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The Shrewsbury in Bloom Committee would like to dedicate this portfolio to one of its members, Sue Thatcher, who was tragically killed in a car crash in May of this year. She was hit head-on by someone overtaking another vehicle on the A49 near Leominster. Sue had recently moved to Shrewsbury was an enthusiastic member of the Committee as well as being involved with numerous groups in the town, including the Frankwell WI.



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.

Front Cover image: The front cover photo, taken by Shrewsbury Town Council's Town Clerk, Helen Ball, features staff working on the summer bedding displays in the award-winning Dingle gardens.

Back Cover image: The atmospheric photograph of Shrewsbury's Bandstand was taken in December 2017 by Amy Jones, a member of the Town Council's gardening staff in the Quarry park and Dingle gardens. A keen photographer, she felt that the light streaming through the trees captured a unique moment on a cold winter's morning.



Councillor Peter Nutting Mayor of Shrewsbury

As Mayor of Shrewsbury, I am pleased to welcome you to our wonderful town. It is always a privilege to be able to promote our horticultural proficiency as we enter both the Britain in Bloom and the Heart of England in Bloom competitions this year.

We promote ourselves as *the* Town of Flowers, and we work hard to maintain our reputation, not just in time for judging day, but throughout the year against the magnificent backdrop of our medieval town, which enhances our fabulous floral displays.

Shrewsbury is such a wonderful place to live, work and visit. This is the result of the vast support network of volunteers, business sponsors, community groups and other organisations which all work together to enhance the lives of all our residents and visitors.

I would like to thank the Shrewsbury in Bloom Committee for the way in which they encourage everyone to join together to uphold the great traditions of horticultural excellence, environmental responsibility and community participation. By doing this, we make our town a better place for everyone to enjoy.

I hope that you enjoy your visit to Shrewsbury and discover some of those hidden gems that make our town such an "original one off".



Keith Roberts – Chairman, Shrewsbury in Bloom

As chairman of Shrewsbury in Bloom, I am proud to welcome you to our beautiful town of flowers as we enter both the national Britain in Bloom and the regional Heart of England in Bloom competitions in the Small City category.

The Bloom Committee, alongside extremely supportive Town and Unitary Councils, has embedded the Bloom philosophy across everything the town does, which encompasses so many areas of Shrewsbury and the people who live, work and visit the town.

Whilst our floral displays are produced for the height of our summer season and the visitors who come to Shrewsbury for both the floral aspects and its history, entering Bloom is not just about winning a competition for us, it's about what we do all year round.

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: Severnside Housing Association, 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.

Together these people, in association with Shrewsbury Town Council, all help to make Shrewsbury *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 in and around the town. Income is generated 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 features.
- The committee is principally made up of volunteers from the local community and businesses. There are currently 9 volunteer members, 3 council officers and 2 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.
- Our continuing collaboration with companies is testament to the pride and commitment of local businesses here in Shrewsbury which enables us to provide the visual impact of the floral displays around the town. Shrewsbury currently has 32 business sponsors, and over the past twelve months from 01/04/17 to 31/03/18, our sponsorship programme has generated an income of £19,000, which is a slight reduction on the previous year. A record of 325 commercial hanging baskets were sold last year, helping to raise a little over £14,625.
- The town's sponsors range from franchises of large corporations to small, local independent companies: Morris Properties; Veolia Environmental Services; Albright Hussey Manor Hotel & Restaurant; 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; Clearstone Communications; Inocencia; GreenTek; Gild of Freeman of Shrewsbury; Kingsland Polymers; Whitecroft Fish & Chip Shop; First Car; Lunts The Chemist; Oxon Touring Park; The Parade Shopping Centre; Granite Transformations and Salop Leisure.
- The committee is dedicated to working with local primary 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 which is updated on a regular basis and is used 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 2017

- With a record 39 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
- Three members of a Shrewsbury Walking Football team received the Resuscitation Certificate from the Royal Humane Society for saving the life of a fellow player using their first aid training
- A pilot scheme for a new wayfinding project to provide better on-street signage is introduced in the town
- The inaugural Quarryfest entertained music lovers in the Quarry Park with a mix of tribute acts and local bands
- Judging for Shrewsbury in Bloom's annual school gardens competitions takes place - the winner of the Schools' Grounds Awards is Belvidere Primary School
- Hermitage Gardens in Frankwell, Bowbrook Allotments and Severn Hospice are all judged in the Heart of England in Bloom "It's Your Neighbourhood" category
- Shrewsbury welcomed the judges in the Heart of England in Bloom competition judging the town in the Small City category
- Shrewsbury wins the race to host the Recovery Walk UK 2018 receiving 75% of the public vote
- With a £12m investment, Primark opens its doors to the public in the Darwin Shopping Centre



August 2017

- The 130th Shrewsbury Flower Show takes place in the Quarry
- Judging was 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
- The second Shrewsbury Fake Festival held in the Quarry Park
- Shrewsbury Steam Engine & Vintage Vehicle Rally



