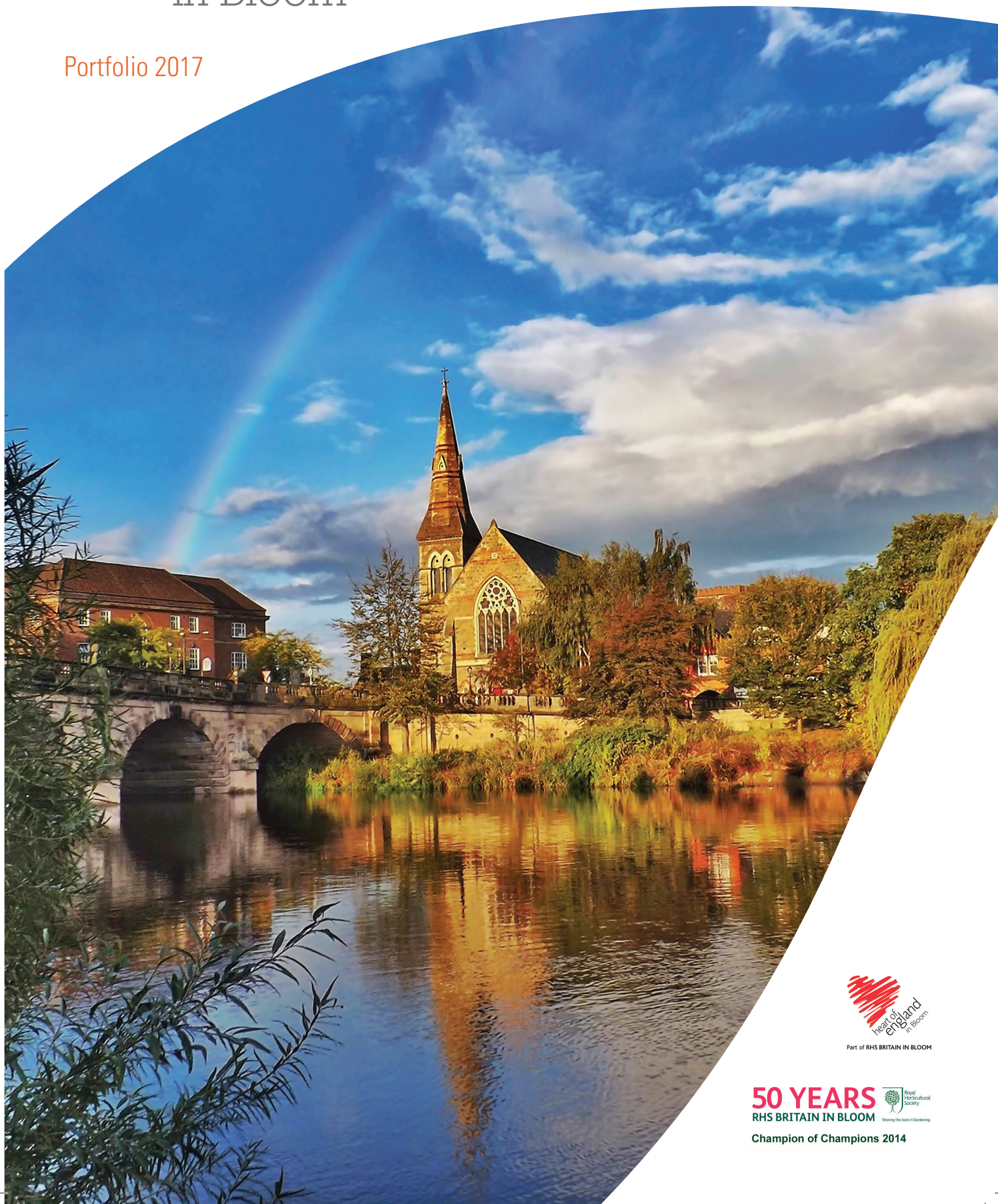


Shrewsbury in Bloom



Portfolio 2017



50 YEARS
RHS BRITAIN IN BLOOM
Champion of Champions 2014



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Front & Back Cover images: Photo of the English Bridge & Insect in Flight – both taken by Lee Roberts

Lee Roberts, a local firefighter, is a keen amateur photographer who loves nothing more than taking pictures of his home town of Shrewsbury and its wildlife. Posting on various social media sites, his pictures of local landmarks and the natural world have been well received and one has earned him national recognition with a recent photograph resembling a “Viking god”.



Councillor Ms Jane Mackenzie — Mayor of Shrewsbury

As the newly elected Mayor of Shrewsbury it is my great pleasure to welcome you to Shropshire's County Town. We are delighted to have this opportunity, once again, to showcase our horticultural prowess as we enter the Heart of England in Bloom competition.

We promote ourselves as *the* Town of Flowers, and we work hard to maintain our reputation throughout the year against the marvellous backdrop of our medieval town, which serves to highlight 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 so proud to welcome you to our beautiful town of flowers as we enter the Heart of England in Bloom competition 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, touching so many areas of Shrewsbury and the people who live and work in the town.

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

We are very lucky to have so many community groups, organisations and individuals who work so diligently together to uphold our prized floral reputation – these are the fantastic people that make Bloom happen every year. They include; Severnside Housing Association, 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, the Allotment Associations and Tidy Shrewsbury.

Together these people, in conjunction 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 all year round, but more frequently during the summer months, to help 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 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.
- We are delighted with the excellent response to our continuing collaboration with companies which is testament to the pride and commitment of local businesses here in Shrewsbury to the visual impact of the floral displays around the town. Shrewsbury currently has 32 business sponsors, and over the past twelve months from 01/04/16 to 31/03/17, our sponsorship programme has generated an income of £20,700, which is a slight reduction on the previous year. A record of 289 commercial hanging baskets were sold last year, helping to raise a little over £13,000 and numbers continue to rise year on year, despite continuing austerity factors within the economy.



