



# Shrewsbury in Bloom



Portfolio 2013

 **RHS BRITAIN IN BLOOM**  
Finalist 2013  
Sharing the best in Gardening

 **Incredible Edible**  
Shrewsbury

 **England**  
in Bloom

 **Shrewsbury Town Council**



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Cover image of Coleham Rainbow by Danny Beath



# A warm welcome from the Mayor of Shrewsbury, Councillor Tandy:

*As the Mayor of Shrewsbury it is my pleasure to welcome you to the 'original-one off' that is our beautiful town.*

*Shrewsbury is very fortunate to have a vast support network, comprising of volunteers, business sponsors, community groups and other organisations working together to enhance the lives of all our residents and visitors.*

*Shrewsbury Town Council has led the way in encouraging everyone to join together to uphold the message that Shrewsbury is a 'Town of Flowers.'*

*We are proud to be a part of this prestigious competition and, through a combined effort, we strive to make our local environment a better place for all to enjoy.*

*I hope that you enjoy your visit to our town, and seeing the fruits of our labour.*

**We hope you can tell it is a labour of love.**



## Message from the Shrewsbury in Bloom Chairman, Jackie Brennand

*As chairman of Shrewsbury in Bloom in I am so proud to welcome you to our town of flowers.*

*From staging 125 annual flower shows, to continuing the legacy of the late, great Percy Thrower, horticulture is what we do – it's in our blood.*

*The Shrewsbury in Bloom committee is made up of more volunteers than ever before. 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 and Tidy Shrewsbury.*

*Together these people, in conjunction with Shrewsbury Town Council, keep Shrewsbury blooming all year round.*





# Shrewsbury in Bloom Committee

- ✦ The Shrewsbury in Bloom committee meets on a monthly basis all year round to plan floral displays in and around the town. It generates income from actively marketing, promoting and selling hanging baskets to local businesses in the town centre and by seeking floral sponsorship for roundabouts, planters and other floral beds.
- ✦ The committee is predominantly made up of volunteers from the local community. There are currently 10 volunteer members, 3 council officers, 2 councillors and representatives from Shrewsbury Town Centre Residents' Association and Shrewsbury's Incredible Edibles steering group.
- ✦ The group's main objective is to act as a stakeholder for new ideas and projects to enhance the town.
- ✦ Shrewsbury currently has 26 business sponsors which over the past twelve months (01/04/12—31/03/13) has generated an income of £18,159. This represents a near 50% increase on the previous year. A total of 259 commercial hanging baskets were sold last year, raising more than £10,367. This is an increase from the previous year's total of 246 and numbers continue to rise year on year. This is an excellent response considering the economic climate and testament to the pride and commitment of local business here in Shrewsbury.
- ✦ The town's sponsors are: Morris Properties; Veolia; Albright Hussey Manor Hotel & Restaurant; W R Pugh Undertakers; Marches Care Ltd; Ray Parry Playground Services; Wrekin Housing Trust Ltd; Alan Ward Furnishers; Greenthumb; Copthorne Road Vets; Sign & Poster; MiPower Limited; Bannatynes Health Club; The Mulberry Bush; Bluebird Care; Dyke Yaxley; Mercian Developments Ltd; Kingsland Polymers; Whitecroft Fish & Chip Shop; First Car; Lunts Chemist; The Salopian Bar; Oxon Touring Park; The Parade Shopping Centre; Salop Leisure; McDonalds.
- ✦ The committee is also involved in 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. New activities that support Shrewsbury's Incredible Edible theme were introduced in May this year. In addition, the committee has been working with Crowmoor Primary School to create a hub garden, including raised beds, a pond and vegetable plots, for all sectors of the community based on the children's designs with members from RAF Shawbury helping to construct a poly tunnel and a greenhouse made from recycled plastic bottles donated by Veolia. This will be used to encourage children to grow their own vegetables and educate them to actively embrace healthy eating.
- ✦ Shrewsbury in Bloom has its own website [www.shrewsburyinbloom.co.uk](http://www.shrewsburyinbloom.co.uk) which is used to promote projects, events and activities, display schools' work and announce winners of competitions.





# Review of the Year

## July 2012

- Shrewsbury Town Council was awarded Quality Town Status
- The winner of the schools' floral arrangement, using unusual containers, was Greenfields Primary School for the second year running. Oxon Primary School came second, with Belvedere Primary School scooping third place
- Jessie J performed in the Quarry in front of **11,000** fans
- SAMdev consultations with local residents to help explain future housing allocations around the town
- Former Mayor, Councillor Tony Durnell, awarded almost £5,000 in grants to 15 local organisations. The money was raised during his Mayoral term
- Shrewsbury Town Council took over the management of Monkmoor Recreation Ground and the Countryside Unit from Shropshire Council, inheriting more than 130 hectares of land
- Shrewsbury's "One-Off" branding introduced by Destination Shrewsbury, the tourism management partnership which consists of representatives from the Town Council, Shropshire Council, the Business Chamber, Tourism Association and Shop in the Loop

## August 2012

- Shrewsbury shortlisted for Academy of Urbanism's Great Town Award
- Shrewsbury Town Council and members of the Shrewsbury in Bloom Committee were represented at the 125th anniversary of Shrewsbury Flower Show
- Appointment of graduate apprentices at Shrewsbury Town Council
- Swearing in of the Armed Forces at the Guildhall
- Porthill Bridge refurbishment completed
- Shrewsbury Folk Festival

## September 2012

- Shrewsbury featured in a national TV advertising campaign for Santander
- Consultation day on the future of Monkmoor Recreation Ground was held
- Recruitment of two students to work on countryside land
- Spring planting around the town was undertaken

## October 2012

- The Town of Flowers awards ceremony took place at the Guildhall
- Bulb planting sessions held by Councillors Keith Roberts and Hannah Fraser
- Road Club Horse and Carriage event

## November 2012

- The community came together to celebrate the Christmas lights switch-on which included a lantern-making workshop and parade
- Fairtrade status for Shrewsbury renewed

## December 2012

- Four trees planted at Longden Green as part of the Big Tree Plant
- The Big Tree Plant saw 139 trees and 1380 transplants planted around the county
- Rare Red Kite spotted flying over Rea Brook Valley







# Review of the Year

## January 2013

- ✦ Pupils from Meole Brace Junior School took part in the Jubilee Wood Scheme which included planting a special oak tree, grown from an acorn on the Queen's estate
- ✦ **52 volunteers** helped to raise over £400 from a Charity Christmas cardboard recycling scheme with the aim of encouraging locals to continue the scheme throughout the year

## February 2013

- ✦ Twinners' tales launched on Shrewsbury-Twinning website
- ✦ **£10,000** funding to develop understanding of Shrewsbury's visitor profile secured as part of Portas Town Team Partner scheme
- ✦ Mayor's welcome to German and Romanian teaching groups
- ✦ Outline planning permission granted for a new Town Council depot at Weeping Cross
- ✦ New BMX track at Springfield completed

## March 2013

- ✦ Work commenced to redevelop Butcher Row public convenience facility
- ✦ Shrewsbury wins Coach Friendly Town award
- ✦ New Premier Inn hotel, costing £9million, opens on Smithfield Road
- ✦ Bowbrook allotments extension completed
- ✦ A £1.5m scheme to enhance Shrewsbury's northern gateway is completed

## April 2013

- ✦ New Shrewsbury in Bloom logo launched to coincide with launch of Incredible Edibles
- ✦ A Shrewsbury in Bloom competition was launched to promote the Incredible Edibles theme
- ✦ Plant a Seed workshop held at Darwin Shopping Centre to promote the launch of **Incredible Edibles**

