



*Shrewsbury  
In Bloom  
2011*





# Introduction

## A Warm Welcome from The Mayor Of Shrewsbury, Councillor Tony Durnell



*"The first duty to be carried out in Shrewsbury as the new Mayor was attending the launch of 'Shrewsbury in Bloom' sponsors' evening held at Salop Leisure's fantastic head offices. It was during the evening that the passion of the businesses, voluntary organisations, individuals, Shropshire Council and Shrewsbury Town Council became evident. Both the Mayoress and myself are qualified in horticulture and share that passion to maintain our floral heritage.*

*The professionalism and commitment of our volunteers is second to none, combined with the dedication of our own staff always fighting the elements; yet each year they succeed in making our town even more special and appealing to all. We wish to encourage everyone in Shrewsbury to join us on our journey, help and share our civic pride with all of the communities that are committed to making Shrewsbury throughout the year, a beautiful town to live in or to visit.*

*I hope that this special partnership that has evolved through this common passion and civic pride sends out the positive image that will stay with you for a long time after you leave. Shrewsbury is a destination to stop and visit and not a town you pass on your way to somewhere else. It is a place that is both pleasant to work in as well as to relax and just enjoy."*

- Shrewsbury Town Council was established on 01 April 2009 as a result of local government reorganisation.
- The Town Council covers the whole of Shrewsbury's town centre as well as neighbouring residential areas and, with a population of over 70,000, it is one of the largest town councils in England.
- Shrewsbury Town Council's motto is 'Putting Shrewsbury First' and is proud that Shrewsbury holds the reputation of being a 'Town of Flowers' a title we strive to keep through floral arrangements all year round.
- The Council is responsible for horticultural services including the management of The Quarry, highway verges and traffic islands, numerous small parks, sports pitches, recreational grounds and allotments.
- Shrewsbury Town Council is responsible for the provision of the town's market, community facilities, toilets, bus shelters and street lighting.



The Guildhall, Shrewsbury Town Council Offices



# Introduction

## Shrewsbury In Bloom Committee

- The Shrewsbury In Bloom committee is made up of local business men and women including six volunteers, Town Council and Shropshire Council officers, three Councillors and a representative of the Shrewsbury Town Centre Residents Association. Its main objective is to act as a stakeholder for new ideas and projects to enhance the town.
- The committee generates income from actively seeking floral sponsorship of hanging baskets, traffic islands and other floral beds from local and national companies.
- The committee works with local schools by encouraging pupils to get involved in gardening and has just launched a 'Get Schools Blooming' educational resource via a new website.
- The town currently has 21 sponsors which over the past twelve months (1/04/10 - 31/03/11) generated an income of £14,053.
- The town's sponsors are; Alan Ward Furniture, Albright Hussey Manor Hotel & Restaurant, Copthorne Veterinary Clinic, Dyke Yaxley, G H Davies & Son, Kingsland Polymers, Mercian Developments Ltd, Morris Properties, Ray Parry Playgrounds Ltd, Salop Leisure, Veolia Environmental Services, The Wrekin Housing Trust, Green Thumb Ltd, Oxen Touring Park, The Salopian Bar, Lunts Chemist, Swan Hill Retirement Home, The Parade Shopping Centre, Sign & Poster Ltd, RAF Shawbury and W R Pugh Undertakers. Three groups have agreed to sponsor the Pride Hill Floral Tree; the affiliation of the three groups is Shrewsbury Business Chamber, Shop in the Loop and Shrewsbury Tourism Association.



Floral displays in the Library gardens.

- There are many communities and partnerships working together in Shrewsbury including the Young Offenders, HMS Talent, Caterpillar, Severn Side Housing Association, West Mercia Police Constabulary, Fire Service, Severn Hospice at Bicton, The Hive, Castlefields Residents, Shropshire Council, Veolia, Shrewsbury Town Centre Residents Association, Shropshire Horticulture Society, Shropshire Countryside Unit, The Big Tree Plant, the Environment Agency, Paul Elton Photography and Shrewsbury Town Council.



Pictured in the Dingle gardens are some of the sponsors supporting Shrewsbury In Bloom.

- We work with around 50 volunteers from several groups including Tidy Shrewsbury, The Mount Residents and the In Bloom committee.



# Review of the past year



Children from Sundorne Infant School  
Receive their awards at the Town of  
Flowers Ceremony

- **July 2010** - New planters have been added to the Railway Station which according to the Station Manager have been well received by the public and a reduction of anti-social behaviour has been noticed as a result.
- **August 2010** - Shrewsbury Town Council were on hand at last year's Shrewsbury Flower Show to answer public enquiries and educate the public about what the Town Council does. A pitch has been booked for this year too.
- **October 2010** - Shrewsbury In Bloom and Shrewsbury Town Council donated 2,500 crocus bulbs and thousands more daffodils to local schools and residents as a community planting event.
- **October 2010** - Cigarette stubbers have been sited around the Railway Station.
- **October 2010** - Shrewsbury Town Council recognised the efforts of green-fingered residents and businesses at their annual Town of Flowers Awards Ceremony.

- **November 2010** - Shrewsbury Town Council joins Facebook in a bid to reach the younger generation and embrace the 21st Century. To date we have over 100 followers.
- **January 2011** - Potential budget cuts feared to impact on the floral displays produced in Shrewsbury were managed by considering cheaper alternatives to planting and maintenance.
- **February 2011** - Shrewsbury Town Council involved pupils from St Winefride's Convent School in planting trees in the grounds of St Chad's Church. The trees were provided by Shrewsbury Town Council.
- **February 2011** - The committee has worked closely with a local photographer, Paul Elton and together have designed postcards to help advertise the town and posters to fill empty shop windows and noticeboards within the shopping centres.

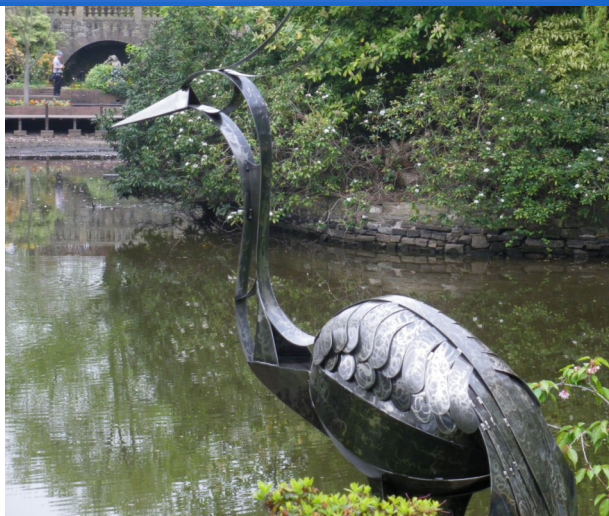


Spring Planting in the Dingle following red theme to mark the 90<sup>th</sup> anniversary of the Royal British Legion



