

MINUTES OF THE MEETING OF THE CITTASLOW AYLSHAM COMMITTEE HELD AT DRILL HALL, ON TUESDAY 18th NOVEMBER 2025 AT 11am.

PRESENT: Pat Prekopp (Chair) - Aylsham Slow Food, Town Council
Mo Anderson-Dungar - W.I. and Country Markets
Kevin Cunnane - Aylsham Town Council
Mary Evans – Aylsham Town Council
Giles Margarson - Aylsham Community Partnership
Jean St Clair – U3A
Wendy Sadler – Aylsham in Bloom
Grizelda Tyler – Aylsham Climate Emergency
Mike Downes – Aylsham Rotary

Also in Attendance: Faye LeBon, Clerk to Aylsham Town Council.

1. To Receive Apologies for Absence

Apologies were received from Jo Tuttle (Aylsham High School).

2. To Receive Declarations of Interest and Requests for Dispensation

None raised.

3. To Agree the Minutes of the Cittaslow Aylsham Committee held on 16th September 2025

It was noted that the meeting called for the 28th October was not quorate. The minutes from the previous meeting held on the 16th September 2025 had been circulated. These were **agreed** as a true and accurate record of the meeting and were signed by the Chairman.

4. To Note any Matters Arising from the Minutes, not Listed Elsewhere on the Agenda

No matters raised.

5. Adjournment of the Meeting to Allow Members of the Public to Speak

No members of the public in attendance.

6. Cittaslow UK and Cittaslow International

a) To receive reports from Cittaslow UK and Cittaslow International

With regards to Cittaslow UK, Patrick reported that the declarations of the Directors had been completed and sent to Companie House. There had been no update on the website.

With regards to Cittaslow International, Mo reported that the previous meeting was held in Holland on 8th November, with new Cittaslow towns being reported in Turkey, China, Japan and Poland. The group is working on a review of criteria for being a Cittaslow town, and they are also working on their website. The next meeting will be held in Canada.

7. To Receive Market Updates

a) Food and Craft Market

Last month the Food and Craft market had 8 stalls attend, including charity stalls.

Next month's market looks to be similar. The market is now condensed into the spaces outside the Co-op to accommodate more car parking.

b) General Markets on Monday and Friday

Mondays are still running at almost full capacity. There is currently one free space in front of the town hall which his hopefully going to be filled soon with the return of the card seller.

Fridays have been down on numbers, either due to sickness or poor weather. One stall holder who has not attended for a while due to sickness, looks to be returning soon.

The Clerk discussed a proposition to take to the Property Committee over a review of market charges. The prices of Aylsham's market were extremely low compared with other market towns. Other towns also offered a method to pay in advance, which would be better value to the stall holder than paying on the day. The committee reviewed the proposal and were in agreement, with the addition of lowering prices for annual payments. The committee's proposal for the property committee was:

| Day | Pitch | Cost Single Payment on the day | Monthly in advance | Quarterly in Advance | Six monthly in advance | Annually in advance |
|----------|----------------------------------|---|--------------------------|----------------------------|---------------------------------|---------------------------|
| *Monday | Small (3 car parking spaces) | £15.00 | £46 (£12 p/w equiv) | £126.50 (£11 p/w equiv) | £207 (£9 p/w equiv) | £368 (£8 p/w equiv) |
| | Medium (5 parking spaces) | £20.00 | £69 (£18 p/w equiv) | £195.50 (£17 p/w equiv) | £345 (£15 p/w equiv) | £644 (£14 p/w equiv) |
| | Large (6 or more parking spaces) | £25.00 | £80.50 (£21 p/w equiv) | £230 (£20 p/w equiv) | £414 (£18 p/w equiv) | £782 (£17 p/w equiv) |
| **Friday | Small (3 car parking spaces) | £10.00 | £36.75 (£9 p/w equiv) | £104.13 (£8.50 p/w equiv) | £172.50 (£7.50 p/w equiv) | £322 (£7 p/w equiv) |
| | Medium (5 parking spaces) | £13.50 | £44.92 (£11 p/w equiv) | £128.63 (10.50) | £218.50 (£9.50 equiv) | £414 (£9 equiv) |

| | | | | p/w equiv) | p/w equiv) | |
|-------------|----------------------------------|--------|---------------------------|----------------------------|----------------------------|-------------------------|
| | Large (6 or more parking spaces) | £17.50 | £63.30 (£15.50 p/w equiv) | £183.75 (£15 p/w equiv) | £322 (£14 p/w equiv) | £621 (£13.50 p/w equiv) |
| ***Saturday | Marquee size (3m x 3m) | £18.50 | £16.50 | £42.63 (£15.50 per market) | £74.25 (£13.50 per market) | £143 (£13 per market) |

*Prices are based on a 46 week year (4 x bank holiday Mondays plus two weeks over the Christmas period, in case the Monday falls on a bank holiday)

** Prices based on a 49 week year (1 x bank holiday plus two weeks over the Christmas period in case Friday falls on a bank holiday)

*** Based on 11 markets a year

Invoices should be paid by the 15th of the month of issue to qualify for the 'advance' discount.

Charitable stalls are currently not charged. It is proposed that this practice should continue.

It was noted that the market rules were last reviewed in 2015 and now bear little relevance to the way the market is run. These should be reviewed at the earliest opportunity.

Queries were raised about whether the market is being diluted by being held on a Monday and a Friday each week.

Patrick advised that the Visit Aylsham group is looking at Seasonal Markets.

Queries arose as to how this would impact the historic market charter.

c) Country Markets

Mo reported that the Country Markets was visited by Radio Norfolk on 12th September, which was well received.

Grizelda reported that the group was reviewing its regular attendance at the Food and Craft market.

8. Visit Aylsham

a) To note the minutes of the Visit Aylsham Working Group (17th September and 23rd October)

The draft minutes from the meeting of 20th August were noted. Patrick provided an update on the two projects that funding had been obtained for, the heritage snail trail and entertainment at Food and Craft markets.

b) To review Cittaslow Budget an Consider Contribution to Snail Trail

The Clerk reported that the current Cittaslow budgets stood as follows:

Revenue Budget: £628.33

Reserves: £573.76

TOTAL £1,202.09

It was **agreed** to donate £750 to the Snail Trail. Slow Food would then look to contribute. ABC has contributed two volunteers to the project.

It was **agreed** that the Cittaslow Budget for 2026/2027 should be £1500 which covers the membership.

9. To Note the Minutes from the Aylsham Climate Emergency Working Group (6th October and 3rd November)

Grizelda advised that the group was shortlisted for a 'Green Champion' award at Broadland District Council. Although the group didn't win, it was nice to be recognised.

A brain storming session was held on 25th October to establish the plans and direction for ACE.

The next event will be an energy and cost saving event to be held on 31st January 2026 (9am – midday). The film 'Climate Scam' will be held in February.

Mike suggested a future film could be 'Big Oil vs The World'.

10. To Note the Minutes from the Aylsham Community Events Committee (17th September)

The Clerk reported that the Christmas Lights had been installed. An appeal was made for volunteers to assist with the Switch On event.

Mike will send the Clerk information on 'Santa's Route' around Aylsham to publicise.

