

# AIRE VALLEY MAG

COMMUNITY NEWS AND LOCAL BUSINESS DIRECTORY

June 2013

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**Haworth Festival**  
2013 programme  
inside!

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Creativity abounds in the region this month! From fledgling community grown arts projects like Haworth Festival to the well established Open Studios that take in the breadth of North Yorkshire. Both have unique experiences to offer and provide a distinct flavour of creative endeavour worth exploring.

Have you seen the Elderflower in bloom yet? We are a few weeks behind schedule. The Bluebells are spectacular and many of the spring flowers are still enjoying a late appearance. When the time is right, be sure to forage for Elderflower and have a go at Cath's recipe on page 8.

Local planning for the Tour de France is stepping up a gear. "Worth The Tour" is a local group that aims to work collaboratively...read more on p26. Have a great June!



In last month's edition, we should have mentioned that Silsden Town Band is sponsored by The Co-operative Funeralcare, inc. Thomas Clarkson, Funeral Directors, Take note ; - )

Liz Barker, editor @LocalGlobalGirl

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Say you saw it in the Aire Valley Mag!

# Summer Learning Loss

## Don't Let your Child Fall Behind



Did you know that the school year is based on the

agricultural cycle? Students traditionally had long summer holidays over harvest time when they were expected to help out in the fields. Today that's not the case but long summer holidays are still the norm and what parents might not know, is that children experience "summer learning loss".

Overall, kids lose an average of 1 month of learning in all subjects during the summer and studies show that kids can lose the equivalent of 2½ months of maths skills in the summertime. Imagine if athletes stopped training for 2 months in the year. You would expect, they would experience a lag in performance. The brain is no different. It needs to be exercised.

Teachers spend up to 6 weeks of the new term on last years' material. "Pupils are falling behind in class because they do not practise reading, writing and arithmetic during the six-week break." Institute for Public Policy Research.

### What you should do now?

Before this school year ends, check with your child's teachers to get an idea of where they

might need support during the holidays. The summer months are an excellent time for your child to fill in learning gaps.

### Tutor Doctor's top tips for stealth learning

- Learn from your holiday. The summer holiday is a great opportunity for stealth learning. Get the kids researching your holiday destination, check maps and handle currency. Learning geography and maths without even realising it!
- Encourage them to keep a journal of their activities, and e-mail friends and relatives about what they are doing.

### 4 easy steps to summer gain

- Use educational workbooks, about an hour a day is plenty.
- Visit a library. Look out for special events
- Visit museums, zoos and historical sites Help your child learn about history and the world they live in.
- Enrol in a summer tutoring programme. One-to-one tutoring is ideal for filling the gaps in your child's learning.

Do remember that summer is also for relaxing, taking time off, and just being a child. Balance fun with learning, and these activities will help your children and prepare them to start the new school year on top form and brimming with confidence. Alan Bentley is owner of the local Tutor Doctor office. For information on Tutor Doctor's one-to-one, home tutoring, or to book a free, no obligation home consultation, contact 0800 9788280 or [abentley@tutordocor.co.uk](mailto:abentley@tutordocor.co.uk) Visit us online at [www.tutordocorhometutors.co.uk](http://www.tutordocorhometutors.co.uk)

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# North Yorkshire artists open up their studios

NORTH YORKSHIRE  
Open Studios '13  
8/9 & 15/16 JUNE

Enjoy a weekend of spectacular scenery and original art



weekend discovering original artwork - from cutting edge craft and design to contemporary sculpture, paintings and ceramics.

This popular event runs across two weekends in June - Sat & Sun 8/9 June & Sat & Sun 15/16 June and attracts visitors from all over the UK. It's a great excuse to explore this beautiful region and with more than 120 artists, designers and makers taking part there will be something to inspire everyone.

Now in its Ninth year, North Yorkshire Open Studios has developed a growing reputation as one of the most fascinating events in the Yorkshire cultural calendar. North Yorkshire Open Studios is organised by Chrysalis Arts based in Gargrave, North Yorkshire. Chrysalis Arts support professional artists by providing a range of information, advice, training and marketing support services. Running alongside the Open Studios is a programme of artist-led workshops, talks and other events right across the county of North Yorkshire.

"Over several years, Open Studios has become a key element in the North



This June over 100 artists will open up their studios as part of the North Yorkshire Open Studios, a free annual event that combines culture, breathtaking views and a chance to hone your navigation skills...

