**CLAVERLEY IN BLOOM (CIB)**

Meeting Notes 7th Oct 2014

**Present:**  Rod Parr (Chair), Andy Crackle, Paul Pickerill, Janet Ryan, Peter Barby, Brent Walker-Drew

1. **Apologies:** Jacqui Cooper
2. **Minutes of Last Meeting:** 
   * Minutes of the Sept meeting agreed subject to an additional paragraph being inserted re the proposed visit to Pembridge
3. **Accounts**

* Account balance £2385.08 (excluding £118.47 ring fenced as contingency for the Aston Land bank shrub planting campaign and the expenses claim from TP below).
* Cheques
  + Tom Pickerill - £60.00 iro 4 Aston Lane shrub & tree watering sessions

1. **Matters Arising**

Aston Lane

* The hedge along the rear gardens of the houses in Boundary Close appeared to have been trimmed but it remained surrounded by brambles and weeds. RP had updated Gill Price who would be making further contact with SSHA.
* Tom Pickerill had carried out a total of 4 watering sessions during the summer season. The meeting agreed payment of £15 iro of each.
* AC, MT, SA, JR, BWD, BR and RP carried out a site visit on 20th Sept to have had a look at the additional Aston Lane improvement areas mentioned by JR at the September meeting

               Boundary Close

* + The meeting agreed that the eastern splay area of the bank would benefit from being cleared and planted up with more colourful material as per a planting list suggested by JR.
  + The western splay is less overgrown but would be more difficult to cultivate due to bank steepness and tree roots. The meeting agreed that pocket planting with “Tennis Club Bank” varieties or ferns etc would be the best option.
  + MT had volunteered to clear the planting bed area once PC approval had been obtained. JR offered to rotovate.
  + Plants would have to be obtained from local sources. Donations to be explored

Northern Bank – Wold entrance towards Griffiths Green

* + The relatively flat area of grass verge opposite the new housing development had planting potential. Daffodil bulbs would be a possibility along with summer interest bulbs. This would improve the appearance of the area with minimal effort and expense.

Eastern Bank Area

* + The shrubs and trees along the start of the bank (telephone exchange end) had become quite overgrown and needed cutting back. Ivy also needed to be removed

**Action: RP – Present all improvement proposals to Oct meeting of PC.**

**JR/RP – Liaise re plant selection, procurement & planting**

Tree Planting

* PP reported that the Woodland Trust would be supplying approximately 440 trees under its 2014 free tree scheme.
* Both Sally Beaman and Caroline Kempsey had expressed an interest in hosting tree planting events involving children from Claverley School. Richard Wilkes would also be able to accommodate a number of trees
* PP had been given 2 plum trees and 1 apple tree to plant in the community orchard

**Action: PP – Liaise with SB, CK, RW and the school re planting dates etc**

Clover Heath Planting Project

* The meeting agreed that the project was worth pursuing and that consideration should be widened beyond the original idea of installing planting troughs on the green space at the end of Clover Heath. Placing troughs, for instance, on the grass verges at the entrance to Clover Heath would be a more straightforward alternative. However a less costly and more sustainable option would be to create a planting bed on the same lines as the “Postbox” bed at Griffiths Green.
* RP had discussed the revised planting bed proposals with Councillor Scott Lawrence who agreed that a planting scheme at the Clover Heath entrance would be less controversial and more likely to attract local support.

**Action: RP – Present latest proposal to the PC at its Oct meeting**

Hanging Basket Competition

* The 2014 competition had attracted very little interest. Although the overall quality of the baskets throughout the village remained high it appeared that support for the competition had waned – including amongst those who had previously entered and failed to win.
* It was agreed that the competition should take a different form in 2015 by widening the criteria to “Best Front Garden” or “Best Frontage”. This would capture a much greater range of horticultural achievement whilst also promoting improvement in the local street scene.
* The meeting felt that the competition should not require formal entry. A CIB assessment team would tour the village and produce a short list of finalists which would then be judged using criteria such as impact, design and maintenance. Three prizes would be awarded consisting a mixture of cash and (possibly) plants. The much valued sponsorship by David Austin Roses should be continued if possible but in the form of rose bushes rather than vouchers. PB offered £50 towards the cash element of the prize.
* Further detailed consideration would be required before announcing news of the revised competition. It would also be useful to seek the opinion of HOIB judges etc.

