

Date: Thursday, 16 February 2023

Time: 9.30 am

Venue: Wilfred Owen Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire,
SY2 6ND

Contact: Tim Ward, Committee Officer
Tel: 01743 257713
Email: tim.ward@shropshire.gov.uk

LICENSING ACT SUB-COMMITTEE

TO FOLLOW REPORT (S)

3 Application for a Full Variation to a Premises Licence - Wyle Blue Restaurant, Café Bar, 19 Wyle Cop, Shrewsbury, Shropshire, SY1 1XB (Pages 1 - 88)

Additional Information received from the Applicant

Contact Ross O'Neil on 0345 6789026

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Introduction to Supporting Information

THE blueBAR will be going into its fourth season and I feel that it has been well received and is an asset to our beautiful town.

I would like to submit a number of pictures of the shop and garden before renovation, in addition, pictures of the garden in use that demonstrate the type of establishment and clientele the garden attracted over the last three years and will commit and endeavour to maintain should the variation be granted.

Although these images are from the courtyard and terrace garden, it is my intention to continue the same theme, atmosphere and ambience inside of 19 Wyle Cop attracting a similar clientele, with the inside being an extension of the garden.

Over the last three years I have been overwhelmed by the positive feedback and compliments from customers enjoying the garden, in particular the views of River Severn, The Abbey and the historic town walls which again has become an attraction to guests.

I am also proud to present to you a number of media articles, both local and national, which show both Wyle Blue and the blueBAR in such a positive light. (attached in separate document/folder)

Thank you for taking the time to review.

Warm regards,
Belinda

Before Images (Shop, left) (Terrace, right)





Prevention of crime and disorder

In order to further comply to the objective of prevention of crime and disorder I feel the following additional information is relevant:

- We have a policy on the safe management of large groups. We will not be accepting any groups larger than ten patrons and will be refusing events such as stag/hen/18 or 21st birthdays.

Public Safety

In order to further comply to the objective of public safety I feel the following additional information is relevant:

- A Personal Licence holder will be at the premises at all times when alcohol is being sold or regulated entertainment is being provided.
- At least one suitable trained First Aider will be on duty when the public are present.
- Issues around overcrowding is the role of the responsible authorities to review the premises area and the plans submitted by myself and liaise in regards to such things as maximum numbers, fire escapes and health and safety. No responsible authority has raised any concerns in regards to public safety.
- The restaurant will operate under a booking system to manage customer flow, taxi numbers will be readily available to customers upon leaving and staff will be trained on all public safety issues.

The prevention of public nuisance

In order to further comply to the objective of the prevention of public nuisance I feel the following additional information is relevant:

- Consideration will be given to any noise that might affect the neighbouring properties. I live directly above 19 Wyle Cop therefore, it is to my advantage to ensure that both the indoor and outdoor businesses do not generate noise that would be deemed to be a nuisance to myself or my neighbours.
- The door at the back of the restaurant, leading into the courtyard will be closed when the garden is not in use.
- Appropriate signage will be displayed requesting our customers to be considerate to neighbours when leaving the premises.
- We will be a restaurant first offering food to all patrons who enter the premises. We have great success in this model so far and intend to build on this with the food offering we have laid out below.
- We also feel that we have added to the area and have been conscious of doing so throughout our years in operation and our customers also feel this way (see reviews below)

