

Shrewsbury

in Bloom
Portfolio 2014



50 YEARS
RHS BRITAIN IN BLOOM



Finalist 2014

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Cover image of the Dingle and photo on P24 by Lorraine Fletcher

Lorraine Fletcher is an amateur photographer from Shrewsbury. She first picked up a camera just over a year ago in memory of her late father, a keen horticulturalist. Lorraine now spends much of her spare time capturing Shrewsbury's many floral aspects and researching the town's rich and vibrant history.



Councillor Beverley Baker – Mayor of Shrewsbury

As the Mayor of Shrewsbury it is my pleasure to welcome you to Shropshire's County Town.

We are delighted to have been given the opportunity to once again showcase our horticultural prowess, especially this year as we compete to be the best of the best and hope to walk away with the Champion of Champions title.

I would like to take this opportunity to thank our endlessly enthusiastic Bloom Committee who, along with our sponsors and partners, work hard throughout the year to make Shrewsbury a blooming great place to live, work and visit.

With my creative background I think working towards Bloom is like putting on a professional production in a theatre, many people are involved to ensure a quality presentation, it's hard work but worth the time. We take our reputation as a Town of Flowers seriously and it's a mantle we strive to uphold 365-days a year.

We are extremely lucky that our medieval county town is most definitely one of those hidden gems in the English Crown, providing the most wonderful stage upon which we are able to showcase our floral displays.



*Mayor of Shrewsbury,
Councillor Mrs Beverley Baker*

Jackie Brennand – Chairman, Shrewsbury in Bloom

As chairman of Shrewsbury in Bloom I am so proud to welcome you to our beautiful town of flowers, especially this year as we strive to become Champion of Champions.

The Bloom Committee, alongside extremely supportive Town and Unitary Councils, has managed to embed the Bloom ethos across everything the town does, touching every walk of life and every generation.

In Shrewsbury we don't do Bloom just to win a competition, we do what we do for our residents and visitors. We don't peak for judging, we peak for the height of our summer and the visitor season.

So many community groups, organisations and individuals work tirelessly to uphold our floral reputation – these are the people that make Bloom happen. They include; Young Offenders, HMS Talent, Caterpillar, Severnside Housing Association, West Mercia Police Constabulary, Fire Service, Severn Hospice, The Hive; Castlefields Residents, Shropshire Council, Veolia,

Shrewsbury Town Centre Residents Association, Shropshire Horticultural Society, the Big Tree Plant, the Environment Agency, Paul Elton Photography, Destination Shrewsbury, Jones Lang LaSalle, The Mount Residents, the Allotment Associations and Tidy Shrewsbury.

*Together these people, in conjunction with Shrewsbury Town Council, make Shrewsbury the blooming **Original One-Off** that it is.*



The Shrewsbury in Bloom Committee

- The Shrewsbury in Bloom Committee meets on a regular basis all year round, but more frequently during the summer months, to plan 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 beds.
- 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.
- Shrewsbury currently has 30 business sponsors, which over the past twelve months (01/04/13—31/03/14), has generated an income of £23,234, and represents an increase on the previous year of over £3,700. A total of 250 commercial hanging baskets were sold last year, raising almost £11,000 and numbers continue to rise year on year, despite the recovering economic climate. This is an excellent response to our continuing work with companies and is testament to the pride and commitment of local businesses here in Shrewsbury to the visual impact of the floral displays around the town.
- The town's sponsors range from franchises of large corporations to small, local independent companies and are: Morris Properties; Veolia Environmental Services; Albright Hussey Manor Hotel & Restaurant; Crowmoor Primary School; Ironcraft of Shrewsbury; 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; Bannatynes Health Club; The Mulberry Bush; Bluebird Care; Dyke Yaxley, Solicitors; Kingsland Polymers; Whitecroft Fish & Chip Shop; First Car; Lunts The Chemist; Sign & Print; Oxon Touring Park; The Parade Shopping Centre; Salop Leisure; and McDonalds.
- The committee is dedicated to working with local primary schools and launched its own online educational programme, 'Get Schools Blooming' in 2011. The scheme aims to encourage and support local primary schools to create and actively use a school garden. Members of the committee are also actively involved in supporting their local schools and are happy to provide hands-on help and advice to young gardeners and 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 website **www.shrewsburyinbloom.co.uk** 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 Dingle



The big tree plant, Belle Vue

Review of the Year

July 2013

- The Duke and Duchess of Cambridge welcomed the birth of their first child, Prince George of Cambridge. Royal Proclamation delivered by the Town Crier in the Square
- The results for Shrewsbury in Bloom's annual school gardens competitions were announced, the winner of the schools' unusual floral container category was Greenfields Primary School, whilst Crowmoor Primary School won the award for their Wildlife garden. Young gardener of the year was awarded to Tilly Thomas-Neath from Greenfields Primary School
- Shrewsbury's Incredible Edible theme for Britain in Bloom saw allotment planters installed in the Square. Planted and grown by local schools and assisted by their local allotment gardens, the displays attracted plenty of praise
- Shrewsbury welcomed the judges in the Heart of England in Bloom competition

August 2013

- Judging in the Small City category for RHS Britain in Bloom
- Shrewsbury Town Council and members of the Shrewsbury in Bloom Committee were represented at the 126th anniversary of Shrewsbury Flower Show
- Judging was completed in Shrewsbury in Bloom's annual Town of Flowers competitions, with awards in both Commercial and Residential Categories
- Shrewsbury Folk Festival at the West Midlands Showground
- Shrewsbury Steam Engine & Vintage Vehicle Rally

September 2013

- Shrewsbury won a Gold Award and was joint winner of the Small City Category at the Heart of England Awards Ceremony held at Drayton Manor Park
- Shrewsbury Fields Forever festival held at the West Midlands Showground
- First "Buggy Fit" race held in the Quarry park, encouraging new mothers to consider their fitness levels
- Over 400 Morris Dancers visited Shrewsbury for the Morris Federation Day of Dancing

October 2013

- Mayor's Charity Ball held at the Buttermarket raising funds for Severn Hospice, the Mayor's chosen charity
- Spring bedding planting programme completed in the early part of the month
- The annual Town of Flowers awards ceremony took place at the Guildhall
- Britain in Bloom awards ceremony at Cleethorpes, where Shrewsbury won Gold and won the Small City Category. In addition, the Dingle won the Discretionary Award for the best Public Park in Britain in Bloom
- Former Mayor, Councillor Keith Roberts, awarded £3,300 to both the Cystic Fibrosis Trust and Hope House in Shrewsbury. The sum of £6,300 was raised during his Mayoral term
- With an extended summer, the hanging baskets and displays are taken down in the second half of the month
- Christmas lights erected around the town
- An otter was spotted swimming upstream in the Reabrook, close to the Haycock Way bridge
- Shrewsbury's Charity Christmas Card Shop launched at St Mary's Church, with 42 national, regional and local charities signed up to showcase their festive goods

November 2013

- The community came together to celebrate the Christmas lights switch-on which included Father Christmas on his sleigh in the Square as well as bands, carol singers and choirs all joining in the fun around the town to entertain the crowds and herald the start of "late-night shopping" in the town
- Bulb planting sessions held by Councillors Keith Roberts and Mrs Kath Owen and the Mayor of Shrewsbury, Councillor Jon Tandy in various locations in their Wards
- Pupils from Mereside Primary School scatter poppy seeds to create a poppy field in preparations for the First World War commemorations the following year

