



NOTICE OF MEETING
THERE WILL BE A MEETING OF
THE AYLSHAM CLIMATE EMERGENCY GROUP (ACE)
TO BE HELD IN THE TOWN HALL ON MONDAY 07 NOVEMBER 2022 at
7.00p.m.

Agenda

- 1. Welcome and Apologies**
Please send any apologies to townclerk@aylsham-tc.gov.uk
- 2. Declarations of interest**
To declare any interest on any item of the agenda
- 3. Minutes** Pages 2-4
To receive and confirm the Minutes of the Meeting held on 3rd October 2022
- 4. Matters Arising**
To discuss any matters arising not listed on the agenda
- 5. Green Day**
 - a) To receive any further comments
 - b) To consider Green Day 2023 – possible dates 10th, 17th or 24th September
- 6. Climate Change Groups**
 - a) To receive group information Pages 2-4
 - b) To discuss anything arising from the reports
- 7. ACE Website**
 - a) To Consider a report on a new website Pages 2-4
 - b) To consider a recommendation to the Town Council
- 8. Men's Shed**
To note inaugural meeting Saturday November 19th 2022
- 9. Work Programme**
Brain storming session of possible projects/ideas/actions etc. for the group to take forward over the coming months
- 10. Items for future discussion**
- 11. Date of Next Meeting - Monday December 5th 2022**

Sue Lake

31st October 2022



**Minutes of the Aylsham Climate Action Meeting
held on Monday 3RD October 2022**

Present:

Trevor Bennett	Kate Mackenzie
Lesley Cannon	Anna Magyar
Sue Catchpole	Jenna Owen
Mary Evans	Patrick Prekopp
Lillie Ferrari	Arthur Rope
Shelley Hudson	Grizelda Tyler

Sue Lake Town Clerk

1. Welcome and apologies for absence

Apologies were received from

Michael Dolling	Jenny Haycocks
Erica Fisher	Ian Hildrew
William Fisher	Sally Hildrew
Michael Goodwin	Ray Horne
Veronica Goodwin	Wendy Sadler
Clare Green	Fiona Scott
Stephen Green	Sue Sharpe

2. Declarations of interest

None were declared

3. Minutes

The minutes of the meeting held on 5th October required some typing errors corrected but apart from that were accepted and will be signed by the chairman

4. Information on Matters Arising from previous minutes

Nothing raised

5. Green Day

a) To receive group reports on Green Day Activities

Energy – Stall manned by Arthur and Mary the camera was a big draw and led to a queue. Whilst in the queue people were reading and picking up leaflets. Ten bookings and one volunteer came forward. The camera has thrown a fault and that will be sent back to the manufacturer. Consideration of having the stall at the Christmas Craft Fair. An article will be placed in Just Aylsham.

Transport – the group was joined by the school with their electric car and also representatives of cycling UK. They had drafts from the traffic group strategy regarding proposed changes to the Market Place = which were well received. A survey had been prepared and to date over 30 responses had been made. Once analysed the results can be fed back to the Traffic Group.

Waste – listed recycling areas locally to inform people. Also worked with Broadland regarding what goes into the various bins.

Nature – constant trickle of visitors with a good level of interest in all the areas covered. Composting was a big draw and there was information on wasps, plants and trees for small gardens and what attracts wildlife.

Plastics – thought it was a most worthwhile community activity need to discuss and agree the next stages.

Communications – Lots of publicity before and during the event. Sent information via a press release to numerous papers, interview on Radio Norfolk the day before. Details on social media.

b) To discuss positive aspects of the day

- There was a good, but not excellent turnout for the day
- Variety of activities
- Good children's activity in the Market Place
- Building links and alliances with other groups
- Good first effort
- Weather was good!

c) To discuss negative aspects of the day

- Attendance could have been higher
- The Samba Band was not a band but just drums which some found very annoying
- The Red Rebels proved divisive and tended to kill the mood
- Communication may not have got to a wider audience
- Some groups may have been off-putting to the general public
- Not having music is an issue
- No speaker system outside the venue
- Lack of help of the facilities team due to poor communication

d) To consider holding future events

It was felt the event was worthwhile and should certainly be considered to become an annual event

e) Future dates

Discussion over day of the week and acknowledgement that no day will be suitable for all and possibly Sunday is the best.