Church St “Welcome to Claverley” Planting Bed

* It was agreed at the September meeting that the existing shrub planting theme at this location could be extended with material better able to withstand the dry and shady nature of the site. A raised planting bed would provide a better growing environment and display the plants more effectively. Brian Ryan had kindly agreed to construct the planting bed surround.
* RP, JR and BR had met on site on 27th Sept to agree approximate dimensions of the planting bed which would be built on similar lines to the lower planting beds at Winchester Crossroads. The bed surround had since been built and installed by BR.
* JR produced a planting plan and was agreed that the majority of the planting could be carried out as soon as possible.
* PB stated that he had some topsoil that he could add to the new bed. This would need to be supplemented with compost.

**Action: RP/JR – Liaise re plant selection.**

**RP – Obtain additional plants from local wholesale sources as required**

**PB/RP – Liaise re topsoil & compost**

**JR – Submit expenses claim for planting bed surround**

Daffodil Bulb Planting

* The meeting confirmed that this year’s planting event should focus on the area of the churchyard running alongside Church Street. RP had already sought the agreement of Garry Ward for the project.
* RP had ordered 5,000 bulbs of the variety February Gold from Gee Tee Bulbs at a total cost of £510. This is £42 cheaper than last year but the expenditure will still have a significant impact on CIB funds. It was agreed that sponsorship should be sought via the parish magazine and press publicity.
* The meeting agreed that a few hundred bulbs should be reserved for filling the Aston Lane “gaps” and around the seat at Winchester Crossroads.
* Planting session to be held on Saturday 1st November from 9.00am

**Action: RP – Seek publicity via local press**

**RP – Prepare posters & seek permission from GW for placing them in Churchyard**

Litter Pick

* Keep Britain Tidy had announced a “Womble” themed litter pick project for October with free tabards, bags, posters etc. for all participating groups. Jo Derrer, head of Claverley School, had expressed an interest in the event which would take place on the afternoon of 21st October. Shropshire Council had agreed to supply litter grabs.
* RP would attend the litter pick which would concentrate on the school field footpath and school field itself.

**Action:** **RP – As above**

Winter Planting Scheme

* The meeting confirmed that the winter planting scheme would be installed on 11th October. In view if the susceptibility of shrubs to theft it was agreed that the majority of the shrubs saved from the 2013/14 winter scheme should be installed in the central village planters. A few could be installed at Winchester Crossroads but the main planting regime at this and other remote locations would consist of pansies, violas and panolas. RP confirmed that these would be provided by Pavilion Garden Store which had pledged to donate £100 worth of plants to CIB following the spate of thefts earlier in the year.
* In order to reduce the workload on the 11th a small advance working party (JR, PB, AC & RP) would attempt removal of the summer bedding material on 8th October.

**Action: RP – Collect plants from Pavilion Garden Store as above**

**All – Attend planting session starting in Bull Ring @ 9.00am.**

1. **Campaign Issues**

Judges’ Comments & Markings 2014

* + - Horticultural Achievement (91 out of 100 marks)
      * The marking and the very positive supporting comments left little room for improvement. The slightly lower marking of 17/20 under the “Green Spaces*”* sub-heading would be difficult to address given the limited amount of green space within the village. The churchyard had project potential along with the green area in Danesbrook.
    - Environmental Responsibility (45/50)
      * The weakest areas appeared to be in relation to recycling and maintenance of road signs etc. The meeting felt that the portfolio could have put more stress on the recycling facilities on the Plough car park and the re-use of plant material etc. Otherwise more attention would have to be given to street sign refurbishment. “Art in the landscape” could also be looked at.
      * The judges’ comment about the need to use recycled compost from garden waste would be difficult to overcome without some sort of centralised village garden waste recycling system. This would be well beyond the resources of CIB. However it may, for instance, be possible to improve the composting arrangements at the school.
      * The criticism regarding “rural paths could do with a bit of tidying up” seemed rather harsh given the rural nature of the local environment. In any event the footpath referred to by the judges had been strimmed just a few days before the judges’ tour.
    - Community Participation (45/50)
      * The high markings (9/10) in each of the sub-headings again left little scope for improvement. The criticism of the use of a vintage car seemed totally out of place and needed to be challenged.