## May 2013

- ✦ New Bonus Activity level launched as part of Shrewsbury in Bloom's Get Schools Blooming online educational resource
- ✦ The annual Mayor's awards were held at the Guildhall. **2 bronze, 13 silver, 15 gold and 7 Special Awards** were presented to local unsung heroes
- ✦ Local Council elections
- ✦ Annual Town Meeting held at the Guildhall

## June 2013

- ✦ Hanging baskets were installed and summer planting undertaken
- ✦ First ever Shrewsbury Food Festival takes place in the Quarry
- ✦ Open day at Weeping Cross nursery
- ✦ Sustrans figures unveiled on Smithfield Road
- ✦ Shrewsbury Carnival
- ✦ Shrewsbury's inaugural marathon held, starting and finishing at the Quarry

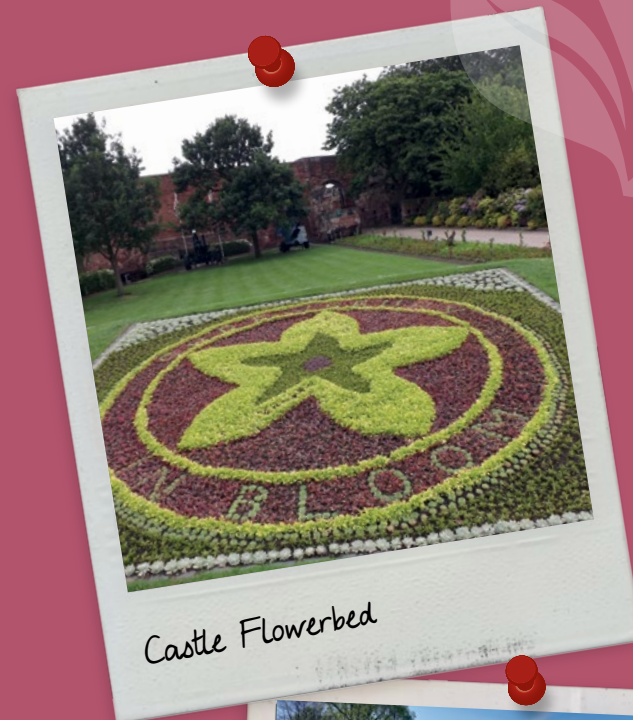


# Illustrating your Achievements

## Horticultural Achievement

### A1 Impact

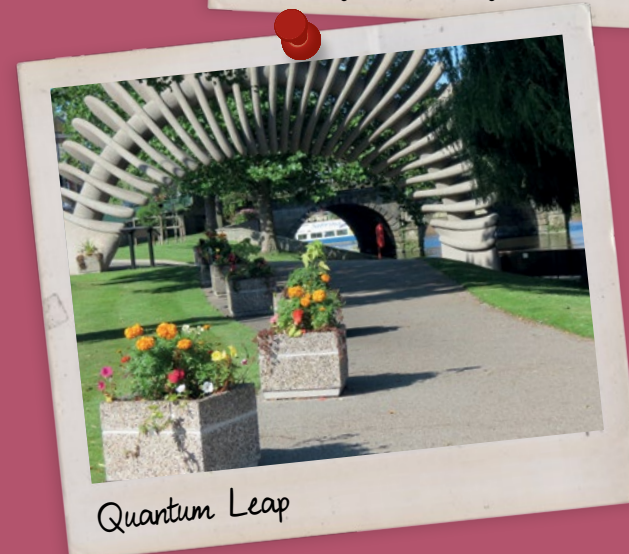
- The flowerbed at the castle provides an annual focal point for visitors, with a new planting scheme each year. For 2013 it has been designed and planted to replicate the old Shrewsbury in Bloom logo, as pictured here.
- The Dingle Gardens offers a highly visual floral impact throughout the year and is planted with a wide variety of trees, shrubs and seasonal flowers to delight visitors to this horticultural haven. The Shrewsbury in Bloom Committee received the **Heart of England Horticultural Excellence Award for the Dingle** in 2012.
- We use a wide variety of plant species around the town from seasonal bedding plants to sustainable plants where appropriate. Our aim is to provide both colourful and memorable displays, which will also help to attract insects to pollinate them.
- We are working closely with the Shropshire Horticultural Society, organisers of the hugely popular Shrewsbury Flower Show, to showcase the Dingle gardens as our 365-days-a-year show garden.



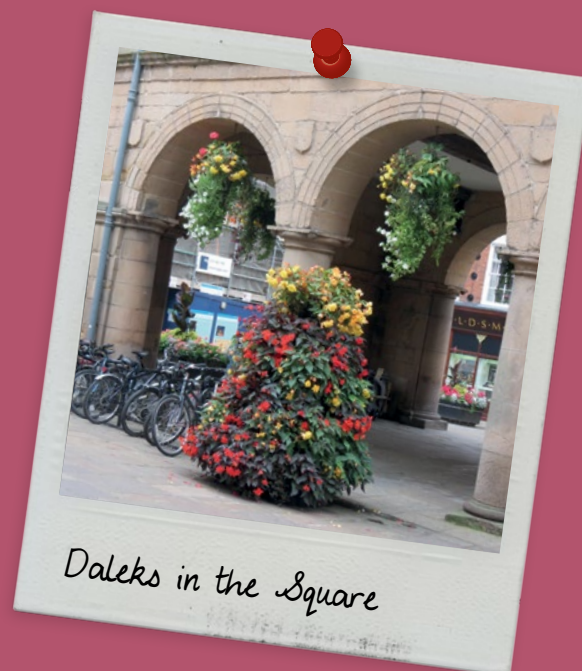
Castle Flowerbed



The Dingle in Spring



Quantum Leap



Daleks in the Square

### A2 Horticultural Practice

- The Town Council has undertaken further investment in its Weeping Cross nursery to provide first-class facilities to enable over **300,000** plants to be prepared for use in the hanging baskets, on sponsored traffic islands and in the numerous floral displays around the town, as well as over **30,000** plants in the Dingle. The improvements will provide greater flexibility for its arrangements with staff working from one single occupier depot. An Open Day was held on 4 June, when visitors, including Shrewsbury Town Centre residents, Shrewsbury in Bloom members and Town Councillors were shown the upgraded nursery facilities. Around 40 volunteers from the Severn Hospice joined staff at the nursery to help plant up the hanging baskets for display at both the hospice and around the town.



Jake, David and Andy planting the Castle Bed



Jake, David and Andy planting the Castle Bed



Dingle Staff Jamie, Mark and Peter



Blooms at Weeping Cross Glasshouse

- As budgets continue to be squeezed it is essential to include more sustainable planting schemes around the town, including grasses and ferns and other varieties of drought tolerant plants – all of which can be seen at Heathgates roundabout. The Town Council also recognises the importance of growing its own trees and shrubs to provide a more sustainable and cost-effective approach to its planting schemes in Shrewsbury.



Sustainable Planting at Heathgates Roundabout

- Shrewsbury Town Council has continued its commitment to provide employment opportunities for young people. The two apprentices taken on in September 2011 have now completed their course in horticulture, obtaining their NVQ Level 1 qualifications. Both of them have also passed their driving tests with the full support of the Town Council.

- As part of the conservation to develop and preserve a comprehensive collection of one group of plants for the future, we are delighted that the Shrewsbury area has the following National Collections:

- |                       |                                    |
|-----------------------|------------------------------------|
| • Jim Almond          | Iris Subgenus Scorpiris            |
| • Luigi Valducci      | Brugmansia                         |
| • Mrs Bridget Haugh   | Convallaria                        |
| • Mr Godfrey Owen MBE | Camassia                           |
|                       | Dictamnus                          |
|                       | Nerine Hardy Cultivars and Hybrids |
|                       | Veratrum                           |



Quarry Apprentice Jamie Cartwright with his Horticultural Certificate



## A3 Residential and Community Gardening

- Allotments in Shrewsbury are organised through devolved management by local Allotment Associations, of which there are 12 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.
- With the recent extension of the Bowbrook Allotment site, another 25 plots have been created for local residents. Additional glasshouses, sheds and improved access to the site have improved the facilities for all allotment holders.
- Following the initial work undertaken on the Hermitage Community Garden, raised beds for both

flowers and vegetables, together with a small orchard, and children's play wig-wam set the scene for regular picnics, as well as bonfire and firework night celebrations and children's activities to help bring the community closer together. A new wildflower area has been created in 2012 to help attract insects, including bees, to the site.