September 2017

- Shrewsbury Carnival & Show Annual Presentation event with 22 local groups and charities benefitting from collections made at the Carnival
- Shrewsbury's annual triathlon and quadrathlon take place in the Quarry with the Mayor of Shrewsbury starting the proceedings
- The sixth annual River Festival takes place on the River Severn and in the Quarry park with a variety of events for the whole family
- Servicemen and women paraded through Shrewsbury to commemorate the 77th anniversary of the Battle of Britain followed by a memorial service in St Chad's Church and wreath-laying in the Quarry Park
- Shrewsbury wins Gold in the Heart of England in Bloom Small City category and is nominated for the Britain in Bloom competition for 2018
- The 10th Macmillan Coracle World Championships on the River Severn featured almost 200 competitors helping to raise more than £200,000 for the charity since the event's inception
- Shrewsbury's Castle gardens wins a Gold in the Heart of England in Bloom Parks & Open Spaces category, whilst Copthorne Park is awarded a Silver Gilt
- Hermitage Community Gardens in Frankwell are awarded Level 5, Outstanding in the Heart of England It's Your Neighbourhood awards. Bowbrook Allotment Association and Severn Hospice maintain their standards by also scooping Level 5, Outstanding awards
- Shrewsbury's Splash Park in the Quarry honoured as one of 10 Dream Designs in the world by Aquatics International magazine
- Shrewsbury BID, in association with the public and private sectors, launch their consultation on the Big Town Plan



November 2017

- 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
- The community celebrates the Christmas lights switch-on, with Father Christmas on his sleigh in the Square with bands, carol singers and choirs all joining in the fun around the town
- Bulb planting sessions held by Councillors around the town
- Having taken up residence in Shrewsbury's Dingle gardens since the spring, the rare American Black Crowned Night Heron is rescued by Cuan Wildlife Rescue Centre due to lack of food and the onset of winter
- Shrewsbury's annual pantomime at the Theatre Severn starts its festive run with this year's performance of Snow White & the Seven Dwarfs



October 2017

- Spring bedding planting programme completed in the early part of the month
- Public consultation is launched by Shropshire Council on updated proposals for a £160m North West Relief Road for Shrewsbury
- Christmas lights erected around the town
- The first Oktober Fest is held in the Quarry
- Shrewsbury's Quarry is nominated by public vote for the annual Fields in Trust UK's Best Park 2017 poll
- Shrewsbury's Charity Christmas Card Shop launch at St Mary's Church, which helped to raise almost £58,000 for local charities
- 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

December 2017

- With mild temperatures at the beginning of the month, Shrewsbury Town Council staff are still cutting grass at the town's recreation grounds
- Residents are invited to share their thoughts on the Big Town Plan for Shrewsbury
- The third Winter Festival held in a snowy Quarry park, offering food, drink and all things Christmassy
- Heavy snow and freezing temperatures makes life difficult for Salopians
- With freezing temperatures, brave carol singers endure the cold conditions for the annual Christmas Carol Concert in the Square, which is broadcast live on BBC Radio Shropshire and online the week before Christmas. For an additional Christmas feel, snow fell on the town that evening. The event is also broadcast inside the Shrewsbury Market Hall via large TV screens

January 2018

- Theatre Severn's annual pantomime raises an impressive £8,000 for Hope House Children's Hospice with their bucket collections
- As part of the £12m Shrewsbury Integrated Transport Package, work begins on upgrading the pavements and road surface on Wyle Cop, one of the main gateways into the town centre
- Shrewsbury's Market Hall is crowned "Britain's Favourite Market" in the NABMA annual Great British Markets Awards
- Shrewsbury's vibrant, safe and well-managed night-time economy is recognised with the retention of its Purple Flag accreditation
- Shropshire Council purchases the two shopping centres in Shrewsbury and the lease of a third in a £53m deal with a view to regenerating and revitalising the town centre

February 2018

- Shrewsbury is nominated to take part in the RHS Britain in Bloom finals in the Small City category
- HRH the Princess Royal visits Shrewsbury to attend a charity conference at the Montgomery Meadows stadium
- Shrewsbury BID launches the DarWIN Festival in the town to celebrate the birthplace of Charles Darwin with a variety of events to promote Shrewsbury as the inspiration behind his independent thinking which went on to change the story of evolution around the world
- Work begins on resurfacing Pride Hill in the town centre as part of the £12m Shrewsbury Integrated Transport Package

March 2018

- Shrewsbury's third 10k run in the town centre attracts hundreds of runners
- Russell Brand makes a guest appearance via live video link at the Mayor of Shrewsbury's Charity Ball in aid of Shropshire Recovery Partnership to talk about his battles with addiction
- Shrewsbury is named as one of the best places to live in the Sunday Times "Best Places to Live" guide
- Work begins on creating a grand masterplan for Shrewsbury to improve the town centre for residents and visitors alike

April 2018

- Shrewsbury in Bloom is one of fifteen Bloom groups around the country showcased in the BBC2 series "Britain in Bloom", hosted by Chris Bavin
- 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 15th Shrewsbury Cartoon Festival has a truly international flavour with cartoonists from Britain, USA, Belgium, Australia and a volunteer from Taiwan
- The Bike for Life Festival sets off from Meole Brace and headed towards RAF Cosford with over 3,500 riders taking part, raising funds for the Midlands Air Ambulance
- Solar lights installed along the River Severn as part of a trial to improve safety in the Quarry
- The third 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
- Shrewsbury Bookfest - working with school age children in Shrewsbury to encourage a love of reading