Not really possible to start later as it is very difficult to keep the Market Place clear of parked cars.

Probably September is the best time of year

To be discussed at the next meeting when more people may be in attendance.

6. Steering Group

A long discussion on how this would work and how it would fit in with the sub-groups and the main ACE group. Felt there was a danger of being too many meetings – could lead to three per month which is unrealistic for most.

It was thought that maybe quarterly would be sufficient. The first task would be to set up Aims and Objectives and Terms of Reference so everyone knew how it would work.

It was **AGREED** to hold the first meeting in January 2023.

7. Climate Change Groups

Mary Evans has stepped down as chair of the energy group and Grizelda Tyler has taken her place.

Groups have been primarily focused on Green Day.

Groups are asked to send a written report for distribution with the agenda no later than one week before the meeting i.e. 31st October

8 Items for future discussion

To help inform the discussion at the Steering Group the next meeting will have a brain storming session of possible projects/ideas/actions etc. for the group to take forward over the coming months.

It was requested whether the Town Council could put together a spreadsheet or similar in how they are going in achieving net zero by 2030.

9. Date of Next Meeting

To confirm the date of the next Meeting as Monday September 7th November 2022

The meeting closed at 8.50pm



Report to ACE meeting from C&C Group 22 October 2022

1. We discussed the positive outcomes of Green Day and our role in publicising it.
 - ACE stalls were all great!
 - David Mitchell from U3A took excellent photographs
 - The ethical investment rep got two new possible clients from the day
 - A new sponsor emerged for the High School electric car project
 - A new Aylsham Market stall holder contacted us from Green Day: **Earthglade**. They will now promote ACE using our banners and leaflets on their stall on Fridays.

2. Thinking about how best to reach Aylsham residents in the future –
 - We will try to fill in the gaps where we omitted some Facebook Groups we didn't know about
 - We will make an audit of all the noticeboard outlets in the town and who is responsible for them. (Council, shopkeepers, community groups, etc.)
 - Once the website question is resolved, we will have (hopefully) our own social media feeds where we can publicise everything.

3. We discussed the various possible ways forward for an ACE website and social media presence. Pat Prekopp will outline these at the next ACE meeting. We need a decision urgently, as this is the most powerful way of communicating with local residents we have not yet reached about what ACE is doing.

4. At the last ACE meeting, it was decided that each group would come up with topics for consideration by a new steering group. Our two proposals for discussion are:
 - a.) To approve the purchase of a microphone and speaker for use at market place external events.
 - b.) To proceed with planning a business survey, in conjunction with the five ACE subgroups.

Energy Group

Just to inform you that Grizelda is now the Chair of the Energy Group.

The last meeting was a review of Green Day.

We discussed the good response to the leaflets and to the thermal imaging camera.

Waste group report

ACE leaflets

The Quakers are happy to have the ACE banner and leaflets on its monthly refill stall at the Farmers Market

New zero waste shop and environmentally friendly products

The news that Bretts will be reopening as a zero waste shop was received with enthusiasm. We also now have a stall at the Friday market which sells environmentally friendly household products. We raised the idea of supporting and celebrating the good sustainability practices of local shops. This could be done as a committee, with the communication group promoting **(for discussion at the main meeting)**.

Steering group

There was dismay at the news that there will be an additional sub group and no one present wanted to commit to being a part of it. It was felt that this could dissipate the energy, given how small the subgroups are and that there needs to be more momentum and energy which can be generated in the existing public monthly meetings.

Integration of recycling (for discussion at the main meeting)

The church will now have a bin for toothbrushes and toothpaste tubes which will be taken to a terracycle point that is registered for these donations periodically in Norwich (can't remember the details here?). Empty tablet blister packs, for example, are also collected at the church on the first Sunday of the month and then taken to Norwich Superdrug. It would make sense to contact local chemists (initially Aylsham Chemist – approached by Anna) to request that they provide a facility for this. The Quakers stall brings out the collection bins from the church on the first Saturday of the month.