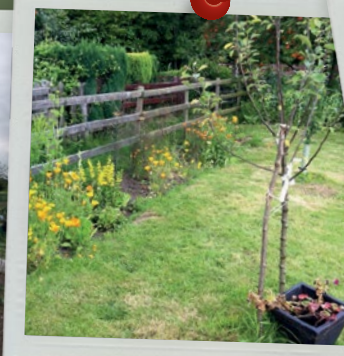
- The Countryside Unit worked with the Coton Crescent Residents' Association in early 2013 to help establish a community orchard in Corporation Lane. On a visit to Shrewsbury in May 2013, a number of submariners from HMS Talent helped the residents out digging out paths, moving rubbish and general tidying up.



Bowbrook Allotments



Bowbrook Allotments



Hermitage Community Garden



Help at Coton Hill Allotments



Expansion at Salop Leisure



Premier Inn

## A4 Business Areas and Premises

- So far this year more than 200 hanging baskets have been sold to businesses around the town centre.
- In 2013, a new garden centre, Love Plants, was opened at Salop Leisure, a local caravan dealership. In addition, the company has also developed an extension for its touring caravans, but conscious of the need to create a leisure experience much effort has been made to enhance the local environment.
- One of the country's leading budget hotel chains, Premier Inn, opened its doors for the first time to guests in early 2013 and helps to promote Shrewsbury as a leading visitor destination in the region.

## A5 Green Spaces

- The Quarry Park, owned and managed by Shrewsbury Town Council, is a valuable green space, which is also able to hold events throughout the year. A full programme to suit all ages and tastes is organised each year on the 29 acre site, including music concerts, the annual Shrewsbury Flower Show, Shrewsbury Food Festival, Shrewsbury Marathon, the circus and fairground attractions.
- The Countryside Unit has helped to thin the willow trees at Springfield Mere and work on the site has also been undertaken by young people from HMYI Stoke Heath.

- A group of 20 young people from the Princes Trust helped to construct a 220 metre path from the main residential area to the local school, across the Upton Lane Recreation Ground. This project not only provided a much-needed facility for the local people, it also developed the skills of these young people which in turn will help provide them with suitable employment.

- The Town Council received funding to develop a Community Woodland at Masters Field in Meole Village. Students from Priory Secondary School, together with the local Councillor, planted over one hundred mixed native trees.



Quarry Green



Upton Lane Footpath



Upton Lane Recreation Ground



Monkmoor Croquet Lawns



Greenfields BMX Track



Upton Lane BMX Track

- Having taken over the management of Monkmoor Recreation Ground from Shropshire Council, the Town Council has improved security at the site with replacement CCTV cameras, as well as developing the facilities including levelling the area and top dressing the croquet lawn and Bowling Green. The Recreation Ground has also been successful with obtaining a grant for £3,000 from the Local Joint Committee for the area.

- A new BMX track opened in June 2013 at Greenfields Recreation Ground, providing local children with a place to play in safety.

- Construction has begun on a remembrance park for Shrewsbury. Provision on the site will be made for a number of burial options, including woodland burials. Much work has been done on developing an environmentally conscious site.



# Illustrating your Achievements

## Environmental Responsibility

### B1 Conservation and Biodiversity

- Howard Hutchings, a Shrewsbury resident, set up the first "Rubbish Diet" in the country. Householders are encouraged to monitor the contents of their bin over an eight week period, with regular weigh-ins to track the progress made with reducing the amount that is thrown away. Challenges are set for residents to encourage them to recycle more and undertake their shopping trips with a view to reduce the waste that is produced.
- The Waste Management Department of Shropshire Council has a network of 60 volunteer "Master Composters," who contribute hundreds of hours of their time to help raise awareness of home composting. Between them they clocked up over **1,000 hours of volunteering** last year by visiting schools, holding road-shows, as well as face-to-face engagement with the public, speaking to over 10,000 about recycling, composting and how to waste less.
- Shropshire Council has supplied around 30,000 discounted home compost bins to residents to help them turn their kitchen and garden waste into compost for their gardens.
- Shropshire Council recycles more than half of all the domestic waste collected, making them one of the best performing counties in the region for recycling. In the past 10 years the Council has more than halved the amount of waste sent to landfill and through continual improvement and investment in infrastructure. The plan is reduce this figure further, with the aim of ensuring that 95% of waste is not sent to landfill.
- Veolia Environmental Services are also working in partnership with Crowmoor Primary School in Shrewsbury to supply plastic bottles from their recycling plant to form part of their "green shed."
- In addition to **Eco-Schools**, Shropshire Council's Sustainability and Energy Team also run their own Sustainable Schools Award each year which has similarities to Eco-Schools. The Wilfred Owen School was Highly Commended in 2011, came joint 1st in 2012 with St John's Bridgnorth and has also been awarded Highly Commended for their 2013 entry. For this award schools must show that they are

working towards two of the Eco-Schools topics and tell Shropshire Council about any future plans they may have. This year Wilfred Owen has created a Calicole Meadow in their school grounds, as well as a successful litter awareness campaign that they have been running in and around the school.

- Of the 7,465 street lights in Shrewsbury, Shropshire Council has set a target of converting 5,723 (76.66%) of them to "part light lighting" over a three year period. The lights will automatically switch on between dusk and midnight and again between 5.30am and dawn, according to season. This is one part of the Council's efficiency drive that is expected to see savings across the whole scheme by reducing carbon emissions by 26% per year. With a total usage of 6.7m Kwh every year Shropshire Council expects to see this figure reduced by 1.8m Kwh per annum with the benefit of a payback period of less than two years.
- To reduce congestion in the town centre Park & Ride facilities have been set up on the outskirts of Shrewsbury. Arriva has introduced new eco-friendly buses to help reduce the pollution emitted by their vehicles and supports the town with the Shrewsbury "one-off" branding on one of its buses.
- Transition Town Shrewsbury organised collection points around the town to encourage local people to recycle their waste cardboard, helping to raise money for charity in the process.