11. To Receive the Following Group Reports

a) Slow Food Aylsham

Patrick reported that Kay Montandon had attended the most recent meeting to talk about the proposed cost saving event. Slow Food will support this event.

Slow Food has made its annual donation to the foodbank.

b) Aylsham High School

No report.

c) Aylsham in Bloom

Wendy reported that Aylsham in Bloom had completed its autumn tidy. The polyanthas had been planted ready for winter. The Drill Hall border has been tidied, with more to be done in the spring.

Kay Montandon has costed new planters through the community shed. This is to be placed in the draft 26/27 budget for council to consider.

Repeated dog fouling was reported in the Paupers' Graveyard. The need for evidence as to who this may be is required before further action can be taken.

d) Aylsham Business Consortium (ABC)

No report

e) Aylsham Parish Church

No report.

f) Aylsham Rotary Club

Mike reported that unfortunately the carol concert had to be cancelled because of the limited availability of participants. This was disappointing as money raised goes to the foodbank.

Santa's Sleigh route and designated stopping places has been organised.

The next Rotary Community Working Together meeting is on 26th November at 6pm in the Town Hall, where a speaker from the North Walsham Community Network will be in attendance.

Consideration is being given to a joint stall at the Food and Craft market, with any other groups that wish to participate.

g) Aylsham U3A

Jean reported that the membership to Aylsham U3A is slowly increasing. The group is getting ready for the Christmas Tree Festival. The Family History group is finding out more about the people who are buried in the Paupers' Graveyard.

h) Aylsham WI

Mo reported that at the Annual Meeting, 2 people stepped forwards to share the role of the secretary, so the group can continue.

The group did the 'Lights Up' breakfast for the volunteers on 16th November.

12. To Note any Items for the Next Agenda

None raised

13. To Agree the Date of the next Meeting

This was agreed as Tuesday 20th January 2026, 11am at the Drill Hall.

There being no further business the meeting was closed at 12.20pm

Visit Aylsham Working Group Meeting

Held in the Council Chamber on

Thursday 20th November 2025 at 3pm

Attendees:

Patrick Prekopp (Aylsham Town Council) Chairman.
Graham Peers (Broadland Council)
Sue Catchpole (Broadland Council)
Mitchell Philpott (Aylsham Town Council)

Also in attendance: Faye LeBon (Town Clerk, Aylsham Town Council)

1. To Receive Apologies for Absence

Apologies were received from Jayne Andrew and Tim Briscoe.

2. To Agree the Minutes of the Meeting held on 23rd October 2025

The draft minutes had previously been circulated. These were **agreed** as a true and accurate record of the meeting by the group, and were signed by the Chairman.

3. To Note Matters Arising from the Previous Meeting

None raised.

4. To Receive Update on Norfolk County Council's High Streets Matter Love Your Market Town Funding and agree with the progression of:

a) Heritage Snail Trail

Patrick reported that Jayne had been in contact with local artists to discuss snail design and artwork. She has also contacted local business and national Etsy sellers over designs for the smaller snails.

A braille snail was discussed and if this would be appropriate or whether audio attached to the website would be better for those with sight impairments.

An autism friendly map was also discussed.

Giles Margarson had offered to go round local shops to establish their interest in 'hosting' a snail.

Graham reported that the trail was well received by ABC and they have agreed to donate two volunteers to assist with the project.

It was noted that the feature snail takes up over half of the budget, but the funder had deemed this as a key part of the project. Sue Catchpole suggested a feature snail from the ride a Great Yarmouth.

A theme for the trail was discussed. Patrick had spoken with a local artist (Teucer Wilson) and obtained a price for a snail plaque.

Discussions occurred as to using different artists versus a consistent theme.

It was clarified that funding of £4,659.47 had been obtained from Norfolk County Council. Cittaslow had agreed a further £750 from their budget, and it was hoped to receive a further £250 from Slow Food.

Jayne is to be asked to circulate potential sites and Mitchell will look to see if he can make a trail out of these.

A meeting will be held on 1st December, 2.30pm at the Heritage Centre to discuss further. Consideration will be given to whether there should be a smaller number of sites with more expensive plaques, a larger trail with less expensive markers, or a mixture of the two. This will also depend upon whether Listed Building permission could be obtained for some of the designs to be attached to a listed building.

b) Increasing Footfall to the Market Place

It was reported that £1,909 in funding had been approved for this project.

The Clerk will check on whether the Market Traders Federation had marketed the Twilight Young Traders event and whether there had been any take up.

The Clerk will liaise with the facilities officer over booking in the entertainment for the Food and Craft markets in 2026.

Pat raised the proposed new market prices which had been discussed by Cittaslow, rewarding those market traders who attend the market regularly and who pay in advance.

A discussion ensued about invigorating the markets. Patrick, Graham and Mitchell will look into this project.

5. To Receive Proposal Regarding Evaluation Event

Thanks to a referral from Jayne, the Town Council had received a proposal from Charles Hanson of Hanson's Auctioneers and Valuers to provide valuations in the Town Hall. The town hall would be provided free of charge and the Town would benefit from increased footfall to the town centre with the attraction of a television celebrity. The town council could also take advantage of the footfall to the town hall by selling teas / coffees etc. The clerk has tentatively expressed an interest and is awaiting some potential dates. It was **agreed** to go ahead with this project, but in the meantime, Patrick and Mitchell will approach Keys out of courtesy to advise them of the proposed event.

6. To Receive Update on Visit Aylsham Proposal

It was **agreed** that Mitchell will look to take this forward to resource Phase 1 within the agreed budget

7. Items for Information / Next Agenda

No matters raised

8. Date of Next Meeting

Monday December 1st 2.30pm at the Heritage Centre.

With no further business to conduct, the meeting closed at 4.30pm

Signed (Chairman)_____ Date_____

DRAFT



Department
for Culture,
Media & Sport

Guidance

UK Town of Culture 2028 Expression of Interest: Guidance for bidders

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Contents

Ministerial foreword

Introduction

UK Town of Culture explained

Aims

Benefits of winning

Benefits of bidding

Funding

Competition criteria

Who can bid?

Which organisations can bid?

Accountability for the programme

What do we mean by culture?

Alignment with UK government missions & priorities

Environmental considerations

Support during bidding process

Competition stages

Key milestones and dates

How to make an Expression of Interest (EOI)



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This publication is available at <https://www.gov.uk/government/publications/uk-town-of-culture-2028-expression-of-interest/uk-town-of-culture-2028-expression-of-interest-guidance-for-bidders>

Ministerial foreword



I am proud that the last Labour government launched the UK City of Culture competition in 2009 to celebrate the enormous contribution people and places across the UK have made to our cultural life. Since its launch, the programme has gone from strength to strength and now has a firm footing in the UK's culture calendar. Four incredible cities - Derry/Londonderry, Hull, Coventry and now Bradford - have delivered a year of rich cultural activity rooted in their unique identities and drawing on local strengths and stories. In each place, being the UK City of Culture has been a transformative experience, with the impacts for places and people extending well beyond the title year.

Now, we are building on that success by launching the search for the UK's first Town of Culture.

Great culture is not confined to our largest metropolitan centres; it is everywhere, rooted in communities across the country. But for too long that talent and contribution has gone unrecognised. In my town, Wigan, we are fiercely proud of the contribution we have and continue to make to the UK's cultural life, from brass bands and Northern Soul to the Verve and Ian McKellan. Every town has its own story and unique contribution. Our government believes it should be seen and valued, and reflected in the story we tell ourselves about ourselves as a nation.