- 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; Cleartone 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; Salop Leisure; and McDonalds.
- The committee is dedicated to working with local primary schools and a number of Bloom Committee members 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 2016

- The Big Art Show at the West Midlands Show Ground
- Annual Dragon Boat Festival on the River Severn in aid of Severn Hospice
- 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



August 2016

- The 129th 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 – charity collections over the years have helped to raise in excess of £50,000 for Hope House Hospice music therapy services
- The first Shrewsbury Fake Festival held in the Quarry Park
- Shrewsbury Steam Engine & Vintage Vehicle Rally

September 2016

- Soldiers from the Rifles parade through Shrewsbury having been awarded the Freedom of the Town
- Shrewsbury Carnival & Show Annual Presentation evening to distribute funds raised to 19 local charities and voluntary organisations
- Servicemen and women paraded through Shrewsbury to commemorate the 76th anniversary of the Battle of Britain followed by a memorial service in St Chad's Church and wreath-laying in the Quarry Park
- Macmillan Coracle World Championships on the River Severn
- Hermitage Community Gardens in Frankwell were awarded Level 4, Thriving in the Heart of England It's Your Neighbourhood awards



October 2016

- Spring bedding planting programme completed in the early part of the month
- Christmas lights erected around the town
- Three Shrewsbury Town Council workers who saved a baby girl from drowning when her pram was blown into the fast-flowing waters of the River Severn nominated for a Pride of Shropshire award
- Shrewsbury's Charity Christmas Card Shop launched at St Mary's Church, with 38 national, regional and local charities signed up to showcase their festive goods helping to raise a record-breaking £59,267



November 2016

- Shrewsbury paid 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 and bands, carol singers and choirs all joining in the fun around the town
- Bulb planting sessions held by Councillors, with the Mayor of Shrewsbury, Councillor Ioan Jones, planting daffodils and Councillor Keith Roberts planting over 6,000 crocus bulbs
- Three Shrewsbury Town Council staff receive Royal Humane Society awards for bravery after saving a baby from drowning in the River Severn
- Shrewsbury's annual pantomime at the Theatre Severn started its festive run with this year's performance of Cinderella



December 2016

- Ten giant nutcracker kings arrived on the streets of Shrewsbury as part of the Christmas Nutcracker Trail
- December sees the second anniversary of the re-introduction of the Shropshire to London direct rail service, with increasing passenger numbers using the service
- With mild conditions for the time of year, more than 4,000 people gathered in the Square for the annual Christmas Carol Concert, which is broadcast live on BBC Radio Shropshire and online the week before Christmas. The event was also broadcast inside the Shrewsbury Market Hall via large TV screens where shoppers could also enjoy mulled wine and mince pies



January 2017

- Official opening by HRH the Princess Royal of the Veolia Battlefield Energy Recovery facility in the north of the town



February 2017

- The work of internationally renowned photographers showcased in Shrewsbury in a special exhibition inspired by 'Evolution' and the town's links to Charles Darwin
- Professional men's tennis returns to Shrewsbury in the Aegon GB Pro-Series at The Shrewsbury Club
- Storm Doris blows through the country causing major damage to trees in the town
- Following the success of Parkrun, a Junior Parkrun starts in the town
- With the expiry of the lease for their premises on Pride Hill, McDonalds ceased serving customers in the town centre





March 2017

- Residents of Meole Brace take part in the Keep Britain Tidy's Great British Spring Clean
- Shrewsbury's second 10k run in the town centre attracted hundreds of runners



April 2017

- Shrewsbury's annual Big Busk held in the town with over 100 acts performing and raising over £8,500 for local homeless charity, The Ark
- Shrewsbury Cartoon Festival, now in its 13th year, held in various locations around the town with around 40 professional cartoonists taking to the streets to draw caricatures and cartoons for the public
- The Bike for Life Festival set off from Meole Brace and headed towards RAF Cosford with over 3,500 riders taking part, helping to raise over £73,000 for the Midlands Air Ambulance
- The second Shropshire Kids Festival 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 2017

- The annual Mayor's awards are held at the Guildhall, with 7 bronze, 20 silver, 21 gold and 8 Special Awards presented to local unsung heroes who selflessly help their local communities
- Renowned French-inspired brasserie Côte opened its first Shropshire restaurant in the Square
- Shrewsbury Regatta held on the River Severn with over 600 competitors taking to the water over the course of the weekend event
- Annual Town Council and Mayor Making ceremony held at the Museum & Art Gallery for the first time, saw Councillor Jane Mackenzie sworn in as Mayor of Shrewsbury
- 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
- Annual Town Meeting held at the Gateway Educational Centre
- Shropshire County Agricultural and Horse Show, one of the oldest surviving agricultural shows in the country, held at the West Midlands Showground
- Let's Rock Shrewsbury 80's Retro Festival held in the Quarry Park with almost 10,000 people attending the event
- The fourth Cycle Grand Prix is held on a closed circuit through the streets of Shrewsbury
- 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 2017

- Hanging baskets are installed and summer planting undertaken around the town
- Rod Stewart entertained over 20,000 fans at New Meadow Stadium, one of only two concerts he is performing in the UK this year
- Fifth Shrewsbury Food Festival in the Quarry with over 25,000 people visiting the event held over two days
- Shrewsbury Carnival and Show in the town with a theme of "Carnival goes around the World"
- Shrewsbury's fifth half marathon around the town
- Cancer Research's Race for Life held in the Quarry Park
- Filming takes place around Shrewsbury for the BBC2 programme "Blooming Marvellous"



Illustrating your Achievements

Horticultural Achievement

A1 Impact

- The Dingle Garden, which is 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 the Union flag. With centenary commemorations of the First World War continuing, this summer's theme focuses on the Kings Shropshire Light Infantry (KSLI), a regiment closely associated with the town.
- 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 10 bollard planters were ordered, which brings the total of these displays to 60 and will help to provide additional opportunities for displaying the flowering plants.
- The ever-colourful floral displays around the town are planted in 6 daleks with built-in reservoirs, 160 floral pole planters, 100 railing inserts, 50 troughs, 6 large tiers, 289 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 has updated its old tractor with a £38,000 Case 95C for use in the schools and recreation grounds mowing schedules in the town; a new £10,000 Eliet Super Prof shredder has been purchased which will be used for the maintenance of the shrub beds as well as shredding for mulch on site, helping to significantly reduce the number of journeys that have been required in previous years. The Town Council has also purchased a second hand van at a cost of £14,700 to cater for the rural mowing and schools contracts without compromising the existing work schedules – this van will also be used for the installation and removal of the hanging baskets around the town.
- The Town Council uses a number of dedicated areas at its Weeping Cross depot where staff grow trees and shrubs from cuttings to ensure it is self-sufficient in producing its own stock for the floral displays, which will prove to be cost-effective in the longer-term.



A3 Residential and Community Gardening

- Allotments in Shrewsbury are organised through devolved management by local Allotment Associations, 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.
- 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 4 – Thriving for their second entry in the competition.



- 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.



