

**Minutes of the Aylsham Climate Action Meeting  
Held on Monday 2<sup>nd</sup> October 2023**



**Present**

Cheryl Bould      Patrick Hardiman  
Sue Catchpole      Anna Magyar  
Jane Coates      Kay Montandon  
Lilie Ferrari      Yvonne Steward  
Faye Hardiman

Sue Lake      Town Clerk

**1. Chairman**

Cheryl Bould was proposed and elected.

**2. Welcome and Apologies**

Apologies were received from Liz McGowan, Fiona Scott, Sue Sharpe, Pat Prekopp, Michael Dolling, Shelly Hudson, Trevor Bennett, Lesley Cannon and Jenny Haycocks. Two new members A and B were welcomed

**3. Declarations of interest**

None were declared

**4. Minutes**

The minutes of the meeting held on 7<sup>th</sup> August were read and accepted and signed by the chairman

**Co-Ordinating Group**

The minutes from the co-ordinating Group Meeting held on August 7<sup>th</sup> were circulated

**5. Information on Matters Arising from previous minutes**

Nothing Raised

**6. Aylsham Green Day**

**a) To discuss pre-Green Day publicity**

There was a mixed view of members over attendance with some happy and others disappointed that it was no greater than 2022.

There was concern that there was only 500 Green Day leaflets and that the newsletter did not mention Green Day.

Members felt there was no information in local villages although the Communications team had contacted all local Parish Council with details of the event. It was also felt that signs were needed on the way into town so people knew where the event was being held and to also pick up on passing traffic.

Some members felt Green Day should be about ACE and that didn't seem to be the case.

**b) To receive Group reports on activities**

Waste –

- Lots of conversations took place

Food -

- Children's Mosaic enjoyed by the children and gave opportunity to speak to parents while children were occupied
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Energy – no member present to give report

- Thermal Camera

Communications –

- Treasure Tree game helped by donation of items from the Co-op – undertaken by 75 people compared to 50 at the Family Fun Day
- Again opportunity to talk to adults while children were engaged

Nature –

- Book to raffle (free)
- Facts and figures on loss of diversity
- Hedgehog House
- Birds – RSPB
- Verges and Plant Life
- Insects and butterflies
- Bug House
- 10 things in the garden
- How to make Aylsham a wildlife town – very popular activity

Transport –

- Good discussions
- People highlighted need to encourage behavioural changes

**c) To discuss positive aspects of Green Day**

- Engagement with the community
- Creative ideas by sub-groups
- Much better music
- Variety of things
- Ability to find someone to answer any questions

**d) To discuss any negative aspects of Green Day**

- Lack of external stalls
- No eye catching advertising – large banners required
- Needed to showcase ACE as a cumulative group rather than stalls dotted around

- No discussion between groups beforehand so activities were not duplicated
- Felt ACE groups should be allocated set no of tables and display boards inside and advise if they are not required
- Day was poorly attended
- Disappointed at lack of stalls
- Large empty car park and groups set on fringes
- ACE Banners were not used
- Lack of large screen being used
- Could no parking notices be displayed
- Town Council staff feel the event should either be a fully ACE event or a Town Council event not both
- Lack of helpers at the start and end of the day to help with barriers
- Some demanding behaviour from some groups
- Logistics sheets not filled in or filled in too late to accommodate
- Negative social media comments
- Some complaints about delivery of leaflets – some handy tips have been prepared

**e) To consider holding future events**

It was questioned 'What was the purpose of Green Day' – is it to have a stall or provide a message. Would a different time of year be better. Members felt this was something that needed discussing in detail before a decision on future events is agreed.

**7. News Items**

**a) The need for groups to send regular updates**

This was emphasised again that regular small news items keep ACE fresh and are perfect fodder for social media. Longer, in-depth items can be written for the website with teasers in the social media items. Even small progress should be forwarded to the Comms group.

**b) To consider the production of a regular newsletter**

In order to do this groups must make contact with the Comms team. The last newsletter had been extremely hard work to write as no information was provided. A regular newsletter needs co-operation from all to work well. It was agreed that members go back to their groups and ask if this is a requirement.

**c) Format and Regularity**

If a newsletter was agreed it would need to be an online resource – possibly via mailchimp or similar. Regularity would still need to be discussed.

**8. ACE Venue**

This has been mentioned several times in the past but no details have ever been forthcoming. There are insufficient volunteers to man it every day so possibly 1-2 days per week. If the Quakers refill is part of the project then storage would be required. Mainly it would be an information centre so good graphics etc would be needed to line the space and provide information and assistance. These two factors

preclude the use of a pop-up shop. The Town Clerk advised there was a room at the Drill Hall might be suitable for this purpose.

**9. Meeting with Jerome Mayhew**

**a) To note date and time for meeting**

This will be held at 7pm on Friday October 13<sup>th</sup> in the Town Hall. It is being advertised as a chance to hear what the government policy is on climate change. Publicity for the event is ongoing.

**b) To receive details on how the meeting will run**

Griselda will chair the meeting and will consist of questions to the MP with him then providing the answers. The room will be laid out theatre style with a maximum capacity of 120. Griselda and Jerome Mayhew would be on a stage in the front with the ACE website as a backdrop. Volunteers will be needed to help on the night. Various members volunteered.

**c) To consider questions for the event**

Griselda requested that groups think of a few questions beforehand and e-mail them to either her or the Town Clerk.

**10. Work Programme**

The Communications Report had been circulated prior to the meeting  
The Transport group have a meeting set for the 18<sup>th</sup> October  
The Country Market will not be able to accommodate the stall every week.  
Unavailable dates have been advised. Outside space will always be available.

**11. Business Survey**

This still needs to be publicised in some way bearing in mind any confidentiality issues that may have been promised. The document will be circulated again to aid discussion at the next meeting.

**12. Items for Future Discussion**

These were identified during the meeting

**13. Date of Next Meeting**

To confirm the date of the next Meetings as:

Monday December 4<sup>th</sup> 2023 – Co-ordinating Group Monday November 6<sup>th</sup> 2023

The meeting closed at 9.10pm