May 2018

- The annual Mayor's awards held at the Guildhall, with 3 bronze, 23 silver, 30 gold and 20 Special Awards presented to local unsung heroes who selflessly help their local communities
- Shrewsbury Regatta held on the River Severn
- Annual Town Meeting held at the Guildhall in Shrewsbury
- Annual Town Council and Mayor Making ceremony held at the Walker Theatre, sees Councillor Peter Nutting sworn in as Mayor of Shrewsbury
- Shropshire County Agricultural and Horse Show, one of the oldest surviving agricultural shows in the country, is held at the West Midlands Showground
- 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"

June 2018

- Hanging baskets are installed and summer planting undertaken around the town
- 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
- Lionel Richie and Anastacia entertain over 10,000 fans at the Montgomery Waters Meadow stadium
- Sixth Shrewsbury Food Festival in the Quarry
- Shrewsbury Carnival and Show in the town with a theme of Musicals this year
- Shrewsbury's sixth half marathon around the town with 5,000 runners taking part
- Cancer Research's Race for Life held in the Quarry Park



Illustrating your Achievements Horticultural Achievement

A1 Impact

- The award-winning Dingle Garden, often described as the jewel in the crown of Shrewsbury, offers a highly visual floral impact throughout the year and is planted with a wide variety of trees, shrubs and seasonal flowers which delights the many visitors to this horticultural haven of tranquillity.

- The flower bed at the castle provides an annual focal point for visitors arriving at the entrance to the site, which has a new planting scheme twice a year. The theme for the spring display was a poppy using red and white Primula Crescendo with Miniature Narcissi – Jet Fire, Tulip – Red Riding Hood and Albion Star, Tulip – Albion Star, Hyacinth – Carnegie (white) and Jan Bos (reddish/dark pink).

With the centenary commemorations for the end of WWI, the summer theme is also a poppy, using Alternanthera leh. 'E-Green', Alternanthera leh. 'H-Red', Alternanthera leh. 'K-Dark Purple-Black' and Echeveria (lobed leaves).

- 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 success of the new floral displays around the town, the Town Council continues to introduce a variety of new features and an additional 12 planters with in-built reservoirs have been ordered for Frankwell to replace dated concrete planters. The Committee will donate the old planters to local schools.
- The ever-colourful floral displays around the town are planted in 6 darleks with built-in reservoirs, 160 floral pole planters, 100 railing inserts, 50 troughs, 6 large tiers, 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.
- As part of its fleet of maintenance vehicles, Shrewsbury Town Council continues to invest in new machinery and has purchased a new custom-made Power Porta bowser which holds 350 litres of water, double the capacity of the previous one. New mowers have also been purchased as part of a programme to upgrade its fleet – a new Ransomes MP493 rotary mower will provide greater flexibility to cut road-side verges, whilst the new flail mower Toro LTF3000 will cut longer grass resulting from fewer cuts and the Iseki SFH240 with a "cut and collect" facility primarily used at the Crematorium can also be used at other locations.
- 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 for Shrewsbury.
- 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 & 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. Following the success of their first entry in the Heart of England in Bloom It's Your Neighbourhood category, residents were awarded Level 5 – Outstanding for their third entry in the competition.



A4 Business Areas and Premises

- It is encouraging to see that local businesses support the Town Council’s hanging basket scheme with year-on-year increases in sales. With another record-breaking 325 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.
- Salop Leisure has continued to invest in its Love2Stay resort in Shrewsbury with the opening of Hot Springs, encompassing heated rock pools, a sandy play beach, waterfall, boardwalk and deck chairs. The resort aims to create an environment that is in harmony with nature and where guests can experience the grass between their toes.



A5 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 has introduced a successful junior event.
- 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 a very popular Splash Park next to the recently refurbished play area in the Quarry.



Illustrating your Achievements Environmental Responsibility



B1 Conservation and Biodiversity

- After three years without grazing, cattle are back on Becks Field, opposite the Quarry. This land is managed by Shrewsbury Town Council in partnership with Shropshire Council and Shrewsbury School and relies on grazing to maintain its wildlife-friendly grasslands as the slopes are too steep to cut. The cattle are young male Longhorns, listed as a protected rare breed in the UK and come from Great Berwick Farm in north Shrewsbury.
 - The Shrewsbury Town Council Countryside Unit has completed the stretch of hedge laying at the Old Canal which had been started last year, and has added the stakes and binders which is the most complicated part of the work.
- Hedgelaying involves thinning and partially cutting through the stems of an existing hedge, which 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 fences were used. The number of hedgerows in the UK is thought to have declined by about 50% since the 1950's due to intensive farming and neglect, and by passing this skill on to others, we can help to safeguard them in the future. Although the hedge line looks bare for the first year, there are several hedges along the reserve that are now thick and green, having been laid a few years ago.
- Volunteers helped the Town Council's Countryside Unit to coppice a section of willows around the pond in Copthorne Park. There are ten areas of the trees, so each one is cut every ten years, with other trees such as Alder and Oak being left to grow much larger. This provides a variety of aged stems and makes a more diverse habitat. The cut material is laid into a 'deadhedge', which provides a thick area of cover for beetles, birds and mammals, and eventually rots down.
 - Following extensive public consultations in 2017, a new project is underway to enhance the ecological value and improve access provision at the 10ha Monkmoor Meadows in Shrewsbury. The site is owned and maintained by Shrewsbury Town Council, and is grazed annually by cattle. It is a popular public greenspace for local residents, dog walkers and anglers, and is also passed through by walkers on the long-distance Severn Way walking trail.