December 2013

- The Big Tree Plant saw 150 trees and 7,500 transplants planted across the county
- Shrewsbury businesses team up to produce a unique online "advent calendar" highlighting the diversity of local independent retailers in the town
- A "Made in Shropshire" arts and craft market featured 36 local producers and attracted over 2,000 people to the event
- Shrewsbury's annual pantomime at the Theatre Severn started its six-week run
- Despite heavy rain and strong winds, more than 2,000 people gathered in the Square for the annual Carols in the Square, which is broadcast live on BBC Radio Shropshire and online
- Shrewsbury's Christmas market attracts over 10,000 people snapping up last-minute Christmas gifts



January 2014

- Shrewsbury's towering Town Crier, Martin Wood, was shortlisted for the Visit England "England Tourism Superstar" national award. He is one of ten nominees from across the country to be nominated as a Tourism Superstar
- Mayor of Shrewsbury, Councillor Jon Tandy, entertained visitors from Shanghai on a fact-finding tour of the town
- With river levels still high, the flood defences in the town once again remain in place for two weeks

February 2014

- After another two weeks of flooding, the flood barriers finally came down in Shrewsbury allowing the town to return to normal

March 2014

- Shrewsbury Town Council reaches the milestone of over 1,000 followers on Twitter
- Shrewsbury named in The Sunday Times Best Places to Live in Britain list
- Real ale lovers raised a glass as an international beer festival started in Shrewsbury
- Voting commenced for Visit England's National Tourism Superstar, with Shrewsbury's Town Crier, Martin Wood, receiving support from around the world
- Shrewsbury Town Council agrees to have a "Memorandum of Understanding" with Changsu, near Shanghai to help develop links in tourism and trade
- Mayor of Shrewsbury, Councillor Jon Tandy, leads a delegation of local businesses to Changsu in China to help promote the town and encourage trade links with a view to forging lucrative business links between the two



Review of the Year

April 2014

- Transformed into the new museum, the former Music Hall in the Square was opened to the public after extensive refurbishment
- Shrewsbury's second annual Big Busk was held in the town with over 80 acts taking part, helping to raise almost £5,000 which was donated to the Shrewsbury Ark refuge
- Shrewsbury Cartoon Festival, now in its 11th year, held in various locations around the town
- TV chef and Italian food guru Antonio Carluccio opens his latest restaurant in Shrewsbury
- The Royal Mercian and Lancastrian Yeomanry hold its last parade through the town before being disbanded under Government restructuring

May 2014

- The annual Mayor's awards were held at the Guildhall. 1 bronze, 21 silver, 26 gold and 13 Special Awards were presented to local unsung heroes
- Annual Town Council and Mayor Making ceremony held at the Walker Theatre saw Councillor Mrs Beverley Baker sworn in as Mayor of Shrewsbury
- The 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
- The 4th Shrewsbury Street Festival provided a fun day for families and people of all ages
- Annual Town Meeting held at the Guildhall
- The town submitted an application to become the first "Courteous Town" in the country
- The England Women's football team beat the Ukraine Women's team 4-0 in a crunch World Cup qualifier match at Shrewsbury's Greenhous Meadow stadium, watched by over 5,800 football fans

- Shrewsbury Regatta held on the River Severn with over 600 competitors taking to the water over the course of the weekend event
- Members of the 1st Battalion the Royal Irish Regiment, their mascot Finn the Irish Wolfhound and Shrewsbury Town Council Mayor, Councillor Jon Tandy, launched a new text donation fundraising campaign to produce a Roll of Honour featuring the names of all the fallen soldiers from Shropshire who died in the First World War
- Shropshire County Agricultural and Horse Show, one of the oldest surviving agricultural shows in the country, at the County Showground
- Shrewsbury Cycle Grand Prix, attracting top riders from around the country, returns to the town for the first time in 20 years
- Zippos Circus visits Shrewsbury's Quarry Park for a five-night run

June 2014

- Hanging baskets were installed and summer planting undertaken
- Shrewsbury River Festival, with a theme of "Return of the Pirates" and with a flyover from the Red Arrows
- Second Shrewsbury Food Festival in the Quarry
- Shrewsbury Carnival and Show
- Shrewsbury's second half marathon around the town. Last year's inaugural full and half marathon raised over £30,000 for good causes



Flower in the Quarry

Illustrating your Achievements

Horticultural Achievement

A1 Impact

- The flower bed at the castle provides an annual focal point for visitors, with a new planting scheme each year. With the centenary commemoration of the start of the First World War this year, the theme focuses on enlistment and the design shows the silhouette of a soldier encouraging men to join up.



Planting the Castle Bed



Planting the Castle Bed



The Castle Bed



The Castle Bed in Spring



The Dingle

- The Dingle Garden offers a highly visual floral impact throughout the year and is planted with a wide variety of trees, shrubs and seasonal flowers which never fail to delight the visitors to this horticultural haven. The Shrewsbury in Bloom Committee was awarded the Heart of England in Bloom Horticultural Excellence Award for the Dingle and the Britain in Bloom Discretionary Award for the best Public Park in 2013, with the judges' comment that the Dingle was "reminiscent of the heyday of parks bedding".

- A wide variety of plant species are used around the town from seasonal bedding plants to sustainable plants where appropriate with the aim of providing both colourful and memorable displays.



Bollard Planter

- As part of the Town Council's drive to introduce new features into its displays around the town, an additional 20 bollard planters were ordered, providing a new level of display to enhance the planters and hanging baskets.



One of 20 new Bollard Planters

A2 Horticultural Practice

- Shrewsbury Town Council purchased 10,000 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 has purchased two new Toro Bat Wing mowing machines at a cost of £78,000. The mowers have rotary blades which enable staff to increase the height of the cut and will therefore reduce the frequency of cuts in specific locations.
- With the completion of its new depot at Weeping Cross, Shrewsbury Town Council now has an area dedicated to enable it to grow its own trees and shrubs, where the cuttings will ensure it is self-sufficient in producing its own stock for its displays and will prove to be cost-effective in the longer-term.

- Shrewsbury has a number of horticultural societies which run alongside those groups who are associated with the various local allotment societies in Shrewsbury. These include:

- Cottage Garden Society
- Alpine Garden Society
- Hardy Plants Society
- Organic Gardens
- Plant Heritage (NCPG)



Plant Heritage Show Garden

All the societies are extremely active with a wide membership. Most put on displays within the Shrewsbury Flower Show and in 2012, Plant Heritage won Best of Show competing against many national commercial horticulturists.

As part of the conservation to develop and preserve a comprehensive collection of one group of plants for the future, Shrewsbury can boast the Following National Collections:

Luigi Valucci – Brugmansia

In three plots of Meole Brace Allotments are the largest private collection of Brugmansia in Europe and home to the National Collection. An Italian of great character, he has featured in a number of national magazines and books. An RHS Gold Medal Winner at Tatton Park in 2007, he has exhibited at Shrewsbury Flower Show for many years, achieving Large Gold Medal in the commercial exhibitors' class. His plots are open under the National Garden Scheme.



Luigi Valucci

Mrs Godfrey Owen MBE, VMM – Camassia, Dictamus, Nerine Hardy Cultivators and Hybrids, Veratrum

A founder member of the Shropshire Branch of Plant Heritage (NCPG), she holds the National Collections of Camassia, Dictamus, Nerine (Hardy Cultivators and Hybrids), and Veratrum as well as being recognised as one of the country's leading Galanthophiles. In 2013, she was awarded the Veitch Memorial Medal for her outstanding contribution to the advancement of science, art of the practice of horticulture.