WYLE - BLUE

Small plates from across the Middle East and
Mediterranean

SMALL PLATES

CRISPY POTATOES - RAS EL HANOUT -
GARLIC AIOLI

WHIPPED FETA LABNEH - TOMATO
SALSA - CONFIT GARLIC / ZA'TAR

SEASONAL MARKET SALAD - RUDIETS,
PICKLED ONIONS - GREEN TAHINI
DRESSING

HUMMUS - HARISSA - CRISPY
CHICKPEAS - PARSLEY - FLATBREAD

HERITAGE BEETS - WHIPPED FETA -
DUKKAH - HERBS

SMACKED CUCUMBER - TAHINI
-CHILLI CRUNCH

GRILLED HALLOUMI - FENNEL - HOT
HONEY DRESSING

HARISSA CARROTS - CURED LEMON -
PARSLEY

MOROCCAN CIGARS - FETA - HONEY -
PISTACHIO

JERUSALEM CHICKEN - COUSCOUS -
HERBS

LAMB KEBAB - TAHINI - SUMAC -
ONION ON A BED OF PITA

FATTOUSH SALAD - RADISH - LEAVES
YOGHURT

COCKTAILS

MOROCCAN MARGARITA

ROSE AND RASPBERRY BELLINI

ORANGE BLOSSOM OLD FASHIONED

PERSIAN LIME SPRITZ

BLOOD ORANGE MULE

HANDCRAFTED BREAD AND NIBBLES

BREAD & NIBBLES

HOUSE OLIVES LEMON AND ZA'TAR

PICKLE PLATE

HOUSE SALTED ALMONDS

PADRON PEPPERS, LEMON SALT,
SMOKED PAPRIKA

SOYDOUGH FLATBREAD - GARLIC
BUTTER -FRESH HERBS

HOUSE FLATBREADS

TAHINI - FERMENTED CHILLI

CARAMELISED ONION - ANCHOVY -
OLIVES

EZME - CHERRY TOMATO - CONFIT
GARLIC - HERBS



8 reviews · 36 photos

★★★★★ 4 months ago

Wow! My wife was told about this little gem. A small secret garden which is accessed through the rear of the gift shop where you will find friendly, attentive staff serving a small menu of light bites, cocktails wines and spirits. The pizzas are freshly prepared by hand in an open kitchen in the garden. Due to the size and popularity of the garden, booking a table is highly recommended at weekends. The perfect place to "Wyle" away a sunny afternoon.

Like



29 reviews

★★★★★ 5 months ago

Well, I thought I loved the shop more than anything else in Shrewsbury but no, I was wrong....I love the secret garden just as much!!!! Incredibly tasty and beautifully presented food, great selection of drinks, awesome service and a setting that beats anywhere in Shrewsbury I feel! Fantastic!

Like



Local Guide · 37 reviews · 3 photos

★★★★★ 7 months ago

Little hidden gem of a cafe. Lovely fresh pizza, great setting on two levels, beautifully decorated, quite a suntrap, highly recommended. Dog friendly!

Like



14 reviews · 149 photos

★★★★★ a year ago

Lovely mezzi in the secret garden



Like



Local Guide · 161 reviews · 379 photos

★★★★★ a year ago

Amazing unique experience at this beautiful establishment within the town centre of Shrewsbury. The owner and staff are very friendly and helpful. I had their special Sunday brunch which was based on a Moroccan style traditional breakfast. Absolutely loved it. Highly recommended to anyone visiting Shrewsbury 😊



2

Response from the owner a year ago

Hi Sam thanks so much such a love review

Protection of Children

In order to further comply to the objective of the prevention of public nuisance I feel the following additional information is relevant:

- As a licensee I consider it my role to ensure that acceptable behaviour is withheld by customers in the restaurant. Any customers displaying unacceptable behaviour will be refused alcohol and asked to leave. I would like to add at this point that in the three years of operating the blueBAR I have not encountered this situation.

Environmental

- Concerns have been raised regarding environmental pollution from customers smoking in the designated smoking area in the courtyard. The distance from the designated smoking area to the neighbour's garden is approximately 75 feet from neighbouring properties and also protected by a 10 ft high courtyard wall and 30 ft Town Walls before smoke could reach neighbouring properties.

Further response to the issue of outdoor toilet planning application, raised in the representations.

- These arguments should be disregarded as the planning application has now been approved.
- Official approval attached.

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NEWS

CONGRATULATIONS TO SHREWSBURY SHOP ON NATIONAL AWARD



Posted [February 12, 2021](#)

A Shrewsbury business which won a national award has been highlighted as a “shining example” of the town’s thriving independent retail scene.

Wyle Blue World, on Wyle Cop, won the In-Store Creativity Award at The Good Retail Awards, held by Modern Retail and Spring Fair, beating off competition from across the UK.

The [Good Retail Awards](#) celebrate retailers and suppliers making a positive impact in the retail industry, with organisers saying the awards can “shine a light on those in our industry who have achieved success in spite of all the challenges faced this year”.

Wyle Blue World was commended for its creativity and innovation – particularly highlighting an outside bar which was created during last summer.

Owner, Belinda Griffiths, said the past 12 months had been a huge challenge but she was optimistic about the future.

“We have just tried to stay positive and think outside the box,” she said. “The creation of our secret garden was a reaction to the challenging times last summer and it was a real success.

“It has been a tough year for us all but this award has given us a real boost. I love my shop and this award proves that anything is possible with creativity, energy and a great team behind you.

“I would like to thank our loyal customers for their support and we are looking forward to reopening and hopefully getting back to some kind of normality this year.”

Seb Slater, executive director of Shrewsbury BID, said the award was testament to Belinda’s creativity.

