



Contents

A Warm Welcome	1
Shrewsbury in Bloom Committee	2
Review of the Year	4 - 7
Illustrating your Achievements	
Horticultural Achievement	8 - 12
Environmental Responsibility	13 - 19
Community Participation	20 - 25
Conclusion and Future Developments	
Key Achievements in 2018/19	26
Key Aims and Objectives for 2019/20	27
Appendices	28-29



The Shrewsbury in Bloom Committee takes its environmental responsibilities seriously, and we have therefore printed this Bloom portfolio on 100% recycled paper using eco-friendly ink.

The Shrewsbury in Bloom Committee asked members of the public to submit their favourite photos of the town as part of their annual photo competition, with the winning entries featured on the front and back covers of the Portfolio.

Front Cover image: The photo of St Alkmund’s Church from the entrance to Church Street was taken by Steven Sneade, who works as a patient transport driver around Shrewsbury. With so many areas of history and beauty in town, he cites this as his favourite view of Shrewsbury.

Back Cover image: Taken by Emma Gibbons, who works at the Royal Shrewsbury Hospital. Having taken up photography two years ago, she has a passion for her main hobby and loved how the sun reflected on the river, making it look very atmospheric



Councillor Phil Gillam

To plant a garden is to believe in tomorrow. So said the great film actress and humanitarian Audrey Hepburn.

I rather like that quote as it immediately turns all gardeners and all lovers of flowers into optimists, philosophers and prophets too; and striving for a better tomorrow is surely something to which we can all relate.

As Mayor of Shrewsbury, it is my very great pleasure to welcome you to our beautiful, historic and enchanting town.

Of course, it is a real privilege to be able to promote our town’s horticultural excellence as we once again enter into the competition season.

I’d especially like to take this opportunity to thank the volunteers, business sponsors, community groups and other organisations who work together so brilliantly on these occasions, and I’d like to pay tribute to the Shrewsbury in Bloom Committee for the way in which they encourage everyone to join together to uphold our traditions of horticultural distinction.

Welcome to beautiful Shrewsbury!



CHAIRMAN, SHREWSBURY IN BLOOM

Keith Roberts

As chairman of Shrewsbury in Bloom, I am delighted to welcome you once again to our beautiful town of flowers as we enter the regional Heart of England in Bloom competition in the Small City category.

The Bloom Committee works alongside the two extremely supportive Town and Unitary Councils in Shrewsbury and utilising the Bloom philosophy across everything the town does, helps to ensure that so many areas and the people who live, work and visit the town see the benefits of their work.

We take the view that entering Bloom is not just about winning a competition – it encompasses what we do all year round. And we work hard to produce our floral displays for the height of our summer season to make the town look attractive and welcoming to the many visitors who come to Shrewsbury for both the floral aspects and its history.

We are extremely lucky to have so many community groups, organisations and individuals who actively work together to uphold our highly-regarded prized floral reputation – these are the fantastic people that make Bloom happen every year. They include: Housing Plus, Team Shrewsbury, West Mercia Police, Shropshire Fire & Rescue Service, Severn Hospice, The Hive, Shropshire Council, Veolia, Shrewsbury Town Centre Residents Association, Shropshire Horticultural Society, the Environment Agency and the Allotment Associations.

It is a great tapestry of collaborative working that helps to make Shrewsbury the great town that it is whilst also promoting itself as THE Town of Flowers.

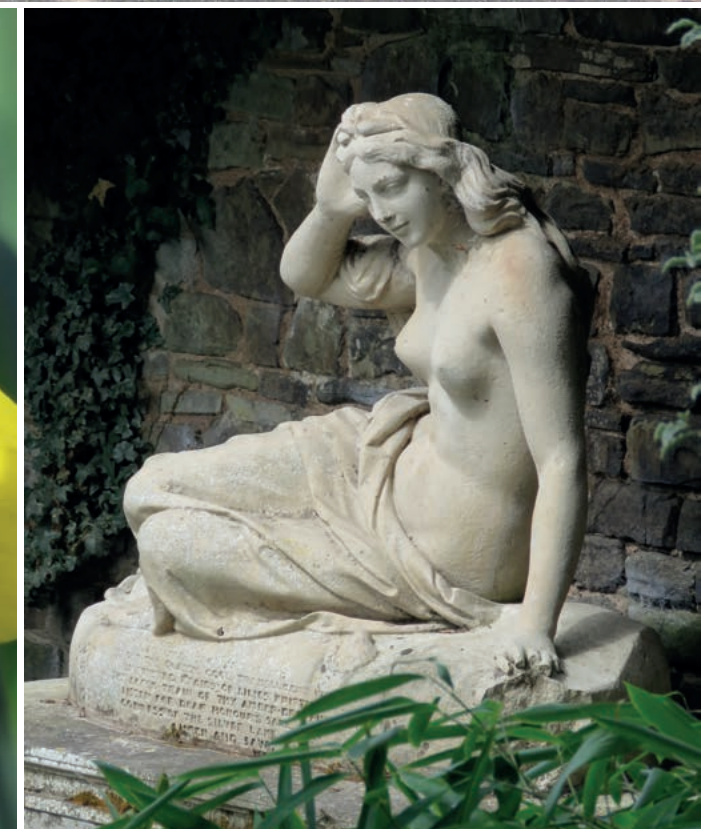


The Shrewsbury in Bloom Committee

- The Shrewsbury in Bloom committee meets on a regular basis throughout the year, but more frequently during the summer months, to help plan the floral displays for the following year. Income is generated from actively marketing, promoting and selling hanging baskets to local businesses in the town centre. The Town Council works in partnership with Shrewsbury BID to market the hanging baskets with a view to ensuring that the town is filled with colour throughout the summer. The Bloom Committee also seeks floral sponsorship for roundabouts, planters and other floral features from companies wishing to promote their businesses to a wider audience.
- The committee is principally made up of volunteers from the local community and businesses. There are currently 7 volunteer members, 3 council officers and 4 councillors who work closely with all its partners to ensure the town always looks its best.
- The group's main objective is to act as a stakeholder for new ideas and projects to enhance the town.
- The Bloom Committee takes great pride in the fact that there is continuity in our collaboration with companies, which is testament to the pride and commitment of local businesses in Shrewsbury. This enables us to provide the visual impact of the floral displays around the town. Shrewsbury currently has 28 business sponsors, and over the past twelve months from 01/04/18 to 31/03/19, our sponsorship programme has generated an income of £20,373, which is a slight reduction on the previous year. Yet another record of 339 commercial hanging baskets were sold last year, helping to raise a little over £15,460 and numbers continue to rise year on year, which is an encouraging figure, given continuing austerity factors within the economy.
- Shrewsbury in Bloom is fortunate to have a range of sponsors, which includes: Morris Properties; Veolia Environmental Services; Crowmoor Primary School; James Holyoak & Parker Limited; W R Pugh Undertakers; Marches Care Ltd; Ray Parry Playground Services; Alan Ward Furnishers; Greenthumb; Copthorne Road Vets; Sign & Poster; MiPower Limited; Bluebird Care; Dyke Yaxley Solicitors; Cleartone Communications; Inocencia; GreenTek; Guild of Freeman of Shrewsbury; Kingsland Polymers; Whitecroft Fish & Chip Shop; First Car; Lunts The Chemist; Oxon Touring Park;

The Parade Shopping Centre; Abbey Removals Limited and Salop Leisure.

- The Committee is committed to working with local schools and we have Bloom Committee members who are actively engaged with school gardening clubs, providing hands-on help and advice to young gardeners. They also encourage schools to enter the various floral competitions supported by both Heart of England in Bloom and Shrewsbury Town Council.
- Shrewsbury in Bloom has its own section on the Town Council's website to promote projects, events and activities, display schools' work and announce winners of competitions. The Town Council actively promotes the work of Shrewsbury in Bloom via its social media platforms of Facebook and Twitter (@ShrewsburyTC and @ShrewsBloom) and promotes the various Bloom events, competitions and winners throughout the year.



