



MINUTES OF THE MEETING OF THE **CITTASLOW** AYLSHAM COMMITTEE HELD AT DRILL HALL, ON TUESDAY 24th JUNE 2025 AT 11am.

PRESENT: Pat Prekopp (Chair) - Aylsham Slow Food, Town Council
Cheryl Bould – Aylsham Town Council
Kevin Cunnane - Aylsham Town Council
Mary Evans – Aylsham Town Council
Giles Margarson - Aylsham Community Partnership
Mo Anderson-Dungar - W.I. and Country Markets
Wendy Sadler – Aylsham in Bloom
Jo Tuttle – Aylsham High School

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

1. **APOLOGIES FOR ABSENCE**

Apologies were received and noted from Jayne Andrew, Graham Peers, Jean St Clair and Grizelda Tyler.

2. **MEMBERS' DECLARATIONS OF INTEREST AND DISPENSATIONS**

None raised.

3. **MINUTES**

The minutes from the previous meeting held on the 20th May 2025 had been circulated. These were **agreed** as a true and accurate record of the meeting and were signed by the Chairman.

4. **MATTERS ARISING**

There was no update received on the WAVE project. Graham due to liaise with Kate.

5. **PUBLIC PARTICIPATION**

No members of the public in attendance.

6. **CITTASLOW UK AND CITTASLOW INTERNATIONAL**

a) To receive any updates regarding Cittaslow UK and Cittaslow International

Mo reported that the Board meeting and AGM were held on 4th June. The Directors were confirmed and Companies House has been updated.

A grant application from Aylsham Town Council was discussed, and it was agreed to waive the membership fee for this year (worth £1500) and apply a grant of £500, meaning that there was £2000 available for the Cittaslow 2025 celebrations. There was no local attendance to the assembly in Wando, South Korea, due to travel arrangements not being viable.

7. CITTASLOW 2025

a) To receive update on 2025 celebrations

Patrick reported that the merchandise for food and drink week is being arranged. The clerk advised that now the grant has been agreed, the wood carver can be engaged for the Cittaslow tree carving. A recommendation was made for a signage company for the tree carving sign. The clerk will circulate the wording for the sign before commissioning.

8. MARKETS

a) To receive and update on the Food and Craft Market

It was reported that there has been some interest in the three months for £30 offer for July, August and September. Four new traders had expressed an interest but had yet to complete the booking forms. Seven current traders had taken up the offer, thus guaranteeing the income.

b) To receive an update on the general markets on Monday and Friday

It was hoped to get firmer with existing traders in regards to space taken up in the market, particularly with vehicles.

It was noted that there was only one trader on Friday 19th June, but several traders were on holiday.

d) Country Markets

Mo reported that Country Markets had provided refreshments at the Community Fayre, and will be providing a similar service at the forthcoming Jobs Forum. They will also be providing canapes at the Twinning Reception.

The 50th anniversary will be on 15th August.

9. TO RECEIVE UPDATE ON MARKET TOWNS PROJECT

a) To receive notes from the meeting of 18th June 2025.

These had been circulated.

Patrick has continued to work on the greening of the market place.

A meeting is being arranged with all relevant parties to discuss buses in the market place.

Patrick showed a leaflet from Melton Mowbray detailing a map of the town and links to associated food retailers.

b) To receive information on Norfolk High Streets Matter project

Details of this project had been circulated within the agenda pack. This was a six point project to:

- Deliver upskilling for retailers
- Follow a programme for accelerated growth
- A retail web kit

- Free expert advice to grow businesses using digital tools
- A 'Love your Market Town' conference
- Pride in Place grant funding to increase footfall.

c) To consider projects for Love Your Market Town's Pride of Place (funding for grants between £1,000 and £5,000).

Project suggestions were:

- A permanent 'snail trail'
- Fibre festival heritage event
- Greening of the market place
- Entertainment for the food and craft market
- Seasonal markets
- 'Taste Adventure' leaflets

Applications need to be made by 31st August, so a decision will be made at the next meeting as to what projects to take forwards.