With studios located right across the county, from the remote hills of the Upper Dales to the suburban streets of Harrogate, across the Vale of York to the rural North Yorks Moors and Coast, this is a fantastic chance to spend a leisurely



Yorkshire visual arts calendar," said the event's director, Rick Faulkner of Chrysalis Arts, the Gargrave-based arts agency that established Open Studios back in 2005.

"The event has gone from strength to strength," Rick explained, "and in recent years has shown significant growth both in the number of visitors it attracts and the amount and value of the sales it generates for North Yorkshire's professional visual artists. At a time of economic difficulty this is especially encouraging and demonstrates the value of the arts to the local economy."

"We also know that people come from all parts of the United Kingdom as well as from parts of mainland Europe to enjoy the high quality art, food, accommodation and countryside of this marvellous county."

This year's new faces include sculptor Joseph Hayton, a trained stonemason who has worked on many prestigious projects from stone carving for stately homes to ecclesiastical restoration, he will be opening up his Pateley Bridge workshop.

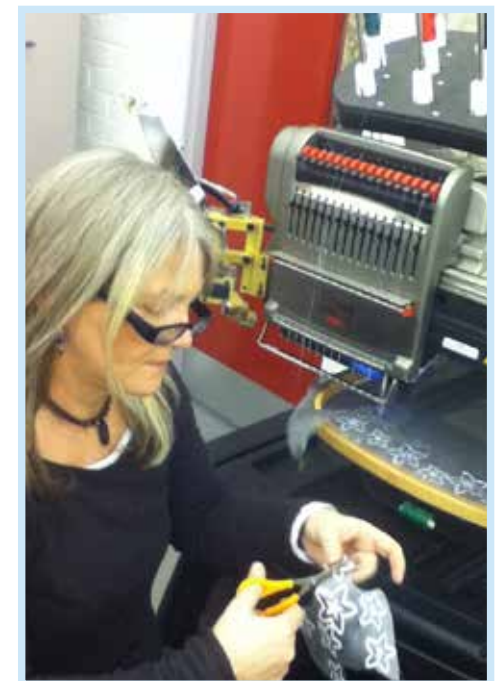
Find out more about Victorian photographic techniques by visiting artists David & Angela Chalmers on Scarborough's Esplanade.

Visit the remote Swaledale studio of Rachel Anthill whose series of luminous landscapes are inspired by her recent trip to the Himalyas. Full artist details and pictures are included in the free event

guide, available from the organisers by emailing [info@nyos.org.uk](mailto:info@nyos.org.uk) or can be browsed online at [www.nyos.org.uk](http://www.nyos.org.uk)

Director of the event, Rick Faulkner from Chrysalis Arts comments: "We are blessed with a range of inspiring landscapes in North Yorkshire, which help make our Open Studios one of the most spectacular open studio events in the country. This event offers a unique opportunity for the public to meet individual artists in a diverse range of studios and settings, to gain an insight into how their work is produced, what inspires them and to buy high quality art and craft directly from them".

There is an interesting programme of workshops and activities planned which will run alongside the event - full details of which can be found on [www.nyos.org.uk](http://www.nyos.org.uk) So pick up a free guide, plan your route and enjoy a leisurely weekend discovering something new! For more info email [info@nyos.org.uk](mailto:info@nyos.org.uk) or visit [www.nyos.org.uk](http://www.nyos.org.uk)



## COUNTRY COOKING & FORAGING FOR FOOD

For the promotion of Health & Wellbeing by Cath Bromwich



I love elderflower cordial. Elder has a strong place in English history, there are lots of traditions about it and many uses including hollowing out twigs to make whistles. This time of year the edible elderflowers begin to emerge and can be used for a variety of dishes and later in the year the near black berries can be baked in crumbles, but are a bit pippy so add a few to apple crumble for best results.

A traditional flavouring marriage is elderflower and gooseberry. You eat gooseberries, green and tart, with the elderflower head cooked in amongst the fruit. They are in season together and are a delicious combination, in a puff pastry tart, crumble or just stewed. Other possible desserts using the flower head aroma includes elderflower sorbet or deep frying the flower heads in a batter and dusting with sugar; Very Italian! I've also had a very tempting elderflower and vodka aperitif.

If you do make elderflower cordial then for reasonably little effort you can halve the cost of the shop bought variety. I think it tastes much better too. You can also bottle it for gifts.

As soon as you see the beautiful creamy coloured flower heads on the bushes make the cordial, because if you leave it until the season is ending the flowers smell of cat wee! [I have experience of this!] Another reason to be ready is that you need to order citric acid from the pharmacy, as it is an aid to drug-taking they don't keep large stocks.