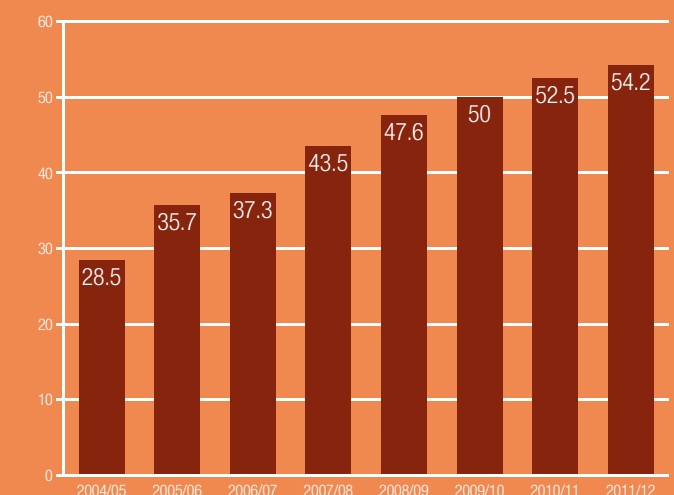


### B2 Resource Management

- One of the most significant renewable energy projects Shropshire Council has undertaken to date has been the installation of bespoke solar PV systems for 16 secondary schools over 17 sites across Shropshire. With 725kWp of PV arrays (approximately 3,000 solar panels) having been installed, the initiative is expected to generate approximately 580,000kwh of electricity per year and it is estimated that the combined PV systems could cumulatively save over 300 tonnes of CO2 annually and save the schools an estimated £60,000 per year (all sites). It will also result in significant savings in the Council's 'carbon tax' liability under the CRC Energy Efficiency scheme.
- Shropshire Council and Shrewsbury Town Council have confirmed that they will work together to ensure that the planned weir project at Castlefields producing hydro-electricity for local homes is developed. Work on a feasibility study has recently begun.
- Shrewsbury Town Council has taken positive steps to reduce its demand on natural resources by replacing its planters with ones that have their own in-built reservoirs with the aim of decreasing the number of times staff have to water the plants from a daily programme, to just three times a week.
- The Town Council has three electric water carts watering upwards of 1,000 hanging baskets and plants. These valuable pieces of equipment reduce noise pollution and fuel emissions.
- All green waste from both Shropshire Council and Shrewsbury Town Council is given to a local farmer who reduces the waste to mulch which is then sold on for compost. The Town Council also chips any tree waste which is used as mulch for water retention on the town's shrub beds.
- Shrewsbury Town Council harvests water from the roof of its 4,000m<sup>2</sup> greenhouse into a 70,000 litre water tank. This is used to not only water plants in the greenhouse, but water the many planters and hanging baskets throughout the town.



Percentage of Waste Recycled in Shropshire





## B3 Local Heritage

- The “Look Up” Trail will display around 1,000 ceramic pieces made by Year 9 pupils of the **Wakeman School** over the last thirty years. As part of his lessons Mike Griffiths encouraged pupils to “look up” and sketch the town’s buildings before making ceramic tiles of windows, chimneys and doorways – these will be displayed in locations around the town. Maintenance of the sites will be undertaken by Shrewsbury Town Council, providing a lasting legacy to the school which closes its doors in July 2013.
- St Alkmund’s Church in the heart of Shrewsbury has been meticulously restored by a dedicated team, with many of 18th Century features replaced and enhanced. 21st Century features have been included behind the parapets where photovoltaic panels have been installed to provide the building with sustainable energy.



Look Up Trail

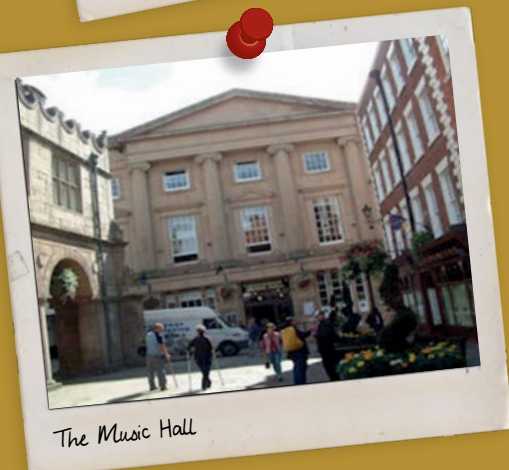
- Refurbishment of the Butcher Row public toilets will be completed in June 2013 after work totalling £250,000 will transform the facilities for this Shrewsbury landmark and bring the building into the 21st Century. The site will include a specialised Changing Places room which is designed for people who cannot use standard accessible toilets. It is the first of its kind to be publicly funded in Shropshire.
- Public interest in the Flaxmill Maltings has greatly increased following the formation of the **Friends of Flax Mill Maltings** in 2010. The Friends have flourished and taken responsibility for conducting guided tours, open days, lectures, liaison with the community, schools, colleges and other organisations. The Friends of Flax Mill Maltings Committee meets monthly and comprises of local people from a wide range of backgrounds and expertise including teachers, a website developer, a graphic designer, artists, archaeologists and builders. The Committee has been ambitious in playing a significant part in planning an £18 million transformation of the heritage building and are awaiting the outcome of their recent bid for Stage Two of Heritage Lottery Funding.
- The **Old Music Hall** is situated in the centre of Shrewsbury. The complex is one of the most important sites in Shrewsbury, strategically positioned in the historic Market Square at the heart of the earliest 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. By sensitive restoration it is planned to reveal the history of alterations and uses, reflecting the social, cultural and economic development of Shrewsbury, over some seven centuries into an integrated visitor centre to serve Shropshire, therefore ensuring a viable future for a highly significant complex of historic buildings in the heart of the county town.



Butcher Row Toilets Construction



Flax Mill Maltings



The Music Hall

- **Sustrans**, a registered charity, has over 30 years of experience to help develop and deliver practical, cost-effective initiatives that enable many more people to travel by foot, bike or public transport. The charity has donated funds to erect a montage of figures which will be placed in the flower bed on Smithfield Road, opposite the bus station. A poll was conducted on which three famous Shrewsbury figures should be immortalised in the installation, with **Charles Darwin**, the Town Crier **Martin Wood** and **Sabrina, goddess of the River Severn** from Brythonic mythology being the clear favourites for Shrewsbury residents.



Sustrans Bench & Figures

## 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 coffee from Starbucks 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 local schools.
- Dog fouling is a nuisance within the town, especially in areas of open spaces where children play. New dog control orders are now in force to ensure that owners do not allow their dogs to foul. Owners are restricted from walking their dogs in certain areas, dogs must be kept on a lead in some areas, as well as restrictions on multiple dog walking. Efforts are being made to have a collective approach to enforcement with all stakeholders helping to enforce, raise awareness and gather intelligence.
- **Cycle Shrewsbury** is Shropshire Council’s campaign to get more people cycling in Shrewsbury and has been instrumental in developing quality cycle racks throughout the town.
- Whilst graffiti is not a big problem in Shrewsbury it does occasionally appear as seen on a substation in the town. Shropshire Council, working in association with the Community Payback team, has been able to tackle the problem and remove the graffiti.
- Shrewsbury has also introduced an innovative idea to help improve the visual impact of empty shops in the town by allowing “pop-up” shops and restaurants to trade in the unoccupied premises. One such success story is the “Glutton Club” by the Welsh Bridge which has now opened on a permanent basis.



Green Footprints



Litter Pick with Mayor



Tidy Shrewsbury Group Litter Pick



Pop Up Shop - The Glutton Club



## B5 Pride of Place

- ✦ A £1.5m scheme to enhance Shrewsbury's 'northern gateway' and improve access to the town centre was completed in March 2013. Work to enhance this key entrance to the town began on 17 September 2012, and was carried out in two phases. Phase one ended on 30 November, with phase two beginning on 7 January 2013. Work has been carried out on Chester Street, Cross Street, Castle Foregate and Howard Street, and has included resurfacing, widening of pavements, construction of a new bus lay-by, lighting of the railway bridges to improve personal safety and appearance, new and upgraded pedestrian and cycle crossing facilities on Chester Street, St Michael's Street and Castle Foregate – with seven new crossing points. New, wider, shared-use pavements have also been installed, as well as traffic signals at three junctions, with new technology to optimise traffic flows. Detection equipment and early warning signs for high vehicles approaching the town centre have also been installed – preventing bridge strikes – and trees with uplighters have been planted along the route.
- ✦ Wayfinding – **Destination Shrewsbury**, the town's tourism management partnership, has commissioned consultants to develop a wayfinding strategy to help people find their way around the town, whether it be by car, foot or bicycle.