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 289 hanging baskets sold to businesses last year, this year sees 299 adorning the business buildings around the town centre as well as a number of companies who have their own private displays.
- Salop Leisure has created a luxury holiday park on 22 acres of land adjacent to its main business premises at Emstrey. Love2Stay is a £4 million visitor destination and boasts unique luxurious facilities for owners of caravans and camper vans, including a natural swimming pool, where guests will be able to swim in pure, chemical-free natural water surrounded by landscaped grounds as well as a range of activities on the site.



- Greggs has opened a new store at Shrewsbury Business Park, catering for “food-on-the-go” customers as well as providing seating and Wi-Fi for those wishing to eat in and has created around a dozen jobs.
- A 35-acre commercial development site on Oteley Road is being marketed to businesses which could create up to 2,000 jobs for the town and is expected to attract significant inward investment as part of the Shrewsbury South Sustainable Urban Development.

- Shrewsbury firm Morris & Company has secured international deals with firms in Australia, Dubai and Russia worth £3.5 million and will help to secure the future of its 700 employees. The firm's headquarters are based at Welsh bridge in the town.
- With a £20 million investment at its operation in Shrewsbury, food giant ABP is planning to redevelop its site at Harlescott, which will help to create an additional 400 jobs to add to the existing 732 employees at Battlefield Enterprise Park.



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 this year 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 has invested £375,000 in a new play park at the existing children's site in the Quarry, transforming the old play area and paddling pool into a multi-functional dry and wet play facility that caters for all ages.
- 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 maintains over 50 play facilities in the town centre.
- 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 part of a major refurbishment, the County Ground obtained a premises licence to serve alcohol, and as part of the conditions of the licence, the cricket club has obtained financial grants to refit the kitchen so that the facilities comply with food hygiene regulations. The lobby has also been refitted with new cupboards installed and notice boards for other teams to use, and the first floor has been decorated with stable doors installed as a servery.
- Silks Meadow has finally benefitted from having floodlights installed for the bowling green, and due to problems accessing a power supply to the site, this has taken around ten years to come to fruition. This means that the site can now provide lights in the toilets and better facilities for making refreshments in the pavilion.
- Monkmoor Recreation Ground has been working with the LTA and Tennis Shropshire to promote community tennis at the site. Tennis Shropshire has invested £3,500 to provide tennis coaches and staff to run coaching and tennis sessions from May through to August, with the eventual aim to form a club on the site which will then manage and promote tennis here and at other locations around the town.



Illustrating your Achievements

Environmental Responsibility

B1 Conservation and Biodiversity

- The winter months are the perfect time of year to lay one of the many hedgerows on the Town Council's Countryside Sites. Hedge laying involves thinning and partially cutting through the stems of an existing hedge. This prevents it from becoming sparse, and provides cover for wildlife as it grows. This method was used to stock proof fields for hundreds of years before we started to use fences. 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, so by passing this skill on to others, we can help to safeguard them in the future.



- This winter has seen several flocks of waxwings appear in Shrewsbury. These stunning birds breed in Scandinavia, but move to the UK in winter to escape the harsh conditions further north before heading back across the North Sea.



- Shrewsbury Town Council's Countryside Sites are being seeded with wild plants to provide a wide range of nectar rich plants for insects.



- Usually spotted in the warmer climates of the Mediterranean, a rare Night Heron has been spotted in the Dingle.





- The Town Council's Countryside Unit manages around 22 miles of footpaths across all of their sites, most of which require mowing and trimming several times during the spring and summer to ensure they remain accessible.



- The Town Council's Countryside Unit has a programme of removing the dense mat of Water Soldier from Copthorne Park. Although this is a native plant, and is often welcome on larger lakes, it can overwhelm small areas leaving no visible water surface. This plant indicates that the water is free of pollution, which is reflected in the variety of animals found in this pond during past surveys.
- The Countryside sites in Shrewsbury are full of veteran trees - some are more obvious to spot than others. This amazing Oak is hidden away at the side of a housing estate. It has a girth of over 5 metres, and is estimated to be around 330 years old.

- An ancient oak tree in the car park of Royal Shrewsbury Hospital featured on the Woodland Trust's 2016 Tree of the Year public-nominated list of 200 trees. It is estimated that the oak tree is around 200 to 250 years old.



B2 Resource Management

- Heavy duty, vandal-proof wooden benches can cost over £500 each if bought from a supplier. By using a chainsaw mill, and some of the hardwood chunks provided by the Town Council's arborists, new benches can be produced whenever there is a need for them. This also reduces the environmental impact of production, as the wood is a by-product of safety work, and has only travelled a few miles to be re-used.
- 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.
- 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.
- 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.



- Shrewsbury Town Council undertakes its own recycling programme on the Council's sites around the town and collects used batteries from its vehicles as well as all metals and used tyres in designated skips at the Weeping Cross centre for collection in due course. Green waste goes to Agripost for recycling, whilst the used batteries and metal waste is collected by local contractor Rollasons every two months and the used tyres are recycled in Wem every six months.

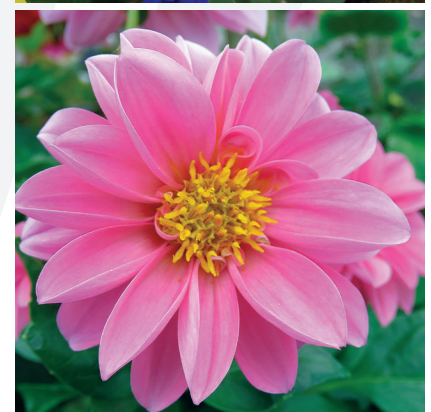


- Municipal waste management activities in the Shrewsbury area are provided by Shropshire Council through a long-term contract with Veolia Environmental Services Limited to around 46,000 homes in the area with more than 3.5 million individual collections each year, collecting over 90,000 tonnes of domestic 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 of 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 2016/17 financial year, residents in the Shropshire Council area recycled or composted 53% of the domestic waste produced, up from 50.8% in 2015/16. The equivalent rate for England in 2015/16 was 43%.