Get all your ingredients ready then take a walk where you have seen elder bushes. Take a plastic bag and some scissors, the usual foragers' tools. You will find large elder bushes in hedgerows as you walk along a footpath. Their green leaves are oval and pointed with serrated edges and are about 5 cm long. Tiny flowers are on stalked umbrella sprays. Each umbrella flower cluster or head can be anything up to 15 cm across. When a bush is in flower it will be covered in them. Enjoy!

**Tip:** Freeze cordial in plastic bottles or as ice cubes for later in the year.

Cath Bromwich, is a Silsden resident, a cookery teacher and forager with a background in health promotion. Her livelihood includes foraging, general and health-related cookery for different conditions such as diabetes and coeliac disease. For more information, or to pass on your stories and recipes, contact Cath at: [cath\\_bromwich@hotmail.com](mailto:cath_bromwich@hotmail.com)



### Elderflower Cordial

From *A Year of Family Recipes* by Lesley Wild Makes 2 litres to be diluted

20 large elderflower heads,  
1.8kg of granulated sugar,  
1 litre water,  
75g citric acid,  
2 lemons

Put the flower heads into a large bowl. Put the sugar and water in a large, heavy-based pan and place over a low heat. Stir until the sugar is dissolved and then bring to the boil. Remove from the heat and stir in the citric acid. Allow to cool and then pour over the flower heads.

Remove the yellow zest (not the inner white because this is bitter.) from the lemons then roughly chop the lemons.

Add zest and fruit to the mixture. Stir, cover and leave somewhere cool for 24 hours.

Strain and bottle in sterilized bottles.

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## BEES, BUGS & MUD PIES...

Recently East Riddlesden Hall's population has increased by some 750,000! Our new residents are of the winged variety; Bees! Working with the Airdale Beekeepers we now have a wonderful new apiary sited adjacent to our new car parking area. Harking back to when the hall was a hive of self sufficient farming activity, the apiary is a fascinating addition to the land and a real talking point. If you fancy trying your hand at beekeeping the Airedale Beekeepers run an introductory course starting in March 2014, currently three members of the East Riddlesden Hall team are taking the 2013 course, after six weeks of theory they will be let loose on the bees soon, watch this space!

Keeping with the outdoor theme are you aged under 11 ¾? Following last year's success of '50 things to do before you're 11¾' initiative, the National Trust has drawn up a new list of outdoor adventures including fifteen new experiences solely recommended by children.

East Riddlesden Hall is a magical place, a great space to run around, play games and make mud pies. We are very proud to have the best mud pie kitchen around and are inviting mini mud chefs to come and make muddy creations and have some fun.. We'll provide the mud, water, pots, pans and space all you need to bring is your imagination. Make a mud pie is number 13 on the top 50 list. Number 31 is hunt for bugs, we love a bit of bug hunting and have built a very special 'mini beast B&B' in the grounds as well as leaving log piles for



beetles and planting wild flower beds for the bees and butterflies.

We have forty acres to explore including a riverside walk, where, if you are lucky you might spot a kingfisher or an otter or two.

We really are teaming with wildlife and only being a mile outside of Keighley a really handy place to come for a picnic and breathe some fresh air. Look out for our series of walks planned for the autumn where you can really explore East Riddlesden Hall and learn some more about it's fascinating history.

**Shelley Hollingdrake**  
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# Oh What a Lovely War!

On the 18th & 19th of May, Haworth once again turned the clock back to the 1940's. Record crowds turned out dressed in Grandma's Sunday best with many hundreds of people in war time uniforms to enjoy two days celebrating the 70th anniversary of the iconic Dambusters raids. The organisers had worked long and hard to turn the Parsonage car park into RAF Haworth, complete with a full size replica Spitfire and the magnificent 36.7 litre Griffon aero engine that made the ground shake each time it started up. A superb Dambusters exhibition, complete with a bouncing bomb, stalls and the ENSA troupe went with a swing. Meanwhile, in Central Park there were period vehicles, music, from the ENSA Troupe, dancing, more stalls plus the veterans beer tent. Main Street had a further display of period vehicles and was used for parades and marching bands. Naturally all our usual traders were there to provide shopping opportunities, food and drink.

Saturday started wet, but despite chilly winds, visitors kept coming and by lunchtime the venues filled with happy people. On Sunday, the skies cleared and



record crowds turned up to see the show and enjoy the fly past by the lone Hurricane that made three exciting passes over the village. These vintage aeroplanes are now rare and increasingly difficult to maintain in an airworthy condition, so it was

a real pleasure to be "buzzed" for the first time in recent years.

