



Shrewsbury In Bloom



Portfolio 2012

Introduction

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A Warm Welcome from The Mayor Of Shrewsbury, Councillor Roberts

Mayor Of Shrewsbury 2012



As the new Mayor of Shrewsbury it is my pleasure to welcome you to our beautiful town.

Shrewsbury is very fortunate to have a wide range of volunteers, sponsors, community groups and other organisations working together to enhance the lives of all our residents and visitors.

Shrewsbury Town Council have led the way in encouraging everyone to join together in delivering the message that Shrewsbury is a 'Town of Flowers'. Everyone is proud to participate in this prestigious competition.

I hope that your visit to our town will show you what can be achieved by all citizens under a willing partnership with Shrewsbury Town Council. Together we make our local environment a better place for all to enjoy.

- On 1st April 2009, Shrewsbury Town Council and Shropshire Council came into being as a result of Local Government reorganisation.
- Shrewsbury Town Council covers the whole of Shrewsbury Town Centre and adjoining residential areas totalling a population of over 70,000 - one of the largest Town Councils in England.
- Shrewsbury Town Council's office, The Guildhall, houses a team of 16 staff and a 40 strong horticultural workforce based around the town. The team is responsible for all horticultural services including sports pitches, recreational grounds, allotments and is contracted to maintain highway verges, public spaces and school grounds. They are also responsible for the provision of the town's market, community facilities, toilets, street lighting and maintenance of bus shelters.
- Shrewsbury Town Council works in partnership with many community groups including the Young Offenders, HMS Talent, Caterpillar, Severnside Housing Association, West Mercia Police Constabulary, Fire Service, Severn Hospice, 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, Destination Shrewsbury and Jones Lang LaSalle.
- 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.
- Shrewsbury Town Council is also proud to work with around 50 volunteers from several groups including Tidy Shrewsbury, The Mount Residents and the Shrewsbury In Bloom Committee.

Introduction

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Hanging baskets with the jubilee flags and floral planters around the town - July 2012

Shrewsbury In Bloom Committee

- The Shrewsbury In Bloom committee meets on a monthly basis all year round to plan floral displays in and around the town. They generate their income from actively marketing, promoting and selling hanging baskets to local businesses in the town centre and by seeking floral sponsorship for roundabouts, planters and other floral beds.
- The committee is made up of local businessmen and women including six volunteers, Town Council and Shropshire Council Officers, three Councillors and a representative of the Shrewsbury Town Centre Residents' Association.
- The group's main objective is to act as a stakeholder for new ideas and projects to enhance the town.
- Shrewsbury currently has 23 business sponsors which over the past twelve months (01/04/11—31/03/12) has generated an income of £12,160. Over 246 hanging baskets were sold raising a total of £8,165. This has been an excellent response considering the economic climate and testament to the pride and commitment of local business here in Shrewsbury.
- The town's sponsors are: Alan Ward Furniture, Albright Hussey Manor Hotel and 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 and Poster Ltd, RAF Shawbury and W R Pugh Undertakers.
- The committee is also involved in working with local primary schools and launched its own online educational pack called 'Get Schools Blooming'. It is very encouraging to see young people being creative outdoors and learning at the same time about how plants grow.
- Shrewsbury In Bloom has its own website www.shrewsburyinbloom.co.uk which is used to list the projects and activities, display children's work and announce winners of competitions. This is a developing scheme which is intended to grow over time.



Original Sponsorship Sign - 2009



New Sponsorship Sign - 2012

Review Of The Past Year

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July 2011

- The winners of the schools' floral arrangements, using unusual containers were Greenfields Primary School who chose a Royal Wedding Theme, Wilfred Owen School came second and in third was Mount Pleasant Primary School.

August 2011

- Shrewsbury In Bloom supported the Shrewsbury Town Centre Residents' Association's Labyrinth show garden at the Shrewsbury Flower Show. The committee gave monetary support, helped to source the plants and recycled them afterwards into a residential area.
- Shrewsbury Town Council was represented at the Shrewsbury Flower Show.



September 2011

- A tour of the historic Flax Mill building was conducted by the Friends of the Flax Mill.
- Council staff raised £811 for the Mayor's Charity Fund and Birks project by cycling from John O'Groats to Lands End.
- The Mayor's Pride in Shrewsbury logo was launched together with a scheme for weekly positive news stories in association with the Shrewsbury Chronicle.
- The ex-Mayor, Kath Owen, raised £23,500 for The Severn Hospice during her Mayoral year.
- Shrewsbury Town Council employed two apprentices to carry out Grounds Maintenance work.
- The Spring planting was planted out.



October 2011

- The Town Council donated Ice Follies and King Alfred daffodil bulbs to schools to enhance their grounds and encourage pupil participation in gardening.
- After liaising with the Police, the Mayor reinstated the community toy run that was due to be cancelled due to a lack of funding.



Review Of The Past Year

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- A tourism strategy was conducted and this work continues.
- The Town of Flowers awards ceremony took place at The Guildhall.

November 2011

- The community came together to celebrate the turning on of the brand new LED Christmas Lights at the Christmas Cracker event. The Rotary Tree of Light was also launched on this night which over the past 15 years has raised more than £100k for charity, £7k of which was raised this year.
- A school project of building an eco mud hill as part of the forest school project took place and helped children learn about, and get involved in, nature.

December 2011

- An inter-schools Christmas card competition was run by Shrewsbury In Bloom and won by the Wilfred Owen School.
- 7060 trees were planted by schools, community groups and individuals with The Woodland Trust.
- Father Christmas visited schools, churches and local shopping centres including the Market.
- Funding of £15k was secured by Shrewsbury Hydro Group for a turbine to be installed at the weir.

January 2012

- Charity cardboard scheme raised £400 for charity and helped the environment.
- The Prince's Trust volunteers dug a pond for the Shropshire Wildlife Trust.
- Shrewsbury won the NABMA Market of the Year award in the Town Council category.

February 2012

- The new Shrewsbury In Bloom logo designed through a children's competition was launched.



Review Of The Past Year



- SCAT students planted 800 trees and hedges.
- STCRA organised a town centre litter pick and involved the Mayor, local businesses, volunteers, councillors and community groups. This is a monthly event.
- Shrewsbury Town Council supplied plants and wood to Wilfred Owen School for their Olympic Rings garden and to make teepees and seats in their conservation area.