- Shropshire Council and Veolia's flagship Energy Recovery Facility built on the outskirts of Shrewsbury was officially opened by HRH the Princess Royal in 2016, and 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 5,200m², 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 2015/16 to 5% now that the Energy Recovery Facility is fully operational.
- Shropshire Council launched a new collection service for cardboard for Shrewsbury residents from October 2016, with paper and cardboard collected together for recycling. Shrewsbury was the first area in Shropshire to use the scheme with the remainder of the county set to follow soon after. These measures will help to increase recycling and composting rates for the town.
- Each year Veolia runs a campaign recommending residents put out their real Christmas trees so they can be collected for composting. To encourage residents to participate in the scheme, Veolia nominates a local charity to be the beneficiary of 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.
- 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

- Shrewsbury Town Council moved to new premises towards the end of last year. Their “new” home at the Grade II Listed Riggs Hall is one of a group of buildings once housing Shrewsbury School. The building has a stone ground-floor surmounted by timber-framing – dendrochronology results indicate the timbers still in use today have a felling date range from 1405 to 1435. The building has seen numerous adaptations over the centuries and is now part of the Library complex, with plans to develop the site into a Community Hub.
- The first phases of work to upgrade the Grade II listed Shrewsbury railway station have been completed as part of Arriva Trains Wales plans to improve customer service and make the station more accessible for passengers. Funding from the Department of Transport National Stations Improvement Programme has been utilised to fund the improvements.
- St Chad’s celebrates its 225th anniversary this year and is unique with its circular nave. It is the only Grade I circular church in England. Whilst the design differs from typical Georgian buildings, it mixes Ionic, Doric and Corinthian styles in its façade and interior. The central hall, with a sweeping double staircase to the gallery, is more like a country house than a church, as is the decoration on the ceiling of the nave.



- Work has started on the second phase of the restoration and re-development of Shrewsbury's iconic Flaxmill, one of the country's most historically important buildings. With a budget of £20.7 million, the former main mill and kiln will be transformed into four floors of commercial space, with a café and an “interpretation and learning space”. Landscaping and work on the car park will also be completed within this phase of the Historic England, Friends of Ditherington Flaxmill and Shropshire Council plans for the site, with funding from the Heritage Lottery Fund.
- An archaeological dig at the Greek Orthodox Church at Sutton has uncovered artefacts which provides an indication that the site is the earliest known sacred centre that is still in use in Britain today, with over 4,000 years of history. The current medieval church is built over the site of an ancient pagan burial ground which has been in use from the late Neolithic period through to the Bronze Age, Iron Age, Roman and Anglo-Saxon to the present day.
- Shrewsbury is home to a former RAF airfield at Monkmoor. Hangars from World War I are reminders of the town's role in both World Wars and have significant architectural interest because of the supports in the roof called Belfast Trusses, providing a large clear span to house aircraft. Whilst the hangars are a non-designated heritage asset, they are considered to be of regional, if not national importance.



- Grade I listed Shrewsbury Abbey will see a £250,000 restoration programme undertaken on the iconic building thanks to funding from the Heritage Lottery Fund. The first phase will see extensive and urgent high-level stone work repairs on the building.

B4 Local Environmental Quality

- Our residents play a large part in helping to maintain a clean locality. One such resident is Alun Lines, a regular dog walker and visitor to Monkmoor Recreation Ground. He voluntarily clears the recreation ground of litter and dog mess every day and even carries spare poo bags for those forgetful dog walkers. He has become someone Town Council staff have come to rely on as he provides those eyes and ears for when staff are not around. It is so rare these days that a member of the public is so community minded.
- 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.
- #TeamShrewsbury is a multi-agency partnership made up of the two councils, Police, Fire, Business Community, Housing Associations, University and many more, 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 last year, over £1,600 has been collected which has gone to help genuinely homeless people in Shrewsbury find accommodation and get their lives back on track.

- Shrewsbury does not have a major problem with graffiti, but there are instances when it does occur which has recently involved an individual "tagging" areas around the town. The Team Shrewsbury approach utilising all resources available, including CCTV, aims to apprehend the culprit and deal with them appropriately. Town Council staff have been employed to remove graffiti where possible.



- 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

- 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.
- Shrewsbury has been voted the happiest place to live in the West Midlands and the 8th happiest place to live in Great Britain. The survey was conducted by on-line estate agents Rightmove, with the county town coming top of the category for the friendliest people and in the top ten for the provision of “nature and green spaces”.
- 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 around marketing and promoting Shrewsbury as a visitor destination.



- Shrewsbury has been chosen as one of fifteen Bloom groups to feature in a new BBC2 series called “Blooming Marvellous”, a 15-part series following different communities across Britain as they prepare for Bloom. Each 30-minute programme will focus on the work behind each Bloom group’s behind-the-scenes efforts as the groups vie to be recognised as one of the cleanest, greenest and most beautiful places in the country and will be broadcast in 2018.

Illustrating your Achievements Community Participation

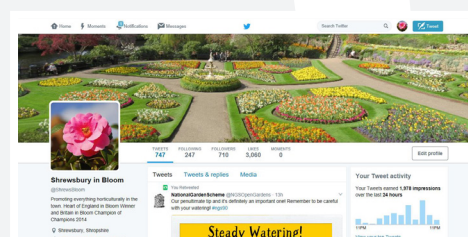
C1 Development and Continuity

- 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: Home-Start Family Support; Keep Our Shropshire History Alive to support the Shropshire Regimental Museum; Shrewsbury Cartoon Festival; Shrewsbury Heritage Limited towards St Chad's 225th birthday celebrations; The Hive for developing the Shrewsbury Town Forum; Omega, the National Association for End of Life Care; and Shrewsbury Railway Heritage Trust.
- Young Shrewsbury has been working closely with Team Shrewsbury partners to provide a variety of preventative and alternative curriculum activities to help to try and reduce anti-social behaviour within areas of the town where problems have been identified. In addition to this, Young Shrewsbury has also provided local schools with alternative curriculum mentoring programmes and social education workshops, which have helped local young people who struggle with mainstream education to gain access to provision that is suited to their individual needs. This work, commissioned by local schools, provides Young Shrewsbury with additional funding, and supports development of further projects and sustainability within the service.
- 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 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.
- Shrewsbury Town in the Community, the official charity of Shrewsbury Town Football Club, works closely with schools around Shropshire, utilising the power of sport to engage and inspire pupils, and strengthen local communities. They run programmes such as their Reading the Game initiative, Premier League Primary Stars, as well as their BTEC programme alongside Shrewsbury College and a foundation degree in Football Coaching and Development.
- The Shrewsbury in Bloom Committee communicates with schools through their own dedicated section on the Town Council's website, which has details of its "Get Schools Blooming" education pack. Using new 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 Shrewsbury 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 to 32 groups including Severn Hospice, Food Banks Plus & Shrewsbury Ark. Much of this has been the product of their bid last year to the Sainsbury's Waste Less, Save More campaign where their bid got down to the last five contenders.
- Marcus Bean of the Brompton Cookery School near Shrewsbury joined local residents at Mount Pleasant Primary School for a fabulous CookWise evening as part of the Rubbish Diet programme for reducing food waste. He demonstrated recipes for making the most of food that would otherwise be thrown away to those attending.
- The Shrewsbury in Bloom Committee is supporting the Greening Grey Britain Campaign and have been working with the management of the Riverside Shopping Centre to introduce planters into some of those unloved corners of the complex to brighten up the surroundings for those who visit them. Staff from the shopping centres will help to water and maintain the floral features throughout the summer as part of their community involvement in the project.
- In addition, the Shrewsbury in Bloom Committee is actively encouraging schools and local communities to participate in the Greening Grey Britain scheme by transforming a bleak grey space in their community into a green place for people and wildlife to enjoy by using plants and community action.
- With their Strapline of "Every Little Helps", Tesco Extra at Battlefield has established themselves as a central focus for community life in North Shrewsbury. They have recently developed a Community Room, which has been used by many individuals and community organisations free of charge for everything from exercise classes, baby groups, adult education, hobby classes, charity meetings and much more.