“Wyle Blue World is a shining example of how independent businesses can react positively to the toughest of challenges,” he said.

“We are so proud of our independent traders, and industry awards like this are a great way of bringing national attention to Shrewsbury. Our warmest congratulations go to Belinda and her team for this well-deserved award.”

Judges at The Good Retail Awards said: “Wyle Blue World created a one-of-a-kind experience and built an outdoor bar for customers to socialise whilst also showcasing their home and lifestyle range in an exciting and memorable setting.

“Founded in 2016, Wyle Blue World is inspired by the travels of founder Belinda. The shop is set in a renovated Grade II listed building in Shrewsbury and offers beautiful products made by artisans from around the world.”

Shropshire Star News

Bayston Hill Harlescott Meole Brace Minsterley Pontesbury Stiperstones

Shrewsbury shop's outdoor bar could become permanent fixture

By [Keri Trigg Shrewsbury](#) Published: Apr 29, 2021 Last Updated: May 25, 2021

An outdoor bar and dining area which opened temporarily on one of Shrewsbury's main shopping streets last summer could become a permanent fixture.



Belinda Griffiths of Wyle Blue World wants to open her garden bar a permanent fixture. The venture, at Wyle Blue World in Wyle Cop, met with significant success and [won owner Belinda Griffiths a national Good Retail Award in February](#) – and now she has applied for an alcohol licence to allow it to continue.

A licensing hearing will be held next week to determine the application for the 'Blue Bar', as a result of objections received from two neighbours citing concerns over noise and cooking odours.

Meanwhile a planning application for change of use of the garden has also been lodged with Shropshire Council.

In her licence application, Ms Griffiths describes the Blue Bar as an “alfresco Moroccan-themed terraced garden bar”, which was previously operating under temporary events notices.



Belinda Griffiths, in the garden area. Photo: Birgitta Zoutman Photography

The two seating areas within the garden – a walled courtyard and upper terrace – would be table service only and all tables would be pre-booked, Ms Griffiths says

Wyle Blue World is next door to Cafe on the Cop and is three doors up from the Nag's Head pub, which has a large beer garden.

The shop itself would not be covered by the licence, with food and drink served from a garden bar and outdoor grills.

Ms Griffiths says that due to the success of the Blue Bar last year she now wants to open the Blue Bar on more dates between April and September this year, operating between 10am and 11pm, with alcohol served between noon and 10pm. Serving and closing times will be an hour earlier on Sundays.

A report to the council's licensing sub-committee by public protection officer Ross O'Neil says environmental health chiefs had initially objected to the proposed hours on the top terrace and “requested conditions further conditions to protect the nearby residential properties from noise and odour and an amendment to operating hours”.

This has now been withdrawn and Mr O'Neil says there were no objections from other 'responsible authorities', including the police, fire service, trading standards and public health.

There were however two public objections.

One said the potentially "significant" noise would cause "continuous disturbance for adjacent residents into the late evening", impacting their mental health.

It raised further concerns over smoke, cooking smells, security, and fire exits, concluding: "Under no circumstances should an open kitchen, dangerously positioned, in daily operation over sustained hours, creating smoke and releasing carcinogens and particulate matter that rise into adjacent residential areas, be permitted to operate, not only for the case involved here, but because of the damaging precedent which would be established for other restaurants in town."

To grant a premises licence, the hearing panel must be satisfied the applicant will meet the four licensing objectives of protecting children from harm, prevention of crime and disorder, public safety and prevention of public nuisance.

Following the hearing on Wednesday, the licensing sub-committee will issue its decision within five days.

The planning application for change of use of the garden from residential to outside bar/restaurant will be determined separately by the council's planning

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Shrewsbury shop a “shining example” with national award

A Shrewsbury business which won a national award has been highlighted as a “shining example” of the town’s thriving independent retail scene.

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The Good Retail Awards celebrate retailers and suppliers making a positive impact in the retail industry, with organisers saying the awards can “shine a light on those in our industry who have achieved success in spite of all the challenges faced this year”.

Wyle Blue World was commended for its creativity and innovation – particularly highlighting an outside bar which was created during last summer.

Owner, Belinda Griffiths, said the past 12 months had been a huge challenge but she was optimistic about the future. “We have just tried to stay positive and think outside the box,” she said. “The creation of our secret garden was a reaction to the challenging times last summer and it was a real success. “It has been a tough year for us all but this award has given us a real boost.

I love my shop and this award proves that anything is possible with creativity, energy and a great team behind you. “I would like to thank our loyal customers for their support and we are looking forward to reopening and hopefully getting back to some kind of normality this year.”

