

WVM March 2014.indd 1 28/01/2014 13:28





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You will LOVE the variety of offers in this month's magazine. Some are printed in tiny text so we thought we'd give you the heads up. Of course, Valentines Day isn't complete without a scrumptious offer. See p5 for a few pulse raising delights! Gatehouse Vets demonstrate their love of furry friends with a £5 discount on annual booster pet vaccinations (p7)

Look for massive savings at Haworth shops Pippy
Longstocking and Silverland with Passion, both are holding
1/2 price sales. Lemontree Cafe & Bistro on Oakworth Rd
nr. Keighley is offering a 10%voucher (p11)
If you want to keep teens busy at half term, try
FabLab short courses in creative writing, fun computer
programming, digital photography, sewing, embroidery,
and more.

The first ever Yorkshire Festival plans are underway with a stunning lineup of exhibitions, events, and commissioned work to be revealed. The Worth Valley hosted the media event that revealed its name and announced the major sponsor, Yorkshire Water. More on that in the pages that follow... Have a great February!





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## There's nothing quite so delicious as a secret...

The delicate unfolding of a desire or plan hidden within the deep recesses of the mind renders it safe from the gaze and expectations of others and therefore in possession of a special magic. With Valentine's Day just around the corner I suspect that there will be many harbourers of secrets amonast you. It is the nurturing of a particular secret that radiates the most pleasure, the reaction upon its release being but the icing on the cake.

With the advance of this technological age we have become strangely distanced from the finer aspects of communication. There are those whose innermost feelings have become public

property, the advent of platforms such as Facebook providing a forum that enables careless and open discussion on the minutia of daily life: and the pursuit of letter writing has become a seriously endangered art form. The tactile nature of turning a page.

the sensation of handmade paper upon the fingertips, the style of our beloved's handwriting and the artistic sweep and curve produced by their hand upon the pen, outstrip anything sent via email or text. Sorry but nobody can convince me that the ping announcing the delivery of a text message carries the same thrill as the arrival of a hand written love letter. There appears to be a strange dichotomy between the type of material we read and enjoy in our leisure time and the reality of how we actually live out our own dreams. We read of romance and magic but seem to believe that these are themes which reside firmly in the past or within romantic fiction.

In fact the whole concept of Valentine's Day has been well and truly blown out of the water by consumerism and its greedy advocates. Gone are the simple declarations of love posted secretly to the object of ones desire, to be replaced by ever growing expectations and outrageously expensive and stressful shopping expeditions.

I saw a wonderful catchphrase last week -"forget flowers – say it with food."

Whatever happened to edible love tokens; biscuits spelling out the words "I love you" or "marry me". Little cakes decorated with edible sugar hearts and stowed away in hand decorated boxes. One of my most memorable moments in the coffee house was when a customer asked me to hide a ring box in a cake: as I handed over the box he went down on bended knee and proposed - the whole room was in tears and such was the effect that

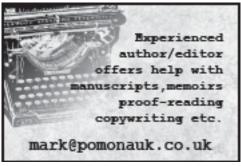
> people still talk about it now. Speaking of memorable moments the decision of two people to marry is yet another example of a deeply personal ceremony being hijacked by consumerism. For some, a big wedding may be the fulfilment of

a long held dream but an increasing number of couples are opting for smaller gatherings. Last year, after 12 years together, Billy my partner, and I, began nurturing our own special secret and in November we slipped off to the Lake District where we had the tiniest and most secret wedding. Though there was no actual employment of the ladder at the window it was I suppose an elopement. A romantic intensely personal decision to make legal our commitment to one another in a place we both love. The sun shone upon snow-capped mountains and trees still clothed in their autumn colours lay reflected in the serene waters of a plate glass lake; and before a log hotel we gave our vows and drank champagne.

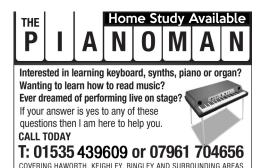
fire in the piano lounge of our favourite lakeside

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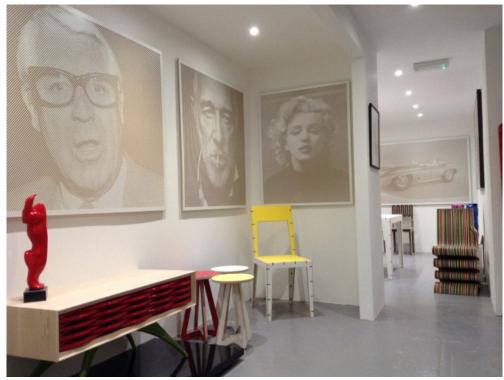


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# Damside Mill

Seeing is believing with new Photocarve images



Haworth's Damside Mill is now home to these stylish and unique Photocarve images. Whether using classic shots of the stars or your own favourite family photo, Anthony creates each stunning piece of wall art to order, in your chosen size, from a digital image. The detail and impact of each piece changes as you see it from different angles in your room. The secret is in the precision carving and cutting into the panel which creates the light and shade of your picture. Prices start at £85 and they can be ready in a day or two for collection or delivery. You can call into Damside to see the Hollywood gallery of stars (and a few more local faces) and talk to Anthony about what you want, or just upload your own photo at www.photocarve.co.uk

Damside Mill, off Jacobs Lane, Haworth BD22 8RA (near the Bronte Hotel). 07758 779183 www.damsidemill.com

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## LIBRARIES FOR FAMILY LEARNING

Alan and Rachel Bentley - Tutor Doctor Keighley

When you are growing up there are two institutional places that affect you most powerfully: the church, which belongs to God, and the public library, which belongs to you. 99 - Keith Richards

I don't know if Keith Richards has ever been to your local library but Andrew Carnegie paid for the building of Keighley Library and many others around the world. For today's digital generation libraries may appear to have lost their importance; but libraries are still great places for parents to spend quality time with their children.