- Shrewsbury Town in The Community is the official charity of Shrewsbury Town Football Club, striving to make a positive difference for everyone across Shropshire through sport and learning. Their aim is to do this by providing fun, safe and enjoyable activities for people of all ages and abilities, whilst ensuring their sessions are accessible and delivered to the highest of standards. Governed by the EFL Trust, their four main themes are Sports Participation, Education, Health and Social Inclusion.
- Shrewsbury Town in the Community is doing their utmost to make positive impacts on those in the town – regardless of age, gender, disability or ethnicity, holding weekly sessions for those with disabilities, such as football orientated sessions for those with Down's syndrome, cerebral palsy or differing impairments or learning difficulties with their PAN Football team.

They also run programmes to help keep those over 50 active and able to socialise, with their Extra Time club and Walking Football team. This year they fronted the Sports Zone for Shropshire Kids Festival, where they encouraged those of all abilities to try out various sports from martial arts to mini netball.



- 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 of Shrewsbury 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 the 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 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.



- 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. As part of their continued development of the site, the residents have rebuilt an old fence and have been building a rainwater harvesting system so that they can use this sustainable and environmentally sound form of collecting a natural resource rather than rely on domestic-quality water for the garden. The Hermitage Community Garden is a regular entrant into the Heart of England in Bloom It's Your Neighbourhood competition and were awarded a Level 4, Thriving award for 2016.



- 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.



- Volunteers and staff from Shrewsbury Town Council were joined by members of the Army Reserve and Shropshire Council's Wild Teams to help look after their local park. Members of 6 Rifles E Company Reserve helped to lay woodchip on the footpaths at Copthorne Park which can get slippery in the winter months. This is part of an initiative by the Army to become more active in the local community.

Also attending were Shropshire Wild Team volunteers, supported by Bridgnorth Community Mental Health Team, who offer volunteering opportunities in countryside and greenspace conservation and maintenance, as well as outdoor skills in bushcraft and map reading. The project is especially set up for people who feel they could be more active. Every week each team visits a different location, taking on a new task alongside a wide range of partner groups and organisations.



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.
- 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.



- 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.



C5 Funding and Support

- 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 around the town to herald the start of the evening's proceedings 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. 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 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.



- 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.

Key Achievements in 2016/17

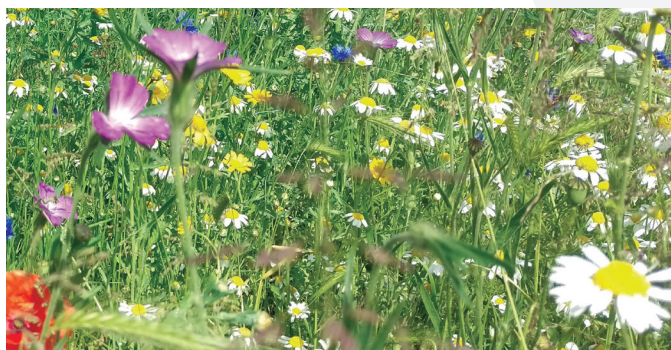
- Shrewsbury in Bloom won GOLD in the Heart of England in Bloom Small City Category
- The Quarry Park won GOLD in the Heart of England Parks & Open Space Category with the Dingle picking up the Horticultural Excellence Award
- Team Shrewsbury has been recognised over the West Mercia/Warwickshire Police Force Alliance as the best model for Partnership Working to manage public realm and anti-social behaviour issues
- The Alternative Giving Scheme was set up in 2016 and since then has raised over £1,800 helping people who are homeless to stop sleeping rough and get their lives back on track



- Shrewsbury retained Purple Flag Status after its recent reaccreditation judging. Purple Flag is a national accreditation scheme designed to promote the night-time economy
- 2016 saw another bumper year with Hanging Basket sales
- The Town Council has started a new operating regime at the Greenhouse designed to maximise efficiency and minimise waste
- The Business Improvement District has negotiated special rates for business waste collection in the Town Centre which means reduced costs, less refuse vehicles clogging the town centre and reductions in air pollution
- The Battlefield Energy from Waste facility is now working to capacity and with improved recycling; only 5% of waste now goes to landfill



- Kerbside cardboard collection has returned following the recent purchase of new fleet
- Work has started 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



- The Town Council has negotiated over £2million of Developer Contributions to manage new green space on development sites
- The Town Council moved offices in 2016 to the Library; this being the first stage of bigger plans to develop a Community Hub for the building
- Shrewsbury has been chosen to feature in the forthcoming BBC2 Blooming Marvellous series following 15 Bloom communities as they enter the 2017 Bloom campaign

Key Aims and Objectives for 2017/18

- Develop proposals that will see the Quarry Swimming Pool being retained in the town centre
- Work with the Business Improvement District to deliver a £250k Wayfinding Programme for the town centre
- Enhance Youth Service work to involve more areas, provide access to a greater age range and deal with more issues
- Work with Shropshire Council and the Shropshire Horticultural Society to project manage a new DDA footway access around the Castle
- Promote the concept of Team Shrewsbury to more partners
- Work with Shropshire Council to look at new approaches to managing public assets
- Develop proposals to improve key areas in the town centre including Pride Hill, Mardol and Shoplatch
- Develop a new energy efficient Christmas Lighting Scheme for 2017
- Improve lighting in the Quarry to increase usage
- Convert traditional footway lights to more energy efficient LED lights
- Develop a Design Guide for new developments to ensure the right level of open space and community space is delivered
- Increase volunteering opportunities with other partners



Council, mowing the grass as he helps to ensure that the Dingle continues to win awards

Report by Dominic Robertson
dominic.robertson@shropshirestar.co.uk

Appendices

Helen Ball, the council's clerk, said the workers' efforts include taking an incredible 7,000 cuttings a year.