Review of the Year

July 2018

- With a record 42 teams taking part in the annual Dragon Boat Festival on the River Severn in aid of Severn Hospice, the event helped to raise over £50,000 for the charity
- Cancer UK's Race for Life takes place in the town's Quarry park, with over 1,000 participants covering the 5k course in beautiful sunshine. More than £39,000 has been raised by the Shrewsbury runners
- Shrewsbury International Comedy Festival plays host to a wide variety of acts over a four-day event in the town
- Let's Rock Shrewsbury entertains 10,000 fans in the Quarry park with a variety of acts performing their hits from the 1980s
- With dangerously low water levels in the Dingle's pond due to the heatwave, firefighters help to refill the feature with around 20,000 litres of water pumped from the River Severn to restore oxygen levels for the fish in the pond
- The Shrewsbury 10k race takes place around the town, attracting around 2,500 participants
- Judging for Shrewsbury in Bloom's annual school gardens competitions takes place - the winner of the Schools' Grounds Awards is Shrewsbury Cathedral Catholic Primary School
- Hermitage Gardens in Frankwell and Severn Hospice are judged in the Heart of England in Bloom "It's Your Neighbourhood" category
- Shrewsbury welcomes the judges in the Heart of England in Bloom competition judging the town in the Small City category



- The Britain in Bloom judges are welcomed to Shrewsbury to judge the town in the national competition

August 2018

- "Owen – the Last 100 Days" is launched by Shrewsbury Heritage on behalf of Shropshire Remembers paying tribute to the WWI poet and soldier and the thousands of soldiers who gave their lives in the conflict
- Shrewsbury Town Council gives the go-ahead to installing solar lights along the River Severn following a successful trial since the beginning of the year
- The 131st Shrewsbury Flower Show takes place in the Quarry
- Staff from Caterpillar Defense help the local community by working with Shrewsbury Town Council to renovate The Grange Community Centre to create a community hub
- Judging is completed in Shrewsbury in Bloom's annual Town of Flowers competitions, with awards in Commercial, Residential and Schools Categories
- Shrewsbury Folk Festival at the West Midlands Showground which raised over £7,000 for Hope House Hospice
- Crowds brave the rain to visit the annual Shrewsbury Steam Engine & Vintage Vehicle Rally, hosting more than 1,000 exhibits
- More than 350 competitors take part in the SYTri Shrewsbury Triathlon – now in its eighth year

September 2018

- The Mayor of Shrewsbury welcomes Royal Air Force Personnel based at RAF Shawbury at Shrewsbury Castle at the start of their Freedom Parade through the town to celebrate the centenary of the RAF
- Four throw lines boards are installed at strategic locations along the banks of the River Severn as part of a multi-agency project to help reduce the number of river deaths
- The 10th annual FAVOR UK Recovery Walk takes place in Shrewsbury with 5,000 people acknowledging their recovery from addiction
- Servicemen and women parade through Shrewsbury to commemorate the 78th anniversary of the Battle of Britain

followed by a memorial service in St Chad's Church and wreath-laying in Quarry park

- Shrewsbury wins Gold in the Heart of England in Bloom Small City category in the awards presentation at Burton upon Trent
- Hermitage Community Gardens in Frankwell wins Level 5, Outstanding in the It's Your Neighbourhood awards
- More than 1,000 people take part in a Guinness World Record performance of the Charleston in Shrewsbury's Quarry park, helping to raise over £5,000 in aid of Severn Hospice
- The first Graduate ceremony takes place for students of University Centre Shrewsbury
- Shropshire is named as one of the top spots in the country for recycling
- The 11th Macmillan Coracle World Championships on the River Severn features almost 200 competitors helping to raise more than £45,000 for the charity



October 2018

- Spring bedding planting programme starts from the beginning of the month
- Christmas lights are erected around the town
- The second Oktober Fest is held in the Quarry
- The Shrewsbury River Classic Angling Festival is held along the banks of the River Severn
- Shrewsbury wins Gold in the Britain in Bloom Small City Category at the RHS awards presentation in Belfast
- Shropshire residents vote to name Shropshire Council's 25-strong fleet of gritters, including Gritty Gritty Bang Bang, Phillip Snowfield, Gritty McGritFace and Shrew Grit
- Shrewsbury BID is voted in for a second term which will see over £2m invested to support the town centre over the next five years

November 2018

- Shrewsbury pays tribute to all the men and women who died serving their country in the annual Remembrance Sunday service at St Chad's preceded by a parade through the town
- An immersive light and sound installation around Shrewsbury's Grade II* Listed war memorial pays tribute to the 5,286 people in the Shropshire Roll of Honour from WWI
- Shrewsbury is ranked as one of the healthiest high streets in Britain in a new league table by the Royal Society of Public Health
- The community celebrates the Christmas lights switch-on, with Father Christmas on his sleigh in the Square, and bands, carol singers and choirs all joining in the fun around the town
- The third Shrewsbury Literature Festival takes place at locations around the town, attracting a line-up of international authors, award winning poets and leading writers
- Members of Shrewsbury Severn Rotary Club plant 5,000 purple crocus bulbs in the grounds of Shrewsbury Abbey as part of Rotary International's Purple4Polio campaign
- Shrewsbury in Bloom's Annual Town of Flowers Awards presentation by the Mayor of Shrewsbury to winners and runners-up in the Residential Front Gardens, Best Allotment and Business Premises categories
- The Angling Trust Riverfest Grand Final fishing tournament is held in the town, playing host to 72 of the country's best anglers
- The annual Shrewsbury Rotary Tree of Light church service is held at the Abbey
- Bulb planting sessions are held by Councillors and local schools around the town
- Shrewsbury's annual pantomime at the Theatre Severn starts its festive run with this year's performance of Mother Goose



December 2018

- Ten potentially life-saving defibrillators are installed at prominent locations around Shrewsbury with a further six machines installed at five schools and one community centre
- With much milder temperatures than last year, residents of Shrewsbury participated in the annual Carols in the Square concert, broadcast on BBC Radio Shropshire. The event is also broadcast inside the Shrewsbury Market Hall via large TV screens as well as a livestream on the Internet
- The town’s first community fridge is opened in a bid to cut chilled food waste in Shrewsbury
- Shrewsbury Town Council, working with Shrewsbury in Bloom, plants an oak tree in each of the 17 Wards in the town to commemorate the centenary of the end of WWI as a living memorial to those who died in the world’s first major conflict
- Shrewsbury Food Hub hosts a number of food share tables over Christmas and New Year for members of the public to collect surplus food collected from local supermarkets

January 2019

- Family-run Morris & Company, based in Shrewsbury, celebrates its 150th anniversary
- A new installation of cast iron deer is installed in the Dingle gardens with a view to celebrating the county’s indigenous wildlife whilst educating children about their native mammals
- Demolition work begins at Copthorne Barracks, the site of the former King’s Shropshire Light Infantry HQ
- Work starts on the refurbishment of the Dana footbridge as part of the upgrade of Shrewsbury station



February 2019

- With over 30 free events taking place around town, the DarwIN Festival helps to celebrate the birthplace of Charles Darwin and encourage people to promote the town’s most famous son
- Town Council staff, volunteers and local school children replace a damaged hedgerow in Monkmoor

March 2019

- Shrewsbury is one of the first places in the UK to introduce a town-wide, deposit-return scheme for re-useable takeaway cups in an effort to reduce waste
- Government funding of £54m for the proposed North West Relief Road is secured to help divert traffic away from the narrow Medieval streets of Shrewsbury
- Pupils from Harlescott Junior School introduce a ‘No Car Day’, which sees them make their way to school on foot to increase fitness levels and help the environment
- Shrewsbury Town Council declares a Climate Emergency with the intention of becoming carbon neutral by 2030
- More than 2,000 runners take part in Shrewsbury’s fourth 10k run in the town centre with a slightly amended route to take into account flooding in the Quarry
- Shrewsbury is once again named as one of the best places to live in the Sunday Times “Best Places to Live” guide