March 2012



- The first 30 sponsorship signs were installed on the traffic islands.
- The summer bedding was in full swing with potting on of seedlings and plants, including geraniums.
- The Mayor engaged with students at SCAT during community volunteer week as they carried out art work specifically about environmental issues and tree planting.
- The season of grass cutting began.
- Shrewsbury Town Council met with the Civic Society, Dean and Reverend of St Alkmund's Church to discuss improving the landscaping and access to the closed churchyard.
- One of several regular allotment meetings was held to discuss best practice, problem solving, improvements that could be made and progress at Bowbrook Allotments.
- Monkmoor croquet club was upgraded and the lawns re-laid. Money for this was donated from the club and the Croquet Association.



April 2012



- Planning began for the arrival of the Olympic Torch with meetings between community groups, Shropshire Council, Shrewsbury Town Council, the Police and LOCOG.
- Tilstock Crescent improvements were made with plans to install new play equipment.
- New floral infrastructure was procured from Amberol including the floral display unit for on top of the oak bollards in the town centre.
- All Shrewsbury Town Council vehicles were branded with the Fairtrade logo to promote this cause.

Review Of The Past Year

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- Shrewsbury In Bloom supplied Severnside Housing with wire hanging baskets no longer used by Shrewsbury Town Council. These were used in the group dwellings and horticultural projects.

May 2012

- Flags were erected for the Queen's Diamond Jubilee.
- The countdown to the arrival of the Olympic Torch began. The children's posters were displayed in the Pride Hill shopping centre and along the route.
- Over 60,000 people lined the streets to watch the Olympic Torch pass through. They created a wonderful community atmosphere.
- Shrewsbury Town Council joined twitter and already has 124 followers including local businesses, local residents and students, radio broadcasters and even the local Government Minister.
- An open day at Weeping Cross Depot was well attended.
- Shrewsbury In Bloom donated plants and compost to the Hermitage Walk community garden where raised vegetable beds and fruit trees transformed the original waste ground.
- The Mayor, Keith Roberts held a community event in the Quarry following Mayor's Sunday involving the Scout and Guide movements.
- Shrewsbury Town Council was represented at the Shropshire Show.
- The carpet bed at the Castle was planted up with a Queen's Diamond Jubilee theme.
- The Mayor held his award ceremony evening handing out 3 Bronze, 17 Silver, 14 Gold and 14 Special awards.

June 2012

- Hanging baskets were put up and summer flowers were planted out.
- Another 30 sponsorship signs were erected on the roundabouts.
- Shrewsbury Town Council was awarded with Quality Town Status.
- The Butcher Row public conveniences plans received planning approval.
- A street party brought the community together in the Quarry Park as organised by The Mayor to celebrate the Queen's Diamond Jubilee.



Illustrating your achievements

Horticultural Achievement

A1 Impact

- The flowerbed at the castle is an annual focal point and the theme changes each year. For 2012 it is planted out for the Queen's Diamond Jubilee pictured here from the air.
- A floral impact is created all year round in The Dingle Gardens which are planted out with a range of trees, shrubs and flowers, providing a tranquil place for visitors.



Castle Bed - May 2012



The Dingle Gardens - Summer 2012



New flowerbed planted with sustainable planting and bedding plants - Mar 2012



A Common Spotted
Orchid first seen in July
2012

- The shrub bed pictured above has been constructed as part of the development at Smithfield Road where the pavement has been widened making it safer for pedestrians and cyclists. The crossings have been enhanced and the traffic flow eased by improved access into the bus station therefore reducing congestion. The planter itself has been filled with a mix of sustainable planting and seasonal bedding plants.
- We use a wide variety of plant species across the town from seasonal bedding plants to sustainable plants where suitable. We aim to create colourful and memorable displays that attract people and insects alike.
- We are very excited to have spotted a Common Spotted Orchid this summer on one of the Nature Reserves. The plant has not been recorded in this area for almost 30 years!

A2 Horticultural Practice

- Over 300,000 plants have been prepared in the Weeping Cross Nursery for use in the hanging baskets, on sponsored islands and in other floral displays around the town. An open day was held on 31st May to show round Shrewsbury's Town Centre residents, The Mount residents, Shrewsbury In Bloom members, The Inner Wheel members, Rotarians and Councillors.



Open day at Weeping Cross Nursery - May 2012

Illustrating your achievements

Horticultural Achievement

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- With budgets in all areas being stretched, Shrewsbury In Bloom realises the importance of sustainable planting and have introduced such displays at Raven Meadows border, Heathgates roundabout and Sainsbury's Traffic Island. The planting is carried out in close liaison with Shropshire Council and its Highway's Authority.
- The sustainable planting includes lavender, yew, ornamental grasses, hornbeam trees, grasses with gravel and bark mulches. Such displays are low maintenance, low lying and still attractive. Frankwell roundabout has also been enhanced by adding rhododendrons and azaleas.



The Apprentices Recruited - Mar 2012



The Hanging Baskets at Weeping Cross Depot - May 2012

- As part of its continuing commitment to providing opportunities for young people, Shrewsbury Town Council took on two apprentices in September 2011. They have joined the Grounds Maintenance team and, as well as attending college once a week, they are learning about all aspects of amenity horticulture such as floral bedding, maintenance of public open space, shrub/rose-bed management and maintenance of recreational and sporting facilities.
- The engineering students at Shrewsbury College of Art and Technology have made hanging baskets for Severnside Housing group dwellings as part of their community volunteer week.
- The Sabrina fountain in The Dingle gardens was beginning to turn green from the algae growing in the water which ran down the back wall. The back fountain has been replaced with new ones positioned nearer the front that has overcome this problem.

A3 Residential and Community Gardening

- Allotments in Shrewsbury are managed daily through devolved management by Allotment Associations. Due to the popularity of renting an allotment, there are waiting lists for each of the twelve sites spread over a total of 38.4 acres.
- The Town Council has received planning permission to extend the Bowbrook allotment site by 25 plots and incorporate additional glasshouses, sheds and an improved access.