She said: "We had Mark Wasilewski, from the Royal Parks, based in London, judging for the Champion of Champions competition and he said that you do not find this standard anywhere else within the country."

"That is down to the hard work from the council and the volunteers. I think we are very lucky to have this. It is a privilege to the principles that have been passed on to the ground staff over the generations, which people like Percy Throver have instilled in them.

"That level of perfectionism is what we pride ourselves on and that is why we have so many people writing to us saying the flowers are fantastic."

Day of reckoning as judges cast an eye over blooms



Chairman of Shrewsbury in Bloom Councillor Keith Roberts takes judges Nicola Clarke and Joe Hayden on a tour of the Dingle in Shrewsbury's Quarry

JUDGES descended on Shrewsbury this week to see just what the town had to offer for the annual Heart of England in Bloom competition.

Last year the Town Council took a step back from the contest for a well-deserved rest after Shrewsbury was crowned Britain in Bloom's Champion of Champions in 2014. Instead, the council offered its support to Shrewsbury BID with its first entry into the floral competition.

But now, Shrewsbury Town Council is back to lead the town's floral bid once more, with the support of members of the Shrewsbury in Bloom committee which includes several community volunteers and council officers from the town and unitary authorities.

Workers from the council have been busy planting up tubs, troughs and bins with thousands of blooms in a bid to secure the title.

And the day of reckoning dawned yesterday (Wednesday) as judges arrived to cast their eyes over the town's many floral arrangements.

This year the town has entered the small city category, as well as the parks and open spaces class for The Quarry.

The town centre has already been transformed into a riot of colour, with staff working round the clock to complete the summer planting scheme.

"Our staff take pride in upholding Shrewsbury's reputation as a Town of Flowers and it's a pride we hope extends to all of our residents, shops and businesses," said town clerk, Helen Ball.

Good crop of honours handed out to Britain in Bloom winners



Members of the Newport team and sponsors

Shrewsbury Quarry at the Shrewsbury Flower Show

Margaret Throver and Betty Gull in Oswestry

Everything's rosy as towns scoop awards

Report by Rebecca King
rebecca.king@shropshirestar.co.uk

SHROPSHIRE is feeling rosy as towns, villages, pubs and parks once again collected a bunch of trophies in this year's Britain in Bloom awards.

Judges visited the county over the summer and today named Ludlow, Shrewsbury, Bridgnorth, Newport and Oswestry among the cream of the crop for the Heart of England.

The five towns all topped their categories with Royal Horticultural Society experts praising their floral displays and colourful planters.

Former Champion of Champions, Shrewsbury in Bloom picked up the accolade in the small city category, with judges commenting on its unflinching high standards.

Nicola Clarke and Joe Hayden, from the RHS, visited the town just months ago and the pair said they were thrilled to see it remain a "picture-perfect" town.

According to Heart of England, its Gold award is given only to "exceptional achievers who have demonstrated a consistently high standard in all areas of the judging criteria."

Councillor Keith Roberts, chairman of the Shrewsbury in Bloom committee, said: "This is once again a fantastic result for Shrewsbury and a testament to all the hard work by the town council's horticultural team, as well as members of the bloom committee which includes community volunteers and council officers from both the town and unitary authorities."

While some of Shropshire's towns were their respective categories, Bridgnorth was also among the gold winners, with judges Roger Bache and Tim Oakes describing the town's castle grounds as a "gem in Bridgnorth's magnificent crown."

Newport in Bloom was visited by Roger Bache and Mark Williams, who praised the "phenomenal" community spirit.

They said: "Having been here, the town and its planters were looking at their very best for judging day. The High Street stood out with its 'lot of colour'."

In Ludlow, the same two judges said they were impressed with how many groups the in Bloom committee managed to get out there.

They said: "Heritage is king in Ludlow and this is exemplified perfectly by the number of old buildings only supported by the walls."

For Oswestry, the same two judges said they were "impressed with the way the town is a 'rolling white-wash town' of the town."

They said: "The town centre was immaculate and void of any litter, a credit to all concerned."

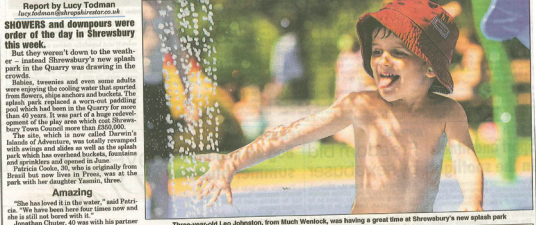
Overall, in the Heart of England in Bloom awards, Newcastle-under-Lyme was the overall winner.

THE MAIN PRIZE WINNERS ARE REVEALED

- City and town awards:
 - Ludlow in Bloom - Gold
 - Newport in Bloom - Gold
 - Oswestry in Bloom - Gold
 - Bridgnorth - Gold
 - Shrewsbury in Bloom - Gold
 - Herford in Bloom - Silver
 - Leominster in Bloom - Silver
 - Newcastle-under-Lyme - Gold and overall winner
 - Leobury in Bloom - Gold
- Parks awards:
 - Bridgnorth Cemetery - Cemetery Gold
 - Castle Grounds, Bridgnorth - Pocket Park Gold
 - Newport Herb Garden - Pocket Park Gold
- Other awards:
 - The Quarry Park, Shrewsbury - Large Park Gold
 - Bradwell Crematorium, Newcastle-under-Lyme - Gold
 - Brampton Park, Newcastle-under-Lyme - Gold
 - Queen Elizabeth Park, Newcastle-under-Lyme - Silver
 - Hotel and pub grounds awards:
 - The Chantry Arms, Ludlow - Silver-Gilt
 - The New Inn, Newport - Silver-Gilt
 - The Old Castle Inn, Bridgnorth - Gold
 - The Pheasant Inn, Newport - Gold
 - Black Swan Hotel, Leominster - Gold
 - Bel Inn, Leominster - Gold
 - Holme Lacy House Hotel, Herford - Gold
 - The Barris, Herford - Gold
 - The Britannia, Herford - Silver
 - The Duke's Head, Leominster - Silver-Gilt
 - The George Hotel, Bewdley - Silver
 - The Grape Vaults, Leominster - Silver-Gilt
 - The Tabac, Leobury - Gold
 - The White Lion, Leominster - Silver-Gilt

Young visitors enjoying the sunshine at revamped attraction

Water way to cool off at splash park



Report by Lucy Todman
lucy.todman@shropshirestar.co.uk

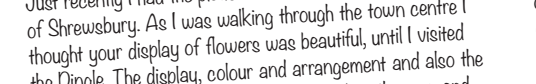
SHOWERS and downpours were order of the day in Shrewsbury this week.