Seb Slater, executive director of Shrewsbury BID, said the award was testament to Belinda’s creativity. “Wyle Blue World is a shining example of how independent businesses can react positively to the toughest of challenges,” he said. “We are so proud of our independent traders, and industry awards like this are a great way of bringing national attention to Shrewsbury. Our warmest congratulations go to Belinda and her team for this well-deserved award.”

Judges at The Good Retail Awards said: “Wyle Blue World created a one-of-a-kind experience and built an outdoor bar for customers to socialise whilst also showcasing

their home and lifestyle range in an exciting and memorable setting. "Founded in 2016, Wyle Blue World is inspired by the travels of founder Belinda.

The shop is set in a renovated Grade II listed building in Shrewsbury and offers beautiful products made by artisans from around the world."

THE GOOD RETAIL AWARDS 2021 WINNERS



The Good Retail Awards 2021 has been an enormous success, showcasing those in the industry who have taken positive steps to grow their businesses. In a year that has been challenging for so many, it has been refreshing to share the stories of so many in the retail industry who have not only adapted, but also thrived.

Following on from the success of last year's awards, this year saw businesses enter from far and wide, sharing their inspirational stories and innovative approaches to retail. The various categories were designed to incorporate those in all areas of the industry, searching for retail districts, as well as retailers that help their community, demonstrate an omnichannel approach, excel instore or have stand-out digital campaigns, as well as those implementing sustainable initiatives.

With an unprecedented number of entries, the judging panel had a challenging job ahead of them, looking for positive initiatives that benefit both retailers and their customers. Made up of industry experts and representatives from both Modern Retail and Spring Fair, the judges included:

- Catherine Erdly, Founder of the **Resilient Retail Club**
- James Mansfield, Ecommerce, Warehouse and Logistics Consultant at **The Access Group**
- Naeem Arif of the Midlands Retail Forum and **NA Consulting Ltd**
- Julie Driscoll, UK Regional Director of Hyve Group PLC, **Spring Fair's** parent company
- Rob Gamage, Managing Editor of **Modern Retail**
- Holly Worthington, Content Editor of **Modern Retail**.

Taking place virtually as part of **Spring Fair @Home**, the awards ceremony saw people tune in from around the globe to see the winners announced.

The winners of the Good Retail Awards 2021 were as follows:

Instore Creativity Award – Wyle Blue World

Showcasing the most beautiful, exquisite handmade products from all corners of the globe, **Wyle Blue World** is decorated with Moroccan lanterns, with exotic scents filling the air alongside the sounds of world music. Selling handmade items chosen by Belinda herself on her travels, as well as locally made leather bags and covered journals, the shop showcases the most unique items, accompanied by Belinda's in-depth knowledge of where everything has come from, telling each product's story.

Aiming to create an experience that would impress her customers, Belinda created an atmospheric Moroccan themed alfresco bar in the garden behind her shop – the blueBAR. Working relentlessly to turn this vision into a reality, the blueBAR matched the colour and style of the shop. Employing a chef to work with the pizza ovens being sold instore, customers are able to enjoy a menu of homemade pizzas, sharing platters and more, all served on walnut boards and in hand decorated bowls that can be bought in the shop.

Wyle Blue World has created a one-of-a-kind instore experience, combining their offering with their retail space and the blueBAR, which has worked to generate sales, create employment for new staff and position it as an exciting destination for all in Shrewsbury to enjoy.



WYLE BLUE WORLD

The Instore Creativity category of the Good Retail Awards set out to find retailers that have implemented an instore design to deliver a stand-out customer experience.

Last year's winners, [Ironbridge Candle Company](#), set the bar high with their interactive and customer-led design and shopping experience, involving customers more in the production process of products.

Following on from the success of last year's awards, this year saw retailers enter from far and wide, sharing their fantastic instore initiatives and inspirational stories, despite the challenges brought about by COVID-19. Those that were shortlisted were able to demonstrate the ways that their instore innovations have driven more customers into their store, as well as increasing customer satisfaction.

The Good Retail Awards' panel of judges went through the shortlist for the Instore Creativity category, looking for new and creative instore ideas that combine resourcefulness and pioneering ideas to grow customer engagement and boost business. After a challenging judging process, the winner of the Good Retail Awards 2021's Instore Creativity Award was decided.