Mrs Godfrey Owen MBE

Mrs Bridget Haugh – Convallaria

Mrs Haugh is the holder of the Convallaria collection, which she tends in an incredibly small garden in a densely populated area. A keen gardener, who has spent many years working in a locally-owned garden centre.



Mrs Bridget Haugh

Jim Almond – Iris Subgenus Scorpiris

He is an avid alpine flower gardener and his extensive knowledge together with incredible photography skills make him a popular speaker both nationally and internationally – he has just completed a lecture tour of New England. As Chairman of the Shropshire AGS he has increased membership of the Branch four-fold.



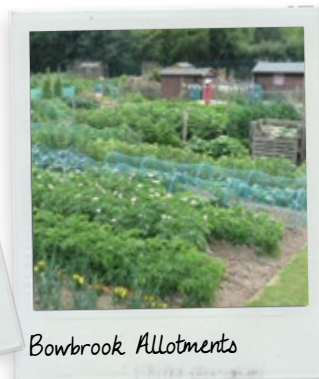
Jim Almond

A3 Residential and Community Gardening

- Allotments in Shrewsbury are organised through devolved management by local Allotment Associations, of which there are 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.



Allotments

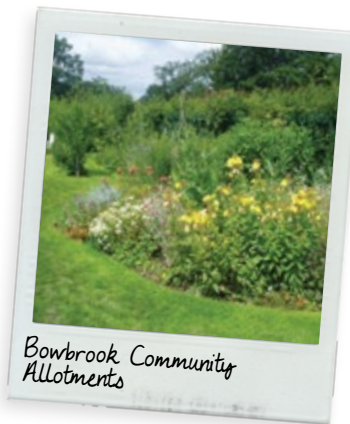


Bowbrook Allotments

- In the 2013 Heart of England in Bloom competition, Bowbrook Allotment Community received a “Community Gardening Award” in recognition of the “extraordinary community asset” which has been established at the allotments through their interest in horticulture and the environment. In addition, Malcolm Mollart, the Allotment Community Chairman, also received a personal RHS Discretionary Award of an “Outstanding Merit Award” recognising that by “using his natural ability to impart his boundless energy and enthusiasm to others to the extent that this Community Allotment has achieved so much in such a short time.”



Bowbrook Allotments



Bowbrook Community Allotments

- Pat and Brian Brooks have been entering the Shrewsbury Town of Flowers competition for 18 years and their horticultural skill has won them many awards, including that of best garden. In addition, they have won the Shrewsbury Chronicle Best Hanging Baskets competition nine times, News of the World Front Garden competition twice and The Sun Front Garden once. Their greatest achievement was to win the Garden News Garden Competition in 2010, which led Thompson & Morgan to invite them to act as a trial location for their new introductions.



Pat & Brian Brooks, garden



Pat & Brian Brooks

A4 Business Areas and Premises

- With a record-breaking 250 hanging baskets sold to businesses last year, this year sees almost 300 adorning the business buildings around the town centre.



The Dingle in Summer



Floral display in the Square



Floral Display

- The National Campaign for Courtesy, which promotes good manners, respect for self and others and courtesy for all, has recognised Salop Leisure's exceptional courtesy and high standard of customer service. engines for military and off-road vehicles.



Salop Leisure receiving their award

- Planning permission has been granted for a new £40m Waitrose supermarket to be built on the edge of the town, which will see up to 200 jobs created. In addition, the scheme will see a parade of seven shops and the relocation and re-development of Percy Thrower's Garden Centre, which currently occupies the site.

- The University of Chester confirmed that it will create a new campus in Shrewsbury with the aim of accommodating 2,500 students, with undergraduates commencing their studies in September 2014. In addition, it is anticipated that around 2,400 new jobs will be created both directly and indirectly to the local economy.

- Shrewsbury's Prince Rupert Hotel has become the first in the town to land four-star status following a £1m long-term investment programme.

- Engineering firm Caterpillar, employing 350 people in the town, is investing more than £1m on its test facility and new machine tools in Shrewsbury, where it reconditions engines for military and off-road vehicles.



The Prince Rupert Hotel

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. It is able to hold events throughout the year on the 29 acre site, with a full programme to suit all ages and tastes, including music concerts, the annual Shrewsbury Flower Show, Shrewsbury Food Festival, the circus, fairground attractions and the Saturday morning park run, which regularly attracts over 300 runners each weekend.
- As well as planned events, the Quarry is a recreational hub for residents and visitors alike, many of whom visit to see the spectacular landscaped gardens in the Dingle.
- Shrewsbury Town Council was successful with its application for an award of £54,000 from Sport England to improve a football pitch on the east side of town. The work was done on time and clubs have already expressed an interest in using this pitch for the 2014/15 season.
- 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.
- Shrewsbury Town Council maintains over 50 play facilities in the town centre. Improvements costing in the region of £48,000 have been made to many of the footpaths leading to these play facilities to ensure that children and families can access them whatever the weather.
- Shrewsbury Town Council owns a number of Recreation Grounds with sports pavilions, football pitches and cricket wickets, bowling greens, tennis courts and croquet lawns, which are used by many local teams in the Shrewsbury area. As new developments take place throughout the town, new opportunities for sports provision are being looked at with the Town Council ensuring that an 8-hectare site has been made available for future recreation/educational use in the west side of the town.



The Quarry



Visitors enjoying the performance in the bandstand



The Dingle



Walking Football Team

- Monkmoor Recreation Ground has been awarded funding to accommodate walking football, which provides physical activities for the over 55's. The sessions have proved to be extremely popular with a doubling of the number of groups taking part to cater for keen players and those who join in for the sporting social occasion.
- The County Ground at Frankwell has benefitted from local sports clubs working together to improve the facilities at this Recreation Ground. With a combination of funding awards and undertaking the work themselves, the new facilities include a new cricket score box, new kitchen amenities, enlarged foyer area with carpets and cupboards and some new cricket covers. The clubs, which include cricket, canoeists, rounders and football teams are currently working closely with the Town Council to provide further exciting improvements to the on-site facilities.

Illustrating your Achievements Environmental Responsibility

B1 Conservation and Biodiversity

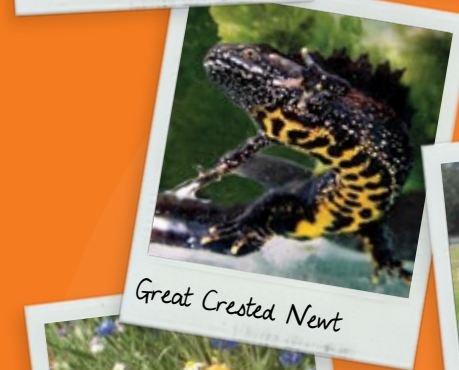
- Improvements to the footpath network along the Rea Brook Valley have continued with Shrewsbury Town Council's Countryside Unit working in partnership with Shropshire Council's Outdoor Recreation Service. This walkway has large weighted plates at either end to make it self-supporting as the ground underneath is gradually being eroded by floodwater.
- The Countryside Unit often uses traditional methods to manage nature reserves. One of the best examples of this can be seen at the Old River Bed Site of Special Scientific Interest, where long horn cattle from Great Berwick Farm are being used to suppress the growth of Willow trees on the wetland.
- Following a dazzling display of flowers at Copthorne in 2013, several other areas of Shrewsbury Town Council's Countryside Sites are being seeded with cornflowers in 2014. As well as containing poppies, which are being used to commemorate 100 years since the start of The First World War, the seed mix provides a wide range of nectar rich plants for insects. At one of the sites seeded, children from Crowmoor Primary School helped to spread and tread in the seed.
- Natural England designated the Old Shrewsbury Canal a "Country Wildlife Site" for its large population of the endangered Great Crested Newt. Careful management by the Countryside Unit, including grazing, de-silting and coppicing work has protected the valuable habitat and ensured that the newts have places to breed and hibernate.
- The three shopping centres in Shrewsbury, The Darwin, Pride Hill and Riverside, have achieved a 100% recycling record, with every item of waste now being recycled. Working in partnership with a local waste disposal company and Veolia, all recyclable waste is sorted and sent to recycle outlets; waste that cannot be recycled is used for fuel and food waste is turned into electricity through an anaerobic digestion process.