Share stories about your experiences of libraries when you were a child, books you enjoyed and what you loved or loathed about your local library! Don't forget the onsite expert... the librarian; they can answer your questions, suggest new areas to explore and help you to make the most of your visit.

At their core, libraries are keepers of information and stories. They are places where ideas can be explored, new interests born and worlds discovered, so what's not to like? With books, magazines, DVDs, story time and café facilities it's difficult to think of anvone not finding something to keep them entertained.

As a library member many of the services are free. Children can borrow lots of books as often as they like or they can simply sit and read at the library if they'd prefer. Having this free



access often spurs kids on to try things that they wouldn't normally consider such as more challenging novels or factual books. Whatever the reason. it's easy for you to encourage them by saying, "Just borrow the book; if you don't like it, don't finish it. But give it a

"A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert. ??-Andrew Carnegie

See what you can discover together on a trip to the library. Try making up fact finding missions or character spotting games, kids of all ages love a challenge. Libraries aren't the quiet places of the past. As long as you're respectful of the surroundings and other people, children are welcomed and encouraged to take part in events and activities.

Finally, libraries today are social spaces where you can have a coffee, natter and find out what's going on in your local area. Libraries enrich lives and encourage independent study. They fire imaginations and offer new opportunities.

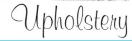
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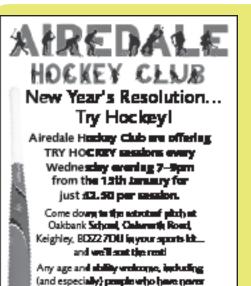
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#### Airedale Hockey Club are a thriving local club with a range of teams including adult, junior and development sides.

We pride ourselves on our friendly and welcoming approach, with regular social nights, bbq's and bonfires, quiz nights and even the odd trip away! We cater for absolute beginners through to advanced players, with qualified coaches and umpires. Whether you are looking to play competitively or just have a giggle, we're definitely worth a look!

"Try Hockey" is a campaign aimed at getting people of all ages involved for the first time in a great team sport. However, lots of people may have also played a bit at school and be interested to give it another go. The first sessions have gone really well and we're to add even more numbers. The more the merrier!

> For more info see www.airedalehockey.co.uk. Try it.....you might like it!





Campaign for Quality Rural Broadband Are you frustrated at responding to direct mail promotions from broadband companies claiming to bring high speed connectivity to your home but delivering nothing but disappointment and false hopes?

For many living in a rural district, the reality of even getting on line to shop or work or complete a homework assignment remains a dream...

nevermind streaming video or downloading a movie...no chance!

Join our quest to bring 21st century services to the Worth Valley and stop broadband companies over selling their services and under delivering the goods.

We have recently lobbied the local authority and posed a question to the council about this important 5th utility. We are especially concerned about the impact the digital divide is having on our children and their education. Additionally, businesses are stunted; house prices undermined, social interaction curtailed. Please tell us your concerns and/or participate in our speed survey here: www.fibrevalley.net We are stronger together.



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## **CruxComms: Marketing know how**

Crux Communications was one year old last month, so to celebrate I'd like to share a few basic tips about marketing your business.

The first questions people usually ask are 'Why should I bother?' 'Will it cost a fortune?' and 'How do I know it will work?'

The fact is, it doesn't matter how great your product or service is – if no-one knows about it, they're not going to be beating a path to your company's door! In today's competitive market, you don't

just need to be known, you need to be well-known.
....the first name that springs to mind when someone decides to make a purchase or book a service.

The only way to achieve this is

though a well-thought-out marketing strategy. It needn't cost the earth, if you plan carefully. Include your marketing & communication strategy in your business plan and set a budget.

Business guru Bill Gates is reputed to have advised: 'If you have one dollar left in your business account, spend it on marketing.'

So - create a communication strategy, or get one professionally done. This will help identify your target audience and work out how to reach them. It will stop you spending money randomly, then wondering why you have spent up without seeing any results.

There are many ways to promote your

business these days, but here are a few essentials:

**Website** – even a simple one-page web presence so you can be found online.

Press releases/magazine articles.
Advertising/advertorials

**Social media** – Facebook, Twitter, Linked in and many more.

Leaflets, brochures and flyers
Business cards and other branded
marketing materials
Email circulars

**Networking events –** getting out and

raising your profile in person.
What's the difference between advertising and PR?
When you book an advert you pay for the space and YOU

get to decide what goes in it. The advantages of



Gerry Crookes from Crux Communications and Worth The Tour PR officer, interviewing Henrietta Duckworth, Executive Producer at Yorkshire Festival

this are that you can be certain when and where your information is going to be published. You have control over what is said and how it looks. Always pay for advertising if you need to be certain your announcement will be made on or before a certain date.