# Review of the past year

- April 2011** - A heron made from steel has been locally sourced and added to the Dingle pond. After the success of the sedum rabbits last year, we wanted to continue the interest in the Dingle for young visitors this year too.
- May 2011** - The Council supported the Shropshire Show with a stand displaying leaflets and posters advertising the services offered by the Town Council. A colouring competition was held for the younger visitors and the winner was chosen by The Mayor.
- May 2011** - A reception, organised by Shrewsbury Town Council and Shrewsbury In Bloom Committee was held to thank local businesses for their continued support through sponsoring floral displays around the town.
- May 2011** - 203 hanging baskets have been ordered from local businesses in the town centre which will be planted, hung and watered throughout the summer.
- June 2011** - Many additional floral embellishments have been added in the town as approved by the In Bloom Committee.
- June 2011** - Shrewsbury Town Council, in partnership with Shropshire Council Highways, Countryside and Natural Environment teams, has secured a grant of £32,000 over four years from the Big Tree Plant initiative.
- July 2011** - The judging of the schools floral arrangements, using unusual containers will be judged in July.
- August 2011** - Shrewsbury In Bloom are supporting a show garden being created by the Shrewsbury Town Centre Residents Association to be displayed at the Shrewsbury Flower Show. Shrewsbury In Bloom has given monetary support, is helping to source the plants and will recycle the plants afterwards by donating them to a residential area in need.
- Ongoing** - A new sponsorship sign has been designed for the sponsored flowerbeds and traffic islands. The new signs will be phased in over the next twelve months.
- Ongoing** - Shrewsbury in Bloom is working closely with HMS Talent and Caterpillar who have offered their manpower to help with community projects in the town.



The new artwork on show in The Dingle.



The new sponsorship sign.



# *Illustrating your achievements*

## *Horticultural Achievement*

### Themed Planting

- To mark the 90<sup>th</sup> anniversary of the Royal British Legion a red planting theme has been chosen for the Dingle throughout this year.
- The Royal British Legion has also purchased 90 trees for 90 schools to mark the occasion.



### Sustainable Planting

- With budgets in all areas being stretched Shrewsbury In Bloom realised the need for sustainable planting. Working with Shropshire Council and closely with Shropshire Council Highways Authority, work has begun on Heathgates roundabout.

**BEFORE**



**AFTER**



- The landscaping is sustainable and designed to be low maintenance to save money and time without compromising the design. The planting includes lavender, yew, ornamental grasses, hornbeam trees, grass, gravel and bark mulch.
- The developments also include improvements for cyclists and pedestrians and a reduction in the quantity and size of signage.
- The original planting seen in the top picture has been recycled into other areas of the town.



# *Illustrating your achievements*

## *Horticultural Achievement*

### Hanging Baskets

- Local businesses play an integral part in helping to maintain the town's floral image by purchasing hanging baskets for just £39.95 to include the planting, hanging and watering of the basket throughout the summer.
- The money generated through these sales pays for the seasonal waterer employed for this task.
- In recognition of difficult economic times, Shrewsbury Town Council made the decision to keep the price the same as previous years.
- Over 300,000 plants have been prepared in the Weeping Cross Nursery for use in the hanging baskets but also for sponsored islands and other floral displays around the town.
- Over 203 orders for hanging baskets have been put up in the town centre plus 300 more for the Town Council itself.
- The hanging baskets have been upgraded and now have water reservoirs which hold 5 litres of water. This has reduced the workload from watering daily to just three times a week.



Summer planting being prepared at Weeping Cross Nursery.

- All floral containers and gardening tubs are made from recycled plastics and are re-used year on year until they become too brittle.
- Shrewsbury In Bloom is committed to working with local businesses and recognises the importance of the relationship. The council's link with Destination Shrewsbury group is a key link and together we work hard to promote Shrewsbury as a tourist destination to the benefit of local traders and residents.



# *Illustrating your achievements*

## *Horticultural Achievement*

### Weeping Cross Nursery

- Shrewsbury Town Council runs Weeping Cross Nursery with a covering of 3,900m<sup>2</sup> of Venlo glass.
- Water is harvested and recycled from the roof into a rainwater tank with a capacity of 77,000 litres. The burning of fossil fuels has reduced having increased the insulation in the glasshouses.
- This water is used in the glasshouse and supplements water requirements for the town centre floral features.
- The water system reduces the need for water abstraction and therefore reduces the energy required to treat and pump water to the site.
- The plants grown in the nursery are used throughout the town in island displays, hanging baskets, troughs, planters and various other displays and landscaping features.
- In May, the members of Shrewsbury In Bloom were invited to have a tour of the greenhouses and see the preparations being made to fulfil the hanging basket orders.



In Bloom members enjoying a tour of the nursery led by Alan Gibbs, Nursery Foreman. 26/05/2011

### Allotments



Photograph courtesy of Paul Elton.

- The allotments plots are spread over twelve different sites covering a total of 38.4 acres.
- Most allotments are managed daily through devolved management by Allotment Associations.
- Due to the popularity of renting an allotment, there are waiting lists for each site.
- The Town Council is looking to procure further land to extend the Bowbrook allotment site.



# *Illustrating your achievements*

## *Horticultural Achievement*

### Meole Island, Hereford Road Improvement

#### **BEFORE**



#### **AFTER**



- Shrewsbury Town Council were asked by the Shrewsbury in Bloom Committee to enhance the traffic island outside Meole Brace Retail Park with the use of low growing, low maintenance plants.
- *Bergenia cordifolia* 'Purpurea', *Carex morrowii* 'Evergold' and *Hebe pinguifolia* 'Pagei' were planted in newly created beds under the traffic chevrons in March. Once established, these plants should require very little maintenance or water.

### New Planters

- Around 160 of these half planters have been introduced to Fish Street, the Dingle and entrance to the Quarry and Castle.



### Dana Gardens

- Shrewsbury Town Council purchased some land previously owned by HMS Prison. The access to the area has been improved, it has been landscaped to include terraced gardens; having worked with Castlefields Residents, bins, seats, fencing and shrubs have been added.



### New Sponsorship

- The Castle flower bed has attracted a new sponsor that being W R Pugh Funeral Directors to mark their 100th anniversary of trading.





# *Illustrating your achievements*

## *Environmental Responsibility*



The frozen River Sever, 21/12/10



Flooding into the Quarry, 07/02/11

- A harsh winter and flooding in February has not dampened the efforts to get Shrewsbury blooming again.
- Shrewsbury Town Council works in partnership with Shropshire Council during the inclement weather by gritting roads, footpaths and footbridges and clearing snow from around the town.
- Shrewsbury is well prepared for flooding and during these times Shrewsbury Town Council works closely with the Environment Agency to put up flood defences and help with the clean up operation after the water has subsided.

### The Music Hall

- In 2008 the redevelopment of Shrewsbury's New Music Hall began and the renovation is hoped to be completed in 2012.
- The project will redevelop the 2970 sq m into an integrated visitor centre to serve Shropshire and therefore ensuring a viable future for a highly significant complex of historic buildings in the heart of the County Town.
- The buildings will house historic museum collections, visitor services and information, a programme of contemporary visual arts, community-led events and educational activities. It is hoped to attract a range and a greater number of people to enjoy the rich cultural and extensive facilities Shrewsbury offers.