The project aims to enhance the ecological and biodiversity value and natural flood management of Monkmoor Meadows.

Extra fishing platforms, better paths and dedicated wildlife areas are planned for the area.

- With a new Stewardship Scheme at the Old River Bed SSSI, Shrewsbury Town Council's Countryside Unit has drawn up a five-year plan for the wetlands. This includes new fencing, a bridge over the northern section of the ditch and scrub management work. This work is funded by Natural England to ensure the long term health of the reed bed. The ground is very soft underfoot on much of the site and is difficult for people to access, making it ideal for wildlife such as snipe, water rail and eel.
- Shrewsbury Town Council's Countryside Sites are being seeded with wild plants to provide a wide range of nectar rich plants for insects.
- Shropshire Wildlife Trust's camera traps have spotted a family of otters foraging on the banks of the River Severn, providing a good indication that the river is the healthiest it has been for a number of years.
- On the advice of Shropshire Council's Tree Officer, Shrewsbury Town Council's tree team have pollarded the large weeping willows in Burrs Field. Last winter, the trees were frequently dropping large branches onto the footpath, several of which were big enough to cause serious injury. Many had bracket fungus on parts of the stem, indicating internal decay, which might spread to the rest of the tree without removal. Others already had significant damage in their crowns, which risked further decay being introduced. Pollarding allows them to regrow in a balanced way and can even increase the lifespan of trees like this.



B2 Resource Management

- Shrewsbury Town Council’s Arbor team, responsible for the management of 20,000 trees in the town, chip any tree waste, which is used as mulch for water retention on the town’s shrub beds.
- 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.
- All green waste in Shrewsbury is processed by Agripost Limited who processes up to 15,000 tonnes every year, helping to reduce landfill and make a high quality compost to spread on their land.
- 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.

The collection service allows residents to recycle paper, cans, glass, plastics and household batteries, with a separate in-vessel collection for garden waste, which is taken for composting on local farms to create soil improver. The scheme is supported by over 30 public recycling areas at community venues around the town and includes the state-of-the-art, award-winning £4.5m Battlefield Household Waste Recycling Centre in the north of the town. In the 2017/18 financial year, residents in the Shropshire Council area recycled or composted 55.3% of the domestic waste produced, up from 53% in 2015/16. The equivalent rate for England in 2015/16 was 45.2% up from 43% in 2015/16. Of the 55.3% recycling rate for last year, 41.4% was used for energy recovery via the Energy Recovery Facility at Battlefield, whilst 3% (4,635 tonnes) was sent to landfill.



- The residents of Hermitage Gardens in Frankwell have worked with local arboriculturalists to ensure that the by-products of tree works in the locality have been shredded for use in their community garden.
They have also undertaken the creation of a rainwater harvester. Having completed the structure in 2017, the living roof and other adornments such as climbing plants were installed in spring 2018, when all danger of frost affecting the sedum roof as it beds in will have passed. The rainwater harvester has been very effective, giving the gardeners a supply of water whenever they need it.
Other projects for 2018 include the building of a new bug hotel to replace their derelict structure, and the repurposing of the children's wild play area, as it has been under-utilised, now that many of our local children are growing up. Work has begun to tidy the area, while ideas for its next incarnation are discussed.
- Shropshire Council and Veolia’s flagship Energy Recovery Facility built on the outskirts of Shrewsbury recovers energy from around 90,000 tonnes of municipal waste each year, generating enough electricity, under controlled conditions, to meet the needs of around 10,000 homes annually.
The purpose built, multi-million pound, modern, clean building with a controlled indoor environment, means that all waste handling is under cover and out of sight, in a 5,200 m2, 14m high building. The design takes advantage of the natural slope of the ground, incorporating a split-level design so that the public and bulking operations are kept safely apart.
- Alongside the expansion of recycling in the county, it is expected that household waste going to landfill will be reduced from 65% in 20015/06 to 5% now that the Energy Recovery Facility is fully operational.
- 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.
- With £60m spent on food that is thrown away by Shropshire residents, Shropshire Council actively supports the Love Food Hate Waste campaign.