April 2019

- Shrewsbury Town Council and Shropshire Council celebrate their 10th anniversary
- The Big Busk is held in various locations around Shrewsbury raising £7,500 for Shrewsbury Ark, a centre for vulnerable and homeless people in the town
- The Honda Goldwings parade around the town and light up the streets in a night-time charity ride in aid of Shropshire Autism Hub
- The 16th Shrewsbury Cartoon Festival brings a small army of professional cartoonists from all over the UK and overseas to draw for the public
- With nearly 300 participants, the inaugural 5k Ruby Run takes place at the Greenhous West Mid Showground, raising money for the Lingen Davies Cancer Fund
- Shrewsbury Museum & Art Gallery celebrates its fifth anniversary and has welcomed almost 416,000 visitors
- The Bike for Life Festival sets off from Meole Brace and heads

towards RAF Cosford with over 3,000 riders taking part, raising funds for the Midlands Air Ambulance

- The fourth Shropshire Kids Festival is held in the Quarry Park with over 100 activities and workshops throughout the weekend ranging from cookery to music sessions and dance workshops
- Annual Town Meeting is held at the Guildhall in Shrewsbury
- Shrewsbury Bookfest takes place across the town - working with school age children in Shrewsbury to encourage a love of reading

May 2019

- The annual Mayor’s awards is held at the Guildhall, with 1 bronze, 21 silver, 30 gold and 7 Special Awards presented to local unsung heroes who selflessly help their local communities
- The annual Shrewsbury Regatta is held on the River Severn
- The launch of four Big Town Walks takes place to encourage people to enjoy the green spaces around the town and discover new aspects of their neighbourhoods
- Annual Town Council and Mayor Making ceremony is held at the Walker Theatre, and sees Councillor Phil Gillam sworn in as Mayor of Shrewsbury and Councillor Nic Laurens as Deputy Mayor
- Shropshire County Agricultural and Horse Show, one of the oldest surviving agricultural shows in the country, is held at the Greenhous West Mid Showground
- Shrewsbury Town Council hosts a Business Chamber event at their greenhouse to showcase the town’s floral features to the business community



- Schools in Shrewsbury attend a greenhouse open event with a view to encouraging the next generation of gardeners
- Open evening at Shrewsbury Town Council’s Weeping Cross Centre where sponsors and members of the public are invited to get a glimpse of the “behind the scenes” work which helps to make Shrewsbury the “Town of Flowers”
- Summer planting programme undertaken around the town
- Shoplatch Pocket Park is opened in a busy town centre street to add colour whilst the road is closed for major gas works

June 2019

- Hanging baskets are installed at business premises
- Current and former Mayors, dignitaries, officials and civic leaders parade through the town from the Castle to St Chad’s Church for the annual Mayor’s Sunday Service
- Shrewsbury hosts the first Comics Salopia festival in the town
- The seventh Shrewsbury Food Festival in the Quarry
- Shrewsbury Carnival and Show in the town
- Shrewsbury’s seventh half marathon around the town with 5,000 runners taking part
- Cancer Research’s Race for Life is held in the Quarry park
- Start of the fishing season on the River Severn heralds the year of intense work to make angling a sport on the up



Illustrating your Achievements

Horticultural Achievement



- With a high-impact floral planting scheme in the award-winning Dingle Garden, this horticultural haven of tranquillity is often described as the jewel in the crown of Shrewsbury. Offering seasonal planting throughout the year, it is planted with a wide variety of trees, shrubs and seasonal flowers which delights the many visitors.
- The Castle Carpet Bed at the entrance to Shrewsbury Castle provides an annual focal point for visitors and has a new planting scheme twice a year. With no overall theme for the spring display, the Town Council staff used 1,250 mixed Polyanthus, Daffodil - Jack Snipe (white outer with a yellow trumpet, Tulip - Red Riding Hood (red), Tulip—Albion Star (white), Hyacinth—Carnegie (white) and Jan Bos—(reddish/dark pink)

The summer theme for this year celebrates the Town Council's 10th anniversary and uses Alternanthera Green, Alternanthera Bright Red, Echeveria (lobed leaves – elegans) and Pyrethrum 'Golden Moss'.

- To ensure that the floral displays are kept vibrant, the Town Council undertakes a review of its planting schemes each year to include as wide a variety of plant species as possible from seasonal bedding plants to sustainable plants where appropriate with the aim of providing both colourful and memorable displays.
- With the continued success of new floral displays around the town, the Town Council continues to look at introducing a variety of new features for various locations around the town. Nine new planters for the refurbished Pride Hill will be installed, with a planting scheme of sustainable plants with a splash of seasonal colour.
- The ever-colourful floral displays around the town are planted in 6 darleks with built-in reservoirs, 150 floral pole planters, 100 railing inserts, 50 troughs, 6 large tiers, 339 commercially-sold hanging baskets as well as the 150 hanging baskets installed by the Town Council. In all, these displays help to enhance the historic town centre for the benefit of residents and visitors alike.



A2

Horticultural Practice

- Shrewsbury Town Council purchased 14,000 bulbs as part of its spring bedding programme, all of which have been planted at various locations around the town, including schools, local parks and banks along main roads into the town. More crocus bulbs were requested last year and have been planted around the town.
- The Town Council and the Bloom Committee decides the floral displays a year in advance and purchases plug plants for delivery in time for the summer and winter displays. The plants are grown on in the greenhouse complex ready for planting out according to the season. This helps to reduce costs when dealing with the large number of plants used in the floral features across the town.
- The Town Council uses a number of dedicated areas at its Weeping Cross depot where staff grow trees and shrubs from cuttings to ensure it is self-sufficient in producing its own stock for the floral displays, which will prove to be cost-effective in the longer-term.



A3

Residential and Community Gardening

- Allotments in Shrewsbury are organised through devolved management by local Allotment Associations, with twelve in the town. With the increasing popularity of people wanting to “grow their own”, there are waiting lists for each of the sites, spread over 40 acres.
- The Shrewsbury in Bloom Committee actively encourages residents to enter its annual Town of Flowers competition with categories including schools, residential front gardens, allotments and business premises. The Mayor of Shrewsbury visits the winning schools to present their certificates, prizes and trophies, whilst winners of the other categories are invited to the Mayor’s Parlour for an informal prize-giving ceremony.
- Hermitage Gardens in Frankwell offers local residents a chance to come together as a community and use the local facilities for both recreation and gardening. With the continued success of the community garden, the residents have been awarded Level 5 – Outstanding for their third entry in the Heart of England in Bloom It’s Your Neighbourhood category.
- The residents of Edgefield Green continue to participate in their Garden Club to ensure that the communal areas look their best for both residents and visitors alike. The gardeners take great pride in their displays and feel that the scheme provides them with both activity and a chance to chat with their neighbours.



A4

Business Areas and Premises

- With Shrewsbury BID and the Town Council working together to promote the hanging basket scheme, it is encouraging to see that local businesses continue to provide support with year-on-year increases in sales. With another record-breaking 339 hanging baskets sold to businesses last year, this year’s campaign to encourage businesses to participate in the scheme is well under way.
- The Shrewsbury in Bloom Committee holds its annual Town of Flowers competition, where local firms are encouraged to take part to see which company can provide the best floral display. Members of the Committee undertake the judging in August of each year, with the winner receiving their trophy from the Mayor of Shrewsbury in an informal awards presentation in the Mayor’s Parlour in the Castle.



