

# Arron Smith

at Coffeesmiths



## Investing in Rising Stars

Aaron represents the new wave of young entrepreneurs bringing fresh energy to North Norfolk's high streets.



Coffeesmiths launched in December 2022, coinciding with the town centre improvements led by the Council as part of North Walsham's High Street Heritage Action Zone (HSHAZ). Recognising the town's significant potential, Aaron focused on sourcing locally and fostering community values—efforts that were warmly embraced by North Walsham residents. In just two and a half years, he has expanded from operating from a horsebox at events to opening a small shop, and has recently moved into larger premises that now serves as a true community hub.

Arron stands out as a rising star thanks to his natural gift for creating spaces where everyone feels welcome. He provides much more than just coffee—he offers companionship, especially for those who live alone, by cultivating a friendly atmosphere that encourages regulars to linger and chat. His first conversation each day might be the only social interaction someone gets. Arron's understanding of what the community needs, along with his dedication to sourcing everything locally—from cakes to coffee roasted within a few miles—shows remarkable maturity and makes good business sense. The Council proved to be helpful and approachable, assisting him through the grant application process.

Arron's achievements extend beyond mere business expansion; they reflect a deep integration into the North Walsham community. His growth plans—whether through opening additional retail locations or establishing a production facility to serve other outlets—are all designed to maintain his strong connection with the local area that supported him during challenging times. Arron's journey as a young entrepreneur during one of retail's toughest times shows that strong community support, a values-led approach, and a commitment to embedding genuine relationships, helps to create the best environment for business success.

**“The Council reached out saying there's opportunities for funding, which has allowed us to do things. They've been super helpful, really personable, really walked me through the whole process.”**

Arron,  
Owner of Coffeesmiths

Coffeesmiths, North Walsham, Norfolk



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