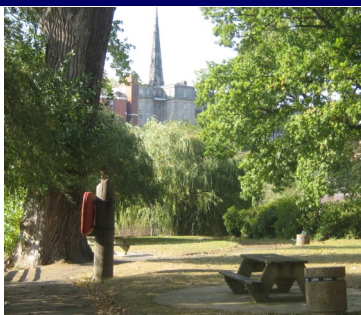


Bowbrook Allotments - Jun 2012

Illustrating your achievements

Horticultural Achievement

Abbey Gardens - Oct 2011



Butcher Row - Sept 2011



Coleham Head - Jan 2011



Hills Lane - Oct 2011



St Chads - Sept 2011



Roushill - Sept 2011



- Shrewsbury Town Council has been successful in securing £48,000 of funding to improve the sports pitches at Springfield Recreation Ground. The funding, provided by Sport England, was part of the Olympic Legacy project and work will begin in August 2012. The field will be re-levelled and drainage work carried out for the junior sport.
- Shrewsbury encourages residential and community gardening some of which is judged in our annual Town of Flowers competition. Different categories including best allotment, container garden, residential garden and commercial display allows the whole community to get involved even if the size of their garden is limited. A presentation evening is held in October when the results are announced and trophies awarded. School children are also encouraged to participate in this competition. A new category of developing a wildflower garden has been introduced alongside the existing challenge of gardening in unusual containers.
- The Town Council manages a large number of additional grounds around the town. This includes the Abbey gardens, Butcher Row shrubbery, Cemetery grounds, Crematorium grounds, Coleham Head, Dana gardens, The Dingle gardens, Hills Lane flower bed, Longden Coleham shrubbery, Mardol Quay, Robertson Way Memorial gardens, Roushill flower bed, Smithfield Road flower bed, The Flash garden, The Quarry, Town Walls shrub bed, traffic islands and Victoria Quay. In addition, we have 25 external contracts covering schools, churches, parish councils and the library.
- Wildflower and naturalised areas are helpful to the environment in attracting important insects such as bumblebees for pollination which is why Shrewsbury Town Council, working closely with the Countryside Unit, is promoting two old riverbeds, Copthorne Park and ReaValley as naturalised areas. A 4x4 vehicle has been purchased, plus new equipment such as strimmers, hedge cutters etc. and two student graduates are being funded from Sept for 12 months to help with this project.
- From February 2012 work began on creating the 'Hermitage Community Garden'. This consists of raised beds with a mix of flowers and vegetables, a bee-friendly flowerbed, a hazel wigwam as a children's den, mixed flower and vegetable border and a small orchard. The initial work of clearing the site was done by HMP/YOI Stoke Heath in exchange for tea and cakes and when the site was safe local children and families helped with the planting out. The National Trust donated some apple trees and gave permission for the hazel to be coppiced on Wenlock Edge, Shrewsbury In Bloom donated fruit trees and soft fruit bushes and Travis Perkins gave paving slabs so it has been a real community effort. There are now plans to create a wildflower area and over the summer hold regular picnics and activity days for children.

SPORT
ENGLAND

Illustrating your achievements

Horticultural Achievement

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Hermitage Community Garden
(From left) Before work began, the raised border and hazel wigwams - 2012

Wildflower Garden at Salop Leisure -
July 2012

A4 Business Areas and Premises

- This year over 246 hanging baskets have been sold to businesses in the town centre. They were erected in June and will be on display until September. To mark the Olympics and Queen's Diamond Jubilee we also offered free flags in three designs which were put up in time for the celebrations.
- A window display competition was held within the Pride Hill, Darwin and Riverside shopping centres as part of the Queen's Diamond Jubilee celebrations. The Mayor of Shrewsbury, with the shopping centre manager, chose Claire's Accessories as the best.
- Strategically placed planters outside the Pride Hill shopping centre has solved the problem of delivery vehicles parking too close to the entrance and breaking the overhead glass canopy. The flower tubs are maintained by Shrewsbury Town Council and have attracted many compliments from shoppers.
- A new infra red camera is being installed in the Quarry Park to protect the bandstand and Quarry arena. This will be completed in the summer this year.
- A local caravan dealership, Salop Leisure have created a wildflower garden within their show grounds. This attracts insects including bumblebees and provides the perfect natural setting for displaying their caravans and motorhomes.

A5 Green Spaces

- The Quarry Park, owned and maintained by Shrewsbury Town Council, is a valuable green space where many events take place all year round. This year it included a Jessie J concert, Teenage Kicks, The Shrewsbury Flower Show, the circus and the fairground before returning back to its natural state as a green and tranquil space for relaxation and recreational activities. Many people walk their dogs, cycle, walk and run through the area in harmony with each other.
- The riverbank and buffer zone are linked to the natural areas of Becksfield and Burrsfield. These areas act like wildlife corridors attracting many species of insects and wildlife. The Countryside Unit manages other similar areas which contain a mix of habitats from amenity grass and shrub areas to flower-rich grasslands, scrub, woodland and wetland.
- Many members of the Shrewsbury In Bloom committee dressed in fluorescent jackets to plant bulbs on the verge of Telford Way, a well used and busy road. By spring this was a bank of colour as was the display of daffodils planted in The Quarry Park.
- In July 2012, Shrewsbury Town Council officially took over the management of Monkmoor Recreation Ground from Shropshire Council and areas of The Countryside Unit.

Illustrating your achievements

Environmental Responsibility

B1 Conservation and Biodiversity

- The Schools Education Pack has focussed on the wildlife that exists in all of our gardens and school grounds. We have been encouraging the pupils to explore outdoors and record the wildlife and insects that they find.
- In Shropshire we produce around 150,000 tonnes of waste every year, that's more than a tonne from every household! Shropshire Council is committed to recycling as much of this waste as possible and as the chart illustrates it is improving each year. To put this into context, in 2010/11 the national average for recycling across the whole of England was just 39.7% whereas Shropshire achieved 52.5%.
- Shropshire Council does all it can to encourage the community to help with recycling. This includes making recycling easier through kerbside collections, providing more recycling banks at supermarkets, pubs and in car parks, offering discounted compost bins and giving guidance to schools about how to recycle. The Freegle website encourages local people to give away unwanted items to others who can make use of them.
- Shropshire Council owns five Household Recycling Centres where 30 different types of recycling takes place.
- Veolia is working in partnership with the Council to encourage waste minimisation initiatives such as publicising the Mail Preference Service to reduce junk mail.