Everybody deserves the chance to share their pride in the place they call home and to have access to quality art, music, dance and drama wherever they live. That is why we are launching the UK Town of Culture. To celebrate

towns and help to create a lasting cultural legacy. We will select the best small, medium and large towns from the full applications we receive. One of these will be named UK Town of Culture 2028 and receive £3 million, while the other two finalists will each receive £250,000 to deliver an ambitious programme of cultural activity in 2028. This is in addition to development grants for shortlisted places to work up their full bids.

I hope you will consider bidding to become the first UK Town of Culture, and showing the whole country what makes your town unique.

Lisa Nandy

Secretary of State for Culture, Media and Sport

Introduction

This guidance has been produced by the Department for Culture, Media & Sport (DCMS) to assist towns that wish to bid for the title of UK Town of Culture 2028. This guidance outlines the aims of the competition and details the requirements for the initial Expression of Interest (EOI) stage. This guidance also sets out the bidding and selection process for the later stages of the competition to support planning.

Places wishing to apply for the UK Town of Culture 2028 competition are advised to read the guidance in full.

A Welsh language version of this guidance will follow.

UK Town of Culture explained

UK Town of Culture is a brand new DCMS competition. For the first time, DCMS is inviting towns across the UK to enter the competition to showcase original storytelling, and empowering, accessible culture. The competition is targeted at all towns, whether small, medium or large. Please refer to the 'Who can bid?' section of this guidance, any town that can fulfil these requirements will be considered. Inspired by the success of the flagship UK City of Culture, which is a proven model for cultural placemaking, this competition aims to spotlight the cultural contribution of towns to our national story. In order to ensure we are able to showcase towns of different sizes, we will be introducing small, medium and large-size category winners and from these three designations, an overall UK Town of Culture winner will be selected.

The winning town will be awarded £3 million to deliver a cultural programme in 2028 of around six months. Additionally, the two finalists from their category will receive £250,000 each to deliver elements of their bid.

It is a UK-wide programme, developed in collaboration with the devolved governments in Northern Ireland, Scotland and Wales.

Aims

The UK Town of Culture competition aims to celebrate the significant contributions of towns to our national story. The competition focuses on building a more socially cohesive country where communities feel proud of their place and empowered to celebrate it. The UK Town of Culture is an opportunity for places and communities to use culture and creativity to tell their story and why they are proud of their community.

Benefits of winning

In addition to the £3 million main prize and £250,000 finalist prizes, we anticipate that winning will lead to significant, demonstrable outcomes, including a boost in civic pride, greater participation in cultural activities, and the formation of enduring community partnerships. These partnerships will help build a strong sense of place and champion grassroots arts and culture, mirroring the proven impact of the UK City of Culture programme. Research has shown that for the UK City of Culture programme more than 70% of attendees to UK City of Culture events feel a greater sense of pride. We also know that the benefits for places extend well beyond their title period, leading to a lasting legacy of social and cultural change. We expect to see similar benefits for the UK Town of Culture.

Benefits of bidding

Competing for the title, irrespective of whether or not a place wins, can have a hugely positive impact on the local community. It fosters a sense of local pride and strengthens collaboration among local partners. Previous bidders for the UK City of Culture report that the process brought the community together to develop strategic and cohesive cultural leadership. In turn, this enabled them to showcase – and open up access to – local heritage, art, and culture.

We want as many places as possible from across the UK to have the opportunity to draw on the benefits of bidding. We have designed the competition with this in mind: with an initial EOI stage and funding to support bidders in the later stage of the competition.

Funding

We are pleased to announce a guaranteed £3.5 million prize fund for the UK Town of Culture competition. The panel will select the best small, medium and large towns from the full applications we receive. One of these will be named UK Town of Culture 2028 and receive £3 million, while the other two finalists will each receive £250,000 to ensure they are able to take forward key parts of their bids. We recognise that commitment of funding up front can provide places with the confidence and security to engage with the competition and launch ambitious bids.

We also recognise that there are costs associated with developing and submitting a bid and we want places to feel able to bid and to benefit from the bidding process. There is a simple EOI phase and has been designed to keep costs to a minimum at the outset. DCMS will award bid development grants of £60,000 to each of the shortlisted places which are invited to submit a full application.

You need to outline in your EOI how you would spend this £60,000 grant. It is a flexible source of funding to strengthen your full application and help to develop a scalable plan, for example on:

- Research & Development
- Consultation
- Human resources
- Data gathering
- Commercial expertise for capital plans

Competition criteria

The UK Town of Culture 2028 criteria sets out the strategic objectives of the programme and should be used by bidding places to inform their bids. They will be used by the Expert Advisory Panel to assess bids at all stages of the competition.

To be successful, EOIs must demonstrate how they meet the criteria and show potential to make a significant contribution to the aims of the UK Town of Culture programme.

Please note: If a large number of applications are received, an initial sift will take place on the first criterion, ‘Your Story’ only.

Table 1: UK Town of Culture 2028 competition aims and criteria

| Aims | Criteria |
|--|---|
| 1. Your story: tell us about the unique story and culture of your town. | 1. Vision: A strong, compelling local story that uses culture to bring people together, reflecting place, pride, and contribution to the national story. 2. Local Need: How your programme builds on local strengths while addressing specific local priorities. 3. Empower: Commitment to involving communities, grassroots artists, creatives, and local leaders in shaping the bid, programme, and legacy, devolving decision-making where possible. |
| 2. Culture for Everyone: how you will design a cultural programme that provides visible, accessible culture and boosts your town’s profile. | 5. Quality and Innovation: A high-quality, bold programme drawing on arts, heritage, and creative industries, demonstrating excellence, creativity, innovation, and use of technology to widen access. 6. Opportunity: Expanding opportunities for those who currently do not access cultural infrastructure, especially young people, while creating new opportunities for existing participants. 7. Accessibility: Ensuring the programme is accessible to all ages and underserved communities, providing a safe, supportive, |

| Aims | Criteria |
|--|--|
| | non-discriminatory environment. |
| | 8. Communication: A well-resourced communications plan that reaches multiple audiences and shines a spotlight on the town's contribution to national life. |
| 3. Making it happen: how you will deliver a successful programme. | 9. Partnerships: Strong, collaborative leadership with clear commitment from local authorities, community organisations, and cultural/heritage partners, including pursuit of new opportunities and lasting connections. |
| | 10. Programme Management: Evidence of capacity, capability, and effective processes to deliver the programme successfully. |
| | 11. Financial Management: A realistic, viable budget representing value for money, with clear monitoring processes and plans to attract appropriate funding. |
| | 12. Monitoring, Evaluation & Legacy: A clear plan for evaluating impact (including environmental sustainability), sharing insights, and strengthening or rejuvenating cultural and heritage infrastructure with realistic expectations. |

Who can bid?