However, there was a discussion about how effective it is to expect people to go to various places to recycle and despite the fantastic efforts of the church, how many people are likely to remember to visit on the first Sunday of the month. Veronika showed us the recycling point at a French supermarket which had slots for a wide variety of items. We discussed whether something similar could be organised in or around the market square or a site like Tesco or the petrol station It would need to be preferably available 24 hour and vandalism proof. And would ideally need to be replicated on the various housing estates.

The elephant in the room/Greenwashing?

Concerns were expressed about the direction ACE could take whereby the 'emergency' element is lost and activities we engage in are merely greenwashing. For example, switching to electric cars without considering the wider impact (Climate Justice issues).

Reflections on Green Day

Discussed the success of the Green Day. Good turn out and pleased that there was a broad range of people, businesses and perspectives on the climate crisis represented that engaged people young and old on a creative, cognitive and emotional level with practical support and advice as well as thought provoking messages.

ACE – Plastics sub-group report

Green Day Event Follow-ups

Two of our GDE visitors suggested we research enval.com and go-brick.org for possible dealing with plastic solutions. Also, another visitor offered her services for a presentation on materials, a subject in which she lectures in higher education.

Our Musings

Sally H drew our attention to the article on Plastic, as featured in November's edition of 'Which'. We feel there is a potential for us to explore as a group, particularly on 'what needs to change'.

Richard L expressed continuing concern on unnecessary wrapping and packaging as promoted by certain supermarkets. Also, we would do well to consider a local campaign event.

'Putting Plastic in its Place'(PPiP) Rotary project

As a phase of PPiP, there was a September launch of challenges to Aylsham's scouting and guiding groups (see attachment).

Rotary Club of Aylsham
'Putting Plastic in its Place'
2022/23
Scouting and Guiding Challenges

Beavers and Rainbows

- Collect different coloured plastic items and paste them to make a collage
- Make an outline of a wheelie bin on its side with plastic items spilling out of it and even blowing away
- Create a collage, using photos, clippings and plastic items, within the large letters of 'PLASTIC'

Brownies and Cubs

- Find out about the lifecycle of these plastic items – water bottle, drinking straws, disposable nappies, toothbrush and 6-pack can rings. Create an eye-catching poster from your findings, telling how long they take to degrade
- Imagine you are a toothbrush on a shop shelf. Write short story, with pictures if you like, of your life story, telling of all the places you found yourself.
- Accompanied by an adult, visit aisles in a supermarket with a notebook and pencil to record items wrapped or contained in plastic.

Guides and Scouts

- Take photos of local areas where plastic is dropped, mount them to form a poster. Add NOT WANTED in eye-catching manner, encouraging people to be more responsible.
- Visit 6 different shops, politely asking what happens to their plastic waste. Present your findings.
- Too much plastic finds its way into general waste. Much clean plastic can be recycled to make everyday useful items. Create a large colourful poster conveying that message

Rangers and Explorers

- Adopt an area in your community, eg a footpath, a verge, part of a housing estate, a green space, and look after it for a year. Write a letter to a local publication such as 'Just Aylsham' to tell of your intentions and why you are doing it
- Find out what happens to plastic recycling in Broadland District and in the county of Norfolk. Record your findings and questions you would like to ask.

- Make a life-size figure dressed in plastic of different types and colours. Photograph your 'model'

Environmental Award

Adopt a piece of land, with appropriate permission granted, to develop and enhance. For example, it could be green verge, a green place adjacent to a car park, waste land. You might like to think about wild flowers, manageable shrubs, groundcover.

Survey a series of hedgerows, listing their component bushes, shrubs, trees etc ..Present with illustrations and/or photos

Transport Group

See attached survey results

Nature Group

To Follow



ACE website proposal

To create a new, independent ACE website managed by C&C and ACE members to run in association with revised ATC website.