(From left) Kerbside collection boxes, a high quality (PAS 100 certified) compost output produced by composting garden and food waste and 'Recycler', the rapping robot teaches school children about recycling.

Illustrating your achievements

Environmental Responsibility

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- This is what happens to our recycling...

Material	Where it goes	What it becomes
Paper	Chester	Newspapers
Glass	Ellesmere Port	Glass Bottles
Tin Cans	Birmingham	Cans, fridges, car parts, bicycles and even aeroplanes
Garden Waste	Local Farms in Shropshire	Soil improver
Textiles	Birmingham	Wearable items sold in charity shops or sent to developing countries. Items not fit for re-use are shredded to make cushion stuffing.

B2 Resource Management



Hydro Electric Plans at Castlefields Weir - March 2012

- Plans to use the weir on the River Sever at Shrewsbury to generate electricity are a step closer after £15,000 of funding was agreed. Once approved, the weir could generate up to two million kilowatt hours of electricity a year. The turbines could be used to power between 350 and 400 homes in the area. The hydro electric plant will be underground, will not be dependent on fossil fuels and it is estimated to save up to 1,000 tonnes of carbon dioxide emissions a year.
- Shrewsbury Town Council is committed to reducing the demand on natural resources wherever possible and uses compost containing reduced quantities of peat. The garden waste is given to a local farmer in Ford who dries and shreds the foliage and sells on to compost making companies. We are also working hard to minimise the use of herbicides and pesticides.
- The hanging baskets have water reservoirs capable of holding 5 litres of water. This reduces the workload from watering daily to just three times a week. The containers are made from recycled plastics and are re-used year on year.
- On Shrewsbury Golf Course, Shrewsbury Town Council separates its rubbish for recycling. The green waste is shredded and through Cartwrights, a local waste disposal service provider, the plastic and cardboard from the Market is collected and recycled too. All this reduces the harmful impact on the environment.

Illustrating your achievements

Environmental Responsibility

B3 Local Heritage

EXISTING



Butcher Row Public Conveniences



The Flax Mill, Ditherington



Shopping Centre Re-development

PROPOSED



- Planning permission has been obtained to refurbish the public conveniences in Butcher Row. Previously this was an area that attracted anti-social behaviour eventually leading to the existing toilets being closing down and sitting derelict. The new toilets will be suitable for the disabled, the paved areas and landscaping are designed to attract visitors to St Alkmund's Square and information for tourists will be displayed on a board.
- Plans to redevelop Shrewsbury's historic Flax Mill, the world's first steel-framed building which has been derelict for 25 years, has received approval for Stage 1 of the project. This will see businesses, art groups, bars, restaurants and eventually homes created at the site and the £460k grant from the Heritage Lottery Fund will enable the £12 million development to begin.
- An application to build a 30,000 sq ft Waitrose store and a new 60,000 sq ft Percy Throwers Garden Centre on one level is awaiting planning approval. The plans include an energy centre that will provide 70% of the store's energy requirements.
- To continue to attract visitors to Shrewsbury, plans have been drawn up to re-develop the main shopping centres linked together underneath a glass canopy. It is hoped to attract retailers not currently trading in Shrewsbury as well as providing a doctors surgery, restaurants and outdoor socialising spaces.
- In 2008 the redevelopment of Shrewsbury's New Music Hall began and is scheduled to be completed in 2013. The project will redevelop the 2970sq m site into an integrated visitor centre. The building will house historic museum collections, visitor services and information, a programme of contemporary visual arts, community-led events and educational activities. The Music Hall is expected to attract a number of people of all ages to enjoy and learn about the rich culture and extensive facilities Shrewsbury offers.



The Music Hall, off the Square due to open in 2013

Illustrating your achievements

Environmental Responsibility

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B4 Local Environmental Quality



Mayor and Mayor's Officer litter picking in the Town Centre Feb - 2012

- The Shrewsbury Town Centre Residents' Association hold a monthly litter pick in the town centre. They invite all members of the public including the police, local retailers and even dignitaries such as The Mayor and Councillors. All volunteers are rewarded with a free coffee at the end from a local business.
- Tidy Shrewsbury is a group of volunteers who take pride in the town by keeping it clean and presented at its best for residents and visitors alike. They meet regularly, hold litter picks and teach good practice in schools and at other meetings. On 4th December 2011 they teamed up with local owners and staff from retail and commercial premises and cleaned land which is not the responsibility of Shropshire Council. They collected over 650kg of litter and each ward was well represented.



Tidy Shrewsbury Group Litter Pick - Dec 2011

- One of our main assets in Shrewsbury is our parks and open spaces which are available for everyone to use. Therefore, dog fouling and poor dog control is not tolerated. Dog Control Orders are in place and enforced with a maximum fine of £1000. The orders are: dog fouling on land, restriction of dogs from certain areas of land, areas where dogs have to be kept on a lead following instructions to do so by an authorised officer, restrictions on multiple dog walking.
- As part of the Flax Mill being redeveloped the plans include the canal being uncovered. This will significantly increase the value of the site and the surrounding area. The proximity of the canal will extend the opportunity for visitors to the site to walk or take boat trips as part of their visit.
- With the pending shopping centre re-development there are some vacant shops within the existing Pride Hill, Riverside and Darwin centres. To make them more attractive and to make better use of the spaces these are used as exhibition space for leaflets and posters advertising local events.



A vacant shop window in the Riverside Shopping Centre displaying information and leaflets - July 2012

Illustrating your achievements

Environmental Responsibility



Clean-up of railway embankment - May 2012

- Over 60 people were involved in cleaning up the railway embankment to the rear of Wingfield Gardens. Local companies volunteered staff to work on this project including Network Rail, the Probation Service, Community Payback, Tesco, Severnside Housing and Shropshire Council. Between them, over 4 tonnes of fly-tipped litter and waste was collected which made a vast improvement to the main railway gateway into the town from the north.

- Pictured is an underpass on route 81, a major cycle route in Shrewsbury. There was a lot of graffiti on this underpass and we used Community Payback consisting of six girls working several days to over paint it.
- Graffiti and litter are fortunately not a big problem in Shrewsbury but occasionally it does appear such as on Kingsland Bridge recently. Shropshire Council were quick to respond and this particular example was cleaned within a few days.