We welcome bids from places across the UK. To be eligible, bidding places must demonstrate the capability to successfully manage, fund, and deliver a programme that clearly meets the established criteria. Bidders will be required to show their confidence in, and readiness for, programme delivery both in the EOI application and, in greater detail, during the full application stage. For the largest towns, the UK City of Culture competition may be more suitable and these towns should consider applying to [UK City of Culture 2029](https://www.gov.uk/government/publications/uk-city-of-culture-2029-expression-of-interest/uk-city-of-culture-2029-expression-of-interest-guidance-for-bidders) (<https://www.gov.uk/government/publications/uk-city-of-culture-2029-expression-of-interest/uk-city-of-culture-2029-expression-of-interest-guidance-for-bidders>).

The only areas precluded from bidding are any parts of Greater London, but we would encourage these areas or London-based organisations being partners in a bid for an area outside London.

We want to ensure that towns of all different sizes are showcased when applying for the competition, therefore, we have introduced three prize categories. We will be introducing small, medium and large-size category winners and from these three finalists, an overall UK Town of Culture winner will be selected. We will be using the Office of National Statistics definitions for [towns/urban areas based on population size](#)

(<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/understandingtownsinenglandandwales/anintroduction#things-you-need-to-know-about-this-release>) to determine categories and you will not be expected to apply to a specific category.

| Category | Population Size |
|-------------|---------------------|
| Small Town | Under 20,000 people |
| Medium Town | 20,000 - 75,000 |
| Large Town | Over 75,000 |

Which organisations can bid?

We expect bids to be from a partnership for your bidding place and include the relevant local authorities. This partnership may be well-established, but it does not need to be and we welcome bids from newly formed place partnerships. Bids will need to specify a single organisation to be 'Lead applicant' for information and communication purposes during the competition process. The Lead applicant must be a formally constituted accountable organisation; they do not need to be a local authority, but the relevant local authority will need to be in a dedicated role in the bid partnership.

The partnership should demonstrate commitment to work collaboratively and could include a range of community and cross-sector partners such as: local businesses, industry and civic leaders, cultural bodies, local library services, voluntary, community and social enterprise organisations. It should also demonstrate commitment to actively including local communities in decision-making and supporting them to directly shape what happens in their area. This commitment to community collaboration should be demonstrated at all stages of the competition.

Accountability for the programme

If successful, the winning places will be required to specify a chosen ‘Accountable Body’ and ‘Delivery Body’ for their programme (which may be the same organisation but does not need to be). You will need to set out your plan for this at the EOI stage, in reference to the below definitions.

Accountable Body: A place’s chosen party, who are the recognised Accountable Body in relation to a planned UK Town of Culture programme e.g. the relevant local or regional public authority. If successful, the Accountable Body will have overall responsibility and ownership for the programme. The responsibilities of the Accountable Body may include, but are not limited to:

- Ensuring the safe and successful delivery of a UK Town of Culture programme;
- Managing the financial and legal requirements associated with the delivery of a UK Town of Culture programme;
- Taking responsibility for the organisation of a UK Town of Culture programme, including leading on the necessary coordination between relevant partners;
- Taking responsibility for any grant funding associated with a UK Town of Culture programme, for which the Accountable Body is the recipient organisation; and
- Monitoring delivery of a UK Town of Culture programme and undertaking relevant reporting as may be required by DCMS.

Delivery Body: A place’s chosen party who will be responsible for the planning, procuring, commissioning and delivery of a planned UK Town of Culture programme.

What do we mean by culture?

Culture means different things to different places and communities, and we want local stories and the unique character of places to shine through in bids. We expect bidders to showcase the strengths of the cultural offer in the area, acknowledge its weaknesses, and its ambition and potential to improve. It will be up to you to make the case for which activities are

included in your proposed cultural programme and articulate the step change you aim to achieve. We expect programmes to be able to appeal to a wide range of audiences and to increase participation in cultural activities, especially amongst young people, as well as contributing to community cohesion and wellbeing.

Applicants are encouraged to include activities encompassing a broad definition of culture and its creative industries and how it relates to the town's history, story and community. This includes but is not limited to: visual arts; literature; music; theatre; dance; combined arts; architecture; crafts; design; heritage and the historic and natural environment; museums and galleries; libraries and archives; film; broadcasting and media; video games; animation; visual and special effects; photography; and publishing.

Alignment with UK government missions & priorities

The UK Town of Culture, along with the UK City of Culture competition complements other UK government initiatives to support culture to thrive, such as the £270 million Arts Everywhere Fund, which will ensure that everyone, everywhere has the opportunity to experience great culture and access to high quality institutions in the places they call home.

Local government is foundational to the sharing of cultural opportunity across the UK, and to the successful delivery of UK Town of Culture. Local authorities should work with local people to ensure that their bid and creative vision is reflective of their communities. In this way, the UK Town of Culture competition embodies the principles set out in the English Devolution White Paper, the biggest transfer of power out of Westminster to England's regions this century.

It further complements other UK government place-based initiatives, notably the Pride in Place Strategy which sets out a plan to create safer, healthier neighbourhoods where communities can thrive. The Pride in Place Programme represents one of the largest investments in deprived neighbourhoods for a generation - up to £5 billion over 10 years to support up to 250 places.

We encourage bidders to think about how their bid aligns with, builds on or prepares for other funds and initiatives as well as how it is integrated in wider local and regional inclusive growth plans. This will be assessed in a light touch way at this EOI stage and bidders will be expected to demonstrate this in more detail at the full application stage.

Bids should actively complement, rather than duplicate or compete with funding already delivering or set to deliver in their areas. Areas should not consider the UK Town of Culture competition as an opportunity to plug any gap in funding not realised by other government funds. Nor should places that did or do not receive support through other funds feel that they are at a disadvantage in applying to the UK Town of Culture competition. We want to support all bidders to realise culture's contribution to transformational step change

Environmental considerations

One of the UK government's missions is to make Britain a clean energy superpower and accelerate to net zero by 2050. Tackling climate change is the one of the most urgent shared endeavours of our lifetimes, demanding bold action from us all. Our towns and cities are on the front line of climate change and culture is a powerful tool in tackling environmental challenges. Bids for UK Town of Culture 2028 should consider embedding environmentally sustainable practices into their plans, demonstrating contribution to the UK's net zero and nature protection objectives, and promote and inspire environmental responsibility.

Support during bidding process

DCMS plans to host an online information session for all interested bidders on 21 January 2026. Details will follow, please contact uktownofculture2028-competition@dcms.gov.uk with any questions and to register interest.

We would encourage interested bidders to attend this information session to access information from experts. DCMS, other government departments, and arms-length bodies will not be available to provide further support for bidders at the EOI stage of the competition. Shortlisted places will have access to further expertise, support and advice during the preparation of their full applications, and we will provide further guidance on this in due course.

Competition stages

The competition selection process for UK Town of Culture 2028 is designed to identify and designate places from across the UK that offer the best possible bids. Bidders must not only present an ambitious and unique vision for its 2028 programme, but also demonstrate credible and realistic plans to successfully turn that vision into a reality.

There are three main stages to the competition.

Stage 1 - Expression of Interest (EOI)

1. The EOI phase is an opportunity for bidding places to succinctly articulate their vision, key elements of their proposed programme, and readiness to deliver. The EOI form asks for responses to the three criteria with prompts. We recognise the challenge on resources at this early stage, so do not expect detailed economic data, research, or in depth delivery plans. For more information on how to apply, see the 'How to make an Expression of Interest (EOI)' section below. The deadline for EOIs will be 31 March 2026.
2. The Expert Advisory Panel will assess the EOIs against the relevant competition criteria and select a shortlist of places. DCMS intends to announce the shortlist of places that will proceed to the next stage of the competition in Spring 2026.