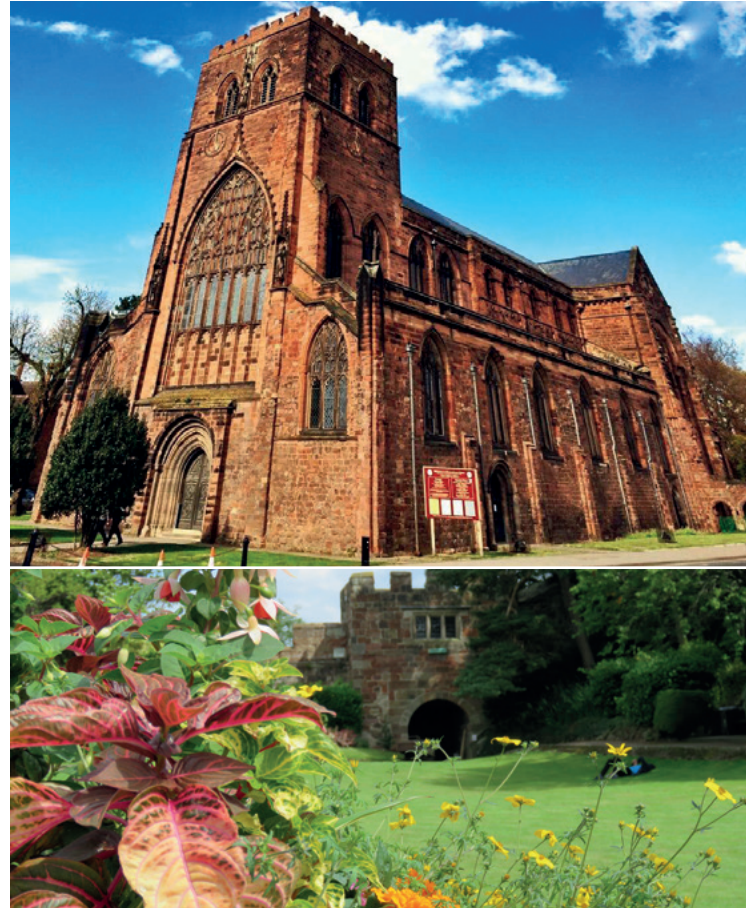


- Each year Veolia runs a campaign encouraging residents to put out their real Christmas trees to be collected for composting. Veolia nominates a local charity to receive a donation equivalent to the money saved by composting these trees rather than sending them to landfill.
- Shropshire Council has expanded the range of plastics it collects for recycling in Shrewsbury to include plastic pots, tubs and trays, which has resulted in an increase in plastic recycling of 25% in the town since the kerbside collection was introduced, resulting in less waste being sent to landfill sites.
- 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.
- Shropshire Council, working in partnership with Veolia and national charity, Garden Organic, has developed a network of volunteer “master composters” in the area, who encourage people to make their own compost. A two-day foundation course is held at Shirehall with the second day being held at Ryton Organic Gardens in Coventry at various times throughout the year. The course covers all elements of the home composting process including an in-depth look at the types of materials that make successful compost. Once qualified, volunteers go out and about across the county to talk to groups about how to compost at home.
- There are a number of Bring sites across the area - recycling banks in accessible locations which offer recycling facilities for a variety of different materials and are located at supermarkets and car parks in the town.



B3 Local Heritage

- With grants of £250,000 received from the National Lottery Heritage Fund, Shrewsbury Abbey has been able to fund urgent stonework repairs along three sides of the Grade I Listed building dating from the Norman Conquest. The grants will also allow the church to employ a heritage officer, launch the St Winefride's Pilgrimage Trail and implement much-needed improvements to the abbey's visitor experience.
- The Shrewsbury War Memorial in the Quarry park has had its Listing Status upgraded to Grade II* by the Department for Digital, Culture, Media & Sport, on the advice of Historic England. Unveiled in 1922, the War Memorial has been deemed to be of such importance that it has become one of only eight across the country to be upgraded by the Government.
- A grant of more than £95,000 from Historic England's Heritage Skills Programme will allow people to have heritage tours of Shrewsbury's Flax Mill, which will offer training opportunities, work-based placements and professional development opportunities for trainees, students, contractors, craftspeople and other professionals.



B4 Local Environmental Quality

- The Shrewsbury Town Centre Residents' Association hold monthly litter picks in the town centre. They invite members of the public, including the Police, local retailers as well as the Mayor of Shrewsbury and local Councillors to come along and join them. All volunteers receive a free cup of coffee from Starbucks in the town centre as a "thank you".
- Residents in Frankwell organise litter picks in their area to improve their neighbourhood.
- #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.

#TeamShrewsbury has been the group who introduced the Alternative Giving Scheme, a scheme designed to target those who purport to be homeless but beg on the streets to fund alcohol and substance addictions. Since the scheme was introduced in 2016, over £3,400 has been collected which has gone to help genuinely homeless people in Shrewsbury find accommodation and get their lives back on track.
- As in other towns across the country, Shrewsbury does experience some vandalism of its floral features. With CCTV, press releases and appeals on social media for more information, there is a concerted effort to ensure that this anti-social behaviour does not happen too regularly.
- Cycle Shrewsbury is Shropshire Council's campaign to get more people cycling more often in Shrewsbury. The annual Bike Fest at Shrewsbury Sports Village encourages people to pop along for taster sessions and general information on a fun day for families. The organisation also has its own Facebook page to keep their members up-to-date with the latest news and events.



