



**MINUTES OF THE MEETING OF THE CITTASLOW AYLSHAM COMMITTEE
HELD AT DRILL HALL, ON WEDNESDAY 29th JANUARY 2025 AT 11am.**

PRESENT: Pat Prekopp (Chair) - Aylsham Slow Food, Town Council
Giles Margarson - Aylsham Community Partnership
Kevin Cunnane, Aylsham Town Council
Tim Briscoe - Aylsham Business Consortium
Mo Anderson-Dungar - W.I.
Graham Peers - Broadland District Council
Wendy Sadler - Aylsham in Bloom
Jayne Andrew - Heritage Centre
Chris Williams - Bure River Action
Dan Apps - Aylsham Town Council Communications Officer

Phil Chapman, Locum Clerk
3 members of the public

As only two councillor members of the committee were present, the meeting was not quorate in accordance with **Standing Order 4(d)(viii)**, which requires a minimum of three council members. However, given the presence of a significant number of non-councillor members and the expectation that another councillor, who had not sent apologies and would normally attend, might still arrive, those present proceeded with discussions. The **Clerk and Chair agreed** that any provisional decisions made would be subject to ratification at a future quorate meeting or at a full council meeting.

1. APOLOGIES FOR ABSENCE

Apologies were received and noted from Cheryl Bould and Jean St.Clair by email.

2. DECLARATIONS OF INTEREST

None received.

3. MINUTES

The minutes had been previously circulated for the previous meeting held on the 20th November 2024. These were **agreed** as a true record of the business conducted and signed by the chairman.

4. MATTERS ARISING

None

5. PUBLIC PARTICIPATION

Although three members of the public were present none spoke at this point.

6. CITTASLOW UK AND CITTASLOW INTERNATIONAL

Cittaslow international would be dealt with at the March meeting and Cittaslow UK would be dealt with later in the meeting.

7. CITTASLOW 2025

a. The chair gave a run down of events currently proposed and rough dates including:

- Local Farmers Market
- July - Street Food
- Restaurant Week
- August – VJ Day and Aylsham Show
- September - Green Day
- October – Food Festival
- Other events could potentially be branded with Cittaslow 2025.

b. The chair outlined his thoughts regarding funding. He stated that he considered the entire project would cost about £5,000 to be used for promotional materials, plus a budget for potential rental. Most of the promotion would be done via the Town Council's own social media as well as those of Slow Food and any participating partners. The chair believed that Cittaslow UK and Slow Food Aylsham also had some budget available and the Town Council would be asked to contribute the balance.

- i. Despite several attempts at communication the chair had received no response from Linking Environment and Farming (LEAF - <https://leaf.eco/>). Tim Briscoe suggested that it might be more effective to contact local farms directly.
- ii. The chair updated on the International Street Food Fair which is scheduled for July had a commitment from 15 vendors to attend. The Town Council events coordinator is organising paperwork.
- iii. The chair also updated on restaurant week scheduled for July. Although the chair had sent info to all local food outlets none had responded yet. He would make contact directly with them all.
- iv. This would be discussed under item 13b.
- v. Discussions were held around when to launch the Cittaslow 2025 launch event. Since February was close this had already been missed and it was considered that March would be the very earliest, and April was a preferred date with the 12th for a wine tasting at the heritage centre having been discussed. It was felt that an event with a celebrity chef would generate interest and Graham Peers stated there was a mobile kitchen available albeit at a cost. The committee asked Graham to investigate the cost and report back.

- vi. A number of Cittaslow members had attended a market towns group late in 2024 for a conference in Swaffham. 22 Councils were represented with the joint interest of promoting market towns.

- 8. Dan Apps updated the group on the launch of the Visit Aylsham website (<https://www.visitaylsham.org/>). The site was now live and gradually getting a wider reach. It would continue developing as more community groups and businesses joined.

9. MARKETS

No update was available.

10. ACE

The Aylsham Climate Emergency (ACE) group was to review its terms of reference. Additionally it was shortly to consider the Green Day event. The film “6 inches of soil” will be screened at the Town Hall on 22 March, and is highly recommended.

11. PROJECTS

- a. No discussion
- b. Chris Williams from Bure River Action (BRA) spoke about training which he had recently attended in respect to water testing kits. BRA focus on the health of the River, and he had conducted a physical survey in late 2024 from Dunkirk to Oxnead where Chris had seen signal Crayfish.
- c. The possibility of a central banking hub in Aylsham is one that had previously been looked into but was rejected because cash was available at cashpoints, and at TSB as well as the Post Office. The Barclays service in the Drill Hall 3 days a week is advice only – no cash, and with the TSB now scheduled to close early in 2024, the question was raised if the situation were any different now?

12. EVENTS COMMITTEE

Events are being planned for VE Day, 11th May for the Street Party, 7th June for the community fair, and VJ day in August, and Slow Food in October. More detailed report after the next committee meeting on 19th February.

13. SLOW FOOD

- a. Slow food had held its AGM and would hold another meeting next month.
- b. Detailed discussions were held about the name of the project previously circulated and previously termed the “*Aylsham: Rural Capital of Food*”. The project was to support and promote the recent growth in hospitality industries within Aylsham, which has meant for the first time in a while many more town shops are occupied. Various names were considered and it was agreed to call the project “*Aylsham: Norfolk’s Rural Capital of Food*”.

14. IN BLOOM

Wendy Sadler updated on the planters situation in and around the town centre. 6 grey Planters had previously been installed around lockdown time, but were now deteriorating and in need of replacement. The Town Council had already discussed the matter. Aylsham in Bloom (AiB) could not afford to fund the replacements and was

looking to the Town Council to replace them via an application for a Lottery Grant. Alternatively if this is not successful then it will be for the Town Council to consider, and sponsorship of the planters could also be a matter for consideration. AiB would work with the clerk to submit a grant application in the first instance.

15. ABC

Tim Briscoe gave an update on the newly formed Aylsham Business Consortium (ABC). It now had 54 members, and had recently met in January. Late opening in the town had previously been a success.

16. PARISH CHURCH

No official report was received but Ray Horne the *Aylsham Churches Together* co-ordinator talked about some of the work his group undertakes. The group works with 7 fellowships and supports need in the community. They would participate in Green Day, have run warm spaces where between 100 and 200 people attend, and try generally to reduce isolation. They work with Mind, Break, ACT, the Food Bank and other groups.

17. NEXT AGENDA

None

18. NEXT MEETING

The date and time of the next meeting would be *19th February 2025*, at 12.00 in the Drill Hall.

There being no further business the meeting was closed at 12.17