This year, SSAFA (the Soldiers, Sailors & Airmen's Families Association) was the chosen charity which has a branch in Keighley that does excellent work with our serving and retired forces personnel and their families. To commemorate the Dambusters raid, the organisers commissioned 70 limited edition



prints of Lancaster T for Tommy dropping its bouncing bomb on the Sorpe dam. Happily we still have a surviving British crew member, 91 year old bomb aimer George "Johnny Johnson" who had signed each of the 70 numbered prints. These were on

sale for £100 each and most sold over the weekend. There are just a few left offered on a first come first served basis.

The organisers would like to thank all the members of the various committees and event marshals who made the weekend go safely and with a swing and also all the advertisers and also the traders who have so kindly donated a percentage of their weekend profits to SSAFA.

The organising committee - after two years in post are stepping down this year and so would welcome a new team to come together to take this event into the future - if that's you, contact Nikki on 01535 643800.



# Haworth Festival

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**Zombie chase** through Haworth

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Check out [www.haworthfestival.org.uk](http://www.haworthfestival.org.uk) for full details, directions, tickets, link and more

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@haworthfestival



Friday 21st	<b>Opening Party, Old School Rooms</b> Join us for a drink, fairtrade nibbles and impromptu performances	5.30 - 7.00 Free
	<b>Flunkall supported by Reubik, Old School Rooms</b> Flunkall's music draws inspiration from many different styles, leaning towards Americana, folk and pop, but you just can't pin them down and that's how they like it!	 8.00 - 10.30 £4 advance, £5 on door
	<b>Filmclub, West Lane Baptist Church QUARTET (12A)</b> Directed by Dustin Hoffman, Stars: Maggie Smith, Tom Courtenay, Billy Connolly	7.30 £3 adults £1.50 children
Sat 22nd	<b>Do Miss America, Old School Rooms</b> A one-off acoustic set from the band that rocked Groovy Happening. Americana, country and blues with a hint of disco. Bring your dancin' shoes	 7.30 - 10.30 £4 advance, £5 on door
Sunday 23rd	<b>The band HUUJUU and you Old School Rooms</b> Young peoples' music day. Drop in activity with the opportunity to stay as long as you want, in a creative environment, form a band, make loads of noise and play a gig	11.00 - 5.00 Free
	<b>Young People's Open Mic Old School Rooms</b> See the talent generated by HUUJUU, or if you're under 18, come and show us what you can do	5.30 - 7.00 Free
	<b>Acoustic Open Mic, Old School Rooms</b> Show us what you can do, open to all	8.00 - 10.30 Free
Mon 24th	<b>Singing Workshop with Emma Baylin, Old School Rooms</b> Shared harmonies singing sessions, simple, inspirational singing from a variety of world cultures—no need to read music, just come and sing your heart out	7.00 - 9.00 Free

Mon 24th	<b>Folk in the Hall, Haworth Old Hall Pub</b> Traditionally inspired music - floor spots and sessions; performers and applauders all welcome	8.00 - 11.00 Free
Tue 25th	<b>Folk at the Wuthering Heights Pub, Stanbury</b> With guests <i>Voicemale</i> and <i>July Screenshot</i>	8.30 - 11.00 Free
Wednesday 26th	<b>Comedy night at the Old School Rooms</b> <b>Alfie Moore</b> on his Edinburgh Preview tour, with local support. Very funny... lots of well-crafted jokes" - <i>The Telegraph</i> , "Gloriously, life-enhancingly funny" - <i>The Scotsman</i> ,	 8.30 - 10.30 £5
Thu 27th	<b>John and Joe Drury, Cobble and Clay</b> Many of John's songs have a lyrical and spiritual theme, tinged with a touch of humour and of his personal experience of love, life and his travels all over the world	7.30 - 10.30 £3
Friday 28th	<b>Jon Tilton and the Embury Band, Old School Rooms</b> Jon's music echoes years of influence from his upbringing in and around the English folk scene, with a fresh twist and energy provided by his own venture into punk over the last decade as a member of <i>Random Hand</i> . Not a million miles away from <i>Nick Drake</i> and <i>Damien Rice</i> , this is not likely to be what you're expecting if you're familiar with <i>Random Hand's</i> music, supported by <i>Luke Hirst</i> , acoustic blues with lovely words	 7.30 - 10.30 £4 advance, £5 on door

Haworth Art Trail runs throughout the festival with local artists and groups opening their studios to show their work. Details and map available at [www.haworthfestival.org.uk](http://www.haworthfestival.org.uk) and from festival venues