Green Spaces

- The Quarry park, which is owned and managed by Shrewsbury Town Council, is a valuable green space close to the centre of town. There is a full programme of events held throughout the year on the 29 acre site to suit all ages and tastes, including music concerts, the annual Shrewsbury Flower Show, Shrewsbury Food Festival, the circus and fairground attractions. The ever-popular Saturday morning Park Run regularly attracts over 500 participants each weekend and the Junior Parkrun has over 100 children every Sunday morning where they are encouraged to run, walk and skip the route.
- As well as planned events, the Quarry is a recreational hub for residents and visitors alike, where the spectacular landscaped gardens in the Dingle are a firm favourite for many people.
- Shrewsbury Town Council is responsible for the maintenance of the majority of playing fields, recreation grounds and open spaces in the town. In addition, over 120 miles of highway verges and hedges are trimmed and the Town Council looks after in excess of 30,000 trees throughout the town.
- The Town Council manages more than 250 acres of Countryside land within the town boundary. Many of these sites are Special Sites of Scientific Interest, local nature reserves and community woodlands.
- Shrewsbury Town Council owns and maintains approximately 52 play facilities in Shrewsbury. These include traditional play areas suitable for children of all ages and abilities, multi-sports courts, skateboard parks, BMX tracks and the ever-popular Splash Park next to the refurbished play area in the Quarry.



Illustrating your Achievements Environmental Responsibility



- During the summer, the cornfield meadows come into bloom. One of the interesting features of this type of low intensity horticulture is that the composition of the meadows changes each year depending on the weather and competition between the species. The wet spring weather in 2017 held up the seeding of the meadows, providing a vibrant display of the usual annuals as well as toadflax and chrysanthemum.
- Each year the Town Council's hay meadows need to be cut, turned and baled, to ensure that the nutrient levels remain low enough for desirable species to come through next spring. Although the Countryside Unit use tractors now, the method mimics traditional practices, with the grass being turned several times to dry it out and shake all the wildflower seed out. The hay is sold to a local farmer to offset the cost, and this is used to feed the cattle over winter.
- The Shropshire Wildlife Trust has used an award of £5,000

from the Tesco Bags of Help initiative to raise awareness and undertake habitat management of otters living in the River Severn. With a significant growth in otter populations, the funding has allowed the Shropshire Otter Project to carry out vital research to get a better understanding of otter behaviour, which includes feeding patterns and the relationship between water condition and otter success. In addition, three holts have been built along the river with permission from landowners.

- The Town Council's Countryside and Greenspace Team retrieved a huge haul of tyres when clearing the Rea Brook in the town. With a further clearing of the brook a week later between Sutton and Meole Brace, they found a trailer full of rubbish. They also found a young river lamprey. These primitive fish have been around since before the times of the dinosaurs but are sensitive to water pollution. Finding them in the Rea Brook is a sign that the water quality is relatively good.



- During the summer, with the help of their volunteers, Shrewsbury Town Council's Countryside Unit pulled up two trailers full of Ragwort from Becks Field opposite the Quarry. The plant is tolerant of dry conditions and had started to dominate the area. Despite having a bad reputation amongst horse owners, due to its toxic properties when eaten, it is a vital plant for many species of invertebrates, such as the Cinnabar Moth. For this reason, a small amount of the plant is allowed to grow and is never completely eradicated and is controlled more carefully at sites like Becks Field where grazing animals are present.
- Concentrating on a hedge planted seven years ago, the Town Council's staff and volunteers worked on laying the hedge at the Rea Brook Valley Local Nature Reserve. Hedge laying involves thinning and partially cutting through the stems of an existing hedge. This prevents it from becoming sparse, and provides cover for wildlife as it grows. This method was used to stock-proof fields for hundreds of years before we started to use fences. They also thickened the hedge up with a row of new trees.
- The Town Council's Countryside and Greenspace Team carried out coppicing at Mousecroft Pool at the beginning of the year. Several stools of crack willow were recoppiced at the edge of the pool to prevent excessive amounts of deadwood falling into the water and reduce the amount of water being drawn up by the trees. This also helps to provide several ages of willow around the pool as the coppice stool regrows, allowing safer and easier fishing from the pegs, as well as providing more light to the water.
- The Town Council's Countryside Unit installed stone steps at the Rea Brook Valley Nature Reserve. Whilst the team usually uses timber to build their steps, old blocks of sandstone were sourced from Shropshire Council's Great Outdoors Team. This material is ideal due to its longevity. With help from

volunteers, the old rotten steps were removed and the stones hauled in to place. The handrail was also replaced.

- The Town Council's Countryside Unit undertake an annual thinning of their Community Woodlands. This year at Sundorne, the team undertook selective felling and stacking trees, chipping some of the brash, pulling the timber out with a mini tractor and planting some of the gaps with younger trees of different species. The timber is sold to offset the cost of management, although some of the material is left in the woodland for habitat.

This has been done to maintain a balance of tree species and understory vegetation. As this is a planted woodland and all the trees are the same age at the moment, the fast growing species such as Poplar, Ash and Cherry are dominating the canopies. Species such as Oak and Hawthorn are suffering, and declining in number as they are out-competed and die. The closed canopies have also resulted in bare ground underneath the trees, which is of little benefit to wildlife. By selectively removing and coppicing trees, light can be let in to the woodland floor and ensure the long term health of the area by having a wide variety of species and ages of tree. Many years ago, this thinning action would have been carried out by a range of large wild grazing animals as well as their predators, who are all missing from our woodlands now.

- The Countryside and Green Space Team undertake chainsaw work at all times of the year. In the heat of last summer, the work was hard and whilst it wasn't a pleasant job, it sometimes becomes unavoidable. A lime tree had collapsed from privately-owned land across the brook and over a path on the other side, and was collecting debris and litter behind it. These obstacles can become a serious flood risk if they are in place when the water levels rise in the winter. The low levels during the hot summer weather made it an ideal time to get in and remove them.

Resource Management

- The Town Council's Countryside team carry out simple access improvements to some of their sites around the town, and improved the surface at Meole Brace as well as installing a new handrail to encourage more people to enjoy the greenspaces.
- The Town Council's Countryside Unit installed a new livestock loading pen at the Old River Bed Site of Special Scientific Interest off Ellesmere Road, to help with moving animals on and off the site. Funding is received from Central Government to help manage this site correctly, and will include provision for the costs of undertaking this type of work.
- Shrewsbury Town Council's Arbor team, responsible for the management of 30,000 trees in the town, chip any tree waste, which is used as mulch for water retention on the town's shrub beds.
- The green waste that the Town Council can't use as wood chip on its floral borders is processed by Veolia for recycling.
- Residents of Shrewsbury were encouraged to "tree-cycle" their real Christmas trees by putting them out for collection with their garden waste bin. As a way of saying thank you for recycling their trees, Veolia Environmental Services made a donation to Shropshire Mind. All real trees collected were sent for composting and turned into valuable soil improver for local farmers and gardeners. Last year, more than 4,000 real trees were recycled by Shropshire residents.



- Shropshire Council's Tree Officers identified two lime trees with large cavities filled with decay near to their bases. The Town Council's arboriculture team used an MEWP to get the trees down safely, whilst the road was closed to cars along Sydney Avenue, to allow the work to be undertaken.
- Strong winds before Christmas brought down a huge crack willow across the Rea Brook. As this was likely to cause a blockage if it fell further, the Environment Agency removed it with heavy machinery. The tree had smashed a length of post and rail fencing on the opposite bank, so the Town Council's Countryside and Greenspace team built a new fence, and planted some spiny bushes in front of it. A natural barrier is always preferred to an artificial one, and the hope is that the hedge will be nice and thick by the time the fencing reaches the end of its life.
- Shrewsbury Town Council has initiated a plan to install solar lights along the River Severn following a successful trial to see how the lights work in varying conditions. The lights will be operated on a PIR system, illuminating when a person comes near and switching off after a set time. The new lights will help to improve safety for people using the river side paths at night.
- Plans have been submitted to Shropshire Council to install 82 solar PV panels on the roof of Shrewsbury's indoor Market Hall and covering an area of 100 – 150 sq. m.
- Shropshire was named the seventh best area in the country for its recycling with 55% of households recycling waste.
- The Shrewsbury and Telford Hospital NHS Trust has saved more than £100,000 by recycling surplus hospital equipment and furniture. The Warp-It scheme re-uses surplus items – from paper clips and filing trays, to cabinets, desks and chairs – instead of sending them to landfill. Their work has been recognised with a prestigious international award for their work with the scheme to reduce waste.