The Music Hall off the square.



# *Illustrating your achievements*

## *Environmental Responsibility*

### Filling Vacant Shop Windows

- Following the work with Paul Elton, photographer, Shrewsbury In Bloom have chosen appropriate landscape pictures and created posters to be displayed in vacant shop windows.

### Making Shrewsbury Safer and Cleaner

- In Shrewsbury a zero tolerance on youths leaving broken glass bottles and drug paraphernalia littered around Shrewsbury's Quarry has been launched. This work is intended to secure the safety of children, dog walkers, staff and other users of the park.
- Shrewsbury Town Council has gained planning permission for a CCTV camera to be installed in the Dingle garden and another is planned to cover the area around the Bandstand. The extra security is hoped to reduce petty crime in these secluded areas and the cameras themselves are sensitive in design to be in-keeping with the picturesque surroundings.
- The Tidy Shrewsbury Group is a successful community driven group made up of volunteers, businesses and other organisations that work with the Council. The group organises litter picks, identifies areas of graffiti and dog-fouling and gives talks to school children about litter.



CCTV camera in  
the Dingle  
27/06/11

### The Flax Mill



An illustrators impression of the renovated Flax Mill.

- Plans for a new £30 million scheme to redevelop Shrewsbury's historic Flax Mill into shops, offices and homes have received planning permission and the approval of the public.
- The project is being run by the Friends of the Flax Mill and is owned by English Heritage.
- Shropshire Council has applied for funding from the Heritage Lottery Fund. Many guided tours of the Flax Mill have been conducted.

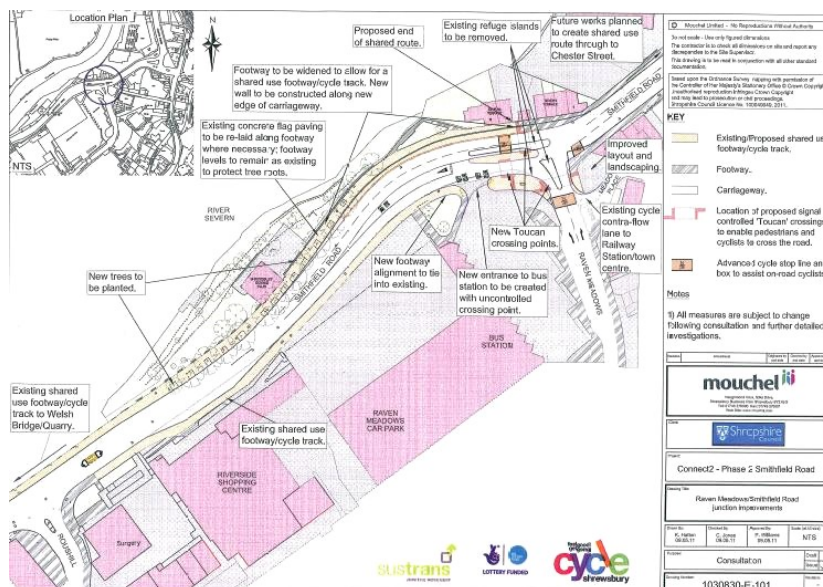


# Illustrating your achievements

## Environmental Responsibility

### Connect2 Walking and Cycling Improvements

- Sustrans, a sustainable transport charity, won £50 million from the Big Lottery (the 'People's Millions') to make walking and cycling easier for local, everyday journeys. Shrewsbury has been chosen to receive Connect2 funding from Sustrans.
- It is proposed to widen the pavement at the bus station end of Smithfield Road, providing more space for people to walk and cycle, making it safer for people to cross the road, improving access into the station for busses and reducing congestion by improving the traffic flow.
- The long term aim is to provide a riverside promenade along Smithfield Road linking the traffic-free route through the Quarry to the bus and railway stations.



### Springfield Play Area Refurbishment Project

- Funded by Shrewsbury Town Council, as part of an ongoing play area improvement scheme, the play area was fully refurbished in two phases in 2009 and 2010. The play area originally contained wooden equipment which had been subjected to fire damage and vandalism. This equipment was removed. In 2009 a large multi-play unit was installed to cater for children aged from 6yrs - 14yrs. In 2010 the play area was reshaped away from a nearby row of trees, some of the existing equipment relocated and a new set of swings and an item of play equipment for 'inclusive use' installed. The damaged timber fencing was replaced with new steel bow top fencing and self closing gates.
- The play area has been praised by the local community and has, so far, remained free from vandalism.



Springfield Play Area refurbished. 20/06/11



# *Illustrating your achievements*

## *Environmental Responsibility*

### Park and Ride

- Park and ride services operate from three areas in Shrewsbury; Harlescott, Meole Brace and Oxon.
- New buses have been launched this year and all have fully accessible low floors and are more environmentally friendly as have lower emissions and are more fuel efficient. The service reduces traffic within the town centre which in turn helps the environment. The service is well used by workers, shoppers and visitors to the town.



New Park & Ride Busses  
02/01/2011

### Plans to Refurbish Toilet Facilities

- Exciting plans have been drawn up to refurbish public conveniences in Butcher Row to include a tourist information centre, storage, toilets and entertaining space.
- Previously this was an area that attracted anti-social behaviour eventually leading to the existing toilets closing down.
- The new facilities are awaiting planning permission but aim to redevelop the facilities as well as attracting visitors to St Alkmund's Square.
- We are working with businesses in the area such as the Prince Rupert Hotel who have already expressed an interest in making use of the entertaining area. This space is covered by a removable canopy converting it to an outdoor space when removed. This gives huge flexibility in our unpredictable weather.
- The facilities comply with the Disability Discrimination Act.



The proposed plans for the refurbishment of Butcher Row Toilet facilities. 10/05/11



# *Illustrating your achievements*

## *Environmental Responsibility*

### Recycling Achievements

- It is now possible to recycle plastic bottles through the kerbside collections.
- Veolia is working in partnership with the Council to encourage waste minimisation initiatives such as publicising the Mail Preference Service to reduce junk mail.
- The latest figures confirm that a contract recycling and composting rate of 48.83%, an increase of over 0.8% on the previous contract year has been achieved.
- Many of our supermarkets have recycling banks as do some car parks such as Frankwell (as pictured below).