But the town's splash park was the only place where children could enjoy the weather. The splash park, which is a new addition to the town's leisure facilities, has been a huge success since it opened in May.

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Town's blooms und



The chairman of Shrewsbury in Bloom Councillor Keith Roberts

Shrewsbury targets

Judges descended on Shrewsbury to view the town's floral efforts for the annual Heart of England in Bloom competition.

Last year Shrewsbury Town Council took a step back from the contest for a well-deserved rest after being crowned Britain in Bloom's Champion of Champions in 2014.

Instead, the council offered its support to Shrewsbury BID with its first entry into the floral competition.

But now, Shrewsbury Town Council is back to lead the town's floral bid once more, with the support of members of the Shrewsbury in Bloom committee which includes several community volunteers and council officers from both the town and unitary authorities.

Just recently I had the pleasure of visiting your lovely town of Shrewsbury. As I was walking through the town centre I thought your display of flowers was beautiful, until I visited the Dingle. The display, colour and arrangement and also the variety of flowers in such beauty took my breath away and to be perfectly honest I was quite overwhelmed. I have never seen anything quite like it.

I would like to congratulate the people responsible for the magic it brings to the people like me, for creating such a wondrous sight.

I will be visiting again on the 13th August and can't wait to sit and admire the wonderful array of beauty and colour. Keep the very hard work going. OUTSTANDING.

I wanted to let you know that my Easter Sunday/Easter Monday short trip to Shrewsbury was a wonderful experience ... I love your town: it is beautiful, fascinating, magical, special, unique, wonderful and I have already told many friends about it and recommended that they visit too.

The Dingle garden was breathtakingly beautiful. The Tudor buildings were soooooo special and Bear Steps was 'the icing on the cake'.

I would like to thank you and all at STC who organised the evening at Weeping Cross. Our members really enjoyed your hospitality and found the evening very interesting indeed, the fine evening was an added bonus.

Replying to @shrewsmorris @ShrewsburyTC

My grand daughter Sally and I went to The Dingle on Tuesday, it is beautiful and the baby ducklings are adorable, well worth visiting.

The amazing Dingle thank you @ShrewsburyTC

Winsford Town Mayor @cllrstevesmith

First time in Shrewsbury what a lovely place @ShrewsburyTC @LionandPheasant @ShrewsburyChron @SHBrivside @shrewsburyfolk @mark_connect

The Dingle yesterday - Said it before and will say it again Amazing standards of work from our Parks Team (not sure if it still called Parks Department) Can't wait for the Flower Show till we get to show this to all the visitors.

Retweeted Sh Morris @shrewsburytc Our gardeners #Shrewsbury

ALS @Amenity

The Dingle @shrewsburytc a place of pure

The Dingle in #Shrewsbury Beautiful! Shrewsbury Morris (@shrewsmorris)

Top team makes town jew

Shrewsbury - a happy place to be

Shropshire's county town Shrewsbury was recently named one of the happiest places to live in the country.

In its annual National Life Survey, the county has come in at number eight of the top 10 happiest places to live.

People were asked to rate how content they were with their homes and communities.

And Shrewsbury was the only town in the county to be named one of the top 10 happiest places to live.

It is a previous winner of the title in 2013 and 2014.

The head of the survey, which was carried out by Ipsos MORI, said: "Shrewsbury was named one of the top 10 happiest places to live in the country, a testament to the town's many attractions and parks."

Awards

Mayor of Shrewsbury Councillor Joan Jones

Under inspection



Roberts with judges Nicola Clarke and Joe Hayden

Plants more success

by Todman
The town centre has been transformed into a riot of colour, with staff working round the clock to complete the summer planting scheme in time for their arrival.

Thousands of colourful blooms have been planted not around town in the many hanging baskets, tubs and floral beds, with more than 50,000 plants alone appointed for Shrewsbury's 365-day colour scheme.

"Our staff take pride in updating Shrewsbury's reputation as a Town of Flowers and it's a pride we hope extends to all of our residents, shops and businesses," said Town Clerk Helen Hall.

The winners of each category will be announced at an awards ceremony to be held in September.

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gle @ShrewsburyTC is
of pure beauty and nature.



we sparkle

Fun in sun at mayor's party



The Mayor of Shrewsbury, Councillor Ian Jones, hooks two ducks during his Party In The Quarry to bring people together

Hundreds fill park in Quarry

The sun shone for the Mayor of Shrewsbury as he hosted his Party In The Quarry.

Hundreds filled the town's main park against the backdrop of the annual Dragon Boat Race, which was taking place on the nearby River Sever.

There were a number of activities to keep children entertained including a bouncy castle, inflatable slide, face-painting and rides.

The City of Chester Band also performed at the handstand.

Councillor Ian Jones said: "I am really pleased with the turnout. The weather

and David Edwards from Belle Vue, Shrewsbury and their daughter Lotie, five. "The weather was great and so we decided to come along. With the dragon boat race on, too, it has made a nice afternoon," said Vanessa, a 32-year-old teaching assistant.

This year the mayor has decided not to have one designated charity. Instead he is aiming to raise enough money to buy defibrillators for the town's five second schools, two colleges and one special school.

"The picnic wasn't about raising money but if I do then that's great," he said.

George co-opted to cut ribbon



Ten-year-old George Price was guest of honour at the opening of a new Co-op store in Sutton Road, Shrewsbury. It has created 15 jobs.

Fundraising campaign bids to crack down on begging

Scheme to help the homeless tops £800



Report by Sam Morris
The scheme to help the homeless has topped £800.

Report by Sam Morris
The scheme to help the homeless has topped £800.

Don't hang about - get baskets ordered

HUNDREDS of hanging baskets will adorn Shrewsbury thanks to the hard work of town council's team of gardeners.

Thousands of flowers are being prepared at Shrewsbury Town Council's greenhouse at Weeping Cross and soon more than 250 baskets will be delivered to shops and businesses which have been asked to help maintain the town's reputation as the 'Town of Flowers'.