Resurfacing work in the Rea Brook Valley



Rare Breeds at the Old River Bed



Great Crested Newt



Cornflower meadows



Cornflower meadows

- 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 45,000 homes in the area with more than 3.5 million individual collections each year, collecting over 37,000 tonnes of domestic waste last year.
- The collection service allows residents to recycle paper, cans, glass and plastics, with a separate collection of garden waste which is taken for composting on local farms to create a 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.

- 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.
- 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.
- Shropshire Council and Veolia have seen 6,740 litres of used cooking oil collected from Household Recycling Centres in the county last year and refined by Living Fuels into an environmentally-friendly biofuel, which is used in their dedicated combined heat and power generators.
- Staff from Shropshire Council and Veolia have been working together with community groups in Harlescott to help get residents to recycle more following concerns about waste and litter. A new cardboard collection facility has also been installed at the heart of the community at the Eileen Sandford Community Centre.

B2 Resource Management

- Shrewsbury Town Council appointed consultants to undertake a feasibility study into the potential for hydro-electricity on the River Severn at the weir. Tender information will be published in summer 2014.
- The state-of-the-art Household Recycling Centre in the north of the town features “green measure” which include:
 - Energy efficient lighting complemented by south-facing roof lights to maximise use of daylight;
 - Heating in the main office is provided using a ground source heat pump using over 300m of buried pipe to take advantage of the earth’s natural warmth;
 - Rainwater is harvested and used for toilet flushing and wash-down facilities, resulting in further CO2 savings;
 - The facility has been designed using Sustainable Urban Drainage Systems, with a storm water balancing pond, interceptor, buried storm water attenuation tanks and a man-made wetland area which helps wildlife;

- Shropshire Council is half-way through a two-year project to convert its street lights to part-night lighting and has already recorded savings of 25% on its energy consumption and a 50% reduction in their “burning hours” from 4,000 to 2,000 hours. Energy costs have also been reduced by 50% despite energy costs increasing by 2½%.
- Shropshire Council is also installing 400 new LED lights in a number of estates in Shrewsbury over a twelve-month period, which will use 26watt bulbs rather than the current 100watt.



- The exterior was architecturally designed to present an attractive view from the neighbouring enterprise park. Landscaping enhances ecology along the Battlefield Brook and links with surrounding developments;
- The design incorporates tight controls on emissions to the environment, particularly odour, dust and bio-particulates. It includes automatic fast-open/close doors and provision for air extraction and filtration system.
- 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.

- In the 2013/14 financial year, Shropshire Council recycled 52.4% of the domestic waste produced in the Shrewsbury area, which is well ahead of the UK average and puts the town in the upper quartile for recycling performance for local authorities in the UK.

Town	Landfill	Incineration	Composting	Recycling	Total Recycling
Shrewsbury	37%	12%	32%	19%	51%
UK	49%	12%	14%	25%	39%

(figures supplied by the EU for 2012/13)

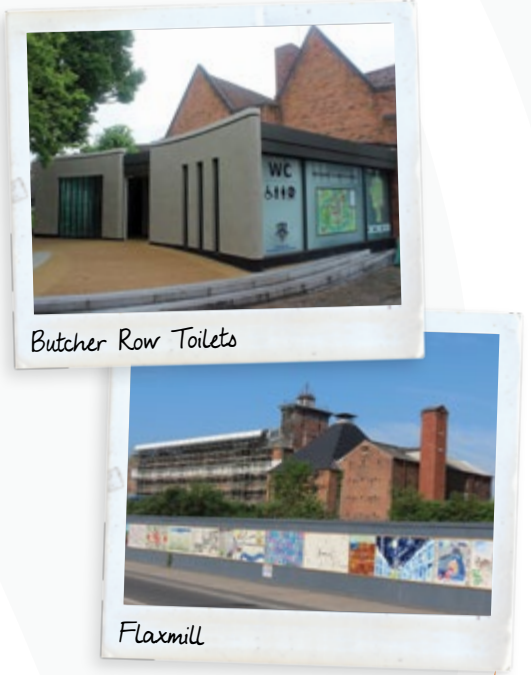
- Shropshire Council has recently expanded the range of plastics it collects for recycling in Shrewsbury to include plastic pots, tubs and trays, which has resulted in an increase in plastic recycling of 25% in the town since the kerbside collection was introduced, resulting in less waste being sent to landfill sites.
- Shropshire Council has secured funding from the Aluminium Packaging Recycling Organisation (ALUPRO) to run an extensive marketing campaign aimed at increasing awareness of metal recycling in the area. The campaign was supported by the Secretary of State for the Environment, The Right Honourable Owen Patterson, MP, and aims to see an increase of 10% in the recycling of metal cans, tins, foil and aerosols.
- One of the major environmental projects for the town is the energy from waste facility being built at Battlefield, which is expected to burn up to 100,000 tonnes of rubbish each year and will virtually eliminate the use of landfill as well as generate enough electricity to power 10,000 homes.



- Shrewsbury Town Council's Arbor team, responsible for the management of 20,000 trees in the town, chip any tree waste, which in turn, 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.

B3 Local Heritage

- Refurbishment of the Butcher Row toilets was completed in mid-April, after work totalling £355,000 transformed the run-down facilities for this Shrewsbury landmark. The site includes a specialised Changing Places room which is designed for people who cannot use standard accessible toilets. It is the first of its kind to be publicly funded in Shropshire.
- Situated on the northern edge of Shrewsbury, the internationally-important Flax Mill Maltings site reflects a time when Shropshire led the way in engineering innovation. It comprises seven listed buildings, including the Main Mill, which was built in 1797 and, as the world's first iron-framed building, is the forerunner of the modern skyscraper. The scheme has attracted a £12.8m Heritage Lottery Fund grant in July 2013 to complete Phase 1 of their conservation and redevelopment project of the world's first iron-framed building. The historic building will be restored and brought back into a third century of productive use, including the Main Mill, the Kiln, the Dye and Stove House as well as the office and stables. In addition, space will be opened up for commercial and community use, including exhibition space for visitors to learn about the building's place in social and international history.



B3 Local Heritage

- The Old Music Hall, situated at the heart of the town, has undergone a major renovation. The complex is one of the most important sites in Shrewsbury, strategically positioned in the historic Market Square at the heart of the oldest part of the town. It is a unique collection of buildings, including the Grade II* Listed 13th Century Vaughan's Mansion, one of only a handful of early medieval defensive hall houses remaining in the UK. Occupying the main part of the site is the 19th Century Music Hall and Assembly Rooms, designed by Edward Haycock in 1835 and listed as Grade II. The complex also includes a medieval shut (a passageway between buildings typical of Shrewsbury), 18th Century prison cells, and a 20th Century civil defence/ nuclear bunker. Following sensitive restoration, the venue was opened in spring 2014 and has revealed the history of the alterations and uses reflecting the social, cultural and economic development of Shrewsbury over some seven centuries into a modern integrated visitor centre at the heart of the town to serve the whole of Shropshire.