10. CLIMATE EMERGENCY

The draft minutes from the most recent ACE meeting had been circulated. Grizelda had sent a report which stated:

- The 'Hungry for Change' film will be shown on 11th July at the Town Hall.
- The energy and transport groups have merged.
- RWE and UEA are holding a COP for primary schools. Grizelda will email to see if ACE can link in.
- The Riverlands film will be shown on 1st November in partnership with the National Trust.
- Climate Scam will be shown on 6th February to try to generate a conversation about feelings towards climate change.
- The films are instead of Green Day.

Patrick advised that the Comms group needed more support.

11. AYLSHAM COMMUNITY EVENTS COMMITTEE

The minutes of the last meeting were circulated. Kevin advised that the discussions were primarily about the Street Party and Christmas Lights. It was noted that the Chairman is likely to be leaving due to relocation. This will be a hard act to follow due to her high energy for events.

12. PROJECTS

a) To receive update on the Community Fayre

Cheryl reported that was very well attended. A post event questionnaire was very positive and the confirmations for next year were already building, including two new groups. The staff team were thanked for their help on the day, as was Bake Addiction for providing the prize for the best iced snail. There will be an article in Just Aylsham about the event.

An improvement to the access ramp to the green room will be required.

b) To receive update on the Job, Training and Benefits Forum

Cheryl reported that she had been meeting with local businesses about the event and had received a very warm response.

£300 had been received from Broadland Council to advertise the event.

Country Markets will be providing refreshments.

The Library is looking to launch a Jobs Club in September and this can be launched on the back of the forum.

Nineteen partners have booked in already.

c) To received update on Visit Aylsham website

This is now online and is an ongoing project. The Town Council website now has a community safety section.

The Cittaslow UK website has been transferred and Patrick is in the process of updating. New content is required.

d) Norfolk's Rural Capital of Food

This is ongoing with Dan and Graham.

13. GROUP REPORTS

a) Slow Food Aylsham

Patrick provided a written report. It advised that:

- The hamper raffle on the 7th June received mixed feelings. Traders were happy to contribute, but not every month. The next raffle will be in October.
- The Family Learning day café was very successful and the Rotary volunteers were thanked. However a decision was made to discontinue running the café. Jo thanked Pat for his support.
- The planned events for Cittaslow 2025 were going well.
- Slow food will not participate in the history day on 28th September.
- The Town Tent for the Aylsham Show now has 7 organisations involved.
- The Saturday Market for the food festival will have entertainment and 'Mini Donks' were being considered.
- Agreed to sponsor the Snail Trail.
- The next meeting is on 14th July.

b) Aylsham in Bloom

Wendy reported that the summer planting had been completed and the snail plaques had been placed in the tubs. An article will be place in Just Aylsham in July. The group had successful days at the Community Fayre and Family learning day. There had not been a response about the lottery grant, but a decision is due three months from application.

Discussions occurred as to the potential trees in the market place, as Bloom would not be able to water these. The Clerk will see if the Town Council can resource this. The Unicorn could give advice on how they maintain their potted trees.

c) Aylsham Business Consortium (ABC)

No report received.

d) Aylsham Parish Church

No report received.

e) Aylsham Rotary Club

No report received.

f) Aylsham U3A

No report received. It was noted that the group held an open day on Saturday.

g) Aylsham WI

Mo reported that a local speaker attended in June to speak about Life on the Home Front. The group will be celebrating it's 123rd anniversary in July.

A secretary is required for November.

14. AYLSHAM SHOW

This had already been discussed.

15. ITEMS FOR INFORMATION / NEXT AGENDA

- Terms of Reference. The Clerk will circulate the draft that Mary had kindly put together.
- Networking Group. Cheryl advised that herself and Sue Catchpole will meet with the organiser of the North Walsham Community Network and feed back to Cittaslow.
- Market Towns matter grant applications.

16. DATE OF NEXT MEETING

The next meeting will be Tuesday 15th July at 11am at the Drill Hall.

There being no further business the meeting was closed at 12.25pm