Haworth Art Trail includes: The "JOIN" Exhibition at the Tourist Information Centre, Arts and Crafts Fair on 30th June at Kings Arms, *Brontesaurus* by Peat at Alter Egos gallery, a seatless bench by Andy Shepherd, and works by Jane Sedgwick, Vanessa Henson the Kerman Sisters and Rowan Haworth

Saturday 29th

Gilbert and Sullivan, Church Steps, Main Street Haworth  
West Lane Baptist Church Amateur Operatic Society  
perform for your delectation and delight

2.00  
Free

Singing Workshop with Emma Baylin, Cobbles and Clay

2.00 - 4.00  
Free

Haworth Ukulele Group Extravaganza, Old School Rooms  
Workshop for beginners 12.00 - 2.00  
Uke Groups from far and wide performing their own sets and  
then a jam session 2.00 - 6.00

12.00 - 6.00  
£3.00 per  
session

Ukulele Concert: Old School Rooms  
Phil Dolan and Ian Emerson have built  
a reputation as entertaining, playful, engaging  
performers, as well as being considered two  
of the finest exponents of the ukulele.  
Support from Chombarfleckle



7.00 - 10.00  
£5.00

Groovy Happening, Parkside Social Club  
Headliners: the Habesenz, Annie Drury, 2 Tempted and Phil Hickiesons  
"Turn the Tables" disco. From indie to disco, folk to reggie and all  
musical stops inbetween, Groovy must be one of the best live music  
nights in the Haworth Calendar and it's all to support Maccrants

7.30 - late  
£3.00

Zombie Chase, starts at Sun line  
A giant game of role play hide and seek  
around the village, aimed at teenagers (but  
all welcome). Humans set off to hide, and if  
they are found by the team of zombies,  
head back to base to become a zombie  
themselves and continue the chase for the  
remaining humans



7.30 - 10.00  
£4.00

Ukulele Express on the KWVR  
Uke jams and performances to the end of the line and back again

11.05 train  
from Haworth

Lucy Zivins, Cobbles and Clay  
"There are only two types of music - good  
and bad - and I want to write good strong  
songs that make people feel something. I  
want to leave a stamp on peoples' hearts"



7.30 - 11.00  
£5.00  
including  
buffet

Sunday 30th

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# DISCOVER TIME TRAVEL

Journey through history aboard a vintage train. Step back in time on The Railway Children's Railway in the heart of Brontë Country, on your doorstep. Experience the magic and wonder of our fantastic collection of stunning engines, wagons and carriages. Enjoy a snapshot of the railway's glory days. A reminder of an age when train travel was a glamorous adventure.

Running like a ribbon through the Worth Valley a trip on the Railway guarantees some of the most breath taking scenery and famous landscapes in the world. Relive the famous story of The Railway Children as you watch the vintage trains puff their way in and out of the valley, or jump aboard and travel to the Edwardian Oakworth station - the location for the famous 1970s film.

You don't have to travel far to experience a fantastic family day out, there's hands on fun and learning to be had along the line. At Ingrow West station you will find two award-winning transport museums. Hop off the train and visit The Ingrow Museum of Rail Travel, where sound and video presentations help to bring the past to life, whilst The Ingrow Loco Museum boasts locomotives as well as exhibits and archive film.

Best of all, Children travel FREE every day throughout June, July, and August! 01535 645214 (09:00-17:30, 7 days a week)  
(Say you saw it in the Aire Valley Mag)

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# NEW CHILDREN'S PLAY AREA AT HOLDEN PARK, OAKWORTH



Holden Park, Oakworth  
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28.10.2012

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T: 01535 66500  
E: sbarnes@pennineplaygrounds.co.uk

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Its great news! £60,000 from Wren landfill tax community fund has been secured towards new play equipment for the children's play area in Holden Park in Oakworth.

A local mum has worked with the friends of Holden park and Bradford Council Parks Service to secure funding so that the old and uninspiring play equipment can be replaced. Support from Local Ward Councillors and Keighley Town Council, who have provided £6,000 towards the project, will ensure that local children have a new exciting and safe play area.

The project is still short of £9,000 funding to be able to provide all that was

in the proposed design which was shown to local children so, Jo Spencer, is still continuing with her fundraising efforts by contacting local businesses for their help. Rotherwood Recruitment have very kindly pledged £500 towards the project and Hayfield Robinson £250.

It is hoped that more pledges will come forward so that the scheme does not have to be reduced. If you are able to help please contact Jo Spencer holdenparkplay@btinternet.com

The official open day will be held on Sunday 30th June 2-4pm. "Picnic in the Park" including raffle, bouncy castle, ice cream and coffee/burger van, live music.