Kerbside boxes containing plastic bottles that can now be recycled. 11/04/11

### Recycling Aims for 2012

- Our target is that by 2012 at least 52.5% of waste will be recycled and in the longer term we aim to make sure 95% of waste stays out of landfill.
- We are working to develop a modern, safe energy from the waste facility at Battlefield, Shrewsbury providing electricity for around 10,000 homes
- Having launched the Love Food Hate Waste campaign last year, work is being done to develop a new in-vessel composting facility to handle biodegradable waste and to prevent at least 1,500 tonnes of food waste.
- Continue to introduce new 'greener' waste and recycling collection vehicles and carry on reducing greenhouse gas emissions



Frankwell Car Park Recycling Bank



Recycling plant, Battlefield, Shrewsbury

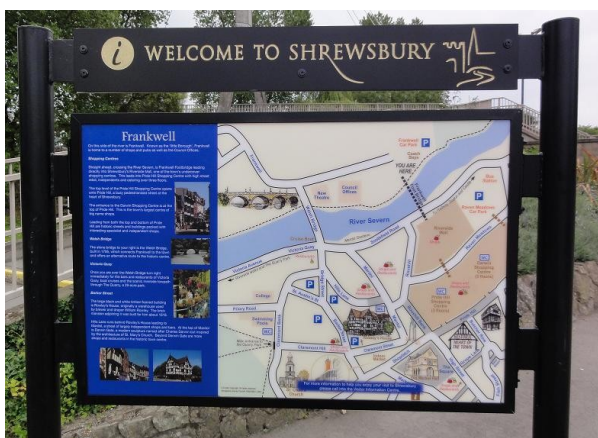


# Illustrating your achievements

## Environmental Responsibility

### Noticeboards

- Working in partnership with Destination Shrewsbury and Shropshire Council, noticeboards are being erected in the town, the newest being in Frankwell Car Park.
- We recognise that first impressions count and so through information boards we are targeting arrival points into the town. Other proposed sites include Bellstone and the train station.



Information boards dotted around the town to help visitors find their way. 27/06/11



### Out With The Old Bulbs, In With LED

- The Christmas lights, lamps in the market and approximately 30 lampposts bulbs are all being replaced with LED light bulbs which are more environmentally friendly than the traditional light bulb.



### Looking After Our Parks and Countryside

- Fixed Penalty Notices are issued to members of the public who do not comply with Dog Control Orders covering four main issues:
  1. Dog fouling
  2. Dogs on a lead by direction (keeping dogs under control)
  3. Dogs on a lead on a public high way
  4. Dogs exclusion (i.e. from children's fenced-in play areas).





# *Illustrating your achievements*

## *Community Participation*

### The Mayor's Awards Ceremony



The Mayor presents the gold award to employees of Evans Easyspace, winners of the Business category. 09/05/2011



Catherine Ryan collects her bronze award within the Community category for over a decade of volunteering.

- The 2011 Mayor's Awards Ceremony was held in May at The Guildhall where over 100 people attended the ceremony.
- Nominations were received within business, environmental, community and youth categories and in addition The Mayor, Councillor Kath Owen, also presented her special commendation awards to people she had met throughout her Mayoral Year.
- Over 40 awards were handed out to a range of people from budding entrepreneurs to teachers of line dancing.

### HMS Talent

- HMS Talent, a nuclear powered submarine is affiliated to the town of Shrewsbury and when docked the crew visit our town.
- Every year they compete in the Dragon Boat Race and this year was the winning team.



HMS Talent at the Castle 25/06/11



# *Illustrating your achievements*

## *Community Participation*

### Tree Planting

- Around 40 pupils from St Winefride's Convent School worked with Shrewsbury Town Council to plant trees in the grounds of St Chad's Church in February.
- Three white-bark Betula Utilis Jacquemontii and one Ginko Biloba trees were planted as donated by the Council.
- This work will continue having just secured a grant from the Big Tree Plant funding scheme totalling £32,700 over four years. The first year will focus on Shrewsbury Town Centre and then over the next few years will expand to the rest of the county. The work is in partnership with Shropshire Council Highways, Countryside and Natural Environment teams.



Pupils from St Winefride's School helping with tree planting. 08/02/11

### Show Garden

- The Shrewsbury In Bloom Committee is involved in supporting the Shrewsbury Town Centre Residents Association in creating a garden for the Shrewsbury Flower Show.
- Shrewsbury Town Council staff will be helping to source the specific planting at the best price. After the garden has been exhibited, the plants will be recycled back into the town or into a residential area in need of additional planting and landscaping.

### BMX Track

- The BMX track at Upton Lane was built at the time when Shrewsbury & Atcham Borough Council was about to become part of the Unitary Authority of Shropshire Council. It was designed with the input of those who would use and take ownership of it and the finished product has set the standard for all future BMX tracks across the area.
- The facilities have recently been upgraded and improved with funding from Shropshire Council Local Joint Committee and supported by The Mayor of Shrewsbury. The BMX club has 8 new bikes and lots of safety gear for the young people to use, at no cost to them. Up to 30 youngsters are involved in the club.



BMX Track at Upton Lane. May 2011



# *Illustrating your achievements*

## *Community Participation*

### Thanks 4 Life

- In an attempt to raise awareness of and raise money for Rotary's End Polio challenge, work was done with the local community and Shrewsbury Town Council to plant purple crocus bulbs.
- Many sites were chosen in Shrewsbury including the Charles Darwin Quantum Leap memorial.
- The planting scheme involved school children, volunteers and members of the public of all ages, abilities and from all backgrounds.



**Coleham County Primary School**

**Shrewsbury School**

**Mereside School**



**Sevenside Housing Site**



**Greenacres School**



**Portland House Nursing Home**



- Bulbs were planted at numerous locations.



**Shrewsbury Town Council  
at Site of Quantum Leap**

- The whole community got involved, whatever the weather.

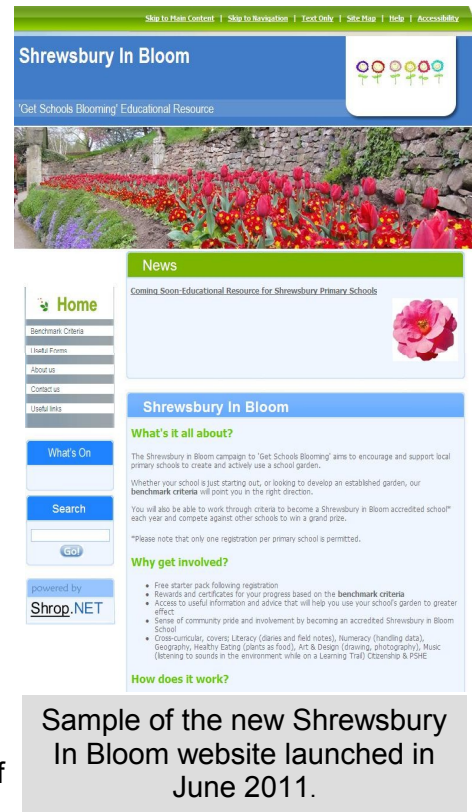


# Illustrating your achievements

## Community Participation

### Schools Education Pack

- The Shrewsbury In Bloom Committee are campaigning to 'Get Schools Blooming' by encouraging and supporting Shrewsbury Primary schools to get involved in gardening.
- The pack created by Shrewsbury In Bloom is an online resource and is completely free.
- To keep the costs down the website is being hosted by Shropshire Council and updated by Shrewsbury Town Council staff. Local gardening centres have been approached for donations of gardening equipment.
- The resource is divided into 3 levels and requires the pupils to complete the tasks and send in their evidence through pictures, written accounts or drawings, some of which will be displayed on our new website [www.shrewsburyinbloom.co.uk](http://www.shrewsburyinbloom.co.uk).
- Rewards and certificates are sent out at the end of each level and the ultimate prize, after twelve months, is receiving the "Shrewsbury In Bloom school" status.
- Through competitions across schools, we hope to build on the community spirit and teach children the basic gardening skills at the same time as covering cross-curricular subjects.
- The scheme is in its infancy and is hoped to grow and flourish over the next few years. Tasks already launched include growing your own pumpkin, learning specific gardening skills, getting to know the outdoors through observations, creating an Olympic themed floral display, monitoring and recording the lifecycle of a bulb, creating a garden themed Christmas card and much, much more.
- Shrewsbury In Bloom worked closely with Greenfields school to get the scheme launched and met regularly with the Headteacher, Teachers and Teaching Assistants to ensure the ideas were linked into the curriculum, achievable and interesting.