A PR advisor will help you find other ways to get your story out - perhaps through press releases or social media. One advantage of getting an article into a newspaper or magazine is that it is very credible, because it has not been paid for and does not directly urge people to buy from you. The only cost to you is the PR person's time.

However, there is a third alternative

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and that's an advertorial, which is a combination of the two. An advertorial gives you the control you'd get with an advert but allows you to tell your story too. This gives your target audience a better insight into your activities, products and services as well as raising your profile.
 If you choose to pay for advertising it's vital that you find the right publication. Get the answers to the following questions:

- 1) What is the circulation of the publication?
- 2) How and where is it distributed? Some advertising magazines may quote a high circulation figure but they are simply placed in various outlets for people to pick up. I recommend you use a publication which is delivered door to door.
- 3) Does it have a good reputation? Ask other people in the area what they think of the publication and do they actually

read it. Ask an advertiser if they get a good response.

Last, but not least - stick at it! Rome was not built in a day - it takes time to build up a name for yourself. Once you've started to raise your profile you need to keep it high with a regular programme of marketing activities tailored specifically to reach your target customers.

Crux Communications is on www.cruxcomms.co.uk or @cruxy57 on twitter



Communications

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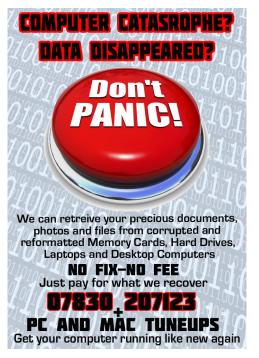












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### Safety en tour

Lesley O'Brien from Freight Train, local haulier&transport consultant

A road safety event is to be held in the run-up to Le Tour aimed at building better relationships between various road users.

Local Road Hauliers specialist, Freight Train, based in Bradford, are the driving force behind this project. Business owner Lesley O'Brien explained that they want to protect vulnerable road users and ensure that the increase in cyclists and massive influx of visitors doesn't lead to the event being marred by tragedies on the road.

She said: "LGV drivers often get a bad press and there can be tensions between all the different road users. We want to try and promote a bit more harmony by creating better understanding and respect of each other's point of view. To achieve this we feel everyone really needs to get together and share their experiences.'

The event will be on Wednesday, 7 May at University Academy Keighley, Greenhead Road, Utley. It is supported by Sport Keighley, DHL logistics and Worth the Tour.

Local schoolchildren, including some with special needs, will get an 'LGV (large goods vehicle) Experience' during which they will can sit in a truck and see the limited view that





drivers have. Later on a similar event will be held for parents.

Cycling groups will take part in the LGV Experience and fun activities like a 'Top Gearstyle' track challenge. There will be cycling lessons for beginners and a Highway code quiz – and on a more serious note, drugs and alcohol awareness information.

A debate on how to make our roads safer will involve the Road Haulage Association, police and cycling groups.

The event was one of a raft of great ideas reported to the January Worth the Tour meeting – as the lead-up to the big event is now gathering pace.

**Bronte Media** reported on plans to provide big screens and a public address system in Central Park and around Haworth for the race weekend.

**Keighley Gala** Committee outlined plans for a TDF-themed procession. This year's gala will be on June 8. The aim is to put on the most spectacular procession ever featuring 1,000 cyclists.

**Damside Mill** in Lees nr Haworth announced plans for a gallery space supporting contemporary artists with an international flavour – and a

ced plans supporting is with an ir - and a

digital education space over a six week period.

#### Save the date!

The next Worth The Tour /Tour de France meeting will be held Feb 3rd at University Academy Keighley, 6:30 for 7pm start.

All welcome. Previous minutes found at: Worth The Tour facebook page or www.worththetour.org.uk

# Eating their words?



It's fair to say that Worth the Tour is not usually in the habit of supporting 'Pie in the Sky' ideas...but in this case they're making an exception.

You may have noticed while walking, cycling or driving along Shaw Lane, Oxenhope, or even from a distance, that the next set of letters has appeared on the site of the iconic 'HOLLYWOOD' sign, way up on the hillside.

There was a point when it seemed as though the project was literally going to fall flat – as severe gales brought down the lettering. But with true Yorkshire grit, the Hollywood engineer (or Mr. Russ, as known to some) was out there in all weathers, restoring the now-famous structures and making sure they can, hopefully, withstand any further onslaught.

So are you any further towards unravelling these signs in the landscape? Email info@worththetour.org.uk or tweet them if you think you know what's coming next. Twitter: @worththetour ot @HollywoodOxnhop

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I want to introduce you to teenage sisters, Ebony and India who deliver the magazine to both the Nessfield area of Exley Head and to the Keighley Town Centre.

They are supported

by their parents, Andy and Michelle who assist with transporting the magazines (which are surprisingly heavy in large numbers). Andy and Michelle enjoy spending the time with their daughters which is just as well because they certainly don't get to share the pay packets! The girls enjoy having the money they earn to be able to socialise and shop with their friends.

