also installed solar lights in the Quarry. This was very much an experiment to test the success of installing lighting in a trying place with very dense tree cover. We have been delighted by the results and have started to look at ways we can use this technology in other places.

Lighting has not been the only project that has supported our Climate Emergency Declaration of being carbon neutral by 2030. We have planted over 3,000 trees over this last year, purchased electrical vehicles and machinery, planted wildflower verges to increase wildlife habitat and reduce grass cutting and have improved pathways to increase active travel. We must thank those on our Climate Emergency Advisory Group for the support they have given us.

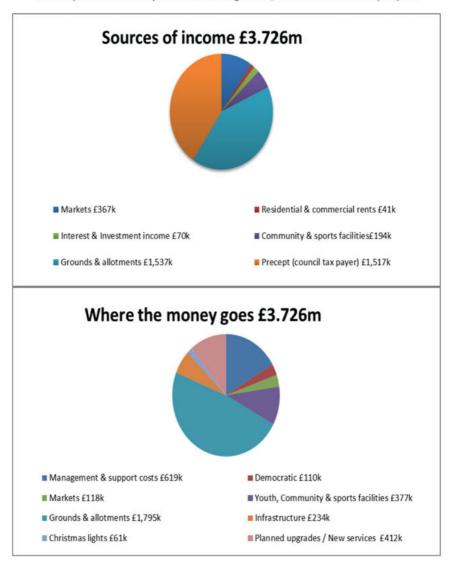
Internally, we have had much debate about the efficacy of the Shropshire Pension Fund investing in fossil fuels given that Shropshire Council and many Parish & Town Councils who are part of the fund have made Climate Emergency Declarations. We have lobbied hard to seek assurances that divestment from fossil fuels becomes a reality.

Our work with young people has been a challenge. Whilst we had to close our Youth Clubs, we have looked at alternative ways of engaging. This has included greater use of social media, more detached work with youth workers meeting young people on the streets and greater one-to-one engagement, particularly with vulnerable young people and their families. We were delighted to have been successful in bidding for £42k of Youth Endowment Fund which has meant our support for young people has been extensive.

Value for money has always been our mantra, and at less than £1 a week council tax to fund the Town Council, we continue to be good value for money.

ANNUAL ACCOUNTS 2020/21

Summary of the Shrewsbury Town Council Budget 2020/21 and where the money is spent



The notice of appointment of auditor and the exercise of electors rights will be publicised in June for a period to inspect the accounts commencing

1st July 2021 - 11th August 2021.

The accounts will be published on the website from 1st July 2020

RECREATION & LEISURE COMMITTEE

Recreation & Leisure Committee Chairman - Councillor Kevin Pardy



The Recreation & Leisure Committee oversees the day-to-day management of our recreational and amenity spaces, ensuring that parks and play areas are maintained to a high standard, that the Quarry has a good mix of events and activities taking place throughout the year and that the Town Council's estate overall contributes to Shrewsbury being a great place to live, work and play.

There is an over-riding theme in many of these reports, particularly around Coronavirus and how the impact of the pandemic has affected what we do, and this Committee has been very involved in supporting the community during this challenging time.

Throughout this year our usual busy events programme, including activities in the park and our Christmas activities, had to be shelved as

the country was impacted by the 'Stay at Home' Regulations. Big events like the Flower Show and Christmas Lights Switch On were cancelled. Some of our respectful events like Battle of Britain and Remembrance were scaled back with the latter attracting thousands of participants and spectators, being viewed by only a handful on this occasion. Christmas Lights Switch, which in the past has seen some 5,000 people visiting the town centre, was watched on social media by over 50,000 people.

Throughout Lockdown, all of our staff have continued to work, ensuring that our parks, open spaces and countryside sites have been open to the public. These spaces have been used more this year than previous years as many people have connected more to the green space around where they live. This has meant that many of these sites have suffered significant wear and tear and our plans for improvements to footpaths have been welcomed.

