



MINUTES OF THE MEETING OF THE CITTASLOW AYLSHAM COMMITTEE HELD AT DRILL HALL, ON TUESDAY 15th JULY 2025 AT 11am.

PRESENT: Pat Prekopp (Chair) - Aylsham Slow Food, Town Council
Kevin Cunnane - Aylsham Town Council
Giles Margaron - Aylsham Community Partnership
Mo Anderson-Dungar - W.I. and Country Markets
Wendy Sadler – Aylsham in Bloom
Tim Briscoe – Aylsham Business Consortium
Julie Boyd – Aylsham Parish Church
Jean St Clair – U3A
Grizelda Tyler – Aylsham Climate Emergency
Mike Downes - Rotary

Also in Attendance: Faye LeBon, Clerk to Aylsham Town Council and Dan Apps, Communications Officer.

1. To Receive Apologies for Absence

Apologies were received from Cheryl Bould and Mary Evans.

2. To Receive Declarations of Interest and Requests for Dispensation

None raised.

3. To Agree the Minutes of the Cittaslow Aylsham Committee held on 25th June 2025

The minutes from the previous meeting held on the 24th June 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

It was reported that the Directors of Cittaslow UK had been confirmed at Companies House. Patrick reported a problem updating the Cittaslow UK website and assistance would be required from Mold Town Council. Dan will also take a look.

b) Cittaslow Sunday (28th September 2025)

Pat reported that Cittaslow Sunday, the International day of good living, has been announced as 28th September. Aylsham could celebrate this on 21st September at an exiting Slow Food event at Eves Hill.

7. To Review Terms of Reference for the Committee

A draft terms of reference had been circulated courtesy of Mary Evans. It was agreed to defer this item until the next meeting. Patrick urged all members to review the document prior to the next meeting.

8. To Receive Updates on the Cittaslow 2025 Celebrations.

Patrick reported that the Street Food Fayre was extremely well attended despite the weather. The food traders were happy and showed an interest in returning if the event were to be run again. The initial feedback from Red Lion Street businesses was that they traded well on the Sunday, but they weren't so sure about the rest of the week. ABC will feedback on the event at their next meeting.

The snail carving at St Michael's is completed and has received very positive feedback.

The next event is the snail race.

9. To Receive Market Updates

a) Food and Craft Market

Patrick reported that this is picking up.

b) General Markets on Monday and Friday

Mondays are running at almost capacity. Market traders are putting the word out amongst their community that there is a pitch space free.

Fridays are picking up. The offer for the trial 'free pop-up stall' will be put out soon. It was clarified that this offer could only be used on one occasion per new trader.

c) Country Markets

Mo reported that Country Markets will be celebrating their 50th anniversary on 15th August. This will be advertised in Just Aylsham and as part of the programme for the performance of Matilda at the High School.

Country Markets provided the canapes for the recent Twinning reception, which were very well received.

The group were looking forward to the Aylsham Show and would like to be part of ABC.

Patrick reported that four specific Sunday markets were looking to be run next year. Julie advised that the church will be holding a 'Plough Sunday' and this may be an opportunity to work together and hold a market. She will speak with the PCC and report back.

10. Market Towns Project

a) To Consider a Young Market Traders Event

A meeting had been held with the Market Traders' Federation about holding a Young Market Traders event, in a similar manner as was held in Diss. This is for 16-30 year olds and reflects the changing manner of wares being offered. The Market Traders' Federation has a database to attract traders, and this can be advertised at the High School and at Paston College.

The Clerk will find a suitable date for this to be held in the Town Hall.

b) To Receive Update on Norfolk High Streets Matter Project

Patrick reported that a meeting had been held with Norfolk County Council to discuss their project. Two of the business events will be held in the Town Hall.

c) To Consider Projects for Love Your Market Town's Pride in Place Funding

The projects and leads were agreed as:

- Permanent Snail Trail (in a similar manner to York's cat trail). **Jayne**
- Fabric Festival. **Mary / Jayne**
- Market Place Greening [plants/pots section of the project – I may revisit planters depending on cost]. **Clerk to liaise with Tim and Pat. Communications Officer to provide a plan of the market place**
- Entertainment at Food and Craft Markets until March 2026 & a seasonal Sunday Market. **Faye and Ryan with advice from Donna**
- Taste adventure leaflet. **Dan and Pat**