Ebony likes meeting the people she delivers the mag to and in particular, wants me to mention a lady at the bottom of Nessfield Drive who always says that she likes receiving her mag, also another lady who displayed a notice saying she didn't want to receive unsolicited mail. Ebony respected this notice and didn't deliver there until the lady approached her and asked if she could

start having the mag as all her neighbours had said it was good. That made Ebony's day.

When I asked India if she had favourite places where she delivered she was equally positive. She said that she loves going up Devonshire Street because the staff in the offices up there are all really nice. She also likes to call in at Cafe Love in the market and says that the people in the market are all lovely as well, plus there was a special mention for Rossi's cafe.

Whilst the girls are sending messages out to the readers, dad Andy wondered if he could use the opportunity to promote a cause close to all their hearts. A charity EP is available for download with all proceeds going to help Parkinsons disease research through Wobbly Williams and Funding Neuro. As a sufferer of Parkinsons himself, Andy says it's a great EP based on a chant sung by the guides who escort climbers up Kilimanjaro.

If you want to support the charity go to www.48inchrecords.com and click on 'Pocket Size Dave – Kilimanjaro'

Thank you Ebony, India and mum and dad. We hope to hang onto you all for a while yet and good luck with the fundraising.

## What our advertisers have to say...

The Worth and Aire Valley Mag's attracted my attention from the day it dropped through my letterbox. They allow me to focus my advertisement to my local audience, within a valued and trusted publication. It is important for me when investing in advertising that is presented in a magazine that is attractive to the reader and contains more than just adverts; something the my potential customers would want to read and look forward to receiving emonth.

In my dealings with Liz and the team I am alway greeted with enthusiasm and the very best of customer service.

by Andy from You In Frame

Advertising in the Worth and Aire Valley magazines has been critical to the success of my business. The magazines are highly rated by my customers and I have lost count of the number of people who tell me that they found me in these magazines. I have tried numerous ways to advertise my business but none of them have been as successful as advertising in the Worth and Aire Valley magazines. Sensible advertising costs and local content make these magazines a focal point in the local community.

by Chris from Bristles Chimney Sweep

Contact Jo or Liz on 01535 642227 to find out how you can reach 20,000 households in the Worth & Aire Valley today!

Say you saw it in the Worth Valley Mag!





It's been a stupendous start to 2014 for Keighley and the Worth Valley as we now commence

the final leg of our journey towards this summer's Tour de France Grand Depart. Yorkshire Festival 2014 - the first ever 100-day cultural festival held to complement Le Tour - was officially launched at Lower Laithe Reservoir between Stanbury and Oxenhope. And we're now able to reveal why this particular beauty spot was chosen for such a prestigious event.

Fields of Vision – an innovative land art project dreamed up by Worth Valley Young farmers and supported by Worth the Tour – has been selected as one of the Route Animation commissions for the cultural festival.

This is a great coup for the Worth Valley, as just 47 projects were commissioned through the rigorous bidding process in the face of competition from over four hundred proposals put forward to the selection panel.

Liz Barker, head of Worth The Tour, the community action group of the Bronte Country Partnership, says, "We are very proud and excited that one of the projects

we are supporting has been selected as an official cultural festival event. Fields of Vision has been a popular idea since it was first unveiled at a Worth the Tour meeting. We've enjoyed working on the concept and came up with the Fields of Vision name. We know it is going to be a huge attraction for the Worth Valley and the whole of the South Pennines. This project especially fits with Worth The Tour's aim to form new collaborative creative partnerships and bring enjoyment to both local people and visitors."

Lower Laithe reservoir is one of the sites allocated for a Fields of Vision grass art creation - so it was against this stunning backdrop that the festival banner was unfurled down the side of the reservoir dam, revealing the Yorkshire Festival name and its major sponsor, Yorkshire Water. Worth the Tour's press team was among media representatives from across the region gathered at the dam to record the event. A helicopter tour of the area was laid on so photographers and film crews could capture the breathtaking scenes from above.

A full report, pictures and video of the launch day can be enjoyed on the WTTwebsite **www.worththetour.org.uk** The Yorkshire Festival, which begins on March 27, is designed to encourage mass public participation in arts and cultural events. It will showcase the region's finest creative talents on a national and international stage in the run up to the Grand Depart. Stage 2, on Sunday July 6, comes through Keighley and Worth Valley. Yorkshire Water is one of the biggest landowners on the race route and a number of the Fields of Vision artworks will focus on reservoir settings, with the influence of water on life and land as one of the themes. So it's no surprise that Yorkshire Water's parent company, Kelda Group, is playing a key role.

Their Chief Executive, Richard Flint said, "The Grand Depart will take riders through the heart of many of our reservoir catchments, through some of the most stunning countryside in the UK – and the Worth Valley has some of the region's most beautiful scenery. The riders will come right across the embankment of Lower Laithe Reservoir which is an iconic location – so it makes the perfect setting for the festival name launch."

#### Fields of Vision

Fields of Vision is a unique grass art project which will be literally growing in the landscape. Artworks will vary from huge drawings made from different colours of grass, to beautiful imagery created by techniques like scorching, pitch marking,

cutting, and mosaic. Another innovative method will involve using bikes and cyclo cross techniques to create the images. It was the brainchild of Andrew Wood, or 'Woody,' from the Worth Valley Young Farmers and Geoff Wood from Working pArts. Pennine Prospects, the rural regeneration company for the South Pennines, is leading a team of partners including the Young Farmers, Working pArts, Worth the Tour, the arts festivals of Haworth, Hebden Bridge, and Holmfirth, and Mid Pennine Arts. The Bingley-based Sports Turf Institute is providing technical support and advice.