Every year the workforce at the Weeping Cross greenhouse spend months preparing tens of thousands of flowers to make the town's streets and open spaces a floral masterpiece.

Hanging baskets are available for £45 each which includes VAT, delivery, maintenance and disposal at the end of the season.

Displays
Delivery of baskets will take place during the first two weeks of June and collection will be at the end of September. Orders must be placed by June 2. Last year a record breaking 266 baskets were purchased by a variety of shops and businesses within the town.

Councillor Keith Roberts, chairman of the Shrewsbury in Bloom Committee, said: "As the summer approaches we are looking to make Shrewsbury a beautiful town for both residents and visitors alike and together with the privately purchased hanging baskets, really make a difference to the visual appeal of the town."

To place an order contact Gary Farmer on 01452 397851 or email gary.farmer@shrewsbury.gov.uk



Young artists impress winning awards



Children aged eight and nine from Greenacres Primary School were presented with Arts Award entry level three certificates

Teacher praises her pupils for letting their creative flair shine

Pupils at a Shrewsbury primary school are celebrating achieving an arts qualification.

Pupils aged eight and nine from Greenacres Primary School were presented with their Arts Award entry level three certificates at a special ceremony on Wednesday.

Nicola Williams, arts award adviser at the school, said she could not believe how well the pupils took the award, which is roughly the equivalent to half a GCSE.

She said: "Arts Award is not something that is run within school but it can be run alongside the curriculum.

"It encourages children to get involved with the creative arts.

"It is just to show them that not everything is about English and maths, as important as they are. It shows them you don't need to be good at them to succeed."

All pupils who took part in the award were in school years three and four and to show they could study different forms of art.

Mrs Williams added: "They have had to study an artist and learn about them. Then they have had to find out about an art organisation and finally they have had to identify art in their local area, which we did around school.

"Some find it incredibly hard to express themselves and the work they have done is just fantastic.

"It is amazing the work they have created and they have just thrown themselves into it."

Report by Sam Morris
The scheme to help the homeless has topped £800.

Children had to learn about an artist



Do not hang about - get baskets ordered

HUNDREDS of hanging baskets will adorn Shrewsbury thanks to the hard work of town council's team of gardeners.

Thousands of flowers are being prepared at Shrewsbury Town Council's greenhouse at Weeping Cross and soon more than 250 baskets will be delivered to shops and businesses which have been asked to help maintain the town's reputation as the 'Town of Flowers'.

Every year the workforce at the Weeping Cross greenhouse spend months preparing tens of thousands of flowers to make the town's streets and open spaces a floral masterpiece.

Hanging baskets are available for £45 each which includes VAT, delivery, maintenance and disposal at the end of the season.

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Councillor Keith Roberts, chairman of the Shrewsbury in Bloom Committee, said: "As the summer approaches we are looking to make Shrewsbury a beautiful town for both residents and visitors alike and together with the privately purchased hanging baskets, really make a difference to the visual appeal of the town."

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River rescue heroes given top honour

Report by Dominic Robertson
The three heroes who saved an eight-month-old baby from drowning when the child's pushchair was blown into the River Sever have been awarded top national life-saving honours.

The three Shrewsbury Town Council workers - Michael Brammell, 25, of Roseway in Harlewood, James Williams, 34, of Longway Street in Frankwell, and Andrew Hill, 28, of Abbots Road in Monkmoor - have also won the personal praise of Dick Wilkison, secretary of the Royal Humane Society.

"Put simply they were the right people in the right place at the right time," he said. "Thankfully they were able to respond immediately to what had happened and as a result that baby's life was saved. But for them that would almost certainly be dead."

The incident happened near Castlebridge on February 13 last year as the little girl's grandmother was walking her in her pushchair.

Describing how the heroics unfolded, Mr Wilkison said: "The grandmother had just walked past the three men and about 50 metres further along the path a gust of wind caught the pushchair and it was blown into the river.

The baby and pushchair quickly disappeared under water. The grandmother screamed and the three council workers ran to her.

Mr Williams and Mr Hill went straight into the water, fully dressed including his bright orange lifejackets. They found the pushchair with the baby still strapped in, and brought it to the surface.

In the meantime Mr Brammell had found a lifeline which he threw to the other two men to help stabilise them. They were then able to release the baby and hand her up to him.

"The baby was gasping but he held her at the right angle to allow the water to come out. The baby was estimated to have been under water for about 40 seconds. This was a very close call. Both men and the council workers were praised for their actions."

These three highly deserving awards that have been made to them for the presentation of the awards which have been made following a recommendation from police.



Michael Brammell, James Williams and Michael Hill, who will receive the award for their bravery saving the child

Students' talent is flourishing



Mayor Ian Jones with Priory School pupils who worked on the winning designs for the floral features

SHREWSBURY'S mayor visited a group of pupils to mark their efforts in designing two floral features with the town.

Councillor Ian Jones presented prizes and certificates to youngsters at the Priory School who had participated in the community project, in conjunction with Young Shrewsbury, Shrewsbury Town Council's Youth Services team, and the Shrewsbury in Bloom committee.

Students from Year 8 designed the floral pattern of the centenary roundabout outside the school, on the Den style to a panel of local judges.

Pupils were given a design brief and were asked to come up with a design that reflected the town's history and the D and the Roman Road junction.

The winning themes, which have been designed to mark the Battle of the Somme and the Queen's 90th birthday, have now been turned into reality and have been planted up by Shrewsbury Town Council's horticultural team as part of the summer planting programme.

County ranks among one of best places to live in the country

We're happy and we know it says survey

Report by Lucy Todman
The county ranks among one of the best places to live in the country.

It comes as no surprise to those who live here - but Shropshire has just been named as one of the best places to live in the country.

With its rolling hills, beautiful scenery and historic towns and villages, Shropshire has been named as one of the best places to live in the country.

The survey, which was carried out by the Country Living magazine, ranked Shropshire as one of the best places to live in the country.

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The Rifles on show for freedom parade



The regimental band played as part of the parade which saw soldiers from the Rifles march through Shrewsbury town centre

Report by Rebecca King
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Shrewsbury Town Council

QUARRY PLAY AREA & SPLASH PARK OFFICIALLY OPENED

Shrewsbury's brand new play area and splash park, set within the picturesque grounds of the Quarry, is now up and running after months in the planning and an investment of more than £1m.

The park now incorporates traditional play equipment such as slides and a fire engine, overhauled the former paddling pool into a splash park, was completed last month.

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A SHREWSBURY ONE-OFF 2009



With special thanks to all those organisations 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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