- Following the success of the first installations of the Wakeman School's "Look Up" trail by the English Bridge and in the Dingle, additional sites around the town have been chosen to house the displays. The project will display around 1,000 ceramic tiles made by Year 9 pupils of the Wakeman School over the last 30 years, encouraged by their teacher, Mike Griffiths, to "look up" and sketch the town's buildings before making ceramic tiles of windows, chimneys and doorways. Maintenance of the sites will be undertaken by Shrewsbury Town Council, and will provide a lasting legacy to the school which closed its doors in July 2013.
- St Mary's Church has been awarded £94,000 from the National Lottery Heritage Fund to create a visitor centre, which will include a café and a shop. The church is one of the best-known buildings in the historic town centre, with the current tower having dominated the Shrewsbury skyline for over 500 years.
- Scaffolding on Shrewsbury's iconic 200-year-old Lord Hill statue is to be taken down and major work will commence to repair the crumbling masonry on the weather-ravaged statue.



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".
- Tidy Shrewsbury is a group of volunteers who take pride in the town by ensuring that it is kept clean and presented in the best light for both residents and visitors. They hold regular meetings and organise litter picks as well as teaching good practice in schools.
- Organisations in the town are working together as part of the "Our Place" initiative to develop an enhanced co-ordinated approach amongst various stakeholders to addressing anti-social behaviour, creating a safer environment and encouraging visitors to visit, dwell and ultimately spend; utilising respective stakeholders strengths the intention is to be proactive involving local people and the business community.

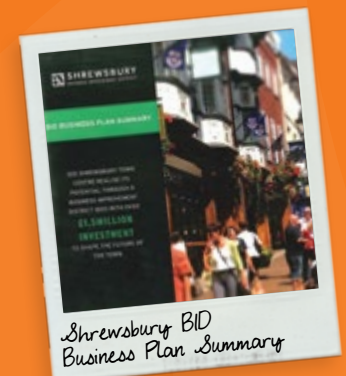


- Shrewsbury does not have a major problem with graffiti, but there are instances when it does occur. A team of volunteers, assisted by staff from the nearby McDonald's, helped to remove new "tags" from the Meole Brace area at the beginning of the year.
- Following on from the success of last year's pilot for "Pop-up Shops", luxury fragrance firm Crabtree & Evelyn have taken over an empty shop in the centre of the town on Pride Hill.
- 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

- Shropshire Council manages the street furniture in the town, ensuring that it is well maintained and regularly painted to keep it in good condition.
- 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 will be around marketing and promoting Shrewsbury as a visitor destination.
- Research commissioned by Shropshire Council has revealed that four major events in the town helped to generate more than £1m for the local economy. The Shrewsbury Folk Festival provided the biggest financial boost for the town with over 7,000 visitors spending almost £550,000. The Shrewsbury Cartoon Festival brought in £200,000, whilst the Shrewsbury Food Festival attracted more than 10,000 visitors in its first year and generated £180,000 income and the River Festival encouraged an extra £166,000 to be spent in the local economy.



- Following the redevelopment of the St Julian's Friars area of the town, consultations have taken place with local residents, councillors, businesses and stakeholders with a view to improving pedestrian safety at the bottom of Wyle Cop and St Julian's Friars. Work will see the introduction of two raised sections of road, introducing a 20mph speed limit and loading bays and no-waiting areas incorporated into the scheme utilising existing road space.
- Shrewsbury has been included as one of ten towns in the West Midlands in The Sunday Times Best Places to Live in Britain. The town is only one of 101 towns in the country to become recognised for community spirit, good shops and local services and with its medieval heart and modern-day attributes, the town has been recognised for its charm and the facilities it has to offer.
- Shrewsbury College has been given the go-ahead for the final £5.8m stage of a £15m redevelopment of the campus. Work will extend the facilities of the college's main campus on London Road to provide a new cutting-edge commercial hair and beauty salon, health and social care facilities, the installation of a modern multi-use 3G sports pitch and the upgrading of the existing building including a new entrance/ reception area.
- The town's tourism management partnership of Destination Shrewsbury fully support the development of a potential new Wayfinding strategy for the town. Following a report by an independent consultant last year, an integrated pedestrian signs scheme and town maps are required in order to better promote major town centre assets, including the Castle and the Quarry.



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 will award 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: Shropshire Playing Fields Association; Meole Trinity Church; Shrewsbury Cadets; Shrewsbury International Street Theatre; Shrewsbury Folk Festival; Shrewsbury Tourism Association; Coton Community Allotments; St Chad's Festival; Wakeman School Parents Association; Shrewsbury Bookfest; Shrewsbury Food Festival; Shrewsbury Summer Season; Shrewsbury International Cartoon Festival; and Shrewsbury Waterways Group.
- Incredible Edible Shropshire continues to support projects around the town and has helped to plant four orchards with over fifty trees. Funds have also been provided for peat-free compost and plants from peat-free soils.
- Each year the Town Council takes on two placement students from universities around the country. These are students on a degree course who take a year out of studying to experience hands-on countryside management in a full-time role. The scheme has been running for over 15 years and continues to improve student's final year marks and employment success after graduating.



Incredible Edibles in the Square



Incredible Edible Scarecrow

C2 Communication and Education

- In November, pupils from Mereside Primary School scattered seeds at Emstrey to help create a Poppy Field in commemoration of the 100th anniversary since the start of the First World War. Wildflower seeds were also sown in the area to encourage insects to pollinate the plants.
- 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.
- Shropshire's very own "Master Composters" help to educate their local community to reduce waste. They attend events as diverse as school assemblies, farmers markets, flower shops, "Green" days, village fetes and music festivals. They have also run environmental education projects, made video guides, established allotments and set up community composting schemes.



Schools Unusual Floral Container Competition 1st Place



Greenfields Primary School Unusual Floral Container



Shrewsbury's Master Composters spreading the message



photo courtesy of Ben Kinrade



- The Shrewsbury in Bloom Committee communicates with schools through its own dedicated section on the Town Council's website as well as a dedicated site www.shrewsburyinbloom.co.uk, which has details of its "Get Schools Blooming" education pack. Using new social media routes, communication also takes place via Shrewsbury Town Council's Facebook and Twitter pages.
- 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. In 2013 this included 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 Press 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.
- In April, Shrewsbury Town Council launched a number of School Competitions with a view to commemorating the start of the First World War. Local primary schools were asked to design a poster with a poppy theme entitled "Shrewsbury Remembers". The winning entry, chosen by the Mayor of Shrewsbury, is Courtney Edwards, aged 10 years, from Greenacres Primary School.



The Mayor and Deputy Mayor of Shrewsbury with the winning entry



Winning entry by Courtney Edwards

- Shrewsbury in Bloom Committee members Tony Durnell and Chris Watkins are actively involved in the running of the Belvidere Primary School Garden Club. Set up last September, the children are taught about gardening through play and the school has seen some major changes in the grounds through the hard work of everyone involved in the scheme.



Belvidere Primary School Garden Club



Garden Club with donated goods from B&Q



Before the work started

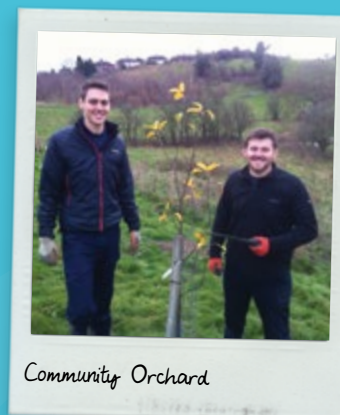
- The Shropshire Horticulture Society is working with schools around the county with a view to promoting the educational element of horticulture and has organised a number of competitions, including one for the senior schools to design a garden around a specific theme; primary schools have been encouraged to plant a "carriage" to produce a "train" for the Flower Show. The Society will have an Educational Marquee at this year's show to encourage budding young gardeners.