Fields of Vision will include eight selected fields, some as big as football pitches, and some sloped terrain including reservoir banks. Sites stretch along the route of the Grand Depart from Blubberhouses to Holmfirth – and include a number in the Worth Valley. Each includes a separate artistic interpretation in the landscape designed by Yorkshire artists and other guests.

The Young farmers will form teams of community sowers, including local volunteers and schoolchildren. Turf sculptors will sow the images – with the schools helping to plant seeds.

Yorkshire landscape artist Trudi Entwistle is choreographing Stanbury reservoir and its surroundings into a single composition that will then host events – linked with this year's Haworth Festival.

The artworks will be viewed from the air as the tour passes through, but each site also has a designated viewing point from the ground across the valleys, so a trail will be created for visitors to follow. The whole community will watch the art-scapes grow and take shape from late spring and they will be visible throughout the 100-day festival until October.

Gerry Crookes, Worth The Tour
Follow @worththetour @fieldsovision on twitter

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## TOP TECH TIPS by Michelle Thompson at CloudFree IT

#### Fighting the urge (to sleep)

Birds Bears do it. Bees do it. Even educated fleas do it. (Apologies to Cole Porter!). Hmm, bears and bumble bees definitely do, but honey bees don't and I'm not that sure about fleas either, but anyway... Even though February's the month when we all seem to focus on it, you can forget love! I'm thinking hibernation!

Even though we might not yet be under a foot of snow (or maybe we are - I wrote this in the middle of January, when it was just wet, wet, wet), I'm a big fan of languishing under the duvet on the still dark mornings, hitting the snooze button and putting off the inevitable. Definitely

raw instinct at work there! What evolutionary advantage is there to not bedding down for the winter and staving cosy til spring? Is Seasonal Affective Disorder (SAD) the result of fighting our deep-seated urge to slumber through the darkest, coldest part of the year?

That extra layer we cultivated over Christmas might be sufficient to see

us through a month or two's dozing, so perhaps we just went through 'pre-hibernation' prep without even realising it?!

Is it possible to tell if reluctance to get up in the mornings is down to a subconscious desire to hibernate, or a sign of something more serious? Awareness of SAD has improved in recent years, but lot of people could be suffering all year, not just through winter.

The amount of press coverage on sleep-related disorders, such as Sleep Apnoea, suggests that such conditions are more common than we think.

If you find yourself exhausted most of the time or find it impossible to get up, even when you think you've had a good night's sleep, discussing this with your GP is the obvious first step, but if they have given you a clean bill of health what then? Many experts recommend leaving technology. such as phones, laptops and tablets OUT of the

bedroom in order to ensure your body and mind are in the right state to drop off nicely, but did you know the market is now awash with gadgets designed to improve sleep quality. Perhaps relaxing the 'no tech' rule a little might be worth

I've tried a few sleep quality 'solutions' myself over the last few years.

A 'Dawn simulator' alarm clock proved quite effective at waking me up in a more natural way than loud beeping, or the inane drivel pumped out by unacceptably perky radio DJs would, but if you and your partner can't agree on what time

> 'dawn' should be, then forget this one!

Smartphone apps can track your movements throughout the night fand thus indicate when you have been disturbed) and record/ monitor noise levels in your room (so you can pinpoint what it is that's interrupting your dreams), but they can't easily differentiate yours and

your partner's snoring and movements, so they're most effective if you sleep alone.

The recent Consumer Electronics Show in Las Vegas saw the unveiling of a whole host of new sleep-related gadgetry for 2014. The \$8000 'snore-stopping' superbed has to be the crèmede-la-crème!

I don't have the budget for a 'superbed', but my £200 lightbox, bought back in 2004, was worth every penny. Designed primarily to help sufferers of Seasonal Affective Disorder (SAD), it's worked a treat on 'Sleepy Shell'. A few minutes a day is enough to keep my bodyclock roughly on the straight and narrow and lift my

For more info about the Consumer Electronics Show and some of the products mentioned above visit:-

www.cesweb.ora www.bbc.co.uk/news/technology-25648496 www.bbc.co.uk/news/technology-25617765

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57890-01	Programming with Raspberry Pi	Giving participants a taste of Raspberry Pi, computer programming and how they might use it; the course will provide the tools and skills required to get going with this technology, and the support to continue using it at home.	17/02/14	20/02/14	10.00 - 15.00	plus material costs.  Concessions are available
57891-01	Creative Writing	This course will identify your strengths and interests and help you get in touch with writing, covering subjects including avoiding adverbs, description and plot, authentic detail and research, narrative voice, themes and forms.	25/02/14	02/04/14	15.00 - 18.00	for people in receipt of benefits.
57892-01	Digital Photography - Creating Better Images	Deigned to help you better understand your camera and based around a series of themes including; portraits, movement, landscapes, still life and creative prints.	26/02/14	03/04/14	13.00 - 16.00 Or 18.00 - 21.00	
57893-01	Hand Embroidery	This course will cover how to draw embroidery designs, transfer them to fabric and use a variety of stitches to create a totally bespoke piece which reflects your interests and personality.	27/02/14	17/04/14	13.00 - 16.00	
57894-01	Sewing for Beginners	This course will give examples of hand and machine sewing with common applications. You will learn how to use a sewing machine and overlocker and participate in sewing exercises to improve your technique. During the course you will design and sew your own tote bag.	27/02/14	17/04/14	17.30 - 20.30	

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3D CAD - Introductory/Intermediate/Advanced (1 Day)	£135.00	Please note that these
CNC - Router, Lathe and Flatbed (1 Day)	€90.00	courses are only available
Laser and Vinyl Cutting (1 Day)	£75.00	to SME employers
3D Printing & Scanning - an introduction (1 Day)	£171.00	(Under 260 employees).