B5 Pride of Place

- Shrewsbury Town Council continues to play its part in enhancing Shrewsbury's visitor experience and promotes a "Team Shrewsbury" approach amongst its partners and stakeholders. The Town Council supported local businesses in developing a Business Improvement District within the town centre and much of that organisation's remit is centred on marketing and promoting Shrewsbury as a visitor destination.
- Shrewsbury has been named as one of the best places to live in the Sunday Times "Best Places to Live" guide – the only location in Shropshire to make the list and ranked eighth in the Midlands region.
- With a new wayfinding scheme introduced in Shrewsbury, in partnership with Shrewsbury BID, Shropshire Council and Shrewsbury Town Council, it is hoped that visitors will be able to navigate their way around the town centre and its historic streets. The scheme is part of the £12m Shrewsbury Integrated Transport Package (SITP) with highways, street and public realm improvements being delivered across the town.
- Shrewsbury has been confirmed as the happiest town in the UK with an 82.55% score of using positive emojis in Tweets. After analysing billions of online messages using emojis and symbols, Shrewsbury topped the UK charts with the highest rating, well above the UK average of 75%.
- Despite the impact of continuing pressures on local spending, Shropshire Council manages the street furniture in the town, ensuring that it is well maintained and regularly painted to keep it in good condition.
- As part of Shropshire Council's £12m Shrewsbury Integrated Transport Package, improvements to Pride Hill are being undertaken with the pedestrian street being resurfaced with yorkstone and granite, with new benches and floral containers added to the street at several locations.
- As part of the centenary commemorations of the end of WWI, the Town Council has undertaken a programme to clean the major War Memorials in the town, including the Wilfred Owen memorial in Shrewsbury Abbey.

Illustrating your Achievements Community Participation

C1 Development and Continuity

- 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: Wyle Cop Traders; Salop Band; Shropshire Supports Refugees; Crucial Crew; Home Start; Shrewsbury Cartoon Festival; Shrewsbury Railway Heritage Trust; The Hive; Shropshire Youth Theatre; and Signal.
- Each year Shrewsbury Town Council takes on a university student for a ‘sandwich placement’ year. Whilst studying for a degree or HND in a conservation or countryside based subject, the year out allows them to gain hands-on experience and a range of formal training certificates. Statistics from universities show that these students tend to do better in their final year and have a much higher success rate in gaining relevant employment when they leave university. The scheme has been running for 17 years, and former students have gone on to work for Tilhill, the Forestry Commission, the Wildlife Trusts, the Environment Agency, the RSPB as well as the Town Council.



C2 Communication and Education

- The work that goes on behind the scenes with Shrewsbury in Bloom featured in the high-profile BBC2 “Britain in Bloom” series and encouraged more people to visit the Town Council’s Greenhouse Open Evening, with plenty of positive feedback received from visitors.
- Young Shrewsbury operates a successful scheme with Priory School to produce designs for two roundabouts in the vicinity of the school. Pupils need 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.
- Shropshire Wildlife Trust has opened a “Wild Child Garden” at its site in Shrewsbury to enable children of all abilities to play together whilst also learning about nature.
- 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.
- 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.



C3 Community Involvement

- The Shrewsbury Food Hub is an umbrella group for charities and projects in the town who can benefit from donations of surplus food from local companies. Their aim is to cut down the town's food waste and help conserve the planet's natural resources. They work with all the major supermarkets and supply 32 community groups including Severn Hospice, Shrewsbury Food Bank Plus, Shrewsbury Ark, 11 Primary School Breakfast Clubs and Age UK Shropshire Telford & Wrekin.

Last year, they donated 14 tonnes of food across the town and this year, that figure is expected to reach 32 tonnes, helping more people in the area and significantly reducing food waste.

- With funding from Sport England's Sportivate programme, a new series of walking football games especially for women kicked off in Shrewsbury to encourage ladies to take up a new fitness routine, have fun and meet other people.
- 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.
- Since its launch in early 2016, the Alternative Giving Scheme has raised more than £3,400 and has helped a number of rough sleepers by buying crockery and paying for rent and electricity. The scheme has benefitted 10 rough sleepers in 2017.
- Clear, a Shropshire Creative Digital Agency, carried out fifteen 'random acts of kindness' to celebrate fifteen successful years of business throughout 2017/18, with the company donating time and resources to install a new plant feature in the Dingle.

- Following the success of its launch in January 2016, Young Shrewsbury, the new 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, Safer Shrewsbury 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. 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.

- The Edgefield Greenfingers Garden Club, based at Severnside Housing's Edgefield Green sheltered housing scheme to the north-west of the town, continually strives to make improvements to communal areas for the benefit of all its residents and their visitors. The award-winning club has been hailed as a general role model for the association's other sites and regular community events are held at the Edgefield Green Community Hall.

- A group of residents in the St Julian's Friars area of the town have been working together to clear rubbish from an area next to the BT building. Staff from BT also used their volunteer days to lend a hand. With the assistance of both the Town Council and Shropshire Council, the group collected twenty bags of refuse. Once ownership of the land is established, the residents would like to enhance the area with a planting scheme to help "Green Grey Britain".

- The dedicated residents of Frankwell have worked together for a number of years to transform a piece of unused and semi-neglected land between two houses into a little green oasis in the heart of a residential area of the town. During the winter months, the residents were treated to a masterclass in pruning their fruit trees from local arboriculturalists. The Hermitage Community Garden is a regular entrant into the Heart of England in Bloom It's Your Neighbourhood competition and received a Level 5, Outstanding award for 2017.