Stage 2 - Shortlisted places make a full application

3. The shortlisted places will be awarded a grant of £60,000 each to support them with developing and strengthening their full application. We intend to publish detailed full application guidance in Spring 2026, including our expectations for data submission. Applicants will have up to five months to complete the full application.
4. The full application will ask questions in more depth and will expect you to set out a detailed plan for how you will deliver your vision, including a programme plan and narrative, partnerships and budget. We will require information about your local context, priority needs and challenges and how you will use UK Town of Culture to address them. We may require applicants to undertake research, present data relating to expected impact, as well as delivery, fundraising and governance plans. We will also require applicants to consider how they will deliver digital content for wider public engagement through the competition.

Stage 3 - Shortlisted places host and present to the panel

5. The panel will visit the shortlisted places, who will be invited to present to the panel and engage in detailed discussions about their plans.
6. The panel will assess the full applications and presentations of the shortlisted places including any outcomes of public engagement and communications, and against the competition criteria.
7. The panel will submit their recommendation for the finalists and overall winner of UK Town of Culture 2028 to the Secretary of State for DCMS, who will make the final decision. We will provide feedback to all the shortlisted places.
8. DCMS aims to announce the UK Town of Culture 2028 winners in early 2027.

Key milestones and dates

Table 2: Key competition milestones

| Milestone | Dates |
|--------------------------------|---|
| Expressions of Interest (EOI) | Opens: 14 Jan 2026 Deadline: 31 March 2026 |
| Information event for bidders | 21 January 2026 |
| Shortlisted places announced | Spring 2026 |
| Full application period | Spring 2026 – Autumn 2026 |
| Panel visits | Autumn 2026 |
| Finalists and winner announced | Early 2027 |
| Delivery Period | 2028 |

How to make an Expression of Interest (EOI)

Register as a bidder

The first step is to register as a bidder for the UK Town of Culture 2028 title by emailing uktownofculture2028-competition@dcms.gov.uk and providing the following information which will allow us to contact you quickly if we need to, send the branding guidelines and share information about the information workshop for prospective bidders:

- Place name of bidding place
- Brief geographical description of bidding place
- Named contact and contact details for the bidding team

EOI form

Bidders should download and complete the EOI form template and return by email to uktownofculture2028-competition@dcms.gov.uk

Download the [EOI form template](#)

(https://assets.publishing.service.gov.uk/media/6964cd638d599f4c09e1ff41/UK_ToC_EOI_ApplicationForm.odt)

The EOI form comprises three sections which each require a statement response:

- 1 Your story: tell us about the unique story and culture of your town
- 2 Culture for everyone: tell us how you will design a cultural programme which will provide visible, accessible culture that boosts the profile of your town

3 Making it happen: tell us how you will deliver a successful programme

Further instructions, including word limits and prompts to use as a guide in your responses, are detailed in the EOI form template. Please note, where a large number of applicants are received, bids will be sifted on the second section only ‘Your Story’.

The deadline to submit the EOI form is 31 March 2026. DCMS will not accept EOIs received after this date.

‘UK Town of Culture 2028’ title, trade mark and branding

The competition winner will be designated as “UK Town of Culture 2028”. We will issue branding guidance to all registered bidders to outline how bidding, winning and legacy places are able to use the title and trade mark in the years running up to and after 2028.

Media and publicity

We expect there to be significant publicity associated with the selection process, with coverage at a local and national level. We will issue press releases on the results of the shortlisting and final selection processes. All the bidding places will be listed on the DCMS website (with links to their respective bid website if applicable) and may be referenced in press releases. The DCMS communications team will be in touch with communications teams in bidding locations as needed to update on plans and embargos.

Data sharing and transparency

The UK Town of Culture programme and its evaluation will be crucial to our developing understanding of the social and economic impacts of cultural investment. We expect to receive an incredible volume of information and data as part of the application process. Once the 2028 title has been awarded, we plan to deposit all bids (initial EOIs and full applications) in the

National Archives, the official public archive of the UK government, to allow researchers and the public free access to this wealth of detail. We understand that some data may be commercially sensitive, so we will work with all bidders to provide redacted versions as necessary.

Data protection

DCMS is committed to using any personal information we collect on a lawful, fair and transparent basis, respecting your legal rights as an individual in accordance with the UK General Data Protection Regulation, the UK Data Protection Act 2018 and other applicable laws that regulate the use and privacy of personal data (Data Protection Law).

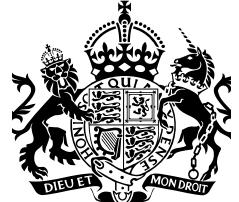
As part of us meeting this requirement, we have published our General Privacy Notice for you to refer to. For further information about our obligations and your rights under Data Protection Law, as well as how to report a concern if you believe that your personal data is being collected or used illegally, please also see the Information Commissioner's Office.

Contact

For further information please contact uktownofculture2028-competition@dcms.gov.uk



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UK Town of Culture 2028 Competition

Expression of Interest (EOI)

Thank you for your interest in the UK Town of Culture 2028.

Please ensure you have read the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders” document before applying. All EOIs must be submitted using this standard template.

The form comprises four sections which each require a statement response. You are provided with a series of prompts to use as a guide. You do not need to answer each prompt individually but your responses should address all prompts. The prompts draw from the competition criteria and bidding places should refer back to the criteria when completing the form to show the potential of their programme to make a contribution to the aims of the UK Town of Culture programme.

The form has set formatting (e.g., font size and line spacing) which should be adhered to. Please note that the EOI form is strictly word limited and we do not expect at this stage detailed economic data, research or in depth fundraising or delivery plans. Responses should also only include text.

The application deadline is **31 March 2026**. Applications received after this date will not be considered. **If a large number of applications are received, an initial sift will be conducted on the section, 'Section 2: Your Story', only.**

Contact: uktownofculture2028-competition@dcms.gov.uk

SECTION 1: BID INFORMATION

In this section, we ask for information relating to your bidding team and place. The information will not be scored but will be used to confirm your eligibility.

1.1 Contact Information

Please provide contact information for the single point of contact for your bidding team.

Name, Position, Team / Organisation, Telephone Number, Email Address.

1.2 The Bidder

Please provide information for the bidder. With reference to the definitions of the Accountable Body and Delivery Body in “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. You should include information on who the lead bidder is and who the key partners are.

1.3 The Geographical Area

Please specify the geographical area that you are bidding for, with reference to the relevant geographical boundary designations. You may want to note the town categories set out in the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. We will use your geographical area’s population size to categorise your bid.