Background

Now that ACE has been formally launched, (Green Day, 25 Sept 2022) and its constituent sub-groups established, it is vital that its services, information and advice facilities are more widely known in Aylsham and neighbouring villages.

Digital media is obviously the way to go with regular contributions to the local Press.

However, the digital approach is multi-layered with social media playing a large part, as well as email.

While Facebook, Twitter and Instagram accounts are easy to set up, as ACE platforms, they should be consistent in branding, networked and act as satellite stations to the mothership, an ACE website.

Currently, ACE web content sits on the Town Council website. But it is not configured to the site's content management system and is updated manually by council staff, content being delivered by links to Word documents or images rather than dynamic web pages.

This is clunky and not the web experience people have come to expect.

Under a development agreement with council website designer Steve Jackman, the current pages can be upgraded and be made to comply with the look and feel of the rest of the ATC site – at no cost to ATC.

The alternative is to build an independent, news-based, stand-alone ACE branded website to run in association with a revised ATC site but managed by ACE members.

DESIGN NOTE: Most websites are now viewed on mobile phones



The appearance of many current websites is dictated by mobile compatibility and social media. This explains the “blocky” design. When viewed on PC or laptop, the text/pictures are huge. This is because the same page can then be proportionally reduced to fit across a mobile phone screen or i-pad horizontally and vertically and so easier to read. Responsive web design means that the page uses the same URL and the same code whether the user is on a desktop computer, tablet, or mobile phone – only the display adjusts or responds according to the screen size.

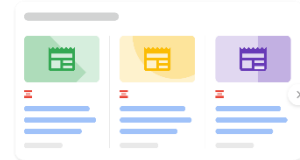
Option 1 – Aylsham Town Council website – ACE section

Under a development agreement with council website designer Steve Jackman, the current pages can be upgraded at no cost to ATC. This would involve creating a new category called Aylsham Climate Emergency and would follow the content management process and style of other categories on the site eg [News](#) section.

However, the current process of inputting new content, images and links is cumbersome, time-consuming and does not comply with the overall style of the website.

Suggested alterations to the current [Aylsham Climate Emergency web page](#) to introduce ACE and link to new sub-group pages.

1. An [ACE Homepage](#) would carry the “About” blurb, general info, illustrations, etc but primarily show the links and blurb for each sub-group *ie* Nature, Energy, Plastics, Transport, and Waste. The page would also carry non-ACE but related projects (eg Mens Shed) as standing panels near the foot of the page. And, of course, Facebook and Twitter links.



2. Each sub-group to have its own Homepage acting as the index of latest stories with a brief paragraph introducing the story and thumbnail image alongside all linking to the story – the link would be automatically generated from the headline (and/or picture?) or a “**More . . .**” option.

3. The final “story” page should be simple – accommodating a headline, story and image(s) [set *right/centre/or left*] with perhaps the option of being able to add a table or extra column for support material.
4. The whole to be mobile phone and other devices compliant, support branded email accounts for each group, and each page to have the usual links bar across the top and footer details as now.

While this would effectively create a website within a website, it would still require a council staffer to input the content and be responsible for updates.

Option 2

To create a new, stand alone independent ACE website managed by C&C and ACE members to run in association with a revised ATC website.

Design and structure along similar lines to **Option 1** (1-4) and linking to a very basic, single Council ACE page to confirm its Town Council credentials.

This would be more expensive to set up – a figure of about £1,000 is a good starting point.