11. To Note the Minutes from the Aylsham Climate Emergency Working Group

The draft minutes from the most recent ACE meeting had been circulated. Grizelda reported that:

- There was worry about political movements about climate change.
- RWE will be contacted about the possibility of doing a COP for secondary schools.
- The waste group were still collecting blister packs.
- The energy group is merging with transport
- A series of films will be shown instead of Green Day. This started with 'Hungry for Change' a film about sustainable food. Riverlands will be shown in November and Climate Scam in February.
- Discussions occurred about reaching out to those not engaged in climate change.
- Broadland Council will be holding a series of workshops in September.
- Discussions occurred about giving more support to the Comms group.

Tim enquired as to what Aylsham as a whole needed to do? It was suggested that Reepham are doing this.

12. To Note the Minutes from the Aylsham Community Events Committee

The minutes of the last meeting were circulated and noted.

13. To Receive Updates on the Following Projects

a) Jobs, Training and Benefits Forum

Cheryl Bould had sent a written report.

Preparations for the Jobs, Training and Benefits Forum continue to progress with the last few attendees confirming. There is now a complimentary afternoon speaker, Kathy Ennis, who is a Business Mentor and will talk about the inclusive process of building your own business where barriers to employment might exist. She will also cover themes around it being possible to start a business at any age, regardless of background.

Plans are now being made for a marketing strategy with Dan Apps.

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

b) North Walsham Volunteer Forum

Cheryl Bould had sent in a written report advising that this was an exciting meeting with lots of potential for Aylsham. She is in the process of gathering more information around building a project proposal for a large community consultation — “What do you need from Aylsham?”

c) Visit Aylsham Website

The Communications Officer reported that there had been a good response from the community groups that wanted a listing on the site. The forms have now been sent out to the business community.

The events and local news section is up to date.

Blogs and podcasts are now being considered.

Any good news stories should be sent to the Communications Officer.

d) Norfolk's Rural Capital of Food

Patrick reported that this is an ongoing project. The Communications Officer has created an 18 page marketing plan, with leverage being placed on Aylsham being the only Cittaslow Town in England. The plan was designed with 5 core values:

- Local produce (it was agreed that local should be defined as within 30 miles of Aylsham)
- Promotion of seasonal produce.
- Keeping food authentic.
- Keeping food sustainable.
- Community driven (not just for tourists).

The Communications Officer will send the Clerk an AI created Q&A for distribution to the group. This will be a useful resource.

14. To Receive the Following Group Reports

a) Slow Food Aylsham

Patrick reported that Slow Food had met on 14th July. They are looking forward to the Aylsham Show, the theme of which is ‘potatoes’.

The snail race has been organised, with both a general race and a race for local

businesses being arranged.
Work for the food festival is ongoing.

b) Aylsham in Bloom

Wendy reported that the lottery grant for the planters was unsuccessful. The Clerk will see if there are other areas of the budget where this could be taken from.

c) Aylsham Business Consortium (ABC)

Tim reported that the group would be meeting on 15th July, where they would receive information on the Market Towns project.

d) Aylsham Parish Church

Julie reported the church was providing free ice creams for children after school. They are also holding a Barn Dance on 6th September in support of YANA (You Are Not Alone) supporting mental health and isolation. They will be attending the Aylsham Show. Agricultural chaplaincies have just started up.

e) Aylsham Rotary Club

Mike reported that Rotary helped at and sponsored the Family Learning Day, noting how good it was to reach out to younger families. He reminded the group of the meeting to be held on 31st July at the Town Hall at 6.30pm about how voluntary groups can work closer together. The Clerk will send out details of the Community Capacity team at Broadland District Council.

f) Aylsham U3A

Jean reported that Aylsham U3A is celebrating its 10th birthday. They will be introducing a new Chair, David Kinsey.

g) Aylsham WI

Mo reported the group had its 123rd anniversary celebrations. A bring and share buffet was held, along with entertainment from the U3A ukelele and guitar band.

15. To Agree Arrangements for the Aylsham Show

Patrick reported that there was room for one more group in the 'Town Tent' on 25th August.

16. To Note any Items for the Next Agenda

None raised

17. DATE OF NEXT MEETING

The next meeting will be Tuesday 16th September at 11am at the Drill Hall.

There being no further business the meeting was closed at 12.30pm