SECTION 2: YOUR STORY

In this section, we want to understand the unique story and culture of your town. [Maximum 400 words for each section]

2.1 Vision

Please use the following prompts to guide your response:

- *What is the story of your town (e.g., places and landscapes, people, communities, culture and heritage) and what is special about it (e.g., including, how it has contributed to a local identity - and, if relevant, how it has contributed to the national story)?*
- *How will your programme celebrate the story of your town, and what themes will be explored in your programme?*
- *How will your programme help to build knowledge of your town (e.g., improving, celebrating, raising the profile)?*

2.2 Local Needs

Please use the following prompts to guide your response:

- *What local challenges and issues does your town face that your bid can help to address? What priorities, needs, groups and demographics will your programme target and why?*
- *How does your bid align with any other local and / or regional plans to tackle local needs?*

2.3 Empowerment

Please use the following prompts to guide your response:

- *How have you developed the ideas within this bid? To what extent have you already consulted your local community and community groups (i.e., residents, businesses, institutions, creative providers, and cultural organisations) on your interest in UK Town of Culture?*
- *How will your local community and community groups be involved in developing and delivering the full application, programme and its legacy? How will you hold yourself accountable to community groups and members when making decisions about the programme?*

SECTION 3: CULTURE FOR EVERYONE

In this section, we want to understand how you will design a cultural programme for all which will provide visible, accessible culture that boosts the profile of your town. [Maximum 400 words for each section]

3.1 Quality and Innovation

Please use the following prompts to guide your response:

- *What is your cultural and heritage infrastructure, and how will you use it and build upon them in your programme? If your infrastructure is more limited, how could you leverage UK Town of Culture to develop your infrastructure on a permanent or temporary basis?*
- *What type of activities will your programme deliver, and how will they work together? Please refer to proposed lead artists / creatives, if they are known. You may refer to creating and / or promoting existing events that could become a returning event using the leverage generated by UK Town of Culture investment*

3.2 Opportunity

Please use the following prompts to guide your response:

- *How will you ensure the initiatives and opportunities (e.g., learning and skills-building, career awareness, bringing different communities together) you are planning are genuinely aligned with your community's needs and interests, especially for younger members of the community?*
- *What social and community impacts will these help you to achieve in your area, and why are these important to your town?*

3.3 Accessible

Please use the following prompts to guide your response:

- *How will you embed accessibility across the design and content of your programme?*
- *How would you aim to reach the widest possible audience?*

3.4 Communication

Please use the following prompts to guide your response:

- *How will you build a communication plan that utilises a breadth of media formats and reaches different types of audiences?*

SECTION 4: MAKING IT HAPPEN

In this section, we want to understand how you will deliver a successful programme.
[Maximum 400 words for each section]

4.1 Partnerships

Please use the following prompts to guide your response:

- *How will you secure and work with additional external partners (e.g., artists and creatives, cultural and heritage organisations, funders, institutions, businesses, voluntary sector and civic society partners, and residents) to deliver the programme?*
- *How will you ensure your partners are representative of your town population?*

4.2 Programme Management

Please use the following prompts to guide your response:

- *How will the programme be managed throughout the year, including leadership structure and delivery model?*
- *How will you provide clear roles and responsibilities, and ensure the team has the skills and capacity to deliver?*
- *What are the key risks associated with your proposed programme (i.e., risk, mitigating action, RAG rating)?*

4.3 Financial Management

Please use the following prompts to guide your response:

- *If shortlisted, how would you use a £60,000 grant to strengthen your full application?*
- *How much do you expect it will cost to deliver your programme?*
- *How much additional funding will you need to raise to deliver the programme, and where will you get that additional funding (e.g., existing / reallocated budgets, income from charitable trusts and foundations, income from public funding bodies, business investment / sponsorship, crowdfunding, cultural partnership cash contributions / joint funding applications, in-kind support)?*

4.4 Monitoring, Evaluation and Legacy

Please use the following prompts to guide your response:

- *What outcomes of your programme can be monitored and evaluated? Please refer to outcomes referenced throughout your bid, including those referenced in "Local Needs" and "Opportunity".*
- *How are you currently monitoring the impact of any culture and heritage programme(s) and how could these methods be adapted and used to evaluate UK Town of Culture?*
- *What baseline information is available to help assess the impact of your*

programme?

Minutes of the Aylsham Climate Emergency Group Meeting held on 1st December 2025

Present:

Grizelda Tyler (Chairman)
Bryce Davies
Kate Mackenzie
Heather Walters

Sue Catchpole
Catherine Fletcher
Kay Montandon

Adam Curtis
Lousie Harlow
Yvonne Stewart

Also Present: Faye LeBon (Town Clerk) and Biddy Fisher (Felbeck Trust)

1. To Receive Apologies for Absence

Apologies were noted from Lilie Ferrari and Corinne Houlden

2. To Receive Declarations of Interest and Requests for Dispensation

None received.

3. To Agree the Minutes of the 3rd November 2025

The minutes of the meeting held on 3rd November 2025 were **agreed** as a true record of the business conducted at the meeting.

4. To Note Matters Arising from the Minutes, not Included on the Agenda

None raised.

5. To Receive Update on Hedge Planting at the Old Station Yard

Adam reported that the application to the Tree Council for funding at the Old Station Yard had been successful, with a total of £3,963 grant funding and additional £602 in planting aids to be allocated between the Town Council and Corpusty Council for their respective projects as detailed in the application.

The tree guards to be used are made of vegetable plastic, and so will biodegrade naturally.

It was agreed to make the planting a community event, with consideration being given to either holding the event in term time so that the school can participate, or in the half term holidays to encourage families to attend.

Aylsham Town Council will own the planting event for the purposes of risk assessments and insurance.

Adam, Yvonne and Andy will get together to agree the logistics of the event.

6. To Agree Application(s) to Broadland District Council's Future Fund for Nature (deadline extension to 5th December) and other Green Infrastructure Funding.

Kate reported that the community shed has agreed to make bird, bat and hedgehog boxes for the nature trail project. Bug boxes can also be arranged to complement the

sites.

Costs of some guided tours have also been included in the proposal, along with bulb planting of native species, and some extra trees and hedges.

It was agreed to replace three semi mature trees on St Michaels which had been vandalised, as part of the project.

The Clerk will arrange for a map of Aylsham to be sent to Kate, so that the trail can be marked up. The Clerk will also enquire of Broadland District Council to see if they can assist with the design of a leaflet.

Kate will complete the timeline and milestones and establish whether the church is part of the Eco-Church project.

Ongoing problems with dog fouling in the Paupers' Graveyard were discussed. The Town Council is to temporarily lock the area, with access being available through the Town Council, to break the routine of those using the area to allow their dogs to foul.

7. To Receive Updated Fund Raising Code of Practice

It was reported that the Fund Raising Regulator brought about a new Code of Practice on 1st November 2025. This covers some aspects of raising money for events. New collection boxes used during the mangling sessions would be required as they need to be sealed. The Clerk is to arrange this.

8. Planned Events

a) To Agree Actions in regards to the Cost Saving Event in January 2026

This event is to be held on Saturday 31st January between 10am and 2pm. £300 has been granted from Broadland District Council's Winter Pressures fund to go towards this event. A further £300 has been applied for from Broadland District Council's 'Get it Started' fund. Current partners to the event include:

- Community Action Norfolk to do energy saving sessions
- Slow Food to show how to cook two different types of stew
- Country Markets will do a free soup for lunch
- There will be a sustainable food representative from Broadland District Council
- The community shed to talk about upcycling
- Reepham Fixery to talk about electronics
- Stitchers and Knitters to talk about recycling wool

It is hoped to get further partners to attend to talk about, amongst other matters, bike renovation and solar panels.