This year saw the Britain in Bloom campaign cancelled, but that didn't stop us planting as we normally do with places like the Dingle and the Castle having fine displays and in the case of the Castle, displays dedicated to those working in the NHS.

Play has been challenging. During the first Lockdown we were required to lock up all play areas, but during recent Lockdowns these have remained open, much in part to people like our Town Clerk lobbying as she represented all Town & Parish Councils on a working group with Government. We were able to show that play provides huge physical, social and mental wellbeing to young people and at times when their schools have been closed, they have not seen their friends and have been schooled at home, this has been hugely important. This year, we have done much to improve play locally and our plans to improve play areas at Upton Lane, Mary Webb Road, Kynaston Road and Greenacres are well underway.

One pastime that has seen a huge increase in numbers has been fishing. The Town Council manages much of the fisheries throughout the town and whilst membership has been restricted to local residents, membership numbers have nearly doubled.

All of this goes to show that recreation has become extremely important. I would like to finish by thanking our staff for all of their hard work throughout this last year. They have worked in such trying times where the risk to themselves to provide good public service has been increased. We are lucky to have such a dedicated team.

PLANNING COMMITTEE

Planning Committee Chairman - Councillor Nat Green



The Planning Committee continues to be the busiest of the Town Council's standing committees, meeting every three weeks to consider planning applications. It's not uncommon to consider upwards of 1,000 planning applications a year (about a quarter of the county's total). The Committee also looks at trees and their management, highways issues and licensing.

The Committee continues to be a sounding board for developers as they prepare their plans for major developments and is regularly asked to comment on plans at the pre-application stage so that any issues can be addressed at the design stage rather than raising formal objections at the more advanced stage when a planning decision needs to be taken.

This does not mean that the Town Council does not make strong objections when it needs to where it feels that the community would be adversely affected by development. We have regularly had residents attending the Committee meetings expressing concerns about development proposals in their areas and the Planning Committee has a crucial role in expressing those views to the decision makers.

This year has seen the Committee having to adapt to dealing with its planning work in a very different way and congratulations must go to our staff who found a workable solution to considering planning applications virtually, whilst still giving an opportunity for the public, developers, applicants and the planning authority to engage with us.

Every year I never fail to be surprised by the level of development in the town. We have had interesting applications for the Flaxmill, the new Aldi store at Battlefield and major developments on land adjacent to the Meole Shopping Centre. With developers coming to meet us early in the planning process, we have been able to influence change to make development more acceptable to the community.

I am grateful to members of the Committee and Officers who support that committee for their continued commitment in ensuring we lobby hard for what is right for the town.

But it is not just about planning applications. We have made comments on the Local Plan Review which is designed to shape development of the town for the next 20 years or so. This year has not just been about identifying land for development, it has been about ensuring there are good, sound planning policies and our lobbying around open space, climate change initiatives and having quality design in Shrewsbury has seen brand new policies that we hope will be of benefit in the future.

Planning will still be a major programme of work for the Town Council, especially as the Big Town Plan gathers pace, and our ability to influence the system on behalf of our community is crucial.