- ✦ **Shrewsbury Sixth Form College** has replaced two former temporary buildings with a new teaching block which will house the College's Earth Sciences department. It has been specifically designed to be distinctive and contemporary in style, with a combination of timber framing and glass, but also highly sustainable, incorporating a striking Sedum grass roof and other eco-friendly features including integrated insulation designed to provide high-level energy efficiencies.
- ✦ Shropshire Council manages the street furniture in the town, ensuring that it is well maintained and regularly painted to keep it in good condition.
- ✦ Nestling on the banks of the River Severn, the Shrewsbury School Boat Club has recently opened its new extension. Whilst modern in its construction, it is respectful of its history and setting.
- ✦ Shrewsbury School is one of the great public schools as defined by the Public Schools Act 1868, and is highly conscious of its visual profile overlooking the town centre from Kingsland. Now a co-educational school, it has seen much development over the years however remains respectful of its setting in one of the newest conservation areas.



Shrewsbury School and new boathouse

Earth and Science Building at Shrewsbury Sixth Form College



# 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 or 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: Wakeman School & Arts College Parents Association; Shrewsbury High School; Shrewsbury & Shropshire Waterways & Leisure Group; Shrewsbury International Cartoon Festival; Greenacres Day Centre; Shrewsbury Children's Bookfest; Shrewsbury Food Festival; the Rainbow Film Festival; St Chad's Festival, and Coton Community Allotments Association.

A new set of bonus activities was launched in May 2013 as part of the **Get Schools Blooming** educational resource. The online learning tool was launched by Shrewsbury in Bloom in 2011 and aims to encourage and support local primary schools to create and actively use a school garden. The new activities focus on the **Incredible Edibles** theme and include creating an edible garden, inventing a recipe using something grown in the garden and

designing a vegetable super hero. Schools receive level certificates and can also compete for extra special prizes. We have several local schools currently involved with the scheme and aim to encourage even more to participate in the future.

Incredible Edible groups have been working hard for some time in both Shrewsbury and Shropshire as a whole, led by the Shropshire Wildlife Trust, to promote and improve access to food by working together to grow food in local communities; learning and sharing ideas/tools/gardens/skills and supporting local businesses by buying locally.

A Plant a Seed workshop was held in April to promote Incredible Edibles as the theme for Shrewsbury in Bloom for 2013. Members of the public were invited to come along and **plant a seed and take it home to grow**, for free.

The Shrewsbury in Bloom committee has recently invested in new signage for commercial sponsorship on the town's traffic islands. This has not only increased sponsorship income, but it is also a positive way to promote local businesses.



Plant a seed day



Incredible Edibles Launch



Jackie Brennan, Chair of the Bloom Committee

### C2 Communication and Education

139 trees have been planted across Shrewsbury, and the wider Shropshire area, between December 2012 and March 2013 as part of the Big Tree Plant. Shrewsbury received one of the largest grants given by the scheme and received a total of £35,000.

The Shrewsbury in Bloom Committee is actively engaged in getting schools around the town involved in various competitions, including the annual Town of Flowers competition, as well as the Mayor's Awards, through nominations and inter-school competitions.



Percy Thrower in the Dingle



Town of Flowers Schools Unusual Floral Container



Town of Flowers Schools Unusual Floral Container

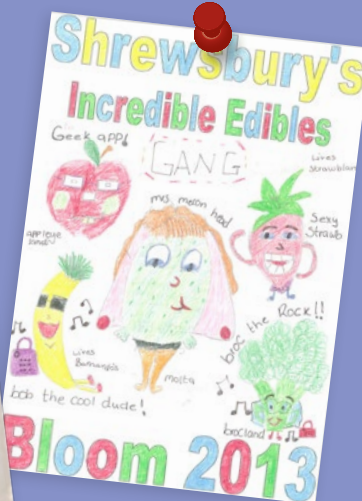
Each year over 1,500 entrants compete for the Shropshire Horticultural Society's Percy Thrower Travel Bursary, worth £2,000, to fund a horticultural tour anywhere in the world. Competitors must be horticulturalists and under the age of 30. Past winners have travelled to every corner of the planet including North America, Newfoundland, Borneo, Peru and China to study different environments, crops, specific plant groups and habitats. They have returned to provide fascinating and valuable reports for The Horticulturist Journal and have often been able to enhance their careers as a result of winning the Bursary.

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 2012 this included a live broadcast by BBC Radio Shropshire from the Square as part of the 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 developing the social media side of communications, encourages interaction and feedback from the public.

In April Shrewsbury Town Council launched its School Poster Competition to mark the launch of the town's Incredible Edibles campaign. Local schools were asked to design a poster featuring an Incredible Edible character and the winning design was chosen by the Mayor. The winner, 11-year-old Bethany Childs, was presented with a £25 gift voucher and her school, Harlescote Junior School, received £250 worth of gardening equipment.



Incredible Edibles Poster Competition





## C3 Community Involvement

- Shropshire Council's Youth Support Department is developing a small garden in Monkmoor to create a special meeting place for their Smile Group, a mixed group of young people aged from 11-25 years with varying special needs. The aim of the project is to develop and enhance their skills to gain some independence from their parents/carers. The group has a football team and a gardening club and take great pleasure from growing plants. This year, they are taking part in our Incredible Edibles campaign and the Town Council has donated top soil for their raised bed, as well as shrubs for the garden.
- Shrewsbury Town Council welcomed around 40 volunteers from **Severn Hospice** to its greenhouse at Weeping Cross to help staff plant up hanging baskets which will be donated to the Hospice. Any remaining displays will be utilised within the town's planting programme.
- A group of 20 young people from the **Princes Trust** helped to construct a 220 metre path from the main residential area at Upton Lane Recreation Ground to the local school. This project not only provided a much-needed facility for the local people, it also developed the skills of these young people which in turn may help secure them suitable employment.
- In May the **Countryside Unit** had a group of five students and three support staff from Shrewsbury College working with them to help install a stockproof fence around a newly laid hedge behind the cinema on Old Potts Way.
- 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. A new composting system system has also recently been built. 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.
- In January a new community orchard was planted on land at Coton Hill, adjacent to the new community allotments, with the help of the local residents. A mix of apple and pear trees, the orchard will eventually provide fruit for the locals, as well as valuable habitat for wildlife.



Big Tree Plant Belle Vue



Big Tree Plant



Edgefield Green

## C4 Year Round Involvement

- The work of Shrewsbury in Bloom, Shrewsbury Town Council and its ground maintenance team continues all year round with tree and blub planting in the autumn, Christmas events and gritting of roads and pavements in the winter, planting flower seeds, 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 Shrewsbury in Bloom 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 Radbrook Ward, whilst other Councillors helped plant bulbs in their Wards, including the Abbey area.
- The Town Council has provided local schools and allotment associations with bulbs to enhance their areas in the spring. Over 3,500 bulbs, including daffodils, crocus and hyacinths were planted last year.
- During the winter months **Shrewsbury Town Council** supported Shropshire Council by providing staff to help grit residential areas, clear snow from pavements and town centre roads and car parks as well as areas surrounding sheltered accommodation to assist vulnerable people.



Crownmoor School Hedge Planting



Crownmoor School Hedge Planting



Bulb Planting



Dingle in the Snow



Gritter



Bulbs along the side of the road



## C5 Funding and Support

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. With choirs, bands, a group of campanologists and street entertainment around the town. Children also took part in a lantern parade and there was a visit from Santa on his sleigh and the annual Rotary Tree of Light switch on in the Darwin Shopping Centre.

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. New signs were installed for roundabout sponsorship last year which better highlight company logos. These have been very well received by sponsors.

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. This year sponsors attended the launch of the Incredible Edibles campaign and the open evening at the Town Council's greenhouse at Weeping Cross.



Traffic Islands Sponsorship



Christmas Cracker Lantern Parade



Christmas Cracker Light Switch on

## Conclusion & Future Developments

### Key Achievements in 2012/13

The launch of the **Incredible Edible** campaign in association with Shropshire Council, allotment associations and key schools to encourage people in the town to grow both plants and vegetables.

Volunteers joining the Shrewsbury in Bloom Committee to take up various roles and help revitalise the community.