Underpass being cleared of graffiti - March 2012



AFTER: Kingsland Bridge cleaned Up



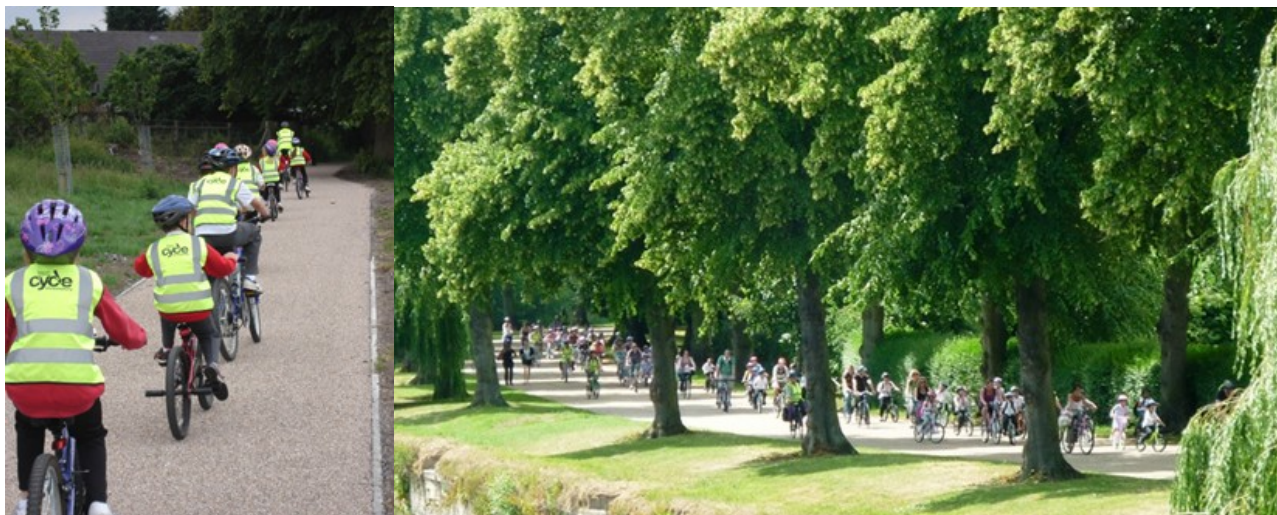
- The Chester Street gyratory system which is also the Northern Gateway into Shrewsbury is being enhanced and plans have gone out to tender. The improvements include providing a more welcoming environment by replacing the lights under the railway bridge and cleaning and repainting the walls, providing new pedestrian crossings making it safer to cross, widening of the pavements and making some shared access for pedestrians and cyclists, cutting congestion with new improved traffic light management and reducing long delays to bus services by changing their route and providing an extra bus stop. Phase 1 of the work will begin in August after the Flower Show until mid November and then, to avoid the Christmas traffic, will resume in mid-January until mid-March.

Illustrating your achievements

Environmental Responsibility

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B5 Pride of Place



Cycling is becoming more and more popular in Shrewsbury - May 2012

- Work is on-going to improve the walking and cycling routes in and around Shrewsbury in the hope of encouraging people to leave their cars at home and cycle into the centre. We already have a network of cycle lanes around the town and 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. As one of government's pilot "cycle towns" lots of money has been invested in Shrewsbury and many miles of new cycle ways have been installed and existing routes upgraded.
- Plans are at the consultation stage to improve the cycling network on London Road. The plans include road surfacing, new zebra crossings, widening pavements and introducing shared use facilities for pedestrians and cyclists. Some work will be carried out later this year and the project will be completed in 2013.
- Shropshire Council manages the street furniture ensuring it is well maintained and regularly painted keeping it in good condition.
- Shrewsbury wants to remain interesting to those visitors who make return visits and for the people who live here. A steel heron was installed last year in the Dingle gardens which followed the success of topiary rabbits the year before. We are now looking to commission another piece of sculpture, a dinosaur, for one of the traffic islands. The sculptures are sourced from a local business Marche Studios, in Ford.
- Although Shrewsbury has a strong visitor economy with a substantial number of businesses and jobs within the town, Destination Shrewsbury Group is still working hard to attract more visitors. A tourism strategy was developed in 2011 by Britton McGrath Associates which included a signage audit, comparison with other towns and a branding review. The results of this piece of work have been converted into several action plans and the new marketing material was launched in July 2012.



Proposed dinosaur artwork for use on a traffic island.

Illustrating your achievements

Community Participation



Meole Brace and Greenfields School weighing in their crops of potatoes - July 2012

C1 Development and Continuity

- A sub-group has been formed out of the Shrewsbury In Bloom committee to focus on our work with schools. This year they have organised the supply of free potato tubers, donated by The Shropshire Wildlife Trust and Percy Throwers Garden Centre. On 6th July the team visited the participating 7 schools and weighed the crops. The winning school was the one with the biggest crop of potatoes and will be announced on the Shrewsbury In Bloom website.
- Shrewsbury Town Council awards grants to local organisations to assist them to achieve their aims and

objectives. The Council only assists truly local community groups, based in the Shrewsbury Town Council area, or national bodies, with an independent branch in the same area, which provides support to the residents of the Parish of Shrewsbury. These groups have already been supported; Shropshire Cadets Queens Jubilee Concert, Prince of Wales Trust, Girl Guiding Shropshire, Darwin Community Centre, Crowmoor Primary School, Shrewsbury Athletics Club, Shrewsbury Carnival and Show, Meole Brace Scouts, Shrewsbury Children's Bookfest, Parkinson's UK Shrewsbury, Shrewsbury & Oswestry Crucial Crew, Shrewsbury Brass Band, Shropshire Disability Network, Samaritans and Carers Support Services Community Council of Shropshire.