To book your place contact Atretale Pati Lab on:

T (1666-806708 • II info@inizinizately.org • www.fahiologicately.org Feb Leb Airedele, Unit 24 Delice Mill, Delice Lune, Keightey BO21 4JH

This programme is supported by The Stills Entendement Rund which is co-theresed by the Stills Funding Agency through the European Social Fund.













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WVM March 2014.indd 22-23 28/01/2014 13:29

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Chris (Bristles Chimney Sweep Service)

I have advertised with the Aire Valley May now for a number of years to which I have had a fantastic response, I feel that the magazine is an honest publication that local people have learnt to know and trust. I know from the feed back that I have received from my customers that this little back is not only an interesting read but also provides a solid base for local business to promote there services. I can only thank Joanne and the team for consistently providing a quality publication that is well presented, has great distribution and is favoured above other such magazines that we receive through our letter bares. May all your great work continue? Steve Edwards, Managing Director, Cobbydale Construction Ltd, Silsden

Contact Us: 01535 642227 Email: info@worthvalleymag.co.uk

www.airevalleymag.co.uk

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WVM March 2014.indd 24-25 28/01/2014 13:29 Worth Valley collaboration & transformation: Modern emergency services & community hub





Haworth, Cross Roads & Stanbury parish Cllr John Huxley.

For more than twelve months a consortium of local parish and town councils have been trying not only to save Haworth Fire Station but to develop an emergency hub that would provide access to emergency services for the whole of

the Worth Valley.

It has not been easy because nothing like this kind of project has been attempted in the country before and the councillors from Haworth, Cross Roads and Stanbury Parish Council together with Keighley Town Council and Oxenhope Parish Council have been constantly engaged with the top brass from the West Yorkshire Fire and Rescue service seeking a solution to the poser.

Foremost in their thinking is that the people of the valley still want a fire fighting presence in the valley.

From the moment the news that Haworth Fire Station was scheduled for closure in December 2012, it has focussed the minds of many people in the community on what really matters. While Fire and Rescue believe that one fire engine based in Keighley, supported by others from Bingley, Illingworth and Fairweather Green, would be sufficient to cover the Worth Valley, that confidence was not shared by many people here in the Worth Valley.

When Haworth, Cross Roads and Stanbury Parish Council registered their protest at the closure it also asked Fire and Rescue whether they had ever considered making the building available to the community and backing a volunteer fire service. That started the conversation that is still on-going today together with our partners.

Our first choice was to try and save the existing part-time Fire Fighters and keep the status quo. But Fire and Rescue made it quite clear that was not a realistic option.

Since then they have put on the table offers of a providing vehicle, training and other facilities including looking at letting us have the Fire Station at an economic rent if we can find a working model that would prove sustainable.

This is the work that is being undertaken

with less than 12 months of the two-year moratorium to go. The partner councils staged a major conference of al interested parties at the Fire Station on Friday, January 17th and once the results of the discussion have been analysed we hope to plot the route through to keeping fire-fighting in the Worth Valley and Haworth Fire Station.

There's not yet a call to arms for volunteers as we really don't have any roles to offer. The debate is still locked in the local political arena. We will, of course, be looking for volunteers once we have settled on the format that we shall be using as a 'business model' to keep the Fire Station alive and then, of course, we'll be shouting loud and clear. Make no mistake.

The Community Services Hub, as it's being called at the moment will, I believe, become the ultimate community challenge for our valley because it will fail on both an operational and sustainability fronts if we don't get Worth Valley people to buy-in not only for the financial model but also on the volunteering front.

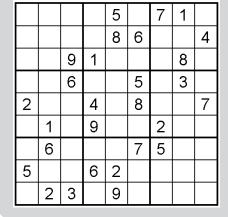
That's not just to say we'll need volunteer fire fighters. It might come down to needing Special Police Constables, the re-formation of the Worth Valley First Responders and new members for the Hill Rescue group if they decide to put a vehicle and equipment at the Fire Station as well as people to administer the station and provide vital support services.

If we can make this project happen it will be our Services Hub. We will have take responsibility for ourselves and come together as a Valley-wide community to help keep people safe; liaise with the Emergency Services and give people confidence that help is closer than you think!

#### **Sudoku puzzles**

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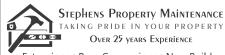


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Not everyone can cook well. Not everyone has a desire to cook well. But cooking for a loved one from time to time is a guaranteed way to impress them, and it is useful to be able to competently cook a few simple meals.