### Working with The Hive

- To mark the forthcoming events of 2012, Shrewsbury In Bloom are working with local children from The Hive to create a film of the town from a child's perspective. It will be shown in the new Music Hall to help advertise Shrewsbury and will include video footage of the town set to music and interviews conducted throughout the year from June 2011 to June 2012.





# *Illustrating your achievements*

## *Community Participation*

### Refilling The Pond In The Dingle

- When it was discovered that the pond in the Dingle was running low, due to pump problems from the River Severn bore hole



The Dingle Pond Topped Up Again, April 2011

pump and new water pipes have been installed by Shrewsbury Town Council in April.



Shropshire Fire & Rescue Service

in The Quarry, the Shropshire Fire and Rescue service helped out.

- As a training exercise for them and fixing a real problem for Shrewsbury Town Council, the fire brigade pumped water from the River Severn, across the Quarry and into the pond. The

### Shrewsbury Canopied Market

- There have been many improvements and developments to the market hall since Shrewsbury Town Council took over responsibility for the canopied market in 2010.
- A new modern and interactive website [www.markethallshrewsbury.co.uk](http://www.markethallshrewsbury.co.uk) has been launched listing all retailers and advertising the latest news.

- Many events are now hosted within the market and in June 2011 we held a stroke awareness event with the Rotarians, book signing of 'Shrewsbury Revisited' with David Trumper and David Woodhouse, art workshops for youngsters and a new



Indoor Canopied Market

exhibition portraying Shropshire's Attingham Park through the eyes of three teenagers with autistic spectrum disorder (ASD).

- Through the market hall local communities, visitors from far and wide and individual businesses are working together.



# *Illustrating your achievements*

## *Community Participation*

### Events in the Quarry

- The Quarry is often taken over by big events such as the circus, fairground and music festivals. This year we eagerly await the arrival of Status Quo.
- The Olympian Festival returned to the town after 150 years attracting over 5000 people. The Shrewsbury Carnival Procession brought colour to the town's streets. The weekend brought together school children, local dignitaries, volunteers, council workers and visiting tourists from far and wide.
- The River was brought to life in June during the annual Dragon Boat Race attracting thousands to its banks.



(Top) Children dance around the maypole and (Bottom) locals dressed as Victorians 18/06/11

### Community Fund

- Shrewsbury Town Council awards grants to local organisations to assist them to achieve their aims and objectives. The Town Council has a policy of only assisting truly local community groups, this is interpreted to mean those organisations based in the Shrewsbury Town Council area, or national bodies, with an independent branch in the same area, providing support to the residents of the Parish of Shrewsbury.
- The Town Council has already helped out several organisations such as Shrewsbury International Street Festival, Olympian Festival, Shrewsbury Action Against Racism and North Shrewsbury Friendly Neighbours.

### Gardening Club at Residential Home

- A new gardening club has been launched at Coton Hill House Residential Home which cares for 1,600 older people. Residents have been keen to grow their own flowers and vegetables and have already enjoyed a successful crop of lettuces.



Shropshire Link Vehicles

### Shropshire Link

- Shropshire Council holds year round events to involve the community in the outdoors. From taking a walk with a Ranger, pond dipping for children or managing the countryside through litter picks, cutting back trees or clearing paths there is something for all age groups and abilities. For those interested in attending an event but unable to get there, a transport service called Shropshire Link is provided.



# Conclusion & Future Developments



The Queen Mother's Garden 18/06/11



The Sabrina Boat gives a guided tour of the River to visitors 23/05/11



HMS Talent - the winners of the Dragon Boat Race 26/06/11

## Key Achievements for 2010/2011

- Securing the funding through the Big Tree Plant funding scheme.
- Successfully bringing together the local community through events from the Olympian Festival to planting trees and bulbs.
- Getting businesses, volunteers, visitors and the local communities working together through working groups like Destination Shrewsbury and Shrewsbury In Bloom.
- Raising awareness of the End Polio Challenge with the Rotarians.
- Continuing the successes of previous years by securing repeat sponsorship to enable Shrewsbury to continue blooming and signing up new sponsors.
- Obtaining planning permission for new signage on all sponsored traffic islands.
- Improving the security by using CCTV cameras in public spaces such as the Dingle so the public can continue to enjoy the open spaces.
- Reaching out to the younger generation through Facebook and an improved website.
- Setting up closer links with schools through the educational resource.
- Improving the play facilities for children and ensuring their safety by replacing old equipment.
- Attracting large companies such as Waitrose to the town centre.



# Conclusion & Future Developments

## Key Aims and Objectives for 2011/2012

- Continue encouraging pupils to get gardening through the educational resource.
- Increase participation and income generation of floral sponsorship throughout the town.
- Phase in the new sponsorship signs.
- Continue partnership working and development of landscaped areas with Severnside Housing Association, Shropshire Council Highways Department, Amey Mouchel contractors for the Highway Agency.
- Carry out the planting of individual street trees and groups of trees in green spaces, school grounds and recreation sites with public access.
- Increase promotion of Shrewsbury In Bloom through various media channels.
- Support the show garden and enhance a residential area with the planting afterwards.
- Support the opening of the Music Hall.
- Celebrate big events such as the Olympics and the Queen's Golden Jubilee through themed planting and events.
- Develop a rolling programme of sustainable planting combined with seasonal displays to continue the success of floral sponsorship.
- Develop close relationships between Shrewsbury In Bloom Committee, Shrewsbury Town Council and Allotment Groups with the view of working on future projects together.



Floral Display outside The Guildhall 2011



Town Clerk, The Mayor, Mayoress and Mayor's Officer at the Olympian Festival



Flowers in our Twinned Town of Zutphen, Netherlands 04/05/11



# Appendices

## Council bid to train two apprentices

Two apprenticeships are to be offered to youngsters in Shrewsbury by the town council as it looks to train up new grounds maintenance staff.

Councillors on the finance committee have agreed a link-up with Walford College to bring in two apprentices, who will be trained up to an NVQ Level 2 standard.

Town clerk Helen Ball said an outlay of about £10,000 would be money well-spent for the council.

"One of the things we are a bit concerned about is an ageing workforce," she said.

"We will lose about 10 of our more highly-qualified ground staff soon. We should start making arrangements and one of the ideas is an apprenticeship scheme."