The Instore Creativity Award winner – Wyle Blue World

Showcasing the most beautiful, exquisite handmade products from all corners of the globe, [Wyle Blue World](#) is decorated with Moroccan lanterns,

with exotic scents filling the air alongside the sounds of world music. Selling handmade items chosen by Belinda herself on her travels, as well as locally made leather bags and covered journals, the shop showcases the most unique items, accompanied by Belinda's in-depth knowledge of where everything has come from, telling each product's story.

Explaining her vision and approach, Owner, Belinda, explained: "I think to survive, you have to be different and you must be passionate about what you sell and do. In my case, people love that it's handmade and you're making a difference to wherever you're buying it from. I sell a mixture of things I have found on my travels. When I buy, I choose things that I am naturally drawn to, which means they are of a similar style and they merchandise well. You have to have a vision and be able to market that and then keep looking. Retail moves and changes so much that you must continuously adapt, so you don't become just another shop."

Aiming to create an experience that would impress her customers, Belinda created an atmospheric Moroccan themed alfresco bar in the garden behind her shop – the blueBAR. Working relentlessly to turn this vision into a reality, the blueBAR matched the colour and style of the shop. Employing a chef to work with the pizza ovens being sold instore, customers are able to enjoy a menu of homemade pizzas, sharing platters and more, all served on walnut boards and in hand decorated bowls that can be bought in the shop.

Belinda spoke about the reception that the BlueBAR has received, saying: "I put a board outside that was very visual and nobody expected it to be there, as it's a tiny shop from the front. You go up the spiral staircase into this beautiful garden and everybody has been blown away by it."

The products sold in Wyle Blue World make the shop unique, with Belinda sourcing them on her travels. Due to lockdowns, she has been utilising Facetime to place product orders with her friend in the mountains. She added: "I've made friends and contacts wherever I go. Istanbul is for my jewellery and textures. We've been to the Paris show and Hannah has been to India. In the meantime, it's been about being resourceful, searching online and looking for British artisans and crafts too. Teamwork is so important, so I'm lucky to have found Hannah, as we work so well together."

Wyle Blue World's innovative approach to retail has seen the growth of a one-of-a-kind instore experience, but there is still plenty more to look forward to. Belinda added: "I'm going for the full licence as I was running the BlueBAR on a temporary licence, which meant you could only have 22

people. I want to start involving local businesses in creative sessions, getting different people together with street food and creating a lovely afternoon for people to drink wine and talk to each other. As an example, I'm planning 'Creative Thursdays', where you can dye your own fabric to have it turned into a cushion, as well as chocolate making events."

Combining their stand-out offering with their carefully curated retail space and BlueBAR, Wyle Blue World has successfully generated sales, created employment and positioned itself as an exciting destination for all in Shrewsbury to enjoy.

The Good Retail Awards judges praised Wyle Blue World for their instore creativity, with Julie Driscoll, UK Regional Director of Hyve Group plc ([Spring Fair](#)) commenting: "What a beautiful store and a great time to take advantage of available outdoor space to create a beautiful visually merchandised bar that provides inspiration for customers, whilst creating a long term revenue stream and long lasting positive customer experiences."

Catherine Erdly, Founder of the [Resilient Retail Club](#) added: "This is a great project – I love how a seemingly simple idea, to combine an eating space and a shop, has had such a profound impact on the business and drove sales. Using derelict space to create a lovely outdoor entertainment space is a triumph of vision for this small business."

Rob Gamage, Managing Director of [Modern Retail](#), said: "Wyle Blue World have shown incredible resilience and resourcefulness to battle through local flooding and the pandemic. Beyond that, they have created a real destination-led shopping experience that has transformed the fortunes of their business."

The shortlist

The Good Retail Awards 2021 shortlist highlighted retail businesses that are leading the way in their creative approach to instore design. The calibre of entries was incredibly high this year, with the campaigns and creativity displayed making the judging process a real challenge.

The shortlist for the Instore Creativity award included:

The Lighting Company

[The Lighting Company](#) created a no-barrier shopping approach instore, introducing a styling area, as well as setting up NFC price and information

tickets, allowing customers to view other items in specific ranges and discover relevant products.

Agha Home

[Agha Home](#) put experience at the forefront of their approach to instore shopping. Engaging with locals and artists alike, their strong and consistent art focus runs throughout their business.

Two Faced Twins

Twins Stella and Gem turned a bleak and run down seafront shelter into an inspiring art gallery. Creating a welcoming space to showcase their work to the public, the '[Two Faced Twins](#)' have also redesigned their gallery regularly to make the viewing experience completely COVID-safe.

We'd like to thank everybody that entered the Good Retail Awards 2021. It's been a pleasure to learn more about each and every entrant and we look forward to continuing to celebrate their successes in the coming months.