The following recipe involves minimal ingredients and very few, uncomplicated steps to follow, but the rewards they bring are priceless. Pay specific attention to way you present the dish. They will love a plate of food that looks as good as it tastes. Ingredients:

2 salmon filets

2oz. soy sauce

2oz. vegetable oil

2oz. brown sugar

2oz. water

- • Put all the ingredients minus the fish in a frying pan on low heat.
- 2. Stir it until the sugar dissolves and it looks like a sauce.
- **3.** Put the salmon and the sauce in a sealable plastic bag.
- **4.** Place the bag in the fridge and let it marinate for 2 hours.
- **5.** Take the fish and sauce out of the bag and wrap it in foil.
- **6.** Pre-heat the oven to broil. Put the salmon in the oven to broil for about 8 minutes or until the fish no longer looks raw in the middle and flakes easily. You can un wrap the foil for a further 3 minutes and brown the top of the fish if you desire. **Serve with:** seasoned steamed broccoli, rice and a chilled chardonnay. **enjoy!**

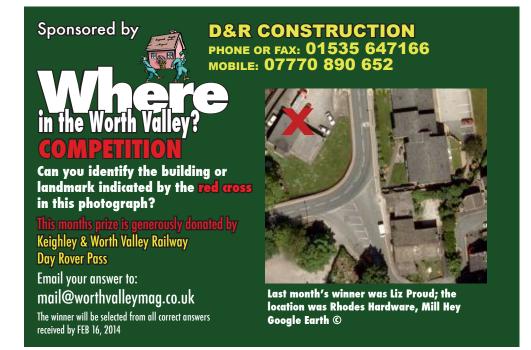
#### Sudoko solutions

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# COMMUNITY PAGES

Airedale Hockey Club Every Wednesday 7-9 pm at Oakbank School, Keighley. Any age any ability welcome.

Every Thursday & Saturdays Keighley Academy of Martial Arts: 1st Floor, The Mill, Greengate Road, Off worth way, Keighley, BD21 5LH. Class Times:

Thursday:19:30 – 21:00 Saturday:10:00 – 11:30. More info call Andrew on 07762450422 or visit www.keighleyaikido.org.uk.

February - 10th April Cliffe Castle, Keighley - Winter Animal Trail.

Discover the winter animals at Cliffe Castle by following the new Winter Animal family trail. Explore the museum whilst helping to find the animals that spend time outside in the snow and those that hibernate. Pick up your free trail inside the museum.

**Life drawing at Damside Mill, Lees nr. Haworth.** Six week taught class. Booking essential. Sonje 07881 530132

Aglow. Christian Women's Fellowship. Meeting 2nd Monday in month in Keighley Civic Centre. Meal and speaker.and worship. Come join us. Must book meal £8.50 on 01535 643409.

Sat Feb 1st Groovy Happening
Live Music benefit for Manorlands
at Parkside Social Club, Butt Lane
Haworth 7:30pm £3on the door Tues
4th Feb Cross Roads & Lees Church
& Chapel Ladies Group in St James'
Church Hall at 7.30pm
Beetle Drive. All Welcome.
Weds 5th Feb, 12th, 19th & 26th

(10:00am - 1pm or 2pm -5pm)
Thurs 6th Feb, 13th, 20th & 27th
(10:00am -1pm). Pottery classes at
Werxzovart Studio Gallery, Haworth.
Four weekly running every month
Weds and Thursdays, £100. Booking
essential Call Sonje 07881530132.
Feb 10th Stanbury & District W.I.
Crime Prevention by Margaret Smith.
7:30pm West Lane Baptist Church.

Wed Feb 12th Tour de France public meeting with Bradford Council. This is a Worth Valley wide meeting...Cross Roads, Lees, Oxenhope, Leeming, Haworth, Stanbury, Hainworth, Oakworth, Oldfield, 7pm West Lane Baptist Church, Haworth.

All welcome.

New members welcome.

Fri 14th Feb Jane Eyre A special screening of Jane Eyre (2011) to celebrate Valentine's Day 07:30pm - 10:00pm at West Lane Baptist Centre. Haworth.

Sat 15th & Sun 16th Feb Haworth Craft Fairs 10 am - 4 pm Old School Rooms, Haworth. Handmade gifts, jewellery, toys, chocolates, fudge, truffles, textiles, art, cards, baked goods, soaps, cushions, throws, handbags, and lots more.

Sat 15th Feb - Weds 19th and Sat 22nd Feb - Sun 23rd Feb East Riddlesden Hall Half Term Nature Detectives Join in with our garden trail and arts and craft activities - ideal for keeping the little ones entertained during half term. Come along and make your own squirrel mask then head out into the garden to take part in our self led

acorn hunt. We've also got a mural for you to help decorate, a playground for letting off steam in and a mud pie kitchen for extra messiness. Activites are free, but normal admission prices apply. Free admission for under 5's and National Trust Members.