- The brightly coloured re-useable ‘Shrewsbury Cup’ has been introduced across the town to replace single-use paper cups for a £1 deposit, which is refunded when customers return them to participating businesses. As one of the first places in the UK to introduce a town-wide scheme, Shrewsbury is at the forefront of helping people to enjoy a waste-free way to enjoy their favourite take-away drink. With the support of Shrewsbury BID, the scheme aims to help reduce plastic waste in an exciting and innovative way.
- With funds available from the Government’s “sugar tax”, Harlescott Junior School has had a new running track made from recycled roads installed to help children meet the ‘Daily Mile Challenge’ to walk or run a mile every day.



As part of a county-wide initiative, the Shropshire Highways Alliance of Shropshire Council, WSP and Kier have worked together to install the running track, which is made of unwanted materials from road maintenance schemes carried out close to the school. With a total of 29 schools involved in Shropshire, a number of improvements to each school’s facilities will also be carried out as the tracks are being constructed, including the creation/maintenance of forest

Paper	goes to UPM Shotton paper mill near Chester, where it is pulped and turned into newspapers.
Glass	goes to Glass Recycling UK where it is crushed and melted down to make glass bottles.
Household metal packaging	cans go to Morris Metals and Novelis, where they get shredded and melted down to make new cans, fridges, car parts, bicycles and even aeroplanes.
Household plastic packaging	plastics go to Veolia’s Rainham PRF in Essex where they get separated into different types which can be used to make fleeces, water butts, drainage pipes and more plastic packaging.
Garden Waste	goes to local farms in Shropshire. It is shredded, composted and spread on the land as a soil improver.
Textiles	go to JMP Wilcox. Wearable items get sold on in charity shops across the UK and in developing countries. Items not fit for re-use are shredded to make cushion stuffing.
Wood & Timber	wood goes to A&A Recycling Ltd in the West Midlands to be sorted by grade. Good quality wood can be recycled to make chipboard. Lower grade material is used to create green energy.
Cardboard	goes to Oswestry Waste Paper where it is baled and sold on to various reprocessors including Smurfit-Kappa paper mill in Birmingham who make cardboard packaging.
Tyres	go to DME in Staffordshire where they can be shredded down and used to make children’s playground surfaces. Some are also used as fuel in the cement making industry to help reduce the use of fossil fuel.
Batteries	go to G&P Batteries Ltd in the West Midlands. Once sorted, they are sent to metal smelting facilities in the UK and France.
Fridges & Freezers	fridges go to Aquaforce in the West Midlands where they have to be treated carefully to remove the CFC’s before the metal and foam can be recycled.
TV’s & Monitors	TV’s go to Recycling Lives in Preston and Veolia in Bridgnorth. They are carefully dismantled to avoid hazardous material and stripped for components. All parts of the TV can be recycled, including the glass screen.
Small Appliances	small electrical appliance go to EMR in the West Midlands where they are shredded to allow plastics, metals and glass to be separated for recycling.
Hardcore & Rubble	goes to Tudor Griffiths in Shropshire to be crushed and sieved to produce a recycled gravel.
Used Engine Oil	goes to Oil Salvage Ltd in Liverpool where it is cleaned up and used to produce a low grade heating fuel which is used to heat UK factories.
Car Batteries	go to G&P Batteries in the West Midlands, where the battery acid is neutralised which allows the valuable lead to be extracted for recycling.

schools, maintenance of school gardens and refreshing playgrounds.

- Municipal waste management activities in the Shrewsbury area are provided by Shropshire Council through a long-term contract with Veolia Environmental Services Limited to around 46,000 homes in the area with more than 3.5 million individual collections each year, collecting over 90,000 tonnes of domestic waste from across Shropshire last year.

With the aim of making recycling easier for residents, householders no longer have to separate cans, plastics and glass in their recycling boxes. Items are now separated at the depot.

In the 2018/19 financial year, residents in the Shropshire Council area recycled or composted 54.7% of the domestic waste produced, slightly down from 55.3% in 2017/18. The equivalent rate for England in 2017/18 was 45.2% and 45.7% for the UK as a whole.

With 3,665 tonnes of household waste sent to landfill, this equates to 2.3% of the total figure for the county. The equivalent figure for England is 12.5%.

- As a signatory to the national End Destinations of Recycling Charter, Shropshire Council is keen to show their residents that their recycling is transformed into useful items – mostly in the UK – which also helps to supply UK manufacturing and helps support jobs in industry.



- Shrewsbury Town Council harvests water from the roof of its 4,000m² greenhouse into a 70,000 litre water tank. The water is used for both watering the plants in its greenhouse, as well as the many planters and hanging baskets throughout the town.
- Shropshire Council and Veolia run campaigns aimed at getting more people to recycle their domestic waste and encourage them to reduce the amount of rubbish produced.
- Residents are encouraged to donate unwanted or electrical items to local charities and social enterprises who will collect and re-use them in the local community.



B3

Local Heritage



- A mural commemorating Wilfred Owen has been installed at Shrewsbury’s Grade II Listed station. A consortium of local artists have created a feature in a brickwork arch to commemorate the departure of young soldiers leaving their families and their country to fight in the First World War. The mural marks the centenary of the end of WWI as well as 100 years since the death of Wilfred Owen in the final days of the conflict.
- A map detailing the life of one of the First World War’s most famous poets has been unveiled in Shrewsbury. The Wilfred Owen 100 map has been installed at Shrewsbury Museum and Art Gallery, and shows the town changing rapidly with expanding suburbs.
- Plans have been drawn up to turn Charles Darwin’s childhood home in to a heritage centre for Shrewsbury, and to make Mount House into a tourist attraction. A consortium of interested parties is working together to ensure that the 218-year-old building is preserved. Plans also include use by the University Centre Shrewsbury for teaching purposes, whilst the lower floors and outbuildings will be used as a visitors centre and educational space for younger children.
- Work on the roof of the Main Mill of the Flaxmill Maltings has been completed. Built in 1797, the building was the first in the world to have an iron frame and its British design was the blueprint of the modern skyscraper. The Main Mill is

undergoing a dramatic multi-million pound transformation. With a grant of £20.7m from the National Lottery together with funding from Historic England, Shropshire Council and the Friends of Flaxmill Maltings have started restoration work of the Grade I Listed Main Mill's engine houses and the Jubilee Tower. Work on the Grade II Listed Kiln will create a new learning and enterprise quarter and is scheduled to be completed in 2021.

During the Industrial Revolution, the new spinning mill became Shrewsbury's largest employer with more than 800 men, women and children working there manufacturing linen thread from flax. After closing in 1886, it reopened to produce malt for the brewing industry. Part of the building served as a barracks for soldiers during WWII and the site finally closed as a maltings in 1987.

- With a grant of £35,452 from the Veolia Environmental Trust, work can begin to update the heating and lighting provision at the Grade I Listed St Mary's Church in Shrewsbury. The church is now the only complete medieval church in the town and dates from Saxon times.
- Work continues on the upgrade of the Grade II Listed Shrewsbury Station with repairs to the canopies over the platforms and the refurbishment of the Dana Footbridge as part of Network Rail's programme of improvements to benefit passengers and the local community.