Volunteers are needed for the event, as is more publicity. A name is also required for the event – any suggestions should be fed back to Kay.

The Clerk will send out the 'save the date' information to ACE members.

b) Publicising Green success stories from local businesses

The Town Council and ACE has agreed to a joint project to promote good news stories from local business regarding how they have taken action to support the environment and what else they have planned. Kay will produce the letters for businesses in due course.

c) To Agree Future Films

Climate Scam has been booked for 6th February. Ticket prices and what is to be included are to be determined. An appeal was made for volunteers to help clean up after the event.

The Clerk will check which films have been paid for.

For 2026/2027, it is hoped to screen:

15th May – Norfolk Wildlife Trust is arranging a film, and the effect of the sea on Happisburgh, a film by Joseph Harrington

11th September – Power Station

13th November – Plastic Ocean

It is also hoped to screen ‘Don’t Look Up’ to appeal to a different demographic.

Yvonne emphasised the need to make everyone who has attended a film screening leave knowing they can do something to make a difference.

d) To Agree Actions for other Planned Events

Grizelda has written to Just Aylsham enquiring if ACE can have a regular panel.

9. Finance

a) To receive update on ACE budget

The Clerk provided an update on the ACE budget in both the earmarked reserves and the revenue budget, along with committed funds.

b) To consider items for the ACE budget 2026/2027

At the last meeting it was suggested that there was no requirement for any money to be precepted to ACE in the 26/27 financial year, subject to unspent money in this financial year being transferred to earmarked reserves at year end. Presently, this would stand at:

| | |
|------------------------|-----------------|
| Existing Reserve | £909.00 |
| Revenue Budget Balance | £4763.60 |
| Events Balance | £643.82 |
| Blister Pack Donations | £654.90 |
| Balance | £6971.32 |

Now that Andy has negotiated a more favourable deal for transporting the packs, it was *agreed* that the expenditure for blister packs can come from the ACE donations in 2026/27 rather than the recycling credits.

Adam encouraged further reapplications to the Tree Council for tree planting projects. Queries were raised as to whether budget would be required for publicity for the cost saving event and whether there should be a competition for children, with a prize. It was also queried as to whether the transport group would require a budget.

c) To receive updated on the Veolia Sustainability Fund grant

It was reported that the group had been successful in obtaining a grant for £725 to utilise an allotment for growing food for the community fridge. The Clerk will work with Heather and Bryce to fund the project.

d) To Receive Group Updates

Nature and Biodiversity

Updates had been provided on the proposed films

Waste

Heather reported that a project is being drawn up to work with MyGroup, as opposed to Terracycle, to support the recycling of toothbrushes within dentists, and pens within schools. Collection boxes range from £70 to £120 depending on size, although there is a 20kg weight limit on collections.

The group is also working with Broadland District Council to create a central point for recycling collections.

A larger presence at the food and craft market would also be useful. Discussions occurred about the possibility of an ACE gazebo or teardrop flags. Display boards would also be useful for the food and craft market, or indeed for any ACE event. Grizelda will speak to Creative Lincs.

Transport and Energy

The transport group have put together several options for traffic and buses in the town centre. These are to be discussed with Norfolk County Council to establish feasibility prior to consulting further.

There have been several enquiries to borrow the thermal imaging camera from outside of Aylsham and the surrounding villages. These enquiries will be redirected.

10. Items for Future Agendas

Publicity and volunteers for 6th February

Gazebo, flags and display boards.

11. To Agree the Date of the Next Meeting as Monday 2nd February 2026 at 7pm

This was *agreed*.

There being no further business the meeting was closed at 8.25pm.

Signed _____

Date _____



AYLSHAM COMMUNITY EVENTS COMMITTEE

MINUTES OF THE MEETING OF THE AYLSHAM COMMUNITY EVENTS COMMITTEE HELD IN THE COUNCIL CHAMBER, TOWN HALL ON WEDNESDAY 20th NOVEMBER 2025 at 7:00pm

AYLSHAM TOWN COUNCIL

PRESENT:

| | | |
|-------------------------|---|-----------------------------|
| Cheryl Bould (Chairman) | - | Councillor |
| David Anderson | - | Councillor |
| Kevin Cunnane | - | Councillor |
| Patrick Prekopp | - | Councillor |
| Joan Bennett | - | Town Resident |
| Giles Margarson | - | Town Resident |
| Lisa Grand | - | Aylsham Business Consortium |
| | | |
| Faye LeBon | - | Town Clerk |

1. WELCOME INTRODUCTIONS & APOLOGIES

The chair welcomed the committee. Apologies were received from Donna Butcher (Town Council Office and Events Manager)

2. TO RECEIVE MEMBER'S DECLARATIONS OF INTEREST IN AGENDA ITEMS

None received.

3. TO CONFIRM MINUTES OF MEETING HELD ON WEDNESDAY 17th SEPTEMBER 2025

It was noted that the meeting called for the 29th October was not quorate therefore did not proceed. The minutes of the meeting held on Wednesday 17th September 2025, as previously circulated were **confirmed** and signed.

4. INFORMATION ON MATTERS ARISING

None raised.

5. TO ADJOURN THE MEETING TO ALLOW MEMBERS OF THE PUBLIC TO SPEAK

None present.

6. HEALTH AND SAFETY

a) To agree risk assessments for the Christmas Lights Switch on Event

The draft risk assessment document had been previously circulated to members. It was accepted that on some occasions little can be done to prevent an incident occurring, but the impact of the incident can be reduced through actions detailed in the assessment.

Cheryl confirmed that there would be a police presence at the event.

The following positions were agreed:

| Position | Primary Team | Reserve Team |
|----------------------------|---------------|---------------|
| Event Manager | Donna Butcher | Cheryl Bould |
| Event Safety Officer | Cheryl Bould | Kay Montandon |
| Emergency Tannoy Announcer | Kay Montandon | Faye LeBon |

This risk assessments were individually reviewed. The document was **agreed** subject to the following amendments:

S5 - Change ' Stallholders must ensure the gas burners are sited behind the serving area and as far as possible from the cooking area' to 'Stallholders must ensure the gas burners are screened from the general public'.

S8 – Change 'town hall side of the stage/trailer' to 'kitchen'

S8 – Add 'Stewards with a lost child must remain in public view at all times'

S14 –change the word 'marshalls' to 'stewards' in the risk column.

S14 – Add 'Event Manager is to direct first aiders to incident, if required'

S15 – Line 7. add 'In an incident, the Event Manager will call the Emergency Services **and advise of a potential terrorist incident** and the Event Safety Officer.....'

S15 – Line 11. add 'If safe to do so extra stewards will be sent to the incident are by the Event Safety Officer.....'

S15 –add 'Stewards not to approach or try to apprehend any suspicious person. The Event Manager should be contacted, who will contact the onsite police presence

S15 –add 'Onsite police presence to be given the contact number for the Event Manager, Event Safety Officer and Emergency Tannoy Announcer to ensure two way communication'

7. TO RECEIVE INFORMATION ON THE UPDATED FUNDRAISING CODE OF PRACTICE

On 1st November 2025 the Fund Raising Regulator brought about an updated code of practice which covers all aspects of raising money for events. The information on cash donations (bucket collections) and card donations was provided for members. The report was **noted**, and it was advised that it was unlikely that there would be any bucket collections at the Christmas Lights Switch On.