- During his year as Mayor, Tony Durnell raised over £4500. He has decided to split the money between small local groups so many causes can benefit. He has offered monetary donations to Through the Doorway to Healthy Living, Shrewsbury Interfaith Forum, Greenfields United Church, Citizens Advice, Shrewsbury Summer Season, Shrewsbury Saints FC, Olympian Festival, Trinity Churches, Shropshire Cadets Queens Jubilee Concert, Meole Brace Peace Memorial Hall, North Shrewsbury Friendly Neighbours, Shrewsbury Action Against Racism and Shrewsbury International Street Festival.
- The 'Get Schools Blooming' educational pack is now in its second year and a complete set of new activities has been launched. We have seven schools involved and they are all participating in the potato growing competition against each other. We have had two new schools sign up to the scheme this year and we hope to build on this in the forthcoming twelve months.



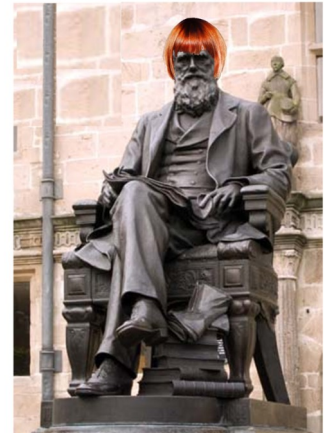
The Chair of Shrewsbury In Bloom working with the schools children and making presentations to competition winners - March & June 2012.

Illustrating your achievements

Community Participation

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- The community came together to work on an application for the Mary Portas bid. This involved filming local people; the retired, volunteers, shop owners, Council Officers, bus drivers, youngsters, town centre residents and more together with the submission of a paper application form. We await the results of the second round at the end of July to see if we were successful.
- Two grants of £10k have been awarded by the Shropshire Council Local Joint Committee and there are plans to spend this on improving the Springfield and Greenfield sites. Improvement work will start this summer.
- Shrewsbury In Bloom believes that giving communities a sense of ownership and the power to change their environment for the better, is the key to improving the town as a whole. Members of the public have been invited to three consultation meetings about SAMDev Preferred Options proposals.



Imagery from our Mary Portas Bid - April 2012



Representatives from Destination Shrewsbury with examples of the new marketing materials - June 2012

- Destination Shrewsbury meet regularly and are involved in discussions following the publication of the Tourism Strategy. The group is made up of Councillors, business owners, Council Officers and representatives from local voluntary groups. They have been instrumental in all stages of the re-marketing of Shrewsbury. A new marketing approach has been launched and a new website for Destination Shrewsbury and a members newsletter are soon to be created.

C2 Communication and Education

- Shrewsbury In Bloom are instrumental in getting schools involved in competitions including the Town of Flowers competition, the Mayor's Awards through nominations and inter-school competitions.
- Shrewsbury In Bloom communicates with the schools through their new website which has details of their 'Get Schools Blooming' education pack. Communication takes place on a more interactive level through the Shrewsbury Town Council Facebook and Twitter accounts. Shrewsbury Town Council also has its own QR codes directing users to the website. Others are located at places of interest around the town i.e. outside the library and act as information boards.
- Shrewsbury has strong links with many communication groups such as Shropshire Live, Shropshire Star, Shrewsbury Chronicle and Radio Shropshire who even follow us on Twitter. Shrewsbury Town Council's in-house press officer sends regular press releases to keep the public informed about what is happening in Shrewsbury and through social media encourages interaction and feedback from the public.
- We are proud to receive regular compliments about our floral displays, workmanship and quality of work. We occasionally also receive complaints which we always respond to immediately in writing.



Illustrating your achievements

Community Participation

- Longden Primary School have been working on encouraging awareness and responsibility for the natural environment through their John Muir Project. They sent in pictures of how they made bird cakes and hung them in the trees for the birds to eat. They used a rake to spread some bark and planted flowers for the insects. The materials for this project were donated by Shrewsbury Town Council.
- Longden Pre-School received primroses from Shrewsbury Town Council which they planted in their school garden in the spring. They sent a thank you card expressing their appreciation for the donations together with photographs showing the flowers in bloom.

C3 Community Involvement

- Shropshire Wildlife Trust have been working with volunteers from the Princes Trust to develop areas of their garden to include a wildlife pond. This creates a space of interest to engage visitors and all ages of the local community. It enables the public to learn more about wildlife within their own gardens and the periscope by the pond helps children search the water for pond creatures. There is also a bug hunting area, butterfly, bee and woodland borders as well as a bird feeding station. The project started in December 2011 and was completed in April 2012.
- A Shrewsbury Councillor has raised funds for charity by exchanging non-stop begonia corms in return for a donation to the Severn Hospice. Shrewsbury Town Council donated the corms which would have otherwise been discarded. They were dried off, stored over the winter and in early spring the corms were shooting and ready to be re-potted in time for the summer blooming. A total of £100 was raised for the Severn Hospice Charity.
- Wilfred Owen School has completed all three levels of the 'Get Schools Blooming' pack and has been accredited as a Shrewsbury In Bloom school. Work sent in by the pupils is displayed on the Shrewsbury In Bloom website.
- Some trees between Shrewsbury Castle and the Bull Public House, Castle Gates required felling as they were obscuring the views of the Castle to visitors and were feared to be weakening the public footpath and wall. Three volunteers from Veolia offered to do the work free of charge and then the 3 tonnes of wood were auctioned off on eBay raising £150 for charity. The Mayor decided to donate this to Help for Heroes as the Castle is a military museum.
- To mark the one off event of the Olympic Torch passing through Shrewsbury, Shrewsbury Town Council organised a poster competition for children depicting what they like about the town, 527 entries were received. Thirty winners were displayed in the Pride Hill Shopping centre, one revealed each day of May as the countdown to the torch's arrival and one of these was selected as the overall winner. This person was invited to be a VIP on the day and to accompany The Mayor and other dignitaries at a private lunch in the castle grounds.
- At the Flower Show Shrewsbury In Bloom ran a children's competition to design a logo for the committee. Many entries were received but 10 year old Emily Edwards, was chosen as the winner. Her design has been digitalised to form a professional logo.



The winning logo entry - Aug 2011

Illustrating your achievements

Community Participation

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Some of the 527 Olympic Posters created by Shrewsbury children of all ages - May 2012



Princes Trust volunteers creating a pond at The Wildlife Trust - Feb 2012

Raising money for charity - Apr 2012



The Olympic Torch Arrives - May 2012

The Christmas Cracker Event - Nov 2011



Dignitaries watching the Olympic Torch

Bulb Planting for Spring - Nov 2011

Illustrating your achievements

Community Participation

C4 Year Round Involvement

- The community worked together to plant bulbs in the autumn at several locations including Radbrook recreational ground and in The Quarry. Over 2100 bulbs were planted to include crocus, daffodils and hyacinths.



