



# THE Mardler

The North Norfolk  
Talking Newspaper  
Association

## August 2026 Newsletter



## Mardler Marketing



April was a busy month for the Mardler Marketeers. First Chris and Lorna Wilson attended the North Walsham Big Bash on Saturday, 18<sup>th</sup> of April at the North Walsham Community Centre (NR28 9DE). Then, just a few days later on Tuesday, 21<sup>st</sup> of April, Beverley Hopkins and Sharon White made a return visit to the Aylsham Healthy Town event in the town hall off the market place.

These events help to raise our profile in the community and can lead to new volunteers, new listeners and, of course, donations.

We don't currently have any more events booked so if you hear of an event where we could promote The Mardler then please pass on the information.

If you are faced with enquiries about The Mardler then please mention our website [mardler.org.uk](http://mardler.org.uk) which contains a wealth of information about our charity.

## Marketing Resources

As you will have seen from the North Walsh Big Bash photograph we have been drawing on our Blue Peter skills but without sticky-backed plastic. A display board and bunting were made to jazz up our stand. Photos of our volunteers at work generated much interest and David Mitchell's posters provided the information. But, alas, our bunting started to fall apart.



Fortunately Trustee Beverley Hopkins was able to arrange a donation from Brightmore Bunting which will be used from now on.

To help us stand out at the various events the Trustees agreed to purchase a feather! Perhaps the photo makes it clear that it is actually a really big feather; standing at almost two metres high and printed with The Mardler on both sides it makes quite a statement.



# Fund Raising



After a successful start to the fundraising year we have been awarded a grant of £2,500 by the Love Norfolk Fund administered by the Norfolk Community Foundation. This grant is specifically allocated to cover our running expenses for the forthcoming year.

That means that this financial year has seen big ticket grants and donations amounting to almost £7,500.

The Trustees hope to use any surplus funds to upgrade our USB memory sticks and postal wallets which have become worn through years of use.

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## Focus On ... Our Trustees

The management of The Mardler is undertaken by a Committee of Trustees. We currently have 8 members of the Committee representing various aspects of our charity. In the last edition of the newsletter we started to let them introduce themselves.

It's worth noting that, as we go to press, we still have vacancies for a Chief Editor and Secretary on the Committee.

In our last newsletter we introduced Beverley, David and Lorna. This time we hear from Imogen, Margaret and Richard.

### **Imogen Waterson**

I have been volunteering as a Mardler reader for 18 years. My husband, Merlin also reads with me in the Week 1 team. I became a Trustee in 2021 when I was appointed as the Listener Liaison Officer and have had the pleasure of meeting many of our listeners since then.

Before I retired, I was a Consultant Paediatrician working in the community in and around King's Lynn and Norfolk. I worked in King's Lynn for just under 20 years but practised medicine for 35 years. Merlin and I have lived in north Norfolk for more than 40 years, and greatly enjoy walking in the beautiful countryside.

### **Margaret Phillips**

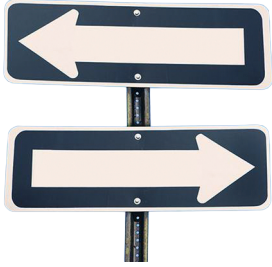
I have been involved at the Mardler since almost the very beginning and I've been on the committee for longer than I can remember. My main responsibility as a Trustee is to liaise with the Aylsham Methodist

Church whose rooms we use to produce the Mardler. I am also the lead for the Week 4 Copy and Dispatch team; with Julie on the computer, Heather, Debs and I making sure the memory sticks are clean and copied ready to go to our listeners. There has been so much change over the years, both in technology and people, and I am so pleased that the Mardler is still helping those in need.

### **Richard Preston**

I started volunteering at the Mardler in 2018 and am currently the Week 4 Sound Engineer, something my career in Civil Engineering did not prepare me for.

I became a Trustee in 2023 and am also a Trustee for the Aylsham Community Partnership. As the Mardler Treasurer I have to keep a close eye on our finances and submit our accounts to the Charity Commission each year.