- The members of Sutton Lane Allotment Society have created a quarter plot to be used by a member with 'limited physical ability', with slabs laid to allow access to the raised beds. The beds are at a height where bending will not be necessary. Shrewsbury Town Council supplied the soil for the seven raised beds, and the Allotment Society has plans for more in due course.

Members of Sutton Lane Allotments also provide a collection point at the allotments site for donations of spare produce which is then delivered to the Shrewsbury Food Hub, helping to support local charities and schools with surplus fresh, home-grown produce.

- Shrewsbury Town Council is happy to welcome groups to their greenhouse in the summer months - the members of Snailbeach WI Committee enjoyed a trip to the site to see how the staff prepare the hanging baskets and tubs for display around the town.

- 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, as well as how staff prepare the hanging baskets which will be displayed around the town over the summer months.



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

- 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 £13,000 income for the Town Council, whilst roundabout sponsorship raises over £20,000, 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.
- Funding of £26,000 from S106 Developer Contributions enabled the Town Council to improve the play facilities at its Dark Lane play area.



- The Town Council received a £60,000 grant from the S106 Developer Contributions of the Gay Meadow football ground towards improving grass roots facilities within the town, which enabled staff to level off the pitches at Radbrook to make them more suitable for playing sport.
- 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 in 2017/18

- Shrewsbury in Bloom won GOLD in the Heart of England in Bloom Small City Category
- Shrewsbury Market Hall being voted Britain's Favourite Market, providing a vibrant and versatile shopping experience for residents and visitors alike
- The Alternative Giving Scheme was set up in 2016 and since then has raised over £3,400 helping people who are homeless to stop sleeping rough and get their lives back on track
- Shrewsbury retained Purple Flag Status after its recent re-accreditation judging. Purple Flag is a national accreditation scheme designed to promote a safe and vibrant night-time economy
- Work commenced on the initial stages of the Shrewsbury Big Town Plan with Shropshire Council, Shrewsbury Town Council, Shrewsbury BID and other stakeholders with a view to improving the town centre



Key Aims and Objectives for 2018/19

- Roll out a full programme to convert the footway lights along the riverside in Shrewsbury to more energy-efficient LED lighting
- Trialling solar lighting in the Quarry to help reduce the Town Council's revenue costs and to provide a more ecological and environmentally-friendly form of power
- Work with Shropshire Council and other stakeholders to develop proposals that will see the Quarry Swimming Pool being retained in the town centre
- To introduce a new ecological and environmental plan for Monkmoor Meadows for the benefit of users of the area and the wildlife inhabiting the site
- 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
- Working in partnership with Shropshire Council, Shrewsbury Town Council and Shropshire Horticultural Society to provide a new footpath to bypass steep steps and improve access for everyone to the town centre from the Castlefields area through the grounds of Shrewsbury Castle
- Work with Shropshire Council to look at new approaches to managing public assets; this currently includes the possible use of Down House, birthplace of Charles Darwin
- Develop proposals to improve key areas in the town centre including Pride Hill, Mardol, Shoplatch, Claremont and Town Walls
- Work with the Business Improvement District to deliver a £250k Wayfinding Programme for the town centre



- Following a public vote, Shrewsbury was awarded the Recovery Walk for 2018 – a national event designed to raise awareness of recovery from alcohol and substance misuse
- 2017 saw another bumper year with Hanging Basket sales to businesses in the town
- A new energy-efficient Christmas Lighting Scheme was introduced for 2017
- The Town Council's new operating regime at the Greenhouse has helped to maximise efficiency and minimise waste
- Working in partnership with Shropshire Council to ensure that library services are retained in the town centre
- Following consultations with Shropshire Council about new car parking charges, the Town Council has been able to protect those town centre workers from excessive charging outlined in the original proposals whilst there have been some increases to local parking charges
- 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
- Town Council funding for a Geo-sensing initiative to help understand who uses the town and how often
- Shrewsbury is featured in the BBC2 Britain in Bloom series following fifteen Bloom communities as they enter the 2017 Bloom campaign with positive feedback received from viewers on the work required behind the scenes to make Shrewsbury "the town of flowers"



Britain in Bloom Filming for BBC2's new behind-the- scenes series

Last summer, a film crew followed the progress of Shrewsbury to see what it takes to enter the Royal Horticultural Society's annual Bloom competitions.

Shrewsbury in Bloom was one of 15 RHS Britain in Bloom and It's Your Neighbourhood groups being filmed as part of a new BBC Two Series about the quintessentially British gardening competition.

The programme showcased the town to the rest of the country and provided an insight into the amount of work undertaken behind the scenes to ensure that Shrewsbury's flowers look their best for residents and visitors throughout the year.

The film crew visited the town on a number of occasions prior to judging day last July, and the Town Council staff were on hand to provide details of the work involved producing and maintaining the varied floral features around the town.

Presenter Chris Bavin joined the Town Council's staff before the judges arrived and was given a crash-course in the work required to ensure everything looked good prior to judging day.