To read more about the Instore Creativity shortlist, click [here](#).

Stay tuned

Thanks again to all who have made the Good Retail Awards 2021 such a success. We're proud to be part of a community that showcases the most inspirational and exciting initiatives in the industry. Congratulations again to Wyle Blue World and we look forward to continuing to share the most innovative campaigns in the world of retail.

The Guardian

RHIANNON Batten

Sat 3 July 2021

Five emerging food and drink destinations for a short UK break

Talented producers and chefs are working wonders with top-quality local ingredients in these regions. We pick the best places to eat, shop and stay

Mid Shropshire



Lunch at the Haughmond, Upton Magna, east of Shrewsbury, where there are also rooms. Photograph: Andy Hughes

An hour's drive north of foodie Ludlow, Shrewsbury may be better known for its medieval architecture and riverside charm, but the county town and its fringes offer rich pickings for visiting gastronomes.

Eat

[The Walrus](#), a pint-size but precise little restaurant run by ex-Gidleigh Park chef Ben

Hall and his partner Carla Ernst, makes the most of the garden in creative, seasonal dishes such as baby globe artichoke with cep cream, Comté cheese and wild garlic pesto (three courses £40).

For date-night dining outside town, it's worth the detour to [Wild Shropshire](#) in Whitchurch or [The Cross Keys at Kinnerley](#), while for brunch or lunch in town, try the panko fish cake with poached egg (£11) at [Number Four](#). Or head to [CSONS](#) for porridge made from local Pimhill Farm oats (£3), labneh with poached eggs, harissa, za'atar and homemade flatbreads (£7.50), or Worcester hispi cabbage with kale, romesco, pickled chillies, goat's curd and Shropshire chorizo (£15; also open Fridays and Saturday evenings).



The garden bar at Wyle Blue World

Among many great coffee shops, [The Colonel's Son](#) stands out for its sunshine-hued paintwork as well as roasted-in-house brews. Round off the day with small plates of local cheeses or charcuterie, and natural wines by the glass, at wine bar and shop [Glou Glou](#). Or try the garden bar behind homewares store [Wyle Blue World](#) for Moroccan meze trays (£16 for two) or chargrilled skewers with flavoured yoghurts (from £6); book ahead for occasional pop-up events by guest chefs such as grill whiz Adam Purnell.

Shop

Shrewsbury's [Market Hall](#) is a thing of beauty, despite its unpromising 1960s

exterior. Among stalls ranging from traditional fruit and veg to fresh pasta and a modern spice merchants are street-food cafes Moli Tea House, Tom's Table, St Pierre Seafood Bar and the Bird's Nest. A farmers' market takes place in the town square on the first Friday of the month: look out for fennel salami from [Shropshire Salumi](#). Elsewhere, old favourites such as Aroma tea and coffee merchants, Appleyards deli and Tanners wines rub shoulders with artisan bakery [The Bakehouse](#), eco grocery [Rosie's Emporium](#) (look out for kimchi from local producers the Fermented Food Company and fresh pasta from [@pueblo_shrewsbury](#)) and, just out of town, farm shop and cafe [Battlefield 1403](#).

Stay

Taking inspiration from Shrewsbury's most famous son, (Charles) [Darwin's Townhouse](#) has doubles from £90 B&B. East of town, [The Haughmond](#) is a dining pub close to scenic Haughmond Hill, with seven bedrooms, a self-catering barn and a micro-farm shop (doubles from £95 B&B).

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Whimsical WONDERLAND WEDDINGS

VIBRANT & MODERN JEWEL TONE WEDDING IDEAS

BY LOUISE BALTRUSCHAT HOLLIS



Oh boy do I love these jewel tone wedding ideas. Inspired by the vibrant city of Marrakesh, [Shropshire Wedding Planner](#) wanted to create a destination feel wedding, right here in the UK. I love so much about this

shoot, the gold decorations, the striking flowers and the tablescape featuring fruit, candles and gorgeous tableware. It all works so beautifully.

The aisle is decorated with hurricane lanterns, rugs and flowers which create such a cosy and romantic vibe. Let's not forget the super stylish attire, elegant stationery suite and floral adorned cake too, which all looked incredible!

Thanks so much to [Laura May Photography](#) for sharing these inspirational images with us.









JEWEL TONE WEDDING IDEAS

The vision for this shoot was to create the feel of a bold, colourful Marrakesh destination wedding without leaving the UK. With destination weddings being almost impossible during the last year I really wanted to do a shoot that would give couples ideas on how to create the feel of a destination wedding within the UK. I'd fallen in love with the ancient city of Marrakesh when I visited in January 2020 so I decided to draw inspiration from my trip.