# Comings and Goings

Our listener numbers have stabilised with an increasing number choosing to listen via our website. There are currently 103 postal listeners, with 17 listening online. The main clusters are in Sheringham (16), North Walsham (15), Cromer (10), Holt (10), Aylsham (8), Norwich (7) and Mundesley (6).

Our volunteer numbers remain steady at just under seventy.

Over the last four months we have said goodbye to Copy and Dispatch helper Becky King. We have welcomed on board two new readers, Jane Bradbury and Lorna Townsend as well as a new Copy and Dispatch helper, Annette Wood. Unfortunately, we have just heard that Daniel Butterworth our newest sound engineer recruit will have to leave us as he is moving out of the area to pursue his career elsewhere. If you would like to try your hand on the mixing deck then please get in touch - full training given.

After a flourish of changes to our listener database at the start of the year things have quietened down, we have lost just one, and we have welcomed three as follows – Michael from Beeston Regis, Mike from Briston and Carol from Mundesley.



## Listener Feedback

In June our Roving Report, Sharon White, interviewed Mardler listener and Aylsham Show organiser Jane Ritchie. The full interview was aired as a fifth magazine article in the Mardler edition of the 24th of July. Here is a short extract.

*I was very lucky last year to be president of the Aylsham Show. Unfortunately, it didn't quite work out as we'd expected. Within a three-week period in June, I lost my sight...*

*Can I just say thank you to The Mardler? They've been incredibly supportive of me. What you produce every week is phenomenal. It really lifts you, particularly when you first have this. It really gives you an insight into what's going on. So thank you very much to The Mardler.*

# Listener Stories

Our Roving Reporters have, over the years, visited a few of our Mardler Listeners and recorded their stories. Our Listeners hear from us every week so it's nice to let them speak too.

The following is an extract from a recording Beverley Hopkins made while chatting to Arthur at his home in Gimingham. The full interview, with Arthur's delightful Norfolk accent, was included in the Mardler Magazine Supplement on the 17<sup>th</sup> of July this year.

*I'd like to talk about my younger life, and I'll start right at the beginning. I was born the 31st of December, 1932, at two minutes to midnight. Now, the reason I know it was two minutes to midnight, the doctor that attended looked at his watch and he said, "It's two minutes to midnight. He'll have to be an Old Year's baby, not a New Year's baby."*

*It was in Norfolk, near Briston. I was born to quite a large family. I had 10 sisters and two brothers, and they were all born in the same house, in the same room. My dad was a smallholder, and we rented this little farm from Lord Hastings at Melton Constable. It was a four-bedroomed cottage, and it was very primitive, but we loved it. We didn't know any different. There was no water. There was a well in the garden that we got water from. There was no electricity. All the lighting we had was an oil lamp and candles. The oil lamp I've still got. It stands on the table there now.*

*I remember when I was a boy, I used to trim the wick every day, put it in the carousel to light it, and it was a brass one, so I'd have to polish it with Brasso. And I used to do this for my mum when I was very young, before I went to school.*

*The well was outdoors, and there was a bucket on a chain on a roller, and you used to crank the handle and lower the bucket down into the well to get the water and bring it up. Then we'd pour the water from that bucket into another bucket, bring it indoors, and put it in the pantry. We called it a pantry, or the larder. When we wanted water, we'd have to go and do that every time, for washing, for everything.*

*And all the cooking was done on one coal-fired stove. It had hobs each side, you could bake in there, or you could boil. Up the chimney was a hake. On the hake hung the kettle. When it boiled, it would sing.*

*So on this little farm, my dad grew things like blackcurrants, strawberries, raspberries, mainly fruit, and we had chickens, we had ducks, we had a pony, we had pigs, we had a ferret. We used to keep rabbits and we had cats. We had a dog. So you can imagine how it was in this little country cottage.*

*I had a lovely childhood. I mean, it was very primitive, considering. The loo was, what, 20, 30 yards down the garden. It was so different. That's why I think I just like to talk a little about it.*

If you have a Volunteering story that you would like to share then please email [chairman@mardler.org.uk](mailto:chairman@mardler.org.uk)

You can listen to the last eight issues of The Mardler at <https://mardler.org.uk/mardler-editions/>