C3 Community Involvement

- Alongside the Coton Hill Residents Association, Shrewsbury Town Council's Countryside Unit has been continuing work on a new Community Orchard at Coton Hill. The area contains several different local varieties of pear and apple tree. The Residents Association has recently received funding from the Local Joint Committee for some scythes to keep the undergrowth cut back.



Community Orchard



Community Orchard

- Students from Shrewsbury College have attended several volunteer days on Shrewsbury Town Council's Countryside Sites throughout the year. The experience gives them a chance to work as a team in a real-life setting, as well as helping the local environment. Tasks have included erecting a new fence around a newly laid hedge, installing new site signs, litter picking and tree pruning.



Work with Shrewsbury College

- 150 standard trees and 7,500 transplants have been planted across Shrewsbury, and the wider Shropshire area, between December 2013 and March 2014 as part of The Big Tree Plant. The scheme is a Government-sponsored campaign, launched in England in December 2010, to promote the planting of one million trees between 2011 and 2015. Shrewsbury received one of the largest grants, £35,000, from a total fund of £4.2m. The scheme has been successful in getting a spread of trees throughout the county and plans are afoot to fill remaining spaces through various organizations within the next 12 months. The aim is to ensure that all Parish Councils within Shropshire have at least one tree from The Big Tree Plant before the end of the project.



St Giles CE Primary School Big Hedge Plant

- As part of the Big Tree Plant, Shrewsbury Town Council supplied hedging to one community group in Shrewsbury and we also provided fruit trees to a community group to plant on Town Council-owned land at Sutton, Shrewsbury.

- Volunteers braved the weather last November to plant spring bulbs along the canal path which runs from Ditherington towards the town centre. In addition, they have also planted a selection of young blackthorn, hazel and dogwood shrubs as part of The Big Tree Plant.



Edgefield Green



Edgefield Green

- The Edgefield Greenfingers Garden Club, based at Severnside Housing's Edgefield Green sheltered housing scheme, continually strives to make improvements to communal areas for the benefit of all 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.



Edgefield Greenfingers Garden Club

- Following major floods in the town over the winter months, five hand-picked offenders from HMYOI Stoke Heath were tasked with helping to clear the West Midland Showground. They helped to clear debris, including sludge and sewage-filled water, from the Berwick Pavilion, which had been under 4ft of muddy water for two weeks, enabling the Shropshire County Show to take place at the end of May as usual. They were also on hand to help with replacing toilet pans after damage was sustained by vandals in the run-up to the show.

- Residents in the Harlescott Grange area of the town attended a "Day of Action" event in a bid to help tackle crime and anti-social behaviour and to enhance their neighbourhood area. The event was organised by the Shrewsbury Crime and Disorder Partnership, Bronze Level Tasking, which seeks solutions to crime and anti-social behaviour across the town. Key partners include West Mercia Police, Shropshire Council, Shrewsbury Town Council and Severnside Housing Association.



Harlescott Action Day

- Following the success of the first Food Festival in Shrewsbury last year, organisers have been able to help support community projects with grants totalling £2,000 to local schools. A grant of £450 each to Greenfields Primary School and Bicton Primary School will be used to develop gardens that provide educational and recreational opportunities to local children. A grant of £100 to Coleham Primary School will be used to fund a memorial bench for their former gardener, who passed away at the start of the year.

- Members of the Hermitage Walk Community Garden received funding from Incredible Edible Shropshire for peat-free compost to help them mulch their existing beds and the new beds they are constructing.



Cantlop Bridge Team

- Veolia Environmental Trust awarded a grant of £7,000 to Greenfields Methodist Church to help improve facilities at the church, which will include new heating and insulation, redecoration, improving the wood block flooring and exterior stonework.

- In addition to the waste and recycling collections that it undertakes, Veolia is committed to working with the local community on environmental projects. Over the past year, members of Veolia staff have volunteered on projects such as the Flaxmill, Shrewsbury Food Festival and Cantlop Bridge.



Food Festival Volunteers

C4 Year Round Involvement

- Shrewsbury Town Council's Countryside Unit has a regular volunteer group, which is made up of all kinds 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.



Conservation volunteer group from Abbotwood

- 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 gritting of roads and pavements in the winter; planting flower seeds and preparing hanging baskets in the spring ready for planting out following a full programme of horticultural work in early summer. Events are held in the Quarry throughout most of the year and members of the Shrewsbury in Bloom Committee and the Town Council attend shows including the annual Flower Show.

- The community worked together to plant bulbs in the autumn at a number of locations around Shrewsbury. The Mayor helped members of his Sutton and Rea Brook Ward, whilst other Councillors helped plant bulbs in their Wards. The Town Council has provided local schools and allotment associations with bulbs to enhance their areas in the spring. Over 10,000 bulbs, including daffodils, crocus and hyacinths were planted last year.

- Winter saw periods of extreme weather with floods and gale-force winds. In one 24-hour period, 78 mature trees were lost. Shrewsbury Town Council's main Arboricultural Team worked virtually 24 hours a day to clear trees from blocked highways and on one occasion assisted the emergency services to cut free an individual trapped in his lorry cab.



A Fallen Tree in Otley Road



A Fallen Tree in Underdale



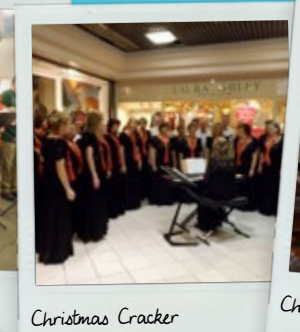
Planting daffodils at Belvidere Primary School

C5 Funding and Support

- Despite the bad weather, 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, a group of ukulele players and street entertainment around the town. Children also took part in a lantern parade and there was also a visit from Santa on his sleigh and the annual Rotary Tree of Light switch on in the Darwin Shopping Centre.



Christmas Cracker



Christmas Cracker



Christmas Cracker



Sponsor Bed



Roundabout Sponsorship Display

- 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 new signs, which have recently been installed, help to highlight the company logos and have been very well received by the companies involved. The Town Council has a good working relationship with its commercial sponsors and promotes regular press coverage, as well as inclusion on the Town Council website. 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.

Key Achievements in 2013/14

- Winning the Small City Category in the Britain in Bloom national competition and being awarded the Discretionary Award for the best Public Park in 2013.
- The Shrewsbury in Bloom Committee awarded the Heart of England in Bloom Horticultural Excellence Award for the Dingle in 2013.
- The Flax Mill Maltings received an award of £12.8m Heritage Lottery Grant to complete Stage 1 of their conservation and re-development project of the world's first iron-framed building.
- Shrewsbury Town Council's success with its Sport England application for funding towards improving the facilities of a football pitch on the east side of town with a grant of £54,000.
- The Weeping Cross Depot, now completed, and sited next to the Shrewsbury Town Council glasshouse, provides the Council with modern facilities from which the Ground Maintenance Teams now operate, delivering quality horticultural standards to the residents of the town.



