



# Aylsham Frost Fayre

29th November - 1st December 2012

Festive Market, Ice Skating Rink, Ice Carving,  
Festive Demonstrations and more

Take a stroll around Aylsham, through the market place and delightful side streets to reveal an array of individual shops and places to eat, drink and soak up the atmosphere of this proper market town.

An event organised by

**AYLSHAM** FORUM  
BUSINESS &  
ENTERPRISE

# Programme of events

Over many centuries London hosted Frost Fayres during the Festive season when the River Thames froze over with the extremely cold weather. Traders, food sellers, sportsman and entertainers would set up stalls on the ice enabling them to still trade and perform. Aylsham Business and Enterprise forum have created their own vision of this festive tradition in the heart of the Norfolk countryside.

## Thursday 29th November

Ice rink (St Michael's Church Yard) open from 1.00pm

Festive Market (Market place) opens from 10.00am

Cookery Theatre (Town Hall) from 1pm till 5.00pm

Sponsored by 

Ice Carving show (Market Place) from 12.00pm - 4.00pm

## Friday 30th November

Festive Market (Market place) opens 9.00am till late

Country Market (Town Hall) 8.45am - 12.00pm

Ice rink (St Michael's Church yard) open from 1.00pm

Jane Means Mini Class (Town Hall) 10.00am

Jane Means Gift Wrapping Demo (Town Hall) at 2.45pm

Christmas light switch on 6.00pm

(lots of activities for all the family including Father Christmas)

## Saturday 1st December

Festive Market (Market Place) opens from 9.00am

Ice rink (St Michael's Church Yard) open from 9.00am

Farmers Market

Craft market in town hall



# JANE MEANS

Britain's Top Gift Wrapping Expert

Jane will be running a Gift wrapping mini master class on Friday 30th November during The Aylsham Frost Fayre. The master class will cost £25.00 and runs from 10.30am - 2.15pm.

The master class will include various gift wrapping techniques including awkward shapes plus how to make and use bows. A light lunch will be provided at the end of the class. There will also be a demonstration by Jane at 2.45pm until 3.30pm in Aylsham Town Hall.

Jane has worked all over the world and her portfolio includes services for Harrods, House of Fraser, Lakeland, Marks & Spencer, American Express, Crabtree and Evelyn, and Claridges to name a few.

She has worked for a well known French Fashion house throughout Europe, wrapped a gift for the Queen, worked at Highgrove and personally gift wrapped for various celebrities.



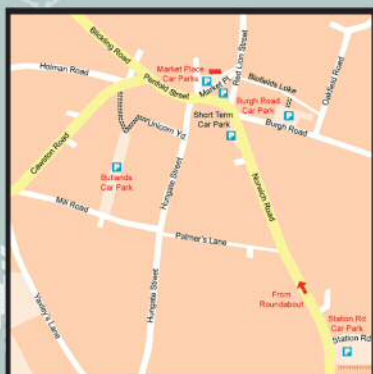
Please apply early for a place on the Mini Master Class as demand will be high and places are limited.

**Please contact Deborah Blake 01263 739990 or [deborah@boxesandbagsoffun](mailto:deborah@boxesandbagsoffun) to book a place on the Mini Class.**

## Parking Arrangements

Parking is free in Aylsham.

For the duration of the Frost Fayre additional parking has been arranged at venues just outside the town centre. A park and ride service will operate between the hours of 9.00am and 5.00pm on Thursday and Saturday and until 8.00pm on Friday. Please follow signs or stewards directions on arrival at the town. Clear signage will be displayed at the



entrance to each additional parking venue and will state the time the car park will close. (The venues are likely to be Keys Sale Rooms, Palmers Lane, Aylsham Lodge Hotel, Norwich Road and field parking). Town centre parking is available at Burgh Road and Butlands car park but both should be used for short term parking of 2 hours or less. Disabled parking will be available outside shops on Norwich Road.

If you are struggling with heavy shopping look out for town centre ambassadors to give you a helping hand to your car.

# About **AYLSHAM** FORUM **BUSINESS & ENTERPRISE**

Aylsham Business and Enterprise Forum (ABEF) working to ensure the prosperity and well being of businesses in Aylsham and the surrounding area.

ABEF was launched in April 2012 following recommendations from a regeneration strategy delivery report commissioned by Broadland District Council. A traders' association had existed before but had lost momentum and gave an impression that its membership was made up of mainly shop owners.

The new business forum was formed to encourage membership from all types of business and enterprise in Aylsham while welcoming associated membership from bodies like the Aylsham Town Council, Broadland District Council, and Aylsham High School.

ABEF have fully embraced the regeneration strategy report, the recent Mary Portas High Street government review and the chance to work with all stakeholders (now the Town Team) in Aylsham.

While working within the remit of the regeneration strategy report and being part of the Town Team ABEF very much represents a real opportunity to bring about beneficial changes to Aylsham together to ensure the town centre can continue to prosper long into the future.

Thank you to the sponsors



Special thanks to St Michaels Church for hosting the ice rink