Advisory Visit by HOIB Judges

* As decided at the September meeting RP had contacted Les Goodman and Robin Russell to inform them that CIB had agreed to enter Britain in Bloom 2015. Additionally RP had asked if both judges could come to the village to provide further information and advice. LG had replied to say that he would much prefer to travel during daylight hours rather than attend one of CIB’s evening meetings and asked for 2 or 3 dates to choose from in early November.
* The meeting agreed daytime dates of 11th, 12th and 13th November.

**Action: RP - Notify dates to LG**

Britain in Bloom – Outline Campaign Ideas

* + - The meeting agreed that new initiatives would have to be developed and existing ones “tweaked” to promote the village in the best possible way on judgment day. This may incur additional costs that would require a vigorous drive for sponsorship.
    - Ideas floated were:
      * Encourage residents of Clover Heath to play a role in the Britain in Bloom judging tour
      * Use of videos during the pre-tour presentation to judges. (PB suggested that the youth club should be asked to produce a video of “Village Life”)
      * Use the church as the starting point for the judging tour. Mount displays/exhibition in church involving local groups
      * Seek active participation of Claverley Youth Club – tree planting/litter picking/horticultural project
      * Support churchyard wildflower/insect habitat project with involvement of school & youth club
      * Develop additional Aston Lane projects (as above)
      * Encourage local pubs to enter HOIB pub grounds competition
      * Explore ways of developing and maximizing the school horticultural & environmental schemes including the possibility of a Facebook diary to track horticultural projects.
      * Seek suitable new site(s) for designation as wildlife areas
      * New competition (as above)
      * Sponsored fundraising concert?
      * Sign refurbishment project
      * Group photo of trough watering/maintenance volunteers

Publicity

* It was agreed that CIB needed more publicity. Although the group had become well established within the community the majority of residents were not fully aware of the range of issues and projects covered. Support could not be maximised without greater identification with CIB’s aims and objectives and its achievements so far.
* PB suggested that a specific CIB notice board should be displayed in a prominent position within the village. This could be used to display news of forthcoming events and show history of award achievements
* JR indicated that her husband may be willing to construct a suitable notice board
* To be discussed further at the November meeting

Visit to Pembridge

* The meeting confirmed that a visit to Pembridge to have a look around and, if possible, talk to one or two committee members would be useful. RP had written to LG requesting Pembridge contact details but to date had not received a reply.
* It was agreed that a daytime trip would have to be made – if possible on Sunday 16th November. PB kindly offered the use of his minibus.

**Action: RP – Organise trip to Pembridge as above**

Danesbrook

* PP felt that the residents of Danesbrook would be willing to support an expansion of the existing planting scheme in Danesbrook. He suggested that, as a starting point, a flyer should be delivered to each household stressing the significance of 2015 as CIB’s 10th anniversary and also its entry into Britain in Bloom. PP would then liaise with residents to formulate planting proposals.

**Action: PP/RP – Compile draft flyer**

1. Newsletter November entry – subjects from

* Judges markings & comments 2014
* Britain in Bloom
* Daffodil planting

**Action: RP – compile entry**

1. **AOB**

Village Hall

* The village hall had confirmed acceptance of CIB’s offer to provide a free water butt. A site meeting would be necessary to confirm details

**Action: RP – Arrange site meeting with George Lee et al.**

1. **Date of Next Meeting**

* 19.30 on Tuesday 4th November @ Kings Arms