B4 Local Environmental Quality



- Staff from Shrewsbury Town Council helped with Shropshire Wildlife Trust's Clean Rivers Campaign last summer by collecting the rubbish they dragged out of the river with their team of keen volunteers. They found everything from bikes to wall insulation, and filled the Town Council's tractor trailer twice.
- Although the majority of people value having greenspaces next to them, The Town Council has had some problems with people treating nature reserves as dumping grounds. This has been a growing problem over the course of the last twelve months. The Town Council's Countryside Unit has encountered household waste, chemical containers, bed frames and electrical appliances, which have been dumped out of a back gate; as well as rubble which had to be transported via wheelbarrow from a garden where it was tipped directly into the Rea Brook. The Town Council ensures that the public is advised that any type of tipping, whether it is garden waste, household or commercial, is illegal and asks for the public's help in reporting this type of activity via press releases and social media posts.
- With a drive from supermarkets to make life easier for customers by abolishing the £1 charge for shopping trolleys, Shrewsbury Town Council staff have noticed a significant increase in trolleys dumped around the town. These are collected at the Town Council depot and sent for recycling.



- As the Government prepares to reduce sources of air pollution in major areas across the UK, figures reveal that parts of Shropshire are exceeding legal limits. With congestion at both morning and afternoon rush hour in the town, Shropshire Council is taking measures to reduce the number of vehicles in the town centre, reduce congestion and will continue to ensure that action is taken to reduce harmful air pollutants where improvement is required.

Shropshire Council is also introducing new restrictions on the types of vehicles which can be used as taxis to help improve air quality.

Shropshire Council has agreed to set up a Task and Finish group to develop an action plan to reduce carbon emissions and to lobby Central Government to come forward with proposals for local measures to tackle climate change.

- Shrewsbury is set to benefit from a grant of £53,300 from the government's Air Quality Grant to help Shropshire Council test low cost Zephyr monitors and the development of an air pollution map.
 - The League of Friends of The Royal Shrewsbury Hospital has switched to compostable cups for its takeaway drinks to lessen the impact on the environment. The 'Vegware' cups can be composted with food waste whilst the lid is made from plant-based materials which will also decompose. It is anticipated that this will mean around 156,000 cups will not end up in landfill.
 - Shropshire Council and Shrewsbury Town Council help to support the Shrewsbury Litter Action Project by donating litter picking sticks, bin bags and taking the rubbish away. The group meets once or twice a month and has over 100 volunteers who have a mission to ensure that the local environment is improved through their actions with the aim of encouraging others to be mindful of their surroundings.
 - The Keep Shrewsbury Tidy group focusses on the town centre and holds an end-of-week litter pick with volunteers helping out in the St Julian's Friars and Quarry areas. The group works together to ensure that the town is clean for both residents and visitors.
- The group also meets at 6pm on Monday evenings in the Square when they hold a litter picking session whilst also learning about the history of the town's streets.

- Organised by the local Councillor, residents in Frankwell hold litter picks in their area which helps to improve their neighbourhood.
- Shropshire Young Ramblers are combining their love of walking whilst also helping to clear up the countryside. For their first litter pick, and supported by the Town Council who supplied litter pick sticks, they chose the Rea Brook Valley Nature Reserve, collecting over 12 bags of litter in just a couple of hours.
- #TeamShrewsbury is a multi-agency partnership made up of the two councils, Police, Fire, Business Community, Housing Associations, University and other stakeholders, and has created a platform where information and intelligence can be shared, joint solutions to problems developed and generally make a difference. A number of Community Action Days have been held and local areas have seen improvements.



B5 Pride of Place

- With problems of anti-social behaviour in the town centre increasing, the Shrewsbury Town Centre Public Spaces Protection Order has been extended for a further 12 months. The Order bans anti-social behaviour in public areas, specifically urinating, defecating, leaving personal belongings, the consumption of alcohol and a wider provision to require a person to leave an area if causing anti-social behaviour in the town centre area within the river loop.
- Before the start of last summer, Shrewsbury Tourism invested in new town map leaflet dispensers in key gateway locations. With a huge increase in visitor numbers last summer, 60,000 town maps were snapped up by visitors in just three months helping to ensure an improved visitor experience and an increase in footfall in the town centre.
- Shrewsbury has been named as one of the best places to live in the Sunday Times "Best Places to Live" guide.

Illustrating your Achievements Community Participation



- Shrewsbury Town Council encourages local organisations to submit applications for grants to help them achieve their aims and objectives. The Council awards grants to local groups and national bodies with an independent branch based in the Shrewsbury Town Council area, which provides support to the residents of the Parish of Shrewsbury. Awards have been made to the following organisations over the last twelve months: Smile Youth Group; Remap Shropshire; Crane Quality Counselling; Shrewsbury Triratna Buddhist Centre; Shrewsbury Festival of Literature; The Coroners Court Support Service; Meole Brace Peace Memorial Hall; Shrewsbury Athletic Club; Shrewsbury Morris Dancers; Shrewsbury & Oswestry Crucial Crew; Shrewsbury Street Pastors; Shrewsbury Food Hub; Shrewsbury Book Festival; and The Hive.
- In addition, the Shrewsbury in Bloom Committee operates its own grants scheme and invites local organisations and schools to apply for assistance. The Bloom Committee has helped the Barnabus project with plants and St Giles Primary School has received plants, containers and compost towards their sensory garden.
The Bloom Committee has also funded two more bottle greenhouse frames this year with one going to Martin Wilson School to provide facilities for the gardening club to grow their own.



Communication and Education

- A team of staff and volunteers at Katie's Kids Nursery in Monkmoor has transformed part of the grounds into an outdoor useable space, providing children with an opportunity to explore the outdoors. Children also benefit from the company's Kids Kitchen, learning skills in the kitchen that will take them through school and into adult years.
- Barnabas Church in Shrewsbury has designed a 360 Garden facility to encourage people with learning difficulties to garden and in turn gain more confidence. Shrewsbury in Bloom has supported this initiative by providing compost, plants, equipment, garden chairs and wood.
- Local schools in the Shrewsbury Town Council area were invited to the Town Council's greenhouse for a tour to provide support to their gardening clubs and provide an insight into how the town's floral features are produced. Under the guidance of staff, pupils planted seeds which they took home with them to see how they grew and encourage them to become the next generation of gardeners.
- Young Shrewsbury continues to operate its successful scheme with Priory School to produce designs for two roundabouts in the vicinity of the school. Pupils are encouraged to take into account a number of factors to ensure that the design is suitable for its environment, choosing plants from a list supplied by the Town Council.



- The Shrewsbury in Bloom Committee is actively engaged in encouraging schools around the town to become involved in various competitions, including the annual Town of Flowers competition, as well as the Mayor's Awards, through nominations and inter-school competitions.
- The Shrewsbury in Bloom Committee communicates with schools using social media platforms. Communication also takes place via Shrewsbury Town Council's Facebook and Twitter pages as well as the dedicated Shrewsbury in Bloom Twitter page which promotes all things horticultural in the town. Regular features on Bloom matters are also included in the Town Council's Admag Wraparound, which is sent to 45,000 properties in the Shrewsbury area.
- With strong links to various media groups around the region including Shropshire Live, the Shropshire Star, Shrewsbury Chronicle and Radio Shropshire, the Town Council is able to promote activities throughout the year. This includes a live broadcast by BBC Radio Shropshire from the Square as part of the annual "Carols in the Square" celebrations. Shrewsbury Town Council's in-house Communications Officer regularly sends out press releases to keep the public informed about local events in Shrewsbury and helps to develop the social media side of communications by encouraging interaction and feedback from the public.
- Shropshire Council, in conjunction with Veolia in Shropshire Limited, offers a number of schemes to Shrewsbury's schools to help them minimise waste and recycle more. These include offering schools a free composting bin and advice on how to compost at school.
- Veolia Waste Management Services are keen to raise awareness about waste issues and have an Education Centre at the Battlefield Energy Recovery Facility, which is open for schools, colleges and visitors from the local community to learn about energy recovery and how green energy benefits the community.