Spring planting of daffodils, crocus bulbs and tulips - 2012

Events in the Quarry



Shrewsbury Flower Show 2011



Winter gritting 2011/2012



Spring planting in The Dingle 2011

- During the winter months Shrewsbury Town Council supported Shropshire Council by providing staff to help grit residential areas, clear snow from the town centre car parks and areas surrounding sheltered accommodation where vulnerable people live.
- The work of Shrewsbury In Bloom, Shrewsbury Town Council and its grounds maintenance team continues all year round with tree and bulb planting in the autumn, Christmas events and gritting of roads in the winter, planting bedding plants, preparing hanging baskets and organising one-off events for the Olympic torch and the Queen's Jubilee in the spring and in the summer following a full programme of horticultural work, events in The Quarry and representation at shows such as the Flower Show.

C5 Funding and Support

- The community came out in force for our 2011 Christmas Cracker event. This year 2 school choirs, 5 community choirs, 3 bands, the panto cast, a dance company, the handbells and the rotary club all participated in performing at different locations around the town. On top of this lots of children with their families paraded around the town with their lanterns having made them the Saturday before.
- Shrewsbury In Bloom receives support from both Shrewsbury Town Council and Shropshire Council and its elected members. We encourage businesses to sponsor floral planters near their premises to brighten up the area. In return we publicise the sponsor's details through photo shoots, erect up to four signs at their chosen floral display, provide coverage on the Shrewsbury Town Council website and periodically invite them to a free social evening.

Illustrating your achievements

Community Participation

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The Big Tree Plant 2011/12



Sundorne Secondary School - Dec 2011

Edgefield Green Residents - Jan 2012

Sundorne Infant School - Feb 2012

- Shrewsbury Town Council secured a grant from the Big Tree Plant totalling £32,700 over four years. This year, being the first, has focussed on the Town Centre and over the next few years will expand to wider areas across Shropshire. The work is being carried out in partnership with Shropshire Council Highways, the Countryside Unit and Natural Environment teams. Many schools helped to plant the 123 trees so far and many transplant whips - the work continues. Students at Shrewsbury College of Art and Technology have also planted over 100 trees at their London Road Campus in Feb 2012 as a contribution to the Big Tree Scheme. The Mayor joined them and planted a Walnut sapling.
- Shrewsbury in Bloom is again supporting a show garden at the Flower Show. This year the theme is 'The Pure Food Town Garden' where majority of the plants are edible. Shrewsbury Town Council is supplying fruit bushes, an apple tree and lavender this year which afterwards will be recycled to the schools.
- Eight Stoke Heath prisoners worked together to build a BMX track at Hanwood. Over 40 tonnes of road scalpings were provided by Shropshire Council and used in the construction of the track.



Painting the fence at Oak Meadow School - 2012

Eight prisoners from Stoke Heath Prison made improvements at Oak Meadow Primary School. They put up and painted a fence making a safe area for outdoor play and lessons, cleared and landscaped a large unloved garden area and revealed a large pond which is now used for studying nature.



Pictured are the team with pupils, the Mayor, Head and Shropshire Council Officer - Mar 2012

Crews from RAF Shawbury undertook work to provide a garden at Martin Wilson Primary School. The officers transformed a neglected and unused quad in the centre of the school into an outside classroom and garden. The relationship with the school has flourished and the pupils continue to be annual guests at the RAF station.

Conclusion & Future Developments

23

Key Achievements in 2011/2012

Wilfred Owen Children Planting their Olympic Rings in Flowers - Apr 2012



Residents and businesses participate in the Town of Flowers Competition - Summer 2011



- Getting more children involved in gardening through the Schools Education Pack.
- Installation of new sponsorship signs on traffic islands and other floral displays.
- Obtaining new sponsors of floral displays increasing the total to 23 despite the current economic climate.
- Planting 123 trees with plans to plant more over the forthcoming 3 years.
- Increasing the coverage of what Shrewsbury In Bloom and Shrewsbury Town Council does through additional social media including signing up to Twitter.
- Getting the community together to celebrate the Queen's Diamond Jubilee and welcoming the Olympic Torch.
- Developing the relationship between Shrewsbury In Bloom, Shrewsbury Town Council and the Allotment groups.
- Securing the funding from Sport England for improving our playing field.
- Obtaining 'Quality Town Status'.
- Re-branding the town following the involvement of the whole community.
- Attracting large developments to the town centre such as the Premier Inn Hotel and the large shopping centre redevelopment.
- Developed a rolling programme of sustainable planting combined with seasonal displays.
- Winning the NABMA award for the market in the Town Council category.



NABMA Trophy - Jan 12

Conclusion & Future Developments

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Key Aims and Objectives for 2012/2013

- Plant further trees in the county including 60 trees in 60 locations to commemorate the Queen's Diamond Jubilee.
- Support the opening of the Music Hall as a museum in 2013.
- Support the developments along Smithfield Road of the Premier Inn Hotel and the shopping centre development.
- Continue to support the residents in the planning of open spaces and through the proposals of the SAMDev scheme.
- Develop the Bowbrook Allotments increasing it by 25 plots.
- Develop the Butcher Row toilets having now received planning permission.
- Develop the promotion and facilities at Monkmoor Recreational ground and the areas of the Countryside Unit that will now be managed by Shrewsbury Town Council.
- Upgrade the Tilstock play area.
- Work closely with local BMX groups to develop Springfield and Greenfield sites.
- Procure the sculptured artwork for the traffic islands.
- Continue to engage and encourage school children in gardening by developing the school education pack by adding new activities and incentives. Through promotion encourage additional schools to get on board with the scheme.
- Continue to reach different groups of the community through social media; Twitter and Facebook and keep Shrewsbury Town Council up to date with technology as it develops.