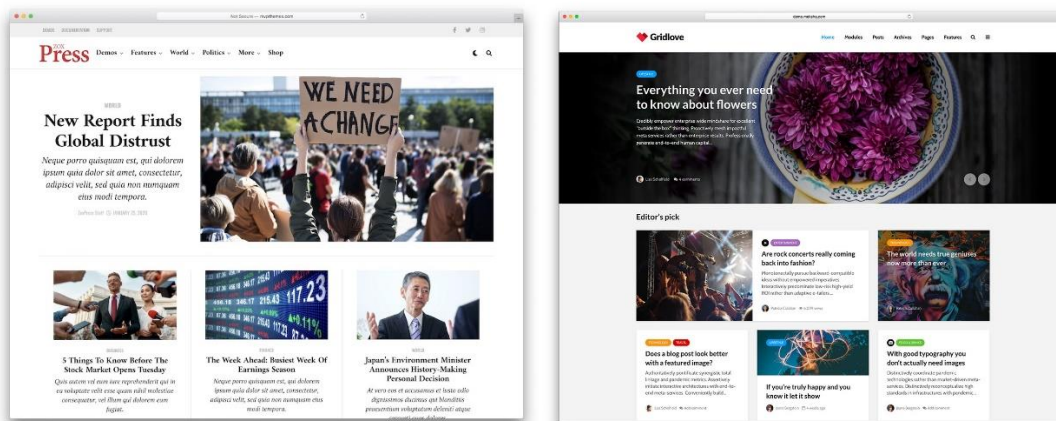
Do we need a separate ACE website?

As well as the cost benefit, there is a good case for staying with the Town Council website – running two sites alongside each other may confuse people searching for it, double up on content updates leading to possible confusion, and create extra work for administrators.

On the other hand, a new, stylised website would give ACE its own branded look and feel, be semi-autonomous, managed by its own members and reducing reliance on Town Hall staff involvement. It would also create its own online community with branded emails (eg **connect@ace.org.uk** or **waste@ace.org.uk**) and branded soc-med platforms (eg @ACE-Connect or @ACE-Waste, etc).

A separate website would mean minimising content updates on the council site which would be reduced to a simple home page with links to the new site and to ACE committee agendas/minutes. There would be minimal work required from Town Hall staff or ACE members.

It would be a big call on the council to fund a new site as the ACE budget is only £5,000. There may be a Broadland/County Council environmental grant available.



A couple of examples of how an ACE homepage could look.



website set-up quotes

Option 1

I've started using a new platform - a huge step forward compared to the useability of [Wordpress](#), the downside is that the yearly cost is more that [one.com](#).

One.com charges about £80 a year for hosting and emails, the new service is called [Webflow](#) and it costs about £150 including 5 email accounts. I do still offer Wordpress as well.

Webflow excels in providing an easy-to-use editor and CMS for clients to update the site which is one of the reasons I'm using them, as Wordpress is becoming more difficult.

Design and setup of site: about £895, 1 years hosting on Webflow and 5 email accounts.

You can have a look at Webflow here and see what you think. <https://webflow.com/?r=0>

The issue we have is around the ongoing costs as Webflow are based in the US and all payments are made in \$ which means the costs have gone up. Plus they are increasing their fees, so, based on the current exchange rate, the ongoing costs would be £249.16 for Webflow hosting and emails would be £72 a year giving a total of £321.16 which makes recommending it very difficult especially as the development cost would also have to be increased. **AP 11-10-2022**

Example: <https://wordpress.com/theme/byrne>

Option 2

I am a WordPress developer so content management would be via WP-Admin (or via a separate simpler post-based input form if this is preferable).

As a guide, if it's less than a dozen pages, a contact form and an events calendar, but no e-commerce or integration with other software, likely to be around **£1,000 plus expenses. No VAT on my fee.** The main time is pulling graphics / images together and getting a look and feel.

The expenses are hosting, domain name, SSL certificate (the https:// secure encryption bit) and licenses and are around **£120 for first two years, thereafter approx £100 pa.**

Most clients keep me on a retainer to keep the WP software updated and the website secure from hacker. I also monitor the hosting to check it is always up and working plus support design changes as the site develops. This is typically £500 pa (depending on likely admin work involved) and includes the site hosting renewal, domain and certificates fees above etc.

PJ Websites showing the range and variety of design.