A YEAR IN PICTURES



SHREWSBURY TOWN COUNCIL OFFICER CONTACTS

SHREWSBURY TOWN COUNCIL OFFICER CONTACTS				
Helen Ball Town Clerk	helen.ball @shrewsburytowncouncil.gov.uk 01743 257650	Overall Responsibility for the Town Council		
Amanda Spencer Deputy Town Clerk	amanda.spencer @shrewsburytowncouncil.gov.uk 01743 257664	To support the Town Clerk as a senior manager, actively contributing to the development of the Town Council's Corporate and Strategic Plans and deputise for the Town Clerk in her absence.		
Gary Farmer Operations Manager	gary.farmer @shrewsburytowncouncil.gov.uk 01743 257651	Overall responsibility for Grounds Maintenance, Parks & Open Spaces, Toilets		
Andy Watkin Responsible Financial Officer	andy.watkin @shrewsburytowncouncil.gov.uk 01743 257657	Overall responsibility for finance, payroll, pensions, insurance		
Ruth Jones Office Manager	ruth.jones @shrewsburytowncouncil.gov.uk 01743 257656	Manages Admin Support Staff, Adhoc Projects. Principle contact for the Town Council's involvement in Team Shrewsbury.		
Carol Pullen Town Clerk & Mayor's Secretary	carol.pullen @shrewsburytowncouncil.gov.uk 01473 257655	Secretarial services to the Town Clerk & Mayor, Organises the Mayor's Diary & Civic Events. Committee Clerk for Finance & General Purposes, Recreation & Leisure Committees & Full Council		
Hilary Humphries Communications Officer	hilary.humphries @shrewsburytowncouncil.gov.uk 01743 257649	Co-ordinates the Council's Media & Communications including Website, Press Releases, Newsletters & Social Media. Principle contact for the Town Council's involvement in Shrewsbury in Bloom		
Coral Kelly Finance Administrator	coral.kelly @shrewsburytowncouncil.gov.uk 01743 257652	Raising Orders, Processing Invoices, General finance support to other staff		
Mike Cox Outdoor Recreation & Assets Manager	mike.cox @shrewsburytowncouncil.gov.uk 01743 257659	Manages all recreation grounds under the control of the Town Council. Administers bookings. Manages the Quarry Park. Manages fisheries under Town Council control. Responsibility for Market Hall & Quarry Events		
Mike Pugh Contracts & Arboriculture Officer	mike.pugh @shrewsburytowncouncil.gov.uk 01743 257661	Land identification and issues for Town Council assets. Tree management and maintenance. Recreational facility maintenance.		
Debbie Entwistle Play & Horticultural Development Officer	debbie.entwistle @shrewsburytowncouncil.gov.uk 01743 257660	Maintenance, inspections, refurbishment, vandalism, complaints. Town Council play areas. Planting & landscaping schemes.		
Mark Harris Asset Maintenance & Health & Safety Manager	mark-harris @shrewsburytowncouncil.gov.uk 01743 257658	Responsibility for Council Buildings, Pavilions, street lights, bus shelters. Manages Health & Safety issues.		
Stuart Farmer Projects Manager	stuart.farmer @shrewsburytowncouncil.gov.uk 01743 257648	Responsibilities include Capital Projects, Vehicle and Machinery procurement and Site security and Alarms (major key holder 24/7 access)		
Adam Purnell Youth & Community Manager	adam.purnell @shrewsburytowncouncil.gov.uk 07976 020819	Manages the Youth Service		
Rob Plimmer Operational Logistics Manager	rob.plimmer @shrewsburytowncouncil.gov.uk	Day to day running of Shrewsbury Town Council manual staff and over-seeing completion of work.		
Matt Wilcoxon Countryside & Green Space Manager	matt.wilcoxon @shrewsburytowncouncil.gov.uk 07976 020247	Manages Countryside, Cemetery, Grass Cutting, Tree Works		
Michelle Farmer Administration Assistant & Planning Committee Clerk	michelle.farmer @shrewsburytowncouncil.gov.uk 01743 257653	General administration duties and Committee Clerk for Planning.		
Heather Phillips Administration Assistant	heather.phillips @shrewsburytowncouncil.gov.uk	General administration duties		



SHREWSBURY TOWN COUNCILLORS

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COPTHORNE	rob.wilson	The Grove, Shrewsbury School
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MEOLE	bernie.bentick	The Gables, Vicarage Road
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QUARRY & COTON HILL	nat.green	94 St Michaels Street,
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Councillor Chris Lemon (G)	@shrewsburytowncouncil.gov.uk	Shrewsbury, SY3 0EN
SUNDORNE	kevin.pardy	13 Sundorne Avenue,
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SUTTON & REABROOK	philip.gillam	26 Brightwell, Reabrook,
Councillor Phil Gillam (L)	@shrewsburytowncouncil.gov.uk	Shrewsbury, SY3 7TQ
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Councillor David Vasmer (LD)	@shrewsburytowncouncil.gov.uk	Shrewsbury, SY3 8PA