She said the apprentices could be trained in areas like sports course management and looking after general amenities.

Funding for the scheme was approved by the finance committee.

Shropshire  
Star 18/04/11

## Contest winner is announced

The winner of a colouring competition, held at last month's Shropshire County Show, has been announced.

First prize, a Waterstones book token, went to seven-year-old Charlotte Powell, from Shrewsbury, for her intricate use of colour and design.

The competition, organised by the Shrewsbury in Bloom committee, was judged by the town's mayor, Councillor Tony Durnell.

Shropshire Star 24/06/11



Shropshire Star 18/04/11.  
Nursery foreman watering at the nursery.

Feeling the pinch? ....

A photograph of a man with glasses and a white shirt, wearing a black apron with a white 'm' logo and 'market hall shrewsbury' text. He is holding a large crab.

...Catch a bargain at the Market Hall!

www.markethallshrewsbury.co.uk

Advert for the Market Published in Out & About, Shropshire Star and Shrewsbury Chronicle 24/06/11

## Choirs wanted at switch-on of festive lights

CHOIRS across Shrewsbury are being urged to take part in this year's new and improved Christmas celebrations in the town.

A carol singing event is being planned for the evening of November 24 to coincide with the first night of late shopping and the Christmas lights switch-on.

Choirs that sign up for the event will be invited to perform at various venues across the town over the course of the evening including; at the top of Mardol, St Mary's churchyard, St Alkmund's churchyard, The Square and Pride Hill.

Choirs must be based in the Shrewsbury area and performance slots will be allocated on a first come, first served basis.

### Celebrate

This year's festivities are being organised by Destination Shrewsbury, a partnership organisation with responsibility for promoting business and tourism in the town.

John Hall, chairman of Shop in the Loop, and Destination Shrewsbury board member said: "We're planning a carol singing event in the town for local choirs to celebrate the joy of Christmas and we hope as many people as possible join together to really get into the spirit of the season."

Helen Ball, Shrewsbury Town Council Clerk added: "We are delighted to be involved in this year's Christmas activities and we hope as many choirs as possible take part in the event."

For further information, or to register a choir for the event, please contact Suzi Cope on 01743 257654 or email suzi.cope-stc@shropshire.gov.uk

Shropshire Star 02/09/10

## Bandstand line-up of free music

More bands have been announced for Shrewsbury bandstand's summer season.

The series of free music events in the Quarry kicked off at the beginning of this month and organisers said it was now getting into full swing.

On Sunday the City of Chester Band will play from 1pm until 3pm, following the Mayor's Sunday Service at St Chad's Church in the town.

Then on June 4 Sabrina Brass will take to the stage from 1pm until 3pm, followed by Cleobury Mortimer Concert Brass Band on June 5 who will perform from 2.30pm until 3.15pm and 3.45pm until 4.40pm.

Salopian Brass play on June 12 from 1pm until 3pm, with Wem Jubilee Band lined up for July 10 and Percussion Unlimited on July 17. Times will be confirmed soon.

On July 24, from 12pm until 3pm, Telford's Dixieland Jazz Band will be entertaining audiences with their sounds inspired by 920s New Orleans.

Shropshire  
Star  
19/05/11



# Appendices



Left: members of the Shrewsbury in Bloom committee inspect the town council's nursery.  
Below: town clerk Helen Ball (second left) helped host the sponsors' drinks party



SHREWSBURY is hoping to create a floral "tour de force" for its 2011 Heart of England in Bloom campaign. Judges will visit the town on

July 18 to judge the hundreds of floral hanging baskets, planters and containers installed by the Town Council. Shrewsbury returned to the competition last year and won a Go'd award; it has also won gold in recent years in national and international competitions. Cllr Jackie Brennan, Chairman of the Shrewsbury in Bloom committee, said that hopes were high this year that

the town would go forward to the national part of the contest, Britain in Bloom. The council's nursery, at Weeping Cross, has spent months preparing thousands of flowers. The In Bloom committee has also spent £850 to commission an 8ft steel sculpture of a heron, which has been installed in the town's Dingle gardens. Other initiatives include improving links with local schools and reaching out to businesses and organisations. A special event was held recently to thank the many sponsors who have paid for floral displays, including flowerbeds and traffic islands.

Preparing For In Bloom  
Clerks & Councils Direct Issue: June 2011

## Marching to honour mayor



The great and good of Shrewsbury turned out for a parade and church service in honour of the town's new mayor. Dignitaries marched from Shrewsbury Castle to St Chad's Church yesterday for the Mayor's Sunday Service to mark the appointment of Councillor Tony Durnell. Councillor Durnell, who was flanked by cadets and a full drumming band, said one of his main aims was to engage youngsters in the town throughout his tenure.

Shropshire Star 23/05/11

## Drivers offered free meal

COACH drivers in Shrewsbury can now get a free meal up to the value of £3 at Market Buffet café in the Market Hall.

Kate Gittins, site facilities manager at the market, said: "We realise how important the coaching industry is to the town and we want to do all we can to make the experience as easy and pleasurable as possible."

Drivers should present a valid form of identification at the Market Buffet which shows their name and company they work for.

The offer excludes Sundays, Mondays or Thursdays.

Free coach parking is now also available in the coach bays at either Frankwell or Abbey Foregate Car and Coach Parks.

Shrewsbury  
Living  
09/06/11

## Firm takes on festive display

A PROFESSIONAL company will be hired to overhaul Shrewsbury's Christmas lights this year, which could see decorations extended to new areas of the town, it has been revealed.

A presentation was given to a meeting of Shrewsbury Town Council's recreation and leisure committee last week by Nathan Mephram, project manager from French-based company Blachere Illuminations, which is bidding to take over the running of the annual display.

He explained that the company could deliver a new display covering the currently-used areas for around the same cost as what the council pays now, while it would also be possible to extend displays to other areas.

Parts of the town that are traditionally decorated include the Square and Pride Hill, but new decorations could go up in locations such as Smithfield Road, Butcher Row and Roushill.

Speaking at the committee Mr Mephram

said: "For the £35,000 we discussed, your locations that you have at the moment will have the same number of lights but different decorations."

The mayor, councillor Tony Durnell, expressed an interest in bringing lights to areas such as Smithfield Road and Butcher Row.

Unanimous approval was given by the councillors to agree to work with Blachere on this year's display.

The company is one of the world's biggest suppliers and manufacturers of outdoor Christmas lighting. The cost of its display schemes range from £5,000 to £3.5million.

But last week the *Chronicle* revealed how not everyone was pleased at the idea of scrapping the town's current lights.

Pay Easton, projects director at Shropshire Enterprise Partnership based in Shrewsbury, said any plans to scrap the existing lights and bring in a professional company to put on a display, would be an insult to the skilled electricians who currently manage the town's Christmas lights.

Shrewsbury Chronicle 09/06/11

## CCTV CAMERA FOR QUARRY

By Russell Roberts

A NEW MOBILE spy camera will be installed in Shrewsbury's Quarry within weeks in a bid to stamp out vandalism and other problems which have blighted the park.