To advertise call Karen or Liz on 01535 642227

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**Every Thursday at Crystal Space.**

Talks/workshops on holistic healing and earth based spirituality. Cost £1 inc refreshments. All welcome.

7.30-9.30. Crystal Space, Aire View, Silsden. Ally 07546 109072

**Keighley & Worth Valley Railway** CHILDREN TRAVEL FREE every day throughout **June, July and August**

**Wed 5th June 7.30pm NYCC Crosshills Library and Customer Service Centre, Main Street, Crosshills,** Theakston Old Peculier

Big Read event: David Mark, crime writer, will discuss crime writing with reading groups and other interested individuals. A limited number of copies of the book 'Casino Royale' by Ian Fleming will be given away. Tickets £3 including refreshments. For tickets or more info e-mail: [crosshills.library@northyorks.gov.uk](mailto:crosshills.library@northyorks.gov.uk) or Tel. 0845 034 9533 or Tel. 0845 034 9402

**Sat 8TH June Craven Ramblers**

**MOOR MORE** Meet 10.00 a.m. "Silver Well Cottage" off Keighley Road, Ilkley GR: SE 103 466 9.5 miles (Moderate) Leader: Nick 07788 755860

**Sat 8th June Skipton Gala** The procession starts at 12 noon on Westmoreland Street, makes its way down Sackville Street, up Keighley Road and the High Street, over Mill Bridge and then onto Water Street. This is followed by events and a fun fair in Airedale Park.

**Sun 9th June Silsden Car Boot Sale 7am - 1 pm** at Riverside Field, Silsden, Further details call 01535 654747

**Mon 10th - Sat 15th June Neville's Island at Keighley Playhouse**

A testosterone driven comedy about a group of businessmen who find themselves marooned on an island and try to come to terms with each

*Please support local trade*



other's irritating little foibles. For more information about Nevilles Island, please contact 08451 267 859.

**Sat 15th June 9.30am - 1pm Arts, Crafts and Gift Fair at Silsden Methodist Church.** Made in Yorkshire (or very near) Art, with coffee shop for refreshments and level access. Free entry

**Sun 16th June.** Train rides for all the family. **Miniature trains running at Marley sports field 13:30 until 17:00.** Steam and electric trains providing trips for all ages. Great family afternoon out. Refreshments available. Details at [www.kdmes.org.uk](http://www.kdmes.org.uk)

**Tues 18th June 5pm - 7pm Keighley Campus** Open Night. Everything we offer in Keighley, in one place, on one night!

Come and find out about full time courses starting Sept 2013 including: Access, Business, Computing Technologies, Construction, Electrical, Engineering, ESOL, Foundation Learning, GCSEs, Hair & Beauty, Health & Caring Services, Sport & Public Services and Travel & Tourism. To find out more or enquire about courses, call 01535 685 000 or email [keighleycampus@leedscitycollege.ac.uk](mailto:keighleycampus@leedscitycollege.ac.uk) W: [leedscitycollege.ac.uk](http://leedscitycollege.ac.uk)

**Sat 22 June 10am until 1pm Aireview Infant school, Silsden** Come along for loads of fun at Aireview Infant School. Stalls, tombolas, fun for the kids with a list of activities to follow. Support your local community. All welcome.

**Sat 22nd June at 10pm Starlight Hike at Oxenhope Park.** Join us under starlight to raise money for Sue Ryder Manorlands Hospice. Call 01535 640448 or register

at [sueryder.org/starlighthike](http://sueryder.org/starlighthike).

**Sat 22nd June Go Walkies** Bring your four legged friend along to **Bolton Abbey** to take part in a **GoWalkies sponsored walk**. Registration for the sponsored dog walk will begin at 10.30am outside the Cavendish Pavilion, ready to start the walk at 11.30am. There will be a two mile route (accessible to all) or a 4 mile route and it is up to you which one you and your dog take. For those who pre-register before the day, you can enjoy free admission to Bolton Abbey. Simply visit [www.guidedogs.org.uk](http://www.guidedogs.org.uk) or call 0845 600 6787. During the day there will also be a **family fun day** running from **10.30am - 4pm** where you can watch The Guide Dogs display team, meet some guide dogs and puppies, take part in the family dog show, meet the White Cross vets team. Normal estate admission applies (£7 per vehicle) if you are not pre-registered for GoWalkies.

