

Wem In Bloom

A proposal put forward by Cllr Hudson was debated at the Town Council meeting held 28.11.25 and the following resolution was passed under minute point 125/25-29

a) To consider motion request received from Cllr Hudson – That the Town Council considers entering Heart of England in Bloom 2026.
A discussion took place on this item and Cllr Hudson stated that that it should not involve staff time other than in respect to the management of civic duties in relation to judging.

RESOLVED:- to

- support the motion.
- allocate £500 from Town Improvement Projects budget code and nominate Cllrs Hudson, Gilchrist and Cotterell to progress the project.

Outlined below is a report from the first meeting held to progress the project.

Cllrs Gilchrist, Cotterell, Hudson and the Town Clerk met with Tony Comley from Heart of England In Bloom on 19.1.26 to discuss a potential bloom entry in the Small Town Category for Wem.

He explained that there are 3 strands to In Bloom- horticulture, community and environmental. There is a suggested judging date of Friday 17th July in the afternoon to correlate with the Sweet Pea Weekend.

The entry price is estimated to be £150 (TBD on Sat 24th Jan) and this entry fee would be taken from the £500 ear marked reserve held budget

The benefits identified from the meeting by being involved in the competition are:

- bringing together the multiple community groups (who already meet many of the judging criteria) in a shared project for the benefit of the town
- increasing the involvement of local residents with planning, decision making, communication and implementation
- increasing awareness of Wem as a destination within Shropshire, and beyond.

It was proposed that Cllrs Hudson, Cotterell and Gilchrist would form an umbrella committee with representatives of the interested community groups to coordinate the activities around community, environment and horticulture in Wem.

Mr Comley offered to mentor the Town's application through its first year entry, and has provided us with the marking criteria.

Decision Needed

The group are now asking for the Town Council to formally agree to enter the 2026 Heart of England in Bloom Competition in the Small Town Category.