With exception of Moore's Trim and 2sComoany, all logos and colour schemes/images are my own designs, copyrighted to the website owner, not me. Any photos used have either been commissioned or taken specifically for each website, ensuring no copyright issues from lifting images from the internet.

www.LRSOC.com
www.jollygym.co.uk
www.nnrailway.co.uk
www.clippesbyhall.com
www.discoverthebroads.com
www.aylshamhistory.org
www.hornimanschildrenstrust.org
www.moorestrim.com
www.2scompany.co.uk
www.theoldcollege.com

Option 3

Design and setup of site, 1:1 training, SEO setup and support for 1 year, with minimal content addition. £220

[WIX](#) hosting (1) including SSL certificate, registering a new address and/or connecting an existing address £75

TOTAL £295

PROPOSAL

Aylsham Climate Emergency Website

INTRODUCTION

This proposal is a response to an enquiry from Aylsham TC. It is a simple proposal to help develop and support the creation of a new website for the ACE initiative using market-leading tools, training to put a committee member in a position to edit, manage and develop the site going forward, together with ongoing background support. As a modern site built with the latest tools, it will be both mobile compatible and 'accessibility compliant' as a matter of course.

This proposal is based on the WIX (www.wix.com) platform and hosting is provided by WIX, including connecting an existing domain name and/ or registering a new one. ATC will have a direct relationship with WIX - and make payments for hosting directly - with no ongoing dependence on Steve Jackman.

PROJECT OUTLINE

Website development

Steve will help to develop a simple but modern design template that allows for rapid development and ease of training for a the new website, whilst keeping the development costs to a minimum. The design will reflect the ACE initiative and any particular design criteria, and the setup of the new site will be guided by ensuring the final design meets accessibility standards. A Website Accessibility Statement (web page) will be incorporated into the site to ensure legal compliance, along with a parallel mobile version of the site which requires no additional work to maintain.

The structure and design of the site could incorporate an embedded Facebook feed to allow seamless contributions by - and links into - the wider community if appropriate, or an embedded Google calendar to display events added to a dedicated Google account

Training

A new design template will be transferred into a WIX account created for ACE - or the existing ATC account as preferred - and a 1:1 training session will take place with the person who will maintain the site.

The trainee will understand how WIX works, how the site is designed and built, and how to continue to maintain and develop it further in the future. Training will cover aspects of accessibility to ensure that the editor understands their role in developing and maintaining accessible content for the site.

If more than one person is to be involved in maintaining the site, either the trained person could 'cascade' the training or the session could be repeated at additional cost. In such circumstances, it is recommended that one person has 'full' training and has overall responsibility for the site design, structure, etc., and that a second person has more basic 'how to change certain content' training. Since training is 'hands on', it is not possible to train more than one person simultaneously.

Content development

As an *optional extra*, assistance can be provided if required with adding content, to reduce the amount of time needed and to speed up the overall process. This can include both newly-created content and content copied/transferred from an existing site as appropriate.

Search Engine Optimisation (SEO) and Go-Live

WIX websites have a built-in tool that integrates with Google, but which relies on proper setting up. Initial 'SEO' work is included in this proposal to ensure that it works well with Google, including training to enable it to be maintained and developed in future as new web pages are added or existing ones are amended. Assistance will be provided with registering a new address for the site, or connecting an existing one as preferred.

Ongoing Support

After going live, background support is provided for a year, to cover any queries following training, 'emergency' content additions or problem fixes, and assistance with new ideas or advice.

COSTS

	Cost
Design and setup of site, 1:1 training, SEO setup and support for 1 year, with minimal content addition.	£220

WIX hosting (1) including SSL certificate, registering a new address and/or connecting an existing address	£75
TOTAL	£295

(1) This cost is paid *per year* directly to WIX, and is subject to VAT.

Optional assistance with adding content to the site by either re-using content from the existing site or adding new content supplied can be provided for an additional charge of **£160**.

Additional training sessions can be provided for **£90** per person.

EXAMPLES

Examples of some similar sites Steve has built (or helped to build) using the simple template approach include:

Dereham Memorial Hall - www.derehammemorialhall.info

Bure Navigation Conservation Trust - www.bnctnorfolk.org.uk

Chet Neighbourhood Plan - www.chetnp.info

Methwold Village Hall - www.methwoldhallcomplex.org.uk