Community Involvement

- As part of the Lovely Land project, a community allotment was planted by the team at Fordhall Care Farm Group and placed outside Shrewsbury Museum and Art Gallery last summer. The group offers adults with learning difficulties the experience of working outside by growing, cooking and eating produce from raised beds in the community garden. By helping with conservation projects and creatively engaging with a variety of activities, their self-esteem, communication skills and sense of place and belonging in the community are all improved.
- Staff from Shrewsbury firm Caterpillar Defense spent a day last August helping the local community as part of their annual community project. Working alongside staff from Shrewsbury Town Council's Youth Services, they helped to refurbish the facilities at The Grange Youth Centre on Mount Pleasant Road. The building was in need of redecoration to ensure that the facilities were up to standard for the Youth Services sessions and the relaunch of the centre as both a Youth and a Community Centre.
- Shrewsbury Town Council's Countryside Unit worked with its usual volunteer group on coppicing willow around two of the ponds at the Rea Brook Valley, to create a "dead hedge" along the meadow edge, which helps to let more light in to the water and reduces build-up of silt in the ponds. They were joined by a group of workers from Stantec, based near the Abbey in Shrewsbury.



- Team Shrewsbury partners worked together in October as part of a multi-agency "action day" to clear an area of land at Gains Park. Members of Shrewsbury Town Council's Countryside Unit were drafted in to clear the rubble and waste from the car park at the site.
- As part of the town's centenary commemorations for the end of the First World War, Shrewsbury Town Council ensured that the residents of the town will have a lasting memorial by planting an oak tree in each of the 17 Wards. Funded by Shrewsbury in Bloom, local Councillors helped plant the trees in prominent positions in their respective Wards, to enable local residents to have a living commemoration for those who made the ultimate sacrifice in the conflict.
- The Shrewsbury Food Hub, now in its third year, is an umbrella group for charities and projects in the town who can benefit from donations of surplus food from local companies. Helping to cut down the town's food waste and conserve the planet's natural resources, they work with all the major supermarkets and supply 35 community groups.

Over 30 tonnes of food is collected by volunteers from supermarkets each week and is distributed to people in need. The scheme supports around 2,000 people via 36 local community groups, including church associations, schools and social support groups providing the equivalent of 76,000 meals.



In a pilot scheme with Midcounties Co-op, the Food Hub has also opened its first community fridge in the Riversway Elim Church in a bid to reduce surplus chilled food waste.

Age UK Shropshire Telford & Wrekin works in partnership with M&S via the Shrewsbury Food Hub to ensure very little food is wasted with over 80 senior citizens in four day centres run by Age UK benefitting from this scheme. M&S staff visit the day centres to help older people purchase new clothes and gifts for loved ones.



- Morrisons supermarket in Shrewsbury has implemented a Free Fruit for Kids scheme to hand out free fruit to children to prevent unsold fruit being thrown away. With the advantage of helping to ensure that children have one of their "five a day" it will also help to reduce waste.
- A group of residents in the St Julian's Friars area of the town continue to hold regular weekly litter picks in this part of town. With help from Shrewsbury in Bloom and Shrewsbury Town Council, the residents have also planted spring bulbs and sown wildflower seeds to enhance one of the gateways in to the town.
- Staff from Shrewsbury Town Council's Countryside Unit, volunteers from Shropshire Wildlife Trust and pupils from Crowmoor Primary School and students from Severdale School worked together to replant a damaged hedgerow at Monkmoor River Ground.
- Members of the Shrewsbury Severn Rotary Club planted 5,000 crocus bulbs in the grounds of Shrewsbury's Abbey Church as part of the Rotary Purple4Polio campaign.
- Following the success of its launch in January 2016, Young Shrewsbury, the youth service provided by Shrewsbury Town Council, has continued to serve the young people in the town with a variety of exciting youth clubs and activities, providing open access youth clubs in Sundorne, Monkmoor, Ditherington and Harlescott as well as a youth café at The Hive in the town centre. Youth club sessions are currently well attended by up to 50 young people at each session. As well as running its own sessions, Young Shrewsbury has also been able to provide support to local voluntary youth clubs in order to help them to keep their doors open during times when they have needed extra help.



- Team Shrewsbury is a multi-functional team drawn from different agencies that work together to tackle issues of crime, anti-social behaviour and to improve the quality of life in the town centre. With funding from the Government's "Our Place" initiative, the partnership embraces the public, voluntary and private sectors, including local authorities, police and fire & rescue services, the Business Improvement District, the three



shopping centres in the town, Shrewsbury Watch and Shrewsbury Street Pastors as well as Shrewsbury Town Centre Residents Association, Shrewsbury Tourism Association, Arriva Trains & Buses, Churches Together and Shrewsbury Ark. Weekly tasking meetings ensure that information is shared which allows for a targeted approach to solving problems, with the result that arrests have been made for drug dealing, misuse and shoplifting.

- The Belle Vue Open Garden Trail is part of the Annual Belle Vue Arts Festival (BVAf), established to encourage local participation in the arts. The festival takes place in June each year and includes exhibitions of paintings, photography and sculpture together with various events to celebrate art.

The Open Garden Trail is a very popular BVAf event and attracts over 300 visitors to participating gardens on one of the festival weekends. Any Belle Vue resident can volunteer their garden for the event, which usually involves fifteen to twenty gardens. Residents are also encouraged to build their own scarecrow, which is judged on the day. The participating gardens are of all types and include formal flower gardens, wildlife gardens, vegetable gardens and classic English gardens with herbaceous borders. Entry is via purchase of a programme from local shops and from selected gardens on the day.

- Residents of Underdale organised their own Garden Trail – Through the Garden Gate – for the beginning of June and attracted over 400 visitors and helped to raise £2,600 for Margaret Junior School in Uganda, which will help to provide an education for over 320 children. With a variety of events to encourage people to learn about the ecology of the River Severn, composting and swifts, the event proved popular in the local community.



- The residents of Frankwell work together in the Hermitage Community Garden for the benefit of all the residents in the area and having won Level 5, Outstanding for the last two years, are keen to maintain the high standards they have achieved.
- The Town Council opens its greenhouse to the public once a year with an open evening at their Weeping Cross Centre and invites sponsors and members of the public for a behind-the-scenes tour of the plants ready for summer planting. This ever popular event continues to attract large numbers of residents.





C4

Year Round Involvement

- Shrewsbury Town Council's Countryside Unit has a regular volunteer group, which is made up of people who enjoy being outdoors, including retired people, adults with learning disabilities and young people seeking experience. The group has carried out a huge range of tasks this year, including helping out with their many coppicing jobs during the winter.
- The work of the Shrewsbury in Bloom Committee, Shrewsbury Town Council and its grounds maintenance team continues all year round with tree and bulb planting in the autumn; Christmas events and assisting Shropshire Council with gritting of roads and pavements in the winter when required; planting flower seeds and preparing hanging baskets in the spring ready for planting out following a full programme of horticultural work in early summer.
- Every autumn, the communities around the town work together to plant bulbs at a number of locations around Shrewsbury. The Town Council has provided local schools and allotment associations with bulbs to enhance their areas in the spring. Over 14,000 bulbs, including daffodils, crocus and hyacinths were planted last year.

C5

Funding and Support

- The Friends of Longden Road Cemetery received a grant of £5,900 from the Heritage Lottery Fund to help pay for training, the purchase of tools and run local events to help maintain the land. The old part of the cemetery has a rich history, monuments and with more than 150 species of flowering plants and more than 40 species of fungi, it provides a valuable wildlife habitat in the area.
- With funding from developer's contributions from the nearby Riverside estate on the site of the former Shrewsbury Town Football Club, the Town Council has been able to clear an overgrown riverbank to provide a new footpath for walkers and cyclists. The new footpath, which links the Castle Walk in Underdale to the English Bridge gardens, will help to connect communities and provide a route for people wishing to walk or cycle in to the town.
- Shropshire Council has been awarded £55,000 by the Ministry of Communities, Housing and Local Government to support local community groups in their efforts to clean and improve their town centres and high streets. The grant money will be used to purchase equipment to assist groups with litter picking. Shropshire Council will also collect and dispose of the litter and waste collected and help with publicity to support the litter picking groups' activities. The aim of the programme is to increase pride in local high streets and town centres, enhance community cohesion and support increased volunteering.
- Shrewsbury Town Council actively promotes business sponsorship of its floral displays and roundabouts in and around the town, which provides both an enhancement to the area as well as promotion opportunities for the companies involved. The commercial hanging baskets scheme raises over £15,460 income for the Town Council, whilst roundabout sponsorship raises over £20,373, which is reinvested in other floral schemes around the town. The Town Council is actively looking at new ways of introducing sponsorship schemes to provide additional opportunities for companies to become involved in the Bloom project. Sponsors are regularly invited to attend presentations throughout the year as well as the open evening at the Town Council's greenhouse at Weeping Cross.