Getting more children involved in gardening with our Incredible Edibles theme.

Despite the economic climate, the number of business sponsors of floral displays has increased with income up by 50%.

The Shrewsbury in Bloom Committee awarded the Heart of England in Bloom Horticultural Excellence Award for the Dingle in 2012.

We continue to see year-on-year increases in commercial hanging basket sales.

An additional 250 trees have been planted in the county, including 60 trees in 60 locations to commemorate the Queen's Diamond Jubilee.

The upgrading of the play facilities at Tilstock Crescent.

Developing close ties with local BMX groups ensure completion of the Springfield and Greenfield sites.

Welcoming the completion of the new £6m Premier Inn Hotel on Smithfield Road, which will help to attract visitors to the town.

The Bowbrook Allotment extension to increase capacity by an additional 25 plots for local residents.

The completion of the Butcher Row public conveniences to enhance part of the town centre and provide additional facilities for visitors.

Further developing horticultural practice with a £78,000 investment in a new tractor.

Supporting the Residents' Association in the development of a show garden at the 125th annual Shrewsbury Flower Show.

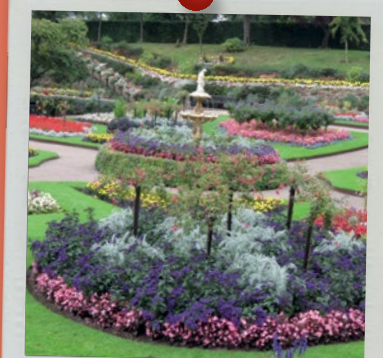
Development of the award-winning 'One-Off' branding.



Flowers in the Square



Graham and Phil planting up at Weeping Cross Glasshouse



The Dingle Gardens



Shrewsbury Town Council's New Tractor



# You said, We Did – Feedback and Actions

- Every year we value the feedback received from the Heart of England in Bloom judges. It helps us identify best practice, develop our areas for the better and generally learn from the vast experience of the judging team.

## Horticultural Achievement

### ✦ Oxon Business Park Island – replace dead hebes

- These shrubs have been replaced and the area tidied up. We have also begun a programme of shrub propagation, growing on immature plug plants. Many of these plants will be seen around the town, providing a sustainable structure and form to our features.

### ✦ Traffic Islands – damage caused by long vehicles

- The compact nature of this medieval town often means our road network cannot cope with increasingly large traffic. These islands have had improved hard and soft landscaping.

## Environmental Responsibility

### ✦ Evidence of chewing gum on footpaths in Town Centre

- This year all paths have been jet-washed removing all unnecessary chewing gum and detritus. Yorkstone paving and brick setts have been re-pointed all to ensure a better experience of walking around the town.

### ✦ Poor choice of concrete slabs at St Mary's Churchyard

- This is a closed church run by the Church Reservation Trust, a building which attracts huge visitor numbers to its many exhibitions and fairs. A robust paving system was required to cater for the large amount of vehicular traffic in the entrance. Increased planting has softened the look.

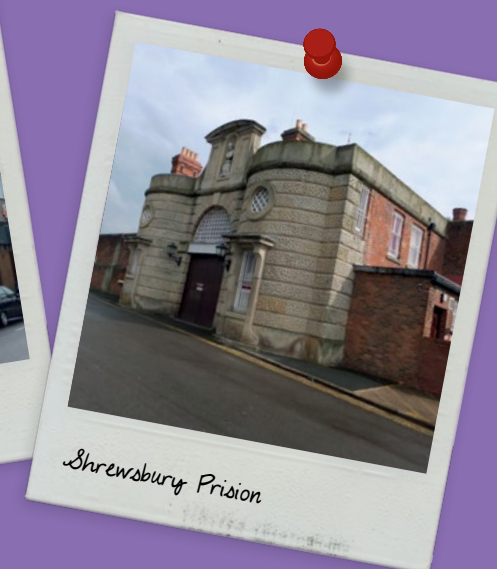
## Community Participation

- No areas for improvement.



# Key aims and objectives for 2013/14

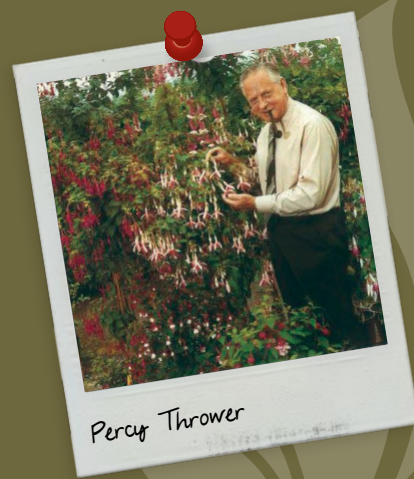
- Find new ways of working together to promote savings during continued times of austerity.
- Continue to engage schools and gardening clubs through Shrewsbury in Bloom activities and the online educational resource.
- Encourage community groups to develop to improve the quality of life for residents.
- New depot completion.
- Continue to reach different groups through social media, Twitter and Facebook, and keep Shrewsbury Town Council up-to-date with technology as it develops.
- Look at sustainable/permanent planting where possible and develop new planting schemes in the light of any budgetary cuts.
- Redevelopment of key buildings including Dana Prison and Shrewsbury Mail Centre.
- Carry out a review of the open space portfolio in light of the adoption of more than 130 extra hectares of land.
- Development and installation of a 'Bloom bus' on the Park & Ride bus route.
- Continued investment in young people through the apprentice and graduate schemes.
- Develop new initiatives with the Shropshire Horticultural Society encouraging horticultural excellence, engendering local pride and promoting Shrewsbury as a town of flowers.
- Continue to support the development of a Business Improvement District.
- Development of the town's 130 hectares of countryside within the urban area, working with developers to ensure that these valuable green lungs are retained and enhanced.





# Percy Thrower

## – Celebrating 100 years



Percy John Thrower MBE (30 January 1913 – 18 March 1988) was a British gardener, horticulturist, broadcaster and writer born at Horwood House in the village of Little Horwood in Buckinghamshire. He became nationally known through presenting various gardening programmes, starting in 1956 on the BBC's Gardening Club then later on the BBC's Gardeners' World from 1969 until 1976. He has been described as "Britain's first celebrity gardener."

- ✦ Percy left school at 14 to work under his father, head gardener of a stately home in Buckinghamshire. Four years later, he took up a post at Windsor Castle but large private gardens, even royal ones, were in decline in the 1930s. So Percy switched to the public sector, becoming Park Superintendent of Shrewsbury Council just after the Second World War.
- ✦ Percy was 32 years old when he first set foot in Shrewsbury to take up the job. During the war years the Dingle in the Quarry had fallen into a sad state, and one of Percy's main tasks was to bring it back to life. Little did he know that this small piece of ground would also launch his 30 year broadcasting career.
- ✦ One day in 1947, a visitor walked into Quarry Lodge, at the entrance to the park, and asked who was in charge of the Dingle, which by now had become a floral paradise.
- ✦ When Percy replied that he was, the visitor introduced himself as Godfrey Baseley – presenter of a radio programme called 'Beyond the Back Door'. He asked Percy if he'd like to join him on the programme. Percy, of course, accepted and the rest is history.
- ✦ For the next three decades Percy became a celebrity who was genuinely loved by his audience. In 1962 he made the transition from radio to television, eventually making Gardeners' World his own.
- ✦ And when he left the BBC (he wanted to do adverts for a gardening product) he was still able to pass on his knowledge to children in the **Blue Peter** programme.
- ✦ But Percy never let his broadcasting commitments get in the way of his work locally. He played a huge role in making the Shrewsbury Flower Show the consistent success it has become – he was the show's horticultural adviser for more than 40 years, as well as a former chairman.
- ✦ He also won a few show medals, most notably for his fuchsias, which drew big crowds at the show.
- ✦ Meanwhile, Percy was a media darling, being ambushed by Eamonn Andrews for an edition of This is Your Life, and even appearing as a guest on the Morecambe & Wise Show. He was awarded the **MBE** in 1984, and had numerous awards from the **Royal Horticultural Society**.
- ✦ He also wrote a number of books, as well as starting his own garden centre (now, whilst under different ownership, still bears his name). Percy's name is also carried by dozens of plant varieties.