It comes after vandals caused widespread damage this summer when they went on a wrecking spree, ripping up plants worth hundreds of pounds in the park's showpiece Dingle.

Councillor Peter Nutting, from Shrewsbury Town Council, today said it was hoped the camera would ensure the safety of staff and visitors.

He said: "We are actually looking at installing it at the moment but the debate is about the technology we should use. Hopefully it will be in place within a few weeks. We have got to decide whether we run a landline to a camera or do it by wi-fi."

"It's going to cover both the Quarry and the Dingle because we have had a few incidents there."

### Behaviour

"It will be monitored by a main CCTV station. We think we can do it with one camera but one that moves around. It will help us to maintain good behaviour in the Quarry."

News of the installation comes after two attacks on the public gardens in recent months including one in June when plants were either snapped off or pulled up resulting in about £250 damage.

The damage was branded as "senseless" by police and councillors spoke of their concern that it had taken place.

Councillor Andrew Wagner, ward member for the Quarry, today said: "People come from miles around to see the Dingle and with the idiots who have trashed the place in the past I think we should have a camera."

"I think it will deter people from causing trouble and if it doesn't they will be caught and prosecuted."

Shrewsbury Chronicle  
10/02/11

**Market accolade**  
SHREWSBURY'S Market Hall has been highly commended in a national competition to find the best indoor market.  
The National Association of British Market Authorities (NABMA) launched its annual market of the year awards in December and last week Shrewsbury market bosses found out about the accolade.



# Appendices

## Residents' floral glory



Extract from Shropshire Star 01/06/11.

Manager Mary Langdown with residents Milly Adams and Mary Minshall

## Support is growing for home's garden club

Residents at a care home in Shrewsbury have set up a new gardening club.

The group has been set up at the Coton Hill House Residential Home in Barwick Road by manager Mary Langdown.

Establishing the club, which has allowed residents to grow their own plants and vegetables each week, was one of Ms Langdown's final acts at the home, as she left earlier this week after eight years in charge.

The residents who have enjoyed getting out in the home's garden as part of the group include Milly Adams and Mary Minshall.

They have been working on a range of different produce as part of the club, including growing their own lettuce.

Ms Langdown said: "Our staff are loyal, hardworking and committed to the care of our residents."

"We provide a relaxed and homely envi-

By Chris Burn

ronment for the residents to enjoy," she added.

Earlier this year, residents enjoyed a special party to celebrate the royal wedding. Those staying in the home watched the ceremony at Westminster Abbey on April 29, as well as sharing their memories of previous royal weddings they had witnessed down the years.

Coton Hill House is a residential home for older people, which has 46 rooms and a large day centre.

It is one of 15 care centres run by Coverage Care, Shropshire's largest independent care company.

The not-for-profit company employs 670 staff to care for more than 1,900 older people, with homes in Telford, Bridgnorth and Wem, as well as Shrewsbury.

## Pupils enjoy branching out



Extract from Shropshire Star 08/02/11.

Pupils from St Winefride's School helping with tree planting

## Youngsters help with tree-planting project

By Sam Pinnington

Pupils at a Shrewsbury school have been getting their hands dirty by taking part in a gardening project as part of a tree-planting scheme which was organised by the town council.

About 40 children from St Winefride's Convent School helped plant four trees in the grounds of St Chad's Church last week.

The new trees were planted after two existing trees, one a chestnut and the other a maple, had to be felled due to safety reasons.

### Grow

Sister Mary Felicity, headteacher at St Winefride's said: "The children were very interested to find out why the original trees had been cut down and enjoyed planting the new specimens."

"They are looking forward to seeing them grow."

The three white-bark betula utilis jacquemontii and one ginkgo biloba trees were provided by Shrewsbury Town Council.

Staff at St Winefride's also attended the tree planting, which took place next to the school grounds.

Mike Pugh, technical officer at Shrewsbury Town Council, said the replanting scheme not only improved the town, it also provided a useful educational lesson for the pupils.

He added: "The pupils from St Winefride's had great fun planting the trees."

"The children were very enthusiastic about planting the replacement trees and asked several questions regarding the felling of the two trees."



David Morris, Councillor Tony Darnell, Craig Bellis and Cllr Tony Darnell

## Town group's remembrance trip

A delegation from a Shropshire town has visited its twin counterpart in the Netherlands to coincide with the nation's Remembrance Day.

The group from Shrewsbury, including deputy mayor Councillor Tony Darnell, visited Zutphen as part of an annual exchange.

The trip coincided with Liberation Day, a national day of remembrance in Holland.

Councillor Darnell laid a traditional poppy wreath on the Zutphen war mem-

orial. Other parts of the programme included visits to the National Resistance Museum, Anne Frank's House.

Councillor Darnell said: "This was a very poignant and moving visit."

"The Dutch people's experiences of the war are very different to ours, we cannot comprehend what they went through."

"Those wartime experiences have shaped our respective countries. We shall never forget."

The finale of the trip was a visit to the British War Cemetery at Arnhem where the group paid its respects to those from Shrewsbury who lost their lives in the fateful Battle of Arnhem so close to the end of the war.

In November, a delegation from Zutphen will make a return trip to Shrewsbury.

Councillor Darnell said help was needed to create an informative programme for Shrewsbury's foreign guests.

Shropshire Star 12/05/11.



# Appendices

Right:  
Shrewsbury Living  
19/05/11

Below: Print Screen  
from the Learning  
Gateway Website  
advertising the In  
Bloom Educational  
Resource June 2011

## Our community champions

By Gill Broad  
gill.broad@shrews.gov.uk

**UNSUNG heroes have been honoured at a special awards ceremony.**

More than 80 guests packed into Shrewsbury Guildhall where 40 nominees who have gone the extra mile for the town collected awards from Mayor Cllr Kath Owen.

The night saw Shrewsbury and Oswestry Crucial Crew, The Hive Music and Media centre plus RAF Shawbury walk away with awards in the youth category. Stan Sedman scooped a gold award for services to the environment and Rosemary Thomas, chairman of the Shrewsbury Town Centre Residents Association between 2005-10, was honoured for her work in the community.

Cllr Owen, whose term as Mayor ended on May 16, said: "I am delighted to be able to represent these awards."

"This is the highlight of my time as Mayor of Shrewsbury."



Mayor Cllr Kath Owen with former mayoress Judy Townsend.

Special commendation awards were also presented to eight people the Mayor had observed during her year in office.

They were Keith Willocks for his services as Santa during last year's Santa Drop in the Quarry; Sally Ralph for her 14 years teaching line dance; Hira

and Veena Midda for more than 40 years trading at Shrewsbury Market Hall; Richard Haver for his work with Age Concern; Eryl Williams for her work with Lingen Davies; Jeremy Johnson for his work with Severn Hospice and Judy Townsend for her efforts as Mayoress to last year's Mayor, and for her tireless charity work.