**Weds 26th June at Rendezvous Hotel, Snaygill, Skipton From 18:00pm to 20:30pm Yorkshire Ambulance Service** are running a **free first aid awareness course**. The course covers CPR and dealing with common emergencies such as heart attacks and strokes. Attendee's also receive a certificate (please note this is not an accredited course). If you would like to attend then all you need to do is sign up for FREE Membership at [www.yas.nhs.uk](http://www.yas.nhs.uk) and then email [foundationtrust@yas.nhs.uk](mailto:foundationtrust@yas.nhs.uk) or phone 01924 584567 to book a place. Please note that places are limited and must be booked prior to the event.

**Sat 29th June Craft & Gift Fair 10am-4pm**, Admission Free at **Penningtons Octagon, Sandbeds, Keighley**. There will

be a variety of unique stalls selling quality craft items, jewellery, gifts and much more, including Sweet Emporium.

**Sun 30th June Harness Racing at the site of the Bronte Vintage Gathering.**

First race of 8 at 2:00pm. Bookies, licensed bar, and children's entertainment. £5 entry for adults, £3 for children and concessions.

**Sun 7th July 10 am to 4pm Sheep Day on Skipton's famous High Street.** A day of fun for all the family. The festival celebrates Skipton's heritage, its Anglo Saxon name being 'Sceap Tun', meaning Sheep Town. You will be treated to an entertaining day with sheep racing along the High street, sheep shearing demonstrations, rare breeds to see and much more .

**Sat 20th July** The 10th Annual Proms on the Farm takes place at **Sycamore Farm, Brunthwaite, Silsden.** BD20 OND. Proceeds are for Manorlands (Sue Ryder Care) Hospice and Silsden Methodist Church. **Field open from 2.00p.m.**

**Event begins 7.00p.m.** Music for all ages including favourites from "The Last Night of the Proms" with Skelmanthorpe Brass Band Tickets £10 from Twiggs Newsagent, Kirkgate, Silsden.

Awning space to be booked by phone 01535 654509 Please visit web site [www.promsonthefarm.co.uk](http://www.promsonthefarm.co.uk).



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**ABRAKADABRA DESIGN**



Following the recent Tour de France Roadshow hosted by Welcome to Yorkshire, the regional tourism industry champion, a number of local residents, business owners, and community minded individuals gathered for an informal meeting to begin exchanging ideas and plans for the global sporting event that will take place in July 2014.

On the agenda included a discussion of the 100 day Cultural Festival that will precede the cycling spectacle.



The intention of the group is to find ways of collaborating and create a communication channel to facilitate activities for 2014, harnessing the enthusiasm and good will that exists in the community. Whether a visitor, resident, local organization, trader, or cycling tourist, the agreed outcome is for all those who take part in the cultural festival and spectators of the Tour de France Grand Depart to thoroughly enjoy the experience.

It is recognised that the opportunity is not unlike the Olympics, and a rare chance to showcase Yorkshire in a global context.

"The idea is to make sure we are talking to one another early on and not duplicating our efforts across the villages. Where there is opportunity for joining up groups or events we hope to do so when it makes sense. Also, a joint marketing and strategic approach is part of what we aim to achieve with the desired outcome of highlighting the region and its distinctive characteristics." said Liz Barker, resident of Stanbury and owner of local business, Worth Valley Publishing Ltd. Interested in getting involved or collaborating? Contact Liz for more details about the next Worth The Tour meeting. All welcome. 01535 642227

To advertise call Karen or Liz on 01535 642227



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## CUSTOMER SERVICE THE WAY IT 'USED TO BE'?

by Michelle Thompson of Cloud FreeIT

Please accept my humble apologies for the topic of this month's 'Tech Tips'. It's not about anything techie! It's about Service, with a hint of food and fashion!

If you actually prefer the scripted 'robot-like' customer service offered by unskilled, inexperienced, sullen 'burger flippers' or completely faceless 'call centre drones' over good old fashioned service with a smile, provided by experienced and knowledgeable people, please turn the page, because there's nothing for you here!

In tough economic times most businesses are looking to save money wherever they can. First under the axe is proper customer service.

In this techno-focused world contacting a customer service or support helpdesk has become the bane of our lives, but if you're anything like me you'll avoid it until you absolutely have to. They don't want your call at all, you know. They want to cut the number of support staff to the bare minimum so they can continue to offer the cheapest broadband or phone service for the next 10 minutes, whilst still retaining a massive profit.

They really don't care if you switch supplier at the earliest opportunity and never go back. There's plenty more people queuing up to save a few quid on their car insurance/mobile phone/broadband/electricity/gas. Customer retention is not in their best interests. Long-term customers have 'expectations' they want fulfilling.