Weeping Cross Centre



Music Hall

- Completion of the Old Music Hall to form Shrewsbury's new museum, which will help preserve this unique collection of buildings depicting the social and economic development of the town over the course of seven centuries.
- The completion of the Butcher Row public conveniences to enhance part of the town centre and provide additional facilities for visitors, including the first publicly-funded Changing Places facilities in Shropshire.
- The Mayor of Shrewsbury's visit to China to promote trade and tourism opportunities and signing a "Memorandum of Understanding" with the Mayor of Changsu.

- In the wake of the most severe floods in recent times, as well as gale force winds in February which brought down more than 70 mature trees in less than 48 hours, Shrewsbury Town Council's workforce worked through the night to ensure the town's roads were safe and clear as quickly as possible.



Tackling Fallen Trees



Shrewsbury Food Festival

- Four major festivals in the town helped to generate £1m in additional spending in the local economy.
- Companies have voted in favour of setting up a Business Improvement District, one aspect of which will help to promote Shrewsbury as a visitor destination.
- Investing £48,000 in creating new pathways to all the play areas in the town to enable access during all weather conditions.
- Increasing the amount of sustainable and permanent planting in the town's roundabouts and floral displays.
- Shrewsbury Town Council's resolution to become a Living Wage Council, ensuring that all staff are paid a minimum of £7.65 per hour.
- We continue to see annual increases in commercial hanging basket sales.
- Introducing energy efficient lighting in the Market Hall.
- Developing best horticultural practice with investment in two new mowers at a cost of £78,000.
- Shrewsbury Town Council's appointment of two apprentices to its permanent workforce, after they had undertaken college work whilst learning on-the-job working as part of the Castle and Dingle Gardening Teams.
- Installation of noticeboards in all Town Council Wards to help keep residents up-to-date with what Shrewsbury Town Council does.



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

Feedback and Actions

Every year, we value the feedback received from the Heart of England in Bloom judges. Last year, we have also had the benefit of receiving feedback from the Britain in Bloom judges. It all helps us to identify best practice, develop our areas for the better and generally learn from the vast experience of the judging teams.

Horticultural Achievement

Remove dying/dead trees from traffic island and consider more suitable species as replacements.

Shropshire Council Highways Department: all traffic islands have been inspected. New tree stock planted.

Perhaps a few more sustainable plants to be used in the baskets and tubs to add variety to the displays.

Shrewsbury Town Council: This has been taken on board and a mix of both adds structure and colour throughout the year.

In places (especially under some hedgerows) there was considerable herbicide damage, could the policy on spraying off these important areas of habitat be reviewed.

Ringway: We have worked with local contractors to look at areas where the use of herbicides could be reduced.

The roundabout sponsorship scheme is superb and obviously very popular, some did look a little over done with pole planters as well as bedding. Is this an area where a more sustainable approach could be taken with the inclusion of some perennial planting.

Shrewsbury Town Council: many of our roundabouts have a mix of sustainable as well as seasonal planting, but the success of the scheme has been down to that replication of high-specification amenity gardening as seen in the Dingle.

Environmental Responsibility

Some street furniture within the town centre requires cleaning/painting.

Shropshire Council: We paint all the street furniture in the town centre very year. There was a problem with one of our contractors last year and instructions have been given to ensure the preparation is done properly

this year. New benches will be installed in the Square at the end of June. We will use the probation service to paint benches/bins if needed between our programmed painting.

It would have been good to spend a little more time at the town square talking to the recycling officers to gain a little more knowledge of the various initiatives taking place within the area.

This was a product of our own success. We have split the fun and the serious so that the judges can enjoy all that Shrewsbury has to offer.

Community Participation

It may be prudent on future tours to visit a school. The judges are aware it is always difficult to do so out of term time, however, there are ways round this – for instance the presentation could include video footage of school involvement.

We have six schools who are entering the Heart of England in Bloom Schools Category.

On future visits it would be helpful to see a little more about the structure of the Bloom group and how it relates to the Town Council, the inclusion of a current balance sheet to demonstrate where income is derived from and the amount of expenditure.

We'll show what our Bloom Group achieves during our 15 minute presentation.

It would be good to see how the Shrewsbury in Bloom team can help the neighbouring Bloom groups; others could learn a lot from your entry and would benefit greatly from what you have achieved.

Shropshire is a county of flowers. Last year, all entrants achieved Gold standards and three are representing the Heart of England in Britain in Bloom.

Key Aims and Objectives for 2014/15

- Redevelopment work on the derelict Grade II Victorian greenhouse and council depot at the entrance to the Quarry Park to provide a multi-function facility for staff as well as an enhanced visitor experience.
- Find new ways to work with all stakeholders to promote savings during times of continuing austerity.
- Continue to engage schools and gardening clubs through Shrewsbury in Bloom's various activities and the online educational resource.
- Use the "Our Place" initiative to develop better partnership working to promote a transformed agenda for delivery and reduce strains on the public purse.
- Encourage community groups to develop to help improve the quality of life for residents.
- Continued investment in young people through the apprentice and graduate schemes.
- Develop new initiatives with the Shropshire Horticultural Society to encourage horticultural excellence, engendering local pride and promoting Shrewsbury as a "Town of Flowers".



Shrewsbury Library



Floral Display in the town

- Increase the use of sustainable planting where possible and develop new planting schemes to incorporate permanent planting features in the light of continuing budgetary cuts.
- Support the Business Improvement District, which will market and promote Shrewsbury as a visitor destination as well as improve car parking and access aimed at reducing parking costs; improving signage around the town and providing better public transport provision.

- The redevelopment of key buildings in the town, including the Dana Prison and the Shrewsbury Sorting Office to bring more employment opportunities to the town and help improve the local economy.



Castlefields Weir

- Plans to utilise the power of the River Severn Weir to provide renewable green energy with the building of a hydro-electric plant at Castlefields Weir.
- Work will start on building a major new, £40m Waitrose supermarket in 2015, which will see up to 200 jobs created and the re-development and relocation of Percy Thrower's Garden Centre.
- With the establishment of a new university in the town, more courses will be added to the curriculum with the anticipation that around 2,500 students will study at the new campus.
- The development of a new footpath linking the Dana with the town centre.
- Completion of the Battlefield Energy from Waste facility with the capacity to process up to 100,000 tonnes of rubbish each year and create energy to power 10,000 homes.
- With the introduction of an updated fleet of vehicles, Shropshire Council and Veolia anticipate that kerbside collections of cardboard will be reintroduced.
- Shropshire's direct London rail link is expected to be operational by the end of 2014.
- Support the use of empty shops in the town's Riverside Shopping Centre to help start-up businesses make use of the centre in the newly-designated Enterprise Zone.
- Shrewsbury College and Severndale Specialist Academy working in partnership on a £1m project to provide facilities offering a range of vocational courses to up to 80 students aged between 16 and 24 who have learning disabilities.

Appendices

Displays will mark outbreak of conflict

SPECIAL floral displays will be created at Shrewsbury Castle and in the town's Quarry park to help mark the 100th anniversary of the outbreak of the First World War, it has been announced.

New displays will be made in the grounds outside the castle and in The Dingle garden in the Quarry to mark the centenary since war broke out.

A special commemorative event will also be held in the Quarry on August 3 to mark the start of Britain's involvement in the conflict, which occurred when the German declared war on Germany on August 4, 1914.

War memorials across the town are also being cleaned in preparation for several years of commemorative events between 2014 and 2018.

And youngsters in Shrewsbury are being given the chance to design the Dingle's commemorative garden.

Shrewsbury Town Council is launching a competition to design a flower border which will go on display in the Dingle garden in the Quarry to mark the centenary next summer.