8. TO AGREE UPDATED PLANS FOR THE CHRISTMAS LIGHT SWITCH ON

The equipment checklist was reviewed and **agreed**.

The event steward layout was reviewed and **agreed**.

Concerns were raised about having people on the barriers for extended periods of time. An appeal would be made for more volunteers so that the positions can be rotated.

Joan advised that the kitchen and grotto would also have to be manned.

Preferred volunteer roles were discussed. A briefing would be held at 4pm on the day for all volunteers. The Clerk will amend the volunteer disclaimer form so that it was applicable to the Christmas Lights Switch on event.

It was noted that Michelle Steadman had agreed to switch on the lights, in recognition of her community work and raising awareness of the armed forces and veterans.

It was noted that the sleigh would not bring Father Christmas to the event as a result

of it being deemed unsafe due to the number of people anticipated in the market place. He will be available in the grotto.

9. FINANCE

a) To receive balance of Events Budget (including reserves)

The Clerk raised that the earmarked reserves and revenue budget may have been accounted for twice. This will be checked and brought back to the committee.

Lisa raised concerns about the proposed £10 charge for businesses to utilise the highway space in front of their establishments. The Clerk explained that businesses utilising the space would reduce the opportunity for income to the Town Council because less stalls would be able to attend. Given the increased footfall the event would bring to the businesses this was deemed as a compromise.

b) To consider budget for 2026/2027

It was **agreed** that the input from the Events Manager would be required to establish this.

The Clerk will investigate some more robust barriers.

c) To consider items for the 5 year Aylsham Master Plan

Discussions occurred over a larger marquee or large tarpaulin to extend over the market place.

ABC had discussed the possibility of a carnival.

Patrick enquired as to what ABC would like to see as a seasonal market.

10. TO CONSIDER A WRAP UP SOCIAL EVENT

The Events Manager will be asked to send out some possible dates. The Clerk advised that dates had yet to be sent out to for a similar event for the Christmas Lights Committee. The social event would work out well as a joint event.

11. TO NOTE ITEMS FOR INFORMATION/DISCUSSION AT THE NEXT MEETING

Debrief on Switch on Event

Cost saving event on 31st January 2026.

12. TO AGREE DATE OF NEXT MEETING

Wednesday 17th December at 7pm

13. CLOSURE OF THE MEETING

There being no further business the Chairman closed the meeting at 8:30pm



AYLSHAM COMMUNITY EVENTS COMMITTEE

MINUTES OF THE MEETING OF THE AYLSHAM COMMUNITY EVENTS COMMITTEE HELD IN THE COUNCIL CHAMBER, TOWN HALL ON WEDNESDAY 17TH DECEMBER 2025 at 7:00pm

PRESENT:

| | | |
|-------------------------|---|--------------------------------------|
| Cheryl Bould (Chairman) | - | Councillor |
| David Anderson | - | Councillor |
| Kevin Cunnane | - | Councillor |
| Patrick Prekopp | - | Councillor |
| Kay Montandon | - | Town Council Chairman |
| Joan Bennett | - | Town Resident |
| Giles Margarson | - | Town Resident |
| Donna Butcher | - | Town Council Office & Events Manager |

1. WELCOME INTRODUCTIONS & APOLOGIES

The chair welcomed the committee. No apologies received.

2. TO RECEIVE MEMBER'S DECLARATIONS OF INTEREST IN AGENDA ITEMS

None received.

3. TO CONFIRM MINUTES OF MEETING HELD ON WEDNESDAY 17TH SEPTEMBER 2025

The minutes of the meeting held on Wednesday 20th November 2025, as previously circulated were *confirmed* and signed.

4. INFORMATION ON MATTERS ARISING

None raised.

5. TO ADJOURN THE MEETING TO ALLOW MEMBERS OF THE PUBLIC TO SPEAK

None present.

6. TO RECEIVE A DEBRIEF OF THE CHRISTMAS LIGHTS SWITCH ON EVENT

Cheryl advised the committee of the incidents recorded on the Safety Officer's Log:

- Members of staff from Stamp moved the barrier to access their car park, another car followed behind and tried to get through to the market place – asked to stop by the steward, very aggressive response, turned round eventually. The local beat manager informed Cheryl to take a photo of the car's registration plate and pass to him to deal with if it happens at future events.

- Underage drinking at the pump – Onsite police presence spoke to the individuals involved.

It was **agreed** that improved communication was needed with both Stamp and the Black Boys regarding access to their car parks during the event. Giles reported that the new signage at Bure Valley Railway car park worked well. Kay reported that no vehicles used Aylsham High School car park. It was **agreed** that earlier advertising and better signage is needed for next year, should the school agree to our use of the car park again. Donna voiced her concerns over the barriers being manned and that leading to confrontation and traffic being expected to be let through. It was **agreed** that a bigger advance notice would be put in Just Aylsham prior to the event, in addition to the letters that Joan delivers to the residents. It was discussed that Rodney from East Anglian Fire & Rescue experienced some comments from the public over the placement of his first aid vehicle and that it was blocking the view of the Christmas tree. Donna advised the committee that this had been the area where the vehicle has been parked for a number of years. The reason being that it is on the edge of the market place and enables an easy exit in an emergency situation. It was **agreed** that this is the best place for the vehicle and that anyone with a comment or complaint should be directed to the Event Manager. Underage drinking was raised as a concern this year and seemed to be more prevalent than in previous years – onsite police to be advised of this ahead of next year's event. Some issues were reported with the walkie talkies, mostly the ear pieces and interference, but overall were considered very useful and much needed for the event

Other points discussed:

Premises licences to be available for the kitchen staff to produce if required

ID requirements sign for the kitchen when serving alcohol

More bins needed – **Donna** to get cost from Biffa

Confirm trailer again for next year – **Donna** to email

Write to traders re Red Lion Street – **Cheryl** to draft letter

Thank BVR for use of car park – **Cheryl** to email Andrew

Thank Ray Gilding for being Santa – **Donna** to send letter

Get costing for scene projection/light show – **Giles** to speak to Olly

7. TO DISCUSS COST SAVING EVENT

Kay outlined the objective of the event and gave a brief explanation of who will be taking part and what they will provide. A request for volunteers was made. Donna and Kay to agree a date for a meeting regarding the hall set up. A name for the event also needs to be decided upon.

8. FINANCE – TO AGREE BUDGET FOR 2026/2027

The committee had received a copy of the draft budget, circulated prior to the meeting. Donna to check with Faye what is included with the seasonal market grant for entertainment and advertising. The costing for first aid was thought to be very expensive, it was **agreed** to keep this in the budget for the time being but to investigate pricing nearer to the events. Grants to be investigated as part of funding the Street Party. With all of this in mind the budget was **agreed**.

9. TO NOTE ITEMS FOR INFORMATION/DISCUSSION AT THE NEXT MEETING

Review all events currently planned for 2026. Cost cutting event update.

10. TO AGREE DATE OF NEXT MEETING

Wednesday 21st January 2026 at 7pm

11. CLOSURE OF THE MEETING

There being no further business the Chairman closed the meeting at 8:20pm

DRAFT