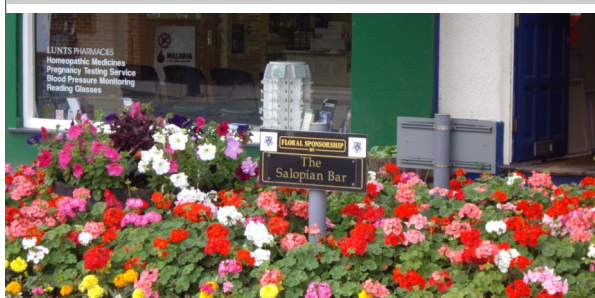
Edgefield Green Floral Display - Summer 2011



Flower Tubs Near the Square - Summer 2011



Half Planters - Summer 2011



Sponsored Flower Bed - Summer 2011

25 Appendices

Dear Mr Farmer,

I feel I must write to you regarding the Dingle, this year it really is wonderful, I visit it most afternoons and I think this year it is the best I have ever seen it.

all credit to Mark and Pete for all their hard work. You would be surprised how many locals and visitors remark on how lovely it looks. It will be great by the Flower Show.

Letter of compliment local resident - July 2012

Details of enquiry: This is not so much an enquiry, more of a compliment. My wife and I came to Shrewsbury on Friday last and had a mooch around town as usual. We decided to go up to the 'Dingle' and were struck with the neatness and the beauty of everything. Just wanted to compliment the Parks on a job well done. Thank you.

Compliment from visitor to Shrewsbury - Apr 2012

Compliments for Shropshire Street Scene

A letter has been received from a very happy member of the public from Kent who visited Shropshire over the May Bank Holiday.

"Just a brief note to say that I spent the bank holiday weekend in Shrewsbury travelling by National Express, on entry to the town through to the bus station I was amazed at how lovely this historic town is but more importantly how noticeably clean and tidy it is too!! What a pleasant surprise.

On Sunday I visited the Quarry, the Dingle and walked around the town, again surprised by the cleanliness and how tidy and well kept everywhere was - CONGRATULATIONS.

We'll done to all the staff, contractors and everyone else involved who obviously take pride in their jobs and more importantly the town."

Extract from Shropshire Contract Newsletter - 2011

Weir turbine project is given big funds boost

Permission for firm to fit hundreds of solar panels

Search

Shrewsbury Town Council

Are you coming to Shrewsbury's Christmas Cracker event tomorrow? There will be plenty to keep families of all ages entertained from 5-8pm. Make sure you catch our first Christmas lantern parade, starting at 5.45pm - it's sure to be an 'illuminating' experience!

60 People Reached · 4 People Talking About This

Like · Comment · Share · November 22, 2011 at 2:12pm

2 people like this.

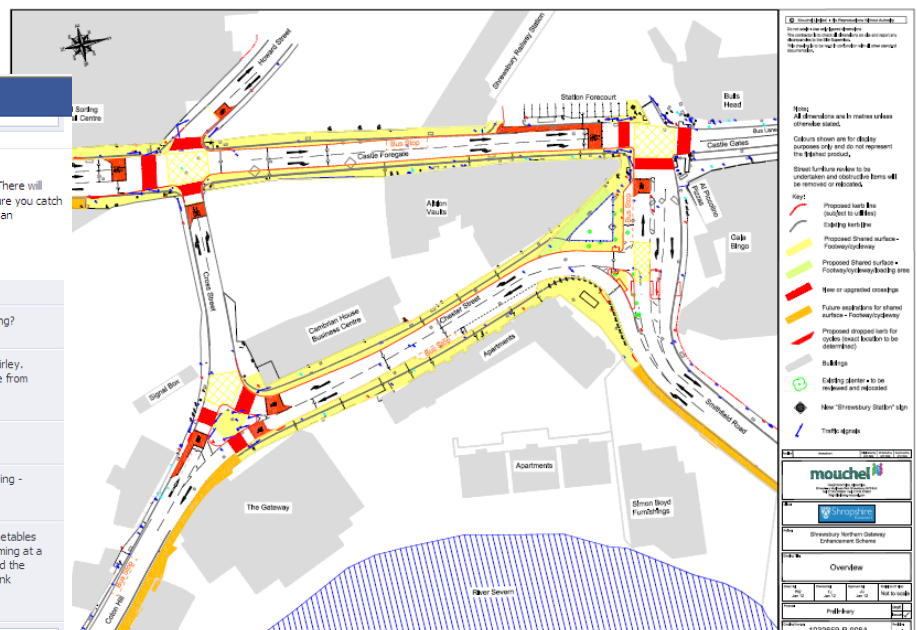
Shirley Lee Are park and ride services running in the evening?
November 22, 2011 at 2:33pm · Like

Shrewsbury Town Council Thanks for getting in touch Shirley. Yes, Park and Ride will be operating until 9pm and will be free from 4pm. See you there.
November 22, 2011 at 2:53pm · Like

Shirley Lee thank you
November 22, 2011 at 3:03pm · Like

Shirley Lee Are all the bus services running tomorrow evening - and where are the choirs and at what time please?
November 22, 2011 at 10:57pm · Like

Shrewsbury Town Council Hi Shirley, all the usual bus timetables apply. The fun kids off at 5pm with choirs and bands performing at a range of locations including the Square, shopping centres and the Market Hall. You can view the full event programme from the link above. We hope you enjoy the evening!
November 23, 2011 at 11:26am · Like



Chester Street Gyratory Plans - Mar 2012



SPACE TO GROW

In just three years, an empty pasture in Shrewsbury has been transformed into an award-winning community garden that provides allotments, wildlife-friendly green spaces and a place to make friends

PHOTOGRAPHS JULIA STANLEY
WORDS MATTHEW BIGGS



Extract from the Summer Edition of The Edible Garden 2012 about allotments

Compliment of the day

Extract from Intranet - May 2012

Customer would like to compliment whoever is involved in the upkeep and general maintenance of Meole Brace golf course. It is in the best condition I have ever seen. I play many courses around the country and can say its not far off looking like a professional outfit. Well done all concerned.



Digester to generate electricity for farm

Lights going out to save council cash



Town council is to take over recreation ground

Council will spend £2.5m on major solar panels project

SHROPSHIRE Council is pressing ahead with plans to spend £2.5m on a major solar panels project.

Eco-sites will open doors to the public

Eco-home plans for playing field site



**With special thanks to all organisations and individuals for
their involvement in Shrewsbury In Bloom this year.**

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