- ✦ But despite all this fame and fortune, Percy remained down to earth and, above all, approachable.
- ✦ He was always happy to hand out advice to any gardener who asked, and could often be seen puffing away at his pipe behind the counter at his garden centre, giving advice to anyone who had a few questions.
- ✦ In an interview with Radio Shropshire before his death in 1988, Percy acknowledged that his success came from being down to earth, straightforward and sincere, as well as keeping his feet on the ground.
- ✦ One day, in 1947, a visitor walked into Quarry Lodge (Percy's home – pictured, bottom right), and asked who was in charge of the Dingle.
- ✦ Even at the height of his success he continued to throw himself into his commitments in Shropshire, and he would go to great pains to point out that all his various awards were for Shrewsbury people too.
- ✦ His legacy lives on in the Dingle Gardens, enjoyed by thousands of visitors every year. If you are passing, don't forget to stop by Percy's very own statue to say hello. The statue, which sits in the Quarry, where those traditional Standard fuchsias he introduced are still used, was unveiled in 2005 to celebrate the 60th anniversary of Percy's arrival in Shrewsbury.





# Appendices

## Tourism bosses launch map



Displaying the new Shrewsbury brochure and town map design outside Rowley's House, are left to right Claire Owen, from Shropshire Tourism, Michael Connor, chairman of Shrewsbury Tourism Association and Helen Ball, town clerk for Shrewsbury Town Council

## Tudor theme for new county town brochure

County town tourism bosses have unveiled the town's latest brochure - the first to feature Shrewsbury's new branding. Shrewsbury Tourism Association has taken the wraps off the new visitor brochure and town map decked out in a Tudor theme. Michael Connor, association chairman said: "The official brochure and town map, are key elements of our visitor promotion, with compelling editorial, excellent images and effective, targeted distribution to reach our main visitor markets and showcase the best of what Shrewsbury has to offer. "The new branding transforms the look of these guides and puts the spotlight on Shrewsbury as a town of original one-offs."

Report by Catherine Ferris  
c.ferris@shropshirestar.co.uk

who were commissioned by Destination Shrewsbury to create the brand, used workshops, visitor research and first-hand experience to highlight of what Shrewsbury can offer visitors. The 2013 brochure and town map, produced by Shropshire Tourism and Shropshire Council, are available to download from [www.visitshropshire.co.uk](http://www.visitshropshire.co.uk) For more information contact (01743) 252546 or [allison.patrick@shropshire.gov.uk](mailto:allison.patrick@shropshire.gov.uk)

"My husband and I moved to Shrewsbury in August 2009 and since that time we have been amazed at the quality of flowers and presentation of the roundabouts surrounding the town centre link roads, not only during the summer but also in the spring. The masses of daffodils at the sides of the road surrounding the town are a complete joy. I also have to mention The Dingle what a lasting legacy from the late Percy Thrower he has bestowed upto the town."

Margaret Gore

## Judges cast eye over Great Town Award hopeful



Judges outside The Drapers Hall

Judges have been in Shrewsbury assessing whether it is worthy of being crowned as the best town in the UK and Ireland.

It has been nominated for the prestigious honour by think-tank The Academy of Urbanism, whose members include industry-leading architects, planners, engineers, developers and designers.

And judges from the organisation were in Shrewsbury on Tuesday to assess whether it is worthy of taking the Great Town Award

## Town gets TV boost

A TV advert filmed in Shrewsbury has made its prime time debut during hit ITV drama Downton Abbey.

The advert for banking giants Santander, which was filmed last month, premiered during a break in the period drama last night.

It featured landmarks including The English Bridge, The Square and Fish Street.

The advert involved hundreds of local people as well as staff from Shrewsbury's two Santander branches. To thank the town Santander bosses handed over £25,000 to Hope House Children's Hospice.

"The Dingle is a sheer delight, and I couldn't resist complimenting the gardeners on their achievements." John David Skilling

"I had a day in Shrewsbury... and spent a few hours in the dingle. I just have to tell you how much I enjoyed it, it was immaculate, not a weed or dead flower anywhere, the display was absolutely beautiful a credit to your groundsmen. A lovely way to spend a few hours." G Taylor

## Dingle has the wow factor



In the Dingle with the awards are gardener Pete Jenks, apprentice Jamie Cartwright and Quarry foreman Mark Bowen

## Team behind gardens get award for efforts

The team behind the magnificent floral displays in Shrewsbury's Quarry are celebrating after scooping a top award from The Dingle gardens in Bloom. The Dingle gardens received the Horticultural Excellence Award and were described by the judges as having 'wow factor'. The award was presented at a ceremony in Birmingham last month at which Shrewsbury also walked away with a Gold award and was crowned overall category winner. The town will now go forward to represent the region in the national stages of the competition.

Report by Catherine Ferris  
c.ferris@shropshirestar.co.uk

Heart of England competition, Britain in Bloom, next year. Rob Plimmer, operations supervisor for Shrewsbury Town Council, said: "It's great to see the hard work and dedication of the Quarry team has been recognised. "The lads work really hard to keep the Dingle in tip-top condition. They love what they do and the results speak for themselves."

The Chronicle Thursday, May 30, 2013

## HOMES & GARDENS

## Allotment welcomes 25 new gardeners



Bowbrook Allotments last year picked up the Royal Horticultural Society's Award of Distinction, which recognises the allotments as some of the best in the Midlands. Pictured celebrating their success are, back, Malcolm Moffat, from Pleasley and Di Higgs from Capthorne; front, Geoff and Jill Corfield from Quins Park. Picture: staff photographer

A RECENTLY expanded allotment has welcomed new growers to the site. A further 25 plots at Bowbrook Allotments in Shrewsbury have been released to gardeners in a bid to meet demand. There are now almost 100 plots at the site off Myton Oak Road.

Members of Bowbrook Allotment Committee asked permission to extend the site after the waiting list for plots topped 60 people.

Shrewsbury Town Council, which owns the land, helped members with the application which was backed by council planners. Work began on the site in October last year and the new plots were completed in March. Gillian Clarke, a member of the Bowbrook Allotment Committee, said it had taken a lot of hard work to extend the allotment.

Thank "The RAO committee would like to say a big thank you to Shrewsbury Town Council and the volunteers involved in all their support and hard work for their hard work in completing them in time for the start of this year's planting season."

"At times the vagaries of the weather meant workers endured rain, very cold winds, snow and then even more rain. "They persevered, however, and work only stopped when the ground became completely unworkable. "When it was completed they were in a very good position and ready to plotholders to get going. Bowbrook Allotment Community will open to the public on July 14 as part of the National Garden Scheme. From 1pm until 5pm visitors will be able to look at the green spaces, seasonal wild flower meadows and see the allotment in action. There will also be a tea and cake stand. Bowbrook Allotments have won prizes from the Royal Horticultural Society for its community involvement. The site has a common garden which space for picnic as well as a willow arched seating for children.

ahead of fellow nominees Falmouth in Cornwall and Galway in Ireland.

They were given a guided tour of the town that started out from the Theatre Severn in the morning, where the assessors were welcomed by Mayor of Shrewsbury Keith Roberts and chairman of Shropshire Council Malcolm Pate.

And their busy schedule took them on flying visits to Shrewsbury School, the Greenhouse Meadow and Shrewsbury Abbey.