When the Heart of England in Bloom judges arrived in July, they were followed around town by the film crew to see Shrewsbury assessed against three key criteria – horticultural achievement, community participation and environmental responsibility.

Shrewsbury was awarded Gold in the Small City category at the Heart of England in Bloom presentation ceremony last September and was nominated to participate in the national Britain in Bloom competition for this summer.

Shrewsbury in Bloom was featured on Wednesday 23rd April.



Shrewsbury Integrated Transport Package

Background and Vision

The Marches Local Enterprise Partnership (LEP) has identified Shrewsbury as an 'urban powerhouse' and 'growth point', and therefore key to the economic wellbeing of Shropshire. It also acknowledges the Shrewsbury Integrated Transport Package (SITP) as a priority project for Shropshire because of the important role transport plays in a successful economy.

Funding has been secured from The Marches LEP for the SITP to help deliver long-term economic benefits and sustainable growth for Shrewsbury and the surrounding area.

The proposed SITP aligns closely with a number of national, regional and local policy documents, which includes The Marches Strategic Economic Plan, Local Transport Plan, Local Development Framework, Place Plan, and regeneration plans. These strategies make it clear that transport investment should benefit all modes of transport and respect and enhance the environment.

The core objectives of the SITP are:

- To contribute to economic growth; new jobs and new homes;
- To alleviate congestion on the inner relief road; improving key junctions, and altering junction priorities;
- To reduce the volume of traffic flows through the historic and commercial town centre;
- To improve the reliability of journey times; for commuters and visitors travelling in and out of Shrewsbury;
- To improve air quality in the town centre;
- To encourage sustainable modes of transport by adding missing links to current pedestrian and cycle routes;
- To enhance the built environment; which will promote a more positive experience and the visitor economy; and
- To improve safety for all road users, which will encourage the use of sustainable transport modes.



Appendices

Centre of riot of colour as flowers are inspected
Town is blooming lovely for judges



JURORS returned to the Digby with Mark Brown, the town's head, to inspect the flowers on display and their critical eye over all that was on show. The judges were given a tour of the town's gardens, which are open to the public from 10am to 4pm. The judges were given a tour of the town's gardens, which are open to the public from 10am to 4pm. The judges were given a tour of the town's gardens, which are open to the public from 10am to 4pm.

Stunning displays await Bloom judges



Shrewsbury Town Council is looking forward to the arrival of the judges for the annual Shrewsbury Flower Show. The judges will be given a tour of the town's gardens, which are open to the public from 10am to 4pm. The judges will be given a tour of the town's gardens, which are open to the public from 10am to 4pm.

Jolly boating weather for paddlers



One of the paddlers came in a dingy during the regatta race. The regatta was held at the town's river, which is a popular spot for boating and water sports.

Memorial upgrade



The town's memorial is being upgraded to make it more accessible to the public. The upgrade will include new steps and a new path leading to the monument. The upgrade will include new steps and a new path leading to the monument.



Dragon boat race brings in £50,000 for hospice funds



The town's dragon boat race is a popular event that raises funds for the local hospice. The race is held on the town's river, which is a popular spot for boating and water sports.

Children go wild in new garden



The town's new garden is a popular spot for children to play. The garden is located in the town's center, which is a popular spot for children to play.

Project honours fallen heroes



The town's new monument is a tribute to the fallen heroes of the town. The monument is located in the town's center, which is a popular spot for children to play.

Report by Lucy Todman

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TV makeover delight for Gina



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Flower show in full bloom



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Pupils win top floral awards



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Report by Lucy Todman

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Accolade for men who saved life of team-mate



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Support park bid public urged



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Report by Lucy Todman

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Healthy crop of gardening awards won across town

SHREWSBURY has proved that it is a blooming great place once again after taking one of the top slots in a horticultural competition. The town achieved the highest possible accolade in the RHS's Heart of England in Bloom It's Your Neighbourhood and Parks and Open Spaces Awards.

Gardeners get awards

The Mayor of Shrewsbury honoured the town's top gardeners in the annual Town of Flowers Awards. Residents and businesses were invited to the Mayor's Parlour in Shrewsbury Castle for an awards presentation to honour the winners.

Report by Lucy Todman

The town's new monument is a tribute to the fallen heroes of the town. The monument is located in the town's center, which is a popular spot for children to play.

Get voting! Quarry in the running for top award

SHREWSBURY'S Quarry is in the running for a national award. The Quarry is a beautiful garden with a large pond and a path leading to the pond.

Report by Sue Austin

The town's new monument is a tribute to the fallen heroes of the town. The monument is located in the town's center, which is a popular spot for children to play.

Signs point the way for town visitors

The town's new monument is a tribute to the fallen heroes of the town. The monument is located in the town's center, which is a popular spot for children to play.



Bowbrook Allotment Community was among the venues praised by RHS judges

Town's blooming great civic pride is recognised



Shrewsbury Town Clerk Helen Ball celebrates the bloom success with council workers



Shrewsbury's Quarry and its magnificent Digby is in the running for a national award

Signs point the way for town visitors

The town's new monument is a tribute to the fallen heroes of the town. The monument is located in the town's center, which is a popular spot for children to play.



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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