In my mid-teens I was fortunate to learn customer services skills in a diverse range of settings. I Working in a large fast food chain was utterly soul-destroying. 'Customer service' meant 'scripted everything', from flipping the burgers on the beep and giving the fries a jiggle when the buzzer went off to asking if the customer would 'like fries

with that?! It only took 6 weeks of repeating myself, before I had to get out and regrow my brain.

I worked in a proper café and tearoom in Harrogate after that, where, if you made the effort to provide genuinely attentive, friendly and professional service, the rewards were handsome indeed. It was much harder work and longer hours, but by gosh it was worth the aching feet, and I don't mean just financially. I learned that interacting with customers and turning them into regulars is the route to success and happiness.

In a restaurant I don't want my meal plonked down in front of me at the same time as having the word 'Enjoy' grunted by a creature that hasn't even made any eye contact. This is not good customer service. The only tip they'll get from me is 'Plant your potatoes later this year...' and I won't return.

In a supermarket we shouldn't expect the staff to advise on the best beer to use for a beef in ale pie. If you want a top quality steak and possibly some advice on how to cook it as well, try a professional butcher. It's amazing what they know. If you want a well cut and hardwearing suit forget 'Primani', and visit a proper tailor instead.

It's the same with technology. Cheap broadband does not include friendly and helpful support from properly trained technicians, because that's the bit that costs. A smile costs nothing, but it's not reasonable to expect poor souls trapped in a sweaty call centre to sound happy when you're their 100th angry customer of the day.

Why not switch to a supplier that charges just a little bit more? You're more likely to get experienced support technicians with 'a smile in their voice' and better value for money service, so you'll be happier as a result too.



## SOLICITORS WITH A PASSION FOR EVERYTHING LOCAL!

'Why use a call centre when there are local Solicitors who will see you at home?' is the question raised by local Solicitor Francis O'Neill when we asked him this week about the benefits of going local for legal advice. 'In most cases the accident will have happened nearby and local knowledge can be vital in ensuring the case succeeds. And anyway, I don't know anyone who enjoys ringing a call centre- if I'd been injured I know I wouldn't!

O'Neill Injury Solicitors are the only specialist Personal Injury Solicitors in the Keighley and Skipton area. Francis, the Principal of the Firm, has over 20 years experience in this type of work, has lived in the area for all that time and knows it

well. 'I would like to think that if anybody has an accident locally they would make O'Neill Injury Solicitors their first point of contact.

We are proud of the local service we offer and passionately believe that even in the internet age Personal Injury Claims need a personal service.

**O'Neill Injury Solicitors can be contacted on 01535 958778 and out of office hours on 07821809843 as required.**



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Contact Aire Valley Mag on

01535 642227

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Every year hundreds of people come to Oxenhope to take part in the Straw Race. Teams of two make their way around the village, quenching their thirst with a pint in each of the five pubs along the route whilst carrying a straw bale!

On race day the village has a true party atmosphere with hundreds of spectators turning out, come rain or shine, to watch the 250 teams, mostly in fancy dress, complete the course. Teams can spend anywhere from 30 minutes to 4 hours plus completing the course although there are some 'serious' athletes who run the 2.6 mile course. The record finish time of 14 minutes is held by Will Smith and Ian Holmes.

The main purpose of the race is to raise much needed funds for local charities. Our main beneficiary is Manorlands in Oxenhope



but we also support many other charities including Haworth Riding for the Disabled; Oxenhope Preschool; the British Heart Foundation and the Parkinson's Disease Society to name but a few. Over the past 30 years we have donated over £350,000.

The race is organised every year by a small group of local people who rely on the generosity of the local pubs, the Social Club and several local businesses, most notably McDowell Transport, Wydean Weaving and Hodgson's Transport to make the day a success. On the day itself other local organisations, including scout groups, the police, St John's Ambulance and the Keighley Scout Service Team, join forces with us to pull pints, staff checkpoints, marshall the route and direct traffic and spectators to ensure the day runs smoothly whatever the weather.



We are always grateful for any help and support we receive. In fact the more the merrier so if you would be interested in getting involved then please contact the secretary, Jane Barrett at [janembarrett69@gmail.com](mailto:janembarrett69@gmail.com), on 01535 644796 or via [@StrawRaceFun](https://twitter.com/StrawRaceFun).

If you think you're up to the challenge of taking part in the race and raising sponsorship for our nominated charities then you can enter online at [www.strawrace.com/join-the-fun](http://www.strawrace.com/join-the-fun).

Whether you enter, volunteer to help or just come along and enjoy a great day out, we can't wait to see you on Sunday 7th July 2013.



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