Sun 16th Feb The Ramblers group 9 mile walk. Enjoy British wildlife on a Ramblers group walk. St Ives and Back. Meet at 10.30 am on Low Mill Lane Keighley, BD21 4HQ, beside the Railway Station. Bring a packed lunch. Contact: Alex 01535 655524. Most walks are intended primarily for Ramblers' Association members. Non-members are welcome to join as guests on two or three walks. Grid Ref: SE066412 West Yorkshire BD21 4HP

Thurs 20th Feb Oxenhope Gardening Club at 7.30pm in Oxenhope
Community Centre, Shaw Lane,
Oxenhope, BD22 9LS
Katie Rushworth - Planting styles and plans. Bingley garden designer, Katie Rushworth, who presented ITV's Love Your Garden show alongside Alan Titchmarsh, will talk about creating different moods and styles using plants. For more information about the club visit www.oxenhopegardeningclub. co.uk

Thurs 20th Feb - Sat 22nd Feb
Bradford Beer Festival at Victoria
Hall, Saltaire. Over 100 Real
Ales, Cider & Perry, Fruit Wines &
International Beers. For further details
see wwwbradfordcamra.org.uk
Fri Feb 21st Well Being Cafe for
the over 55s. 1:30-3:30 West lane
Methodist. Haworth with Entertainer:

Ken Romano. For details or help with

transport contact Geoff or Shona

647675

Sat 22 Feb – Sun 2nd March National Media Museum, Bradford, BD1 1NQ Free Entry. a week of swappable unstoppable fun with Skylanders SWAP Force™. Take inspiration from your favourite Skylanders characters to make your own Swap Box and create an animation, as well as play the latest Skylanders game. Small charge for some activities.

Sun 23rd Feb Victoria Hall, Antiques & Collectables Fair, Keighley.

Warley Fairs are bringing their Antiques and Collectables to a NEW FAIR VENUE for 2014. Discover collectables, jewellery, furnishing, toys, books, ephemera and more. . New stallholders welcome! Open to the public from 10:00am to 4:00pm Adults: £1.50 0<16: FREE, Trade access free from 9 - 10am

Tues 4th March Cross Roads & Lees Church & Chapel Ladies Group in St James Church Hall at 7.30pm. Fun Quiz. All Welcome.

#### Save the date:

Sat March 1st Groovy Happening Live Music Parkside Social Club Thurs 24th April - Sun 27th April Haworth's 3rd Beer Festival at the Old School Rooms. Haworth



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28/01/2014 13:29



Last November, Keighley became a Fairtrade Town, joining Haworth and the 1424 towns and cities across the world.

We should be proud also to be celebrating that although we are not one of the most affluent areas in the Country, in a survey commissioned by Ethex we were found to be one of the top three for ethical shopping.

If you are reading this over breakfast



you are probably enjoying at least one of the following: coffee, tea, sugar, bananas (the theme for this year's Fairtrade Fortnight) oranges, chocolate. All these

products are grown and harvested in often difficult and sometimes precarious conditions. Before the product reaches your table, many people have contributed. The message here being that unless we don't use any of the products mentioned then we owe thanks to those people. The minimum request should be that they are not exploited to give us these items we take for granted.

With Valentines day in mind, and if you're feeling particularly generous, in addition to product ranging from chocolate and flowers to cotton and footballs, Fairtrade marked gold is now available.



When purchasing jewellery, most of us would probably not give a thought to how the gold was mined.

Here are a couple of facts;

- Chichester cathedral was the first to have a fair mined gold leaf covered cockerel weather vane.
- South Africa has the deepest workplace on earth where both men and women work in a gold mine 2.4 miles underground. Although this mine is well managed with safety a priority, it's very telling of the dangers that at the entrance a board proudly declares the number, often several, days running without injury.
- ◆ One quarter of the world's gold comes from artisanal miners who have no such safety measures in place they have no hard hats or boots and their families often inhale deadly toxic mercury vapours through the burning off process. For every gram of gold, two grams of mercury is released in this way contaminating the land and water and entering the food chain.

This is where Fairtrade comes in, addressing the horrendous conditions and implications. Many of these mines are in Peru and as we are twinned with Machu Picchu pueblo, it gives us another reason to be proud that as the first Fairtrade



"The inherent value in a product lies in the moral, ethical, environmental stance; in the care, the people, locally made or from the communities who survive by using their traditional skills."

village in the world we have made an impact once again.

http://www.fairtrade.org.uk/gold/ tells the story of fairmined gold.

But, if you really wanted to impress a Valentine you could place an order for one of the next batch of Fairphones, the first ones having sold out before manufacture, using conflict free tantalum which otherwise is mined often by children with the profits funding the war in the Democratic Republic of Congo. These phones don't carry the Fairtrade mark but the company is leading the way and addressing many of today's controversial and relevant issues. If Apple, Nokia and such like were to copy this example, what a difference that would make to millions.

Apologies if this sounds all too depressing, but the truth is that things are changing and even if you give a simple gift this Valentines day, you can give it with all the gratitude it deserves.

If Valentines day is about love, let it be



about the meaning of the gesture and the love contained within for everyone, it can start with a simple Fairtrade banana.

I'd like to share this message received from a customer

"I have to tell you, that Dalit handmade soap makes me feel really good. It's noticeable! I wonder if it is the quality and provenance of the product combined with the intention of its makers? It is a great way to start the day...knowing that the soap I wash with has in some small way contributed to a community in India and the exchange is two ways... (yea!) I feel really grateful. Thanks for getting that soap in the shop."

by Rita Verity, from Sonia's Smile, a fairtrade shop in Haworth



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