The group then visited Shrewsbury Castle before having a lunch at Drapers Hall, before taking a tour around the town centre and taking a peek behind the scenes at the Music Hall as its redevelopment continues.

Also in the schedule was a look around the Market Hall with manager Kate Gittins and a trip to the Quarry as final preparations continued for this week's Flower Show.

The winning town will be announced in a ceremony in London on November 9.

## NEWS

# New £500,000 depot plan for winning gardens team

PLANS have been unveiled to build a new £500,000 operational depot for Shrewsbury Town's Council's award-winning horticultural services.

The new building will be situated next to the council's current depot at Weeping Cross, near Shrewsbury. The authority currently rents from and shares the depot with Shropshire Council.

As part of the scheme a greenhouse on Shropshire Council land would be transferred to the town council and incorporated into the new development site.

According to Councillor Peter Nutting, leader of Shrewsbury Town Council, the new depot would give the authority greater autonomy. He said: "We are looking to have a separate unit for the town council."

"All the equipment for the horticultural services will go in the new depot including the grass cutting tools and equipment for the countryside unit. "At the minute we are all mixed in together with Shropshire Council and Veolia."

Shrewsbury Town Council issued an invitation for contractors to bid for the work in December.

A statement from the town council, to potential contractors said: "Shrewsbury Town Council's 'Weeping Cross Depot' project seeks to provide a permanent base for Town Council

## by Catherine Ferris

operations, independent of Shropshire Council."

The authority wants to select a contractor by the beginning of next month, before submitting a planning application for the work at the end of February. It is hoped work will start in May and the depot will be ready by February 2014.

The project has been given a budget of between £400,000 and £550,000.

The town council's workforce at the Weeping Cross nursery maintains more than 400 hanging baskets, 150 floral poles and numerous troughs and containers across the town.

Last year the authority's horticultural services helped Shrewsbury scoop a gold award in the Britain in Bloom competition.

The town was also crowned overall category winner and will this year go forward to represent the region in the national stages of Britain in Bloom.

"I am writing on behalf of the Society, to thank you, and all the members of your staff, for the support that is given to the Society both during the Flower Show period and throughout the year. The Dingle once again looked absolutely magnificent and provided the usual outstanding centrepiece to the Show." Brian Goodwin

## Experts meet for Bloom campaign



At the official launch for Shrewsbury's Britain in Bloom campaign at Salop Leisure are, back from left, Martin Wood, Margaret Thacker and Heart of England judge Stan Sedman. Front, from left, Shrewsbury mayor Keith Roberts, Jackie Barendsen from Thacker and Heart of England judge Stan Sedman. Front, from left, Shrewsbury mayor Keith Roberts, Jackie Barendsen from Thacker and Heart of England judge Stan Sedman.

## Horticulturalists' rallying call for everyone to do their bit in town

Shrewsbury's top horticulturalists have gathered to launch the town's Britain in Bloom campaign. The leaders, council officials, Shrewsbury in Bloom members and sponsors came together at Salop Leisure's head-to-head in the national Britain in Bloom Finals for 2013. This year's Royal Horticultural Society (RHS) Britain in Bloom competition has an 'edible Britain in Bloom' theme. A free seed planting session, 'Breakfast in Bloom', will be held on Saturday in the town's new plant centre to coincide with this theme. Members of the public were invited to plant a seed, take it home and watch it grow.

Report by Catherine Ferris  
c.ferris@shropshirestar.co.uk

Helen Ball, Shrewsbury Town Council's clerk, said: "We have a host of exciting activities planned over the summer to mark this year's Britain in Bloom. "We are proud to be representing the West Midlands in the national stages of Britain in Bloom and we're ready to show the rest of the region what we can do. "We need everyone to rally round and do their bit, whether it's organising a community litter pick, cleaning up graffiti or growing your own blooms, fruit and vegetables. "To get involved, with Shrewsbury's Britain in Bloom entry contact Helen Ball, [steve@shropshirestar.co.uk](mailto:steve@shropshirestar.co.uk)

"On holiday in Shropshire last week, I spent most of Wednesday in Shrewsbury. I don't know whether it's down to the town council or the county council, but I would like to say how impressed I was with the general cleanliness of the town, and also the wonderfully kept flower beds and green areas." Heather Ford

## Pupils urged to design bloom poster



Entries are being sought for the Shrewsbury in Bloom poster competition. Organisers want young people to get creative and design an "Incredible Edible" character made up of flowers, herbs and vegetables that you will find in the town. Shrewsbury is through to the finals of Britain in Bloom and the winning posters will be used to welcome the judges to the town. Helping with a final push for entries before the closing date of May 31 is outgoing mayor, councillor Keith Roberts.

"Just to say we spent Tuesday in sunny Shrewsbury. Had a lovely walk along the river and into the Dingle Park. As usual the gardens were immaculate and absolute credit to your gardeners." G.V. Massey

## Tourism chiefs banking on ad role for boost

Shrewsbury's starring role in a national television advertising campaign this autumn will rake in millions of pounds for the local economy, tourism bosses announced today.

The historic town will be beamed into millions of homes across the UK later this year after being picked as the location for advertisements by banking giants Santander.

A TV production crew will descend on the town next Thursday - to capture footage of a three-day banking challenge taking place in The Square.

The campaign is set to involve hundreds of local people as well as staff from Shrewsbury's two Santander branches.

Today, Edward Goddard, chairman of Destination Shrewsbury, said the exposure would help the town meet its targets for attracting more visitors by 2015.

Council chiefs want the amount visitors spend in Shrewsbury town centre to increase by £73 million in the next three years.

Targets have also been set to increase footfall from 2.6 million people a year to four million in the same time period.

According to Mr Goddard, Shrewsbury's involvement in the advert will help achieve these goals.

He said: "The impact of Santander's campaign will be born out in time, but featuring in a national TV commercial will almost certainly pay dividends."

## Pupils help with planting



Molly Beaufoy, seven, Gwendolen King, Josie Oliver, 11, and Councillor Alan Townsend plant trees as part of the Big Tree Plant campaign

## New trees mark year of special celebration

Four trees have been planted in Shrewsbury as part of a national plan to improve open spaces and commemorate this year's big events - the Jubilee and the Olympics.

The red maple trees were installed at Longden Green as part of the Big Tree Plant campaign, which involved a survey of local residents. Children from Coleham School were on hand to help with the work on Monday morning.

Mike Pugh, technical officer for Shrewsbury Town Council, said: "The purpose of the planting, which has been made possible via funding from the Big Tree Plant scheme, is not only to further enhance this much valued open space but at the same time to commemorate the two major events which made 2012 a special year, the London Olympics and the Golden Jubilee."

Report by Chris Burn  
chris.burn@shropshirestar.co.uk

The Big Tree Plant is a campaign to encourage people to plant more trees in England's towns, cities and neighbourhoods.

It is a partnership bringing together national tree-planting organisations and local groups working with Defra and the Forestry Commission to plant trees throughout England.

The survey carried out in Shrewsbury was organised by Councillors Alan Townsend, from Shrewsbury Town Council, and Mansel Williams, from Shropshire Council.

It formed part of the support of the initiative from both authorities.





Danny Beath, despite being diagnosed with Asperger's Syndrome, studied Horticulture at university and spent several years doing his PhD in tropical ecology with field trips to Ghana. Subsequently he managed to live independently in Shrewsbury, a place close to his heart as he had spent many years as a child in the area. He was an inspirational photographer and well-loved character in the town. He had a great love of wildlife and plants, which shows in his carefully studied photos. Danny won many national awards for his photos, most recently the overall Wanderlust landscape award which was announced on the day of his funeral. Sadly he never got to know that he had finally won after getting into the final seven times. Danny died very suddenly at the age of only 52 and he will be sorely missed by his many friends.

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

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



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