I selected a colour palette of bright jewel tones to reflect the colour and vibrancy of Marrakesh and used handcrafted items from Wyle Blue World to create the tablescape. Wyle Blue World is one of Shrewsbury's most iconic independent shops, located on the bustling and historic street of Wyle Cop. The Grade II listed building was a dry cleaners before Belinda renovated it and opened Wyle Blue World in 2016. Inspired by the city of Marrakesh, owner Belinda personally sources handmade items from artisans around the world. The Blue Bar opened last year and is a secret garden oasis in the heart of Shrewsbury with Moroccan vibes. The moment I discovered it I knew it was the perfect location for my shoot.







I wanted to create a bridal look that was fun but glam. I used two dresses from Charlie Brear's 2021 Desert Dreamers collection to create two looks, a more traditional day look and a fun party look for the night. For the groom I kept it simple with a classic black tux. We kept hair and makeup fairly relaxed and natural, with a slightly darker eye for the 'night' look. All jewellery was provided by Wyle Blue World.





This shoot was a real passion project for me personally. I felt inspired to create really bold, colourful content to show couples what they could achieve for their own weddings. I want to make it easier for couples who are looking for inspiration for something less traditional, and hopefully this shoot does that.

I'd previously worked with the photographer Laura and florist Abi on my own wedding in December. Charlotte and Zach, the wonderful model couple, are childhood sweethearts and clients of mine who are getting married for real next year.















































































Credit Where Credit Is Due

Photographer
LAURA MAY PHOTOGRAPHY

Concept & Planning
SHROPSHIRE WEDDING PLANNER

Venue & Props
BLUE BAR AT WYLE BLUE WORLD

Florist
BLOOMING LUPIN

Models
CHARLOTTE & ZAC

Cake
HUNKINGTON HOUSE KITCHEN

Stationery
EVELYN & ELLIOT

Hair & MUA
MRS KASSI MAC

Bridal Dresses
CHARLIE BREAR

Simply amazing!

Thanks so much to the talented team above for sharing these
mesmerising jewel tone wedding ideas today.

DECISION NOTICE

Mrs Belinda Griffiths
19 Wyle Cop
Shrewsbury
Shropshire
SY1 1XB

Date: 6th February 2023

Our Ref: 22/05558/FUL
Your Ref: Wyle Blue WC 2022

Dear Mrs Belinda Griffiths

DETERMINATION OF APPLICATION FOR FULL PLANNING PERMISSION

Town and Country Planning Act 1990

Town and Country Planning (Development Management Procedure) (England) Order 2015

Location:	Wyle Blue World, 19 Wyle Cop, Shrewsbury, Shropshire
Proposed Development:	Erection of a free standing timber framed building to house toilet and baby changing facility
Application No.	22/05558/FUL
Date Received:	12th December 2022
Applicant:	mrs Belinda Griffiths

Shropshire Council hereby **GRANT FULL PLANNING PERMISSION** subject to the conditions listed below.

STANDARD CONDITIONS

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

Reason: To comply with Section 91(1) of the Town and Country Planning Act, 1990 (As amended).

2. The development shall be carried out strictly in accordance with the approved plans, drawings and documents as listed in Schedule 1 below.

Reason: For the avoidance of doubt and to ensure that the development is carried out in accordance with the approved plans and details.



CONDITIONS THAT REQUIRE APPROVAL DURING THE CONSTRUCTION/PRIOR TO THE OCCUPATION OF THE DEVELOPMENT

3. Prior to installation details of the cladding and colour scheme for the external walls and details of the lantern light shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in complete accordance with the approved details.

Reason: To ensure that the external appearance of the development is satisfactory.

4. Prior to installation details of any external services (including extraction units, exterior soil and vent pipes, waste pipes, rainwater goods, flues and ventilation terminals) shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in complete accordance with the approved details.

Reason: To ensure that the external appearance of the development is satisfactory.