The competition is open to young people with a horticultural flair, aged 16 to 21 and entries may be completed by individuals, or as part of an educational or community project.

The closing date for entries is March 1. Entries for the garden competition should be submitted to: WW1 Garden Design Competition, Shrewsbury Town Council, Frankwell Quay, Shrewsbury, Shropshire, SY3 5HR. Or e-mail: info.shrewsburytowncouncil@shropshire.gov.uk

Proud moment as town scoops well-earned gong

THE town's pride was not enough to dampen the spirits of Shrewsbury's floral masters after celebrating a well-earned success in the national battle in Bloom competition.

Shrewsbury will now be the title of Champion of Champions, the highest accolade in the competition, after winning the title in 2013 following a Gold award in the previous year.

The trophy was presented to the town's Mayor, Cllr David Seaden, by the Mayor of London, Boris Johnson, at a ceremony in London on Tuesday.

Shrewsbury's success was a result of the town's commitment to horticulture, with a long history of excellence in the competition.

The Mayor of London, Boris Johnson, said: "Shrewsbury is a town that has a long tradition of excellence in horticulture, and it is a pleasure to present this trophy to you. It is a testament to the town's commitment to horticulture and to the people who work hard to make it a reality."

Shrewsbury's success was a result of the town's commitment to horticulture, with a long history of excellence in the competition.



Celebrating Shrewsbury's latest Bloom award are gardeners Peter Jenks, Mayor David Seaden and other town councillors.



Town's life captured by stunning images

Report by CHRIS BURN

THESE stunning images of Shrewsbury have been captured for a new photographic book about the town.

The book, titled 'Shrewsbury: A History of the Town', is a collection of 160 historical photographs of the town, showing various landmarks and buildings.

The book is a result of a project by the Shrewsbury Museum and Art Gallery, which has been working to collect and preserve the town's history.

The book is a testament to the town's rich history and the efforts of the museum to preserve it.



The Dingle in winter - a busy scene with the clock in the background. At the clock - one of the 160 images captured for the new book.

Bloom team puts focus on results



Celebrating Shrewsbury's success in the Bloom awards are Tim Seaden, James Cartwright, Peter Jenks, Mark Boness and Nelson Ball.

SHREWSBURY in Bloom organisers are turning their focus towards next month's national competition results after triumphing in the regional awards last week.

The town was Gold for its floral displays and was named joint winner with Taunton in the small city category of the competition.

After the regional success, thoughts are now turning towards the results of the national competition which is being announced on October 12.

Jackie Brennan, Shrewsbury in Bloom chairman, said she was thrilled with the local success and hoped it could be repeated at a national level.

"This is a fantastic result for Shrewsbury and a testament to the hard work that goes in to making our town a beautiful place to live and visit," she said.

"We are delighted to have maintained our Gold standard at regional level but to be crowned national winners would be the icing on the cake so we are looking forward to finding out the British in Bloom results in October."

Floral displays to mark war's 100th anniversary

Report by CHRIS BURN

SPECIAL floral displays will be created at Shrewsbury Castle and in the town's Quarry park to help mark the 100th anniversary of the outbreak of the First World War, it has been announced.

New displays will be made in the grounds outside the castle and in The Dingle garden in the Quarry to mark the centenary since war broke out.

A special commemorative event will also be held in the Quarry on August 3 to mark the start of Britain's involvement in the conflict, which occurred when the German declared war on Germany on August 4, 1914.

Shrewsbury Town Council is launching a competition to design a flower border which will go on display in the Dingle garden in the Quarry to mark the centenary next summer.

Competition

The competition is open to young people with a horticultural flair, aged 16 to 21 and entries may be completed by individuals, or as part of an educational or community project.

The closing date for entries is March 1. Entries for the garden competition should be submitted to: WW1 Garden Design Competition, Shrewsbury Town Council, Frankwell Quay, Shrewsbury, Shropshire, SY3 5HR. Or e-mail: info.shrewsburytowncouncil@shropshire.gov.uk

Weather

Today

World outlook

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Friendship flowers as allotment grows

Report by EILEEN HANNA

WHEN advice gardeners started work on an allotment site in Shrewsbury, they had no idea they were sowing the seeds for a lasting community.

Five years on, Shrewsbury Allotment Garden has become a place where gardeners from all over the town meet to share their knowledge and skills.

The garden is a testament to the power of community and the joy of growing.



Shrewsbury Allotment Garden, with Cllr David Seaden, Mayor of Shrewsbury, and other town councillors.

Changes to wages move is welcomed

SHREWSBURY Town Council's decision to bring in the national Living Wage for its workers has been welcomed by trade union leaders.

Councillors agreed to introduce the Living Wage, which is £7.45 per hour outside London, from the start of the next financial year at a meeting on Monday.

The authority's finance and general purposes committee heard the move should only affect about four workers at a minimal cost to the council.

Secretary

"It is a gesture setting an example for other partners in the area," he said.

"It is a good example that might put pressure on suppliers to introduce a similar policy."

And the decision was today welcomed by Alan James, branch secretary of Shropshire Union.

He said the move was "a testament to the hard work and determination" of the local Union branch in campaigning for its introduction.

This will give members a great boost, show the benefits of campaigning and set an example to other responsible councils and employers in the public and private sectors.

More than 1,000 people have signed a Union petition calling for a similar policy to be introduced at Shropshire Council.

Delight as towns and villages triumph in contest

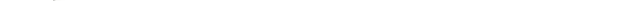
Top prizewinners are blooming marvellous

Report by JOHN ST JOHN

GREEN-FINGERED gardeners in Shropshire and the surrounding areas are celebrating a triumph as they have won a selection of top prizes in this year's contest.

The contest, which is run by the Shropshire Horticultural Society, is a competition for the best garden in the county.

The winners are a testament to the skill and dedication of the gardeners.



Celebrating Shrewsbury's latest contest success are gardeners Peter Jenks, Mayor David Seaden and other town councillors.

Tributes paid to staff who have helped create a blaze of colour

Hard work pays off for blooming town

Report by DAVID SEADON

DELIGHTED town leaders today paid tribute to the many volunteers who helped Shrewsbury secure further prestigious awards for its colourful blooms.

The Mayor of Shrewsbury, Cllr David Seaden, said: "The hard work of the volunteers has made a real difference to the town's appearance and it is a pleasure to pay tribute to them for their efforts."

The Mayor also praised the work of the Shrewsbury in Bloom team, who have been instrumental in the town's success.



Celebrating Shrewsbury's latest contest success are gardeners Peter Jenks, Mayor David Seaden and other town councillors.

Well of course we're on the 'best in Britain' list

OVER the years I've been accused of being too parochial, somewhat small-minded, unadventurous - and that's just by my darling family.

(They love me really).

Well, it now seems I'm not alone in this. I've just been named as one of the 'best in Britain' in a list of the top 100 towns in the country.

The list, which is compiled by the Sunday Times, is a testament to the hard work and dedication of the people of Shrewsbury.



Celebrating Shrewsbury's latest contest success are gardeners Peter Jenks, Mayor David Seaden and other town councillors.



Alexis Hale is a Shrewsbury-based photographer with a keen interest in landscape and natural history. In addition to working as a school-librarian, Alexis also volunteers for Shropshire Wildlife Trust as an event photographer. Many of her images have been used by local and national newspapers, as well as national campaign groups. Some of Alexis' photographs will also be featured in an exhibition later in 2014.

With special thanks to all organisations and individuals for their involvement in Shrewsbury in Bloom this year to improve the quality of life for visitors, residents and those who work in the town.

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

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