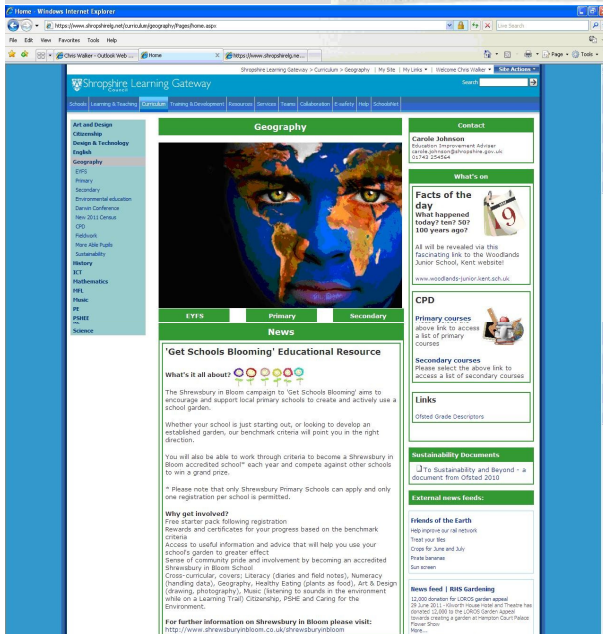
Town clerk, Helen Ball, added: "The Mayor's awards give us a chance to honour those unsung heroes who go about our town and make what Shrewsbury is today, somewhere where we love to live, work, play and visit."

"It's not about who has done the best, it is about who has done their best for our town."

"Our Mayor and Deputy Mayor have witnessed first hand the work of these individuals, organisations and community groups and both are extremely supportive of their nominations this year."

Nominations for the 2012 awards will be available in the summer.

See [www.shrewsburytowncouncil.gov.uk](http://www.shrewsburytowncouncil.gov.uk) for more information.



## A blooming big thank you to floral sponsors

**BUSINESSES that keep Shrewsbury blooming have been given a special thank you.**

Sponsors of floral displays throughout the town were honoured at a special event in the run-up to the annual Heart of England in Bloom competition.

The evening was organised by the Shrewsbury in Bloom committee, in conjunction with Shrewsbury Town Council, who are spearheading the efforts ahead of the town's annual flower show.

Cllr Jackie Brennan, chairman of the Shrewsbury in Bloom committee, said: "Our sponsors help keep our beautiful town blooming."

"So this event was to say thank you to them for their continued support for the community especially in these challenging economic times."

The reception was hosted by Salop Leisure with drinks provided by Tanners Wine Merchants.



Margaret Thrower, Nick Pitt, director of Darwin, Pride Hill and Riverside shopping centres, Sarah Pitt and Cllr Jackie Brennan, chairman of Shrewsbury in Bloom.

Businesses who sponsor traffic islands or flower beds in the town will have then their name displayed on special signs at their

chosen site in return. Call Doreen Parry on 01743 243287 for more information on sponsorship packages.

Shrewsbury Living 02/06/11

## SHREWSBURY TOWN COUNCIL Meet Mark, the eyes and ears of our town

**THE role of a town and parish council is vast and varied and as much as it is arduous, it is difficult to understand what they might contribute to the areas we live in.**

Over a series of four special features, we will be delving deeper into the functionality of Shrewsbury Town Council, which serves a population of more than 70,000, by following in the footsteps of key frontline workers to see how they spend a typical day.

The first in this series is: *A Day in the Life of Town Warden, Mark Timmer*.

Mark was appointed to the role of town warden in 2009.

His role involves being the eyes and ears of the town, as well as the public face of the town council.

Mark starts his day with a patrol around town.

### Advertisement feature

"I'm looking for the optimum, online in Prime Hill, unobstructed, hanging out of ground material and littering in particular," says Mark.

"Anything, really, that might cause members of the public harm, distress or offence."

Keeping the town clean is one of Mark's priorities and he has seen first-hand how litter can be a problem. He witnesses something that is outside of his remit - although since the introduction of his bright orange warden's coat, he rarely has to.

"The high visibility jacket is a great deterrent," he said. "People get it recognise you and they know they just can't do those things. Sometimes I will witness something that is outside of my remit of power but I report it to the relevant authority and it gets sorted that way."

Mark also liaises closely with the

local shops and visits them regularly as part of his daily routine. He is part of Shropshire and is linked to local businesses via radio as he has seen the go on almost as soon as an incident occurs. He also works closely with officers at the Market Hall, which is partly run by the town council.

As town warden, Mark is a fountain of local knowledge and he often acts as a tourist information point for visitors, directing them to the popular sights and landmarks.

Part of Mark's role is also to liaise with the cleaning team for the town's public facilities, who have the responsibility of the town council, and the waste force in the Quarry. On a quiet afternoon he can often be found litter picking in the Quarry grounds or helping to tidy up the town's parks.

He also keeps an eye on the fire, and puts a stop to any anti-social behaviour in crime locations and across the town as a whole.

Overall, Mark says his aim is to make people in the town feel safe by promoting a clean and pleasant atmosphere for everyone.

"It's a varied job, my job really," he said.

"I get to work with so many different people, and try my hardest to do as many different things, but overall it's about making Shrewsbury a great place to live, work and visit."



Town warden Mark keeping watch over the Quarry.

**NEWS IN BRIEF:** The closing date for this year's Mayor's Awards is fast approaching so if you know anyone whose achievements have contributed to making Shrewsbury a fantastic place to work, shop and visit, get nominating! Categories include Business, Environmental, Community and Youth Awards as well as prizes for Staff Heroes and the Mayor's Special Commendation Award. Application forms available to download from [www.shrewsburytowncouncil.gov.uk](http://www.shrewsburytowncouncil.gov.uk)



## Shrewsbury Quantum Leap

Shrewsbury Rotary Club's Focus on the Cocus site at the Charles Darwin Quantum Leap memorial in Shrewsbury has attracted high praise from RIBI 'Thanks 4 Life' Communications Co-ordinator Amanda Watkin (District Governor, District 1260). After watching an online video of the Autumn planting session and subsequent Spring flowers she wrote: "That is excellent! You've really pushed the boundaries for Rotary with 'Thanks 4 Life' in Shrewsbury which is brilliant. Your team have really given their all to this, it's a great example to others. I am giving a presentation at the RIBI Dublin conference in April; would you let me show this video?"

Rotary Club of Shrewsbury President Alan

Wilding said: "The excellent display of flowers shown on the video was the result of a lot of organisational work by our Joint Activities Chairman Margaret Thrower last October. She spent hours counting out thousands of corms and distributing them to various locations around the town where she also helped volunteers with the planting. Our Focus on the Cocus Campaign has successfully raised greater awareness, and also funds for Rotary's End Polio Challenge."

In addition the video shown at the Dublin Conference, which highlights a cocus link with Charles Darwin's school days, can be seen by visiting:

[www.rotaryclubofshrewsbury.org.uk](http://www.rotaryclubofshrewsbury.org.uk)

Extract from Rotary Newspaper  
ROTO Summer 2011.

Shrewsbury Chronicle 03/03/11



**Shrewsbury Town Council**  
**The Guildhall**  
**Frankwell Quay**  
**Shrewsbury**  
**SY3 8HR**

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