Schedule 1 - Approved plans, drawings, documents

Description	Reference	Date Received
Location Plan	Location & Block Plan	12.12.2022
Combination	Floor Plan & Elevation	12.12.2022
Layout Plan Proposed	Floor Plan & Detailed Layout	12.12.2022
Combination	Roof & Wall Detail	12.12.2022

INFORMATIVES

DRAINAGE ADVICE

A sustainable scheme for the disposal of surface water from the development should be designed and constructed in accordance with the Council's SuDS Handbook which is available in the Related Documents Section on the Council's Website:

<https://shropshire.gov.uk/drainage-and-flooding/development-responsibility-and-maintenance/sustainable-drainage-systems-handbook/>

Any proposed drainage system should follow the drainage hierarchy, with preference given to the use of soakaways. Soakaways should be designed in accordance with BRE Digest 365. Connection of new surface water drainage systems to existing drains / sewers should only be undertaken as a last resort, if it can be demonstrated that infiltration techniques are not achievable.

Where a positive drainage connection is proposed, the rate of discharge from the site should be restricted to an appropriate rate as set out in the SuDS Handbook.

Shropshire Council will not permit new connections to the Highway Drainage network.

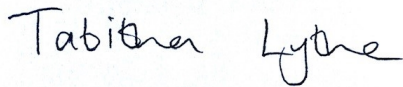
Where a proposed surface water attenuation feature serves multiple properties, this feature should not be constructed within a private property boundary and be located in areas of public open space or shared access to allow future maintenance.

BUILDING REGULATIONS

If your proposed project requires Building Regulations Approval or you are unsure whether it does please contact us on 01743 258710, email buildingcontrol@shropshire.gov.uk or visit our website <https://www.shropshire.gov.uk/building-control/> for pre-application advice and a competitive fee.

As part of the planning process, consideration should be given to the information contained within Shropshire Fire and Rescue Service's "Fire Safety Guidance for Commercial and Domestic Planning Applications" which can be found using the following link:
<http://www.shropshirefire.gov.uk/planning-applications>

22/05558/FUL

A handwritten signature in blue ink that reads "Tabitha Lythe". The signature is written in a cursive style with a large 'T' and 'L'.

Tabitha Lythe, Planning and Development Services Manager
Date of Decision: 6th February 2023

NOTES

Conditions

You will see that your decision notice includes a number of conditions:

- You must comply with all of the conditions. If you are unclear about any of them, please contact the Planning Officer who dealt with the application.
- Some of the conditions may require you to submit further information to the Council for approval. Most conditions will need to be complied with before you start work on site.
- If you think any of the conditions are unreasonable you may appeal to the First Secretary of State, through the [Planning Inspectorate](#).
- Please also ensure that you comply with the requirements of any Legal Agreement that may accompany the planning permission.

Informatives

Your decision notice includes a number of informatives. This gives you some extra guidance and advice which will help the development process. Please note your Decision Notice gives permission only under the Town and Country Planning Acts. You may need other approvals, for example under the Building Regulations, or Party Wall Act, or permission from your neighbour to go onto his/her land.

Amendments

If you need to alter your approved drawings please send full details to us regardless of how small the alteration is. Your case officer will determine whether this can be agreed through a simplified exchange of correspondence or whether a revised application needs to be submitted. Further guidance can be found at www.shropshire.gov.uk/planning. You should not commence work until the amendment has been approved in writing by the Council. This is **particularly important** if the project involves a **Listed Building** and work should not be proceeded until appropriate amendment/s have been approved in writing by the Council. We would advise that the carrying out of unauthorised work could represent a criminal offence under Section 9(1) of the Planning (Listed Building & Conservation Areas) Act 1990 (as amended).

Appeals to the Secretary of State

If the applicant is aggrieved by the decision of the Local Planning Authority to refuse permission for the proposed development or to grant it subject to conditions, then the applicant can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990 (as amended).

An appeal must be made within six months of the date of this notice, or 12-weeks if the scheme is for that of "household" development, or minor commercial application, or within 8 weeks in the case of advertisement appeals. Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

Where an enforcement notice has been served on the same, or substantially the same, development as in the application within 2 years of the date the application was made, the

period for receiving an appeal is 28 days of the date on the decision notice or the date by which the LPA should have decided the application. Where an enforcement notice was served after the decision notice was issued or after the end of the period the LPA has to determine the application, the period for receiving an appeal is within 28 days of the date the enforcement notice was served (unless this extends the normal 12 week deadline).

The Secretary of State can allow a longer period for giving notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to him that the Local Planning Authority could not have granted planning permission for the proposed development or could not have granted it without the conditions it imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

In practice, the Secretary of State does not refuse to consider appeals solely because the Local Planning Authority based their decision on a direction given by him.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority (appeals@shropshire.gov.uk) and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

Purchase Notices

If either the Local Planning Authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted.

In these circumstances, the owner may serve a purchase notice on the Council requiring the Council to purchase the interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990 (as amended).

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