- With milder weather this year, the residents of Shrewsbury came along in force to support the annual Christmas Cracker event to mark the switching-on of the Christmas lights in the town centre and the start of late night shopping. Entertainment on the night included choirs, bands and street



entertainment around the town. A lantern parade made its way from the Shopping Centres to the Square to herald the start of the evening's proceedings. There was also a visit from Santa on his sleigh. Once again, the festivities were broadcast around the town from strategic points in a bid to alleviate the congestion experienced in previous years.

- One of the features of the Christmas events programme is the traditional Carols in the Square, which is managed by the Town Council, and usually attracts thousands of people joining in with Shrewsbury Brass Band and Shrewsbury Male Voice Choir to sing a range of traditional Christmas carols. The event is broadcast live on BBC Radio Shropshire, with live-streaming of the event by Shrewsbury-based Microvideo as well as being broadcast in Shrewsbury Market Hall via large TV screen.



Key Achievements

- Shrewsbury in Bloom won GOLD in the Heart of England in Bloom Small City Category
- Refurbishment work on Pride Hill, as part of the £12m Shrewsbury Integrated Transport Package, has almost been completed after a series of hold-ups and a change of contractor.
- Members vote for Shrewsbury BID to have a second term, which will see over £2m invested in support schemes for the town centre over the next five years.
- Installation of potentially life-saving defibrillators around the town.
- Throw line boards installed at key locations along the River Severn to provide assistance for those who find themselves in difficulty in the water.
- Shrewsbury hosted the 10th annual FAVOR UK Recovery Walk for 2018 – a national event designed to raise awareness of recovery from alcohol and substance misuse
- 2018 saw another bumper year with Hanging Basket sales to businesses in the town
- Work is continuing on the £12m Shrewsbury Integrated Transport Plan with all of the inner ring road roundabouts seeing improvements. Shrewsbury in Bloom has been involved in new landscaping plans.
- Work has commenced to install energy-efficient LED lighting along the riverside in Shrewsbury.



Key Aims and Objectives

- The Big Town Plan has been developed by Shrewsbury BID, Shropshire Council and Shrewsbury Town Council to set out a vision for how the town could look by 2036.
- Steering group plans to ensure that Charles Darwin's family home in Shrewsbury, Mount House, is opened as a heritage and learning centre to promote the town's links to one of its famous sons.
- With more than £1.3m earmarked by Shrewsbury Town Council for improvements to a range of community facilities in the town, it is anticipated that significant progress will be made to enhance the services, facilities and environment for both residents and visitors to the town.
- Work with interested stakeholders and partners on a Climate Emergency package to help make Shrewsbury Town Council carbon neutral by 2030.
- Work on a £500k feasibility plan for a new state-of-the-art leisure centre at the Quarry park to replace the existing swimming pool.
- Shrewsbury Town Council and Shrewsbury BID working together for a share of Shropshire Council's £675m Future High Streets Fund to deliver the framework which will help to regenerate Shrewsbury and ensure future sustainability.
- With confirmation of £54m funding towards the North West Relief Road, preparatory work is expected to begin and is set to be the single biggest piece of infrastructure that Shropshire Council has delivered.
- Work on the Climate Emergency forum to introduce efficient ways to help the Town Council reduce its carbon footprint.
- Working with Shropshire Council, the Town Council, the Business Improvement District and other stakeholders on the Local Plan Review and the development of the Big Town Plan Masterplan for Shrewsbury to produce a long-term plan for the town which will provide a picture of the level of investment expected from future development.
- Ongoing discussions between the Town Council and Shropshire Council about future plans for the town which will see the Town Council becoming more involved in managing local facilities.
- Enhance Youth Service work to involve more areas of the town, and to provide access to a greater age range whilst also dealing with more issues faced by young people.
- Promote the concept of Team Shrewsbury to more partners.
- Increase volunteering opportunities with other partners.



Appendices



“For the amount of staff there is to look after the Dingle they do an amazing job. Even due to the weather this year I would think they would not have let standards slip although it must have been a very challenging and hard working year for them all”.

“If I ever need to find a place to de-stress I just think of the Dingle and I am calm all over again”.

“I think the Dingle will always stay with me and there are not many places I can say have done that especially for the right reasons”.

“I wish you and the team all the very best for the future. I believe every town should have its own Dingle”.

“Thank you for giving us the chance to find somewhere so beautiful, calm and relaxing”.

What a lovely place
If you are in the area make time to enjoy these gardens. You will not be disappointed. After walking around Shrewsbury it was nice to site and take in the views from the various benches placed around the lake. Such a tranquil place.

Found this by accident
The most glorious gardens in a hollow, near the river Severn, the colours were amazing, I suspect its a tribute garden to Percy Thrower, who was superintendent gardener in Shrewsbury.

Beautiful Dingle
The Quarry with its riverside location has something for everyone; from the beautiful and colourful Dingle to the children’s playground everything is well maintained. The Quarry is too good to miss on a visit to Shrewsbury.

Idyllic setting
Beautiful floral display a credit to Shrewsbury, Percy Thrower would be so pleased his legacy lives on.

What a nice surprise!
I had checked the map, before I went there, so I knew about this special place in the park. But I had no idea that this place is so beautiful!

Jewel in the crown of town parks
What’s not to like? It’s the most amazing asset of any of the towns green spaces. I feel a real surge of privilege every time I wander through. Perfect for a saunter/dog walk/picnic.



The Dingle in Shrewsbury in it’s Spring glory... love this place... :)

The horse was such a beautiful addition to the Dingle and was a very poignant way to focus on WWI during the ‘celebratory’ years but now it’s time to move on. Time to take the first stroll of 2019 in the Dingle and see the new inhabitants. There’s nothing like catching sight of a herd of deer while walking in the park, one of the best moments during a walk at Attingham and now we can have that moment while walking in our beautiful town park - inspired choice

Spring in the Dingle, we are so lucky living in Shrewsbury.

First visit to the Dingle as we only moved here a few weeks ago. What a beautiful place. @TheQuarry



ShropshireAndBeyond @ShropsAndBeyond
Four different faces of #Shrewsbury today - the town skyline seen from Shrewsbury School, summer in the Dingle, cattle grazing next to the River Severn and Shrewsbury Heritage suffragettes in the Square. #Shropshire

Mark Wasilewski @wazzo_m
The Dingle at Shrewsbury was looking its colourful best this morning, as were the floral displays around the rest of town. Delightful. Bet they enjoyed the rain today!

Shrewsbury @TheBearSteps
Well done Shrewsbury you looked gorgeously floral this year.

Tim King @TimKingShrops
Shrewsbury’s floral displays are looking great in Britain in Bloom judging week.

Parkskeeper @alexpbishop
Horticultural splendor at Shrewsbury. Every floral display looked healthy. They care and love the public realm.



With special thanks to all those organisations, companies and individuals who contribute to Shrewsbury in Bloom which helps to improve the quality of life for visitors, residents and those who work in the town.



Shrewsbury Town Council, Riggs Hall, The Library, Castle Gates, Shrewsbury, SY1 2AS



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