

# AIRE VALLEY MAG

COMMUNITY NEWS AND LOCAL BUSINESS DIRECTORY

March 2014

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When we began publishing the Aire Valley Mag our first priority was to establish a trusted network of businesses and service providers. When you choose to use the services or take advantage of the offers in the Aire Valley Mag you are supporting the local economy and saying “yes” to local trade. Thank you; your custom is appreciated and valued. Let’s continue to keep it local!

If you are feeling an urge to get creative, our decorating feature on p14 may be just the thing to help you get inspired and take action this month.

Our lovely cover photo of the spring flowers in Steeton was taken by Andy Wilkinson. You can read more about Andy and his work on page 12.

Enjoy your community magazine and have a great month!

Liz Barker, editor @LocalGlobalGirl



Why not update your furniture with a touch of Elliot May magic and a coat of Annie Sloan paint. The 2 bed side chests were picked up, painted and delivered back in less than a week.

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Say you saw it in the Aire Valley Mag!



**YOU IN FRAME**  
Photography

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**THE COVER'S STORY**

Let me introduce myself, I'm Andy Wilkinson the photographer behind **YOU IN FRAME** Photography and for the last 14 months the proud supplier of the images used on the covers of the Worth and Aire Valley Mags.

My photography began aged 7 when I was allowed to use my Grandparents Kodak 126 instamatic, what can I say I caught the bug! For my 8th Birthday I was presented with a most exciting gift, my very own Poloroid camera with black and white film and a pack of flash bulbs. Camera in hand, off I went to photograph my first wedding: 18 glorious Black and white four inch square poloroids.

My first 35mm SLR came into my life, at age 13, from that day to this, my camera and I have been joined at the eye piece. 35 years and tens of thousands of images later, I have photographed everything from live theatre, to a battleship.

In April 2012 I took the plunge and gave up my job to follow my passion as a professional photographer. Ehler the Worth and Aire Valley Mag team. I needed to advertise and the mags were perfect for my needs.

My ads were duly placed and to my delight the next month an e-mail from Liz arrived asking if I would like to provide the cover photos for the mags.

My first cover set was on November 2012 issues, the rest is there for all to see. I hope that you enjoy the images each month, as the mags drop through your door.

It would be great to capture your special moments too. I'm just a call away.

*Andy*

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## COUNTRY COOKING & FORAGING FOR FOOD

For the promotion of Health & Wellbeing by Cath Bromwich



**Curiosity, frugality & great tasting food; these are things that foragers' relishes.**

Cath Bromwich, a Silsden resident, is 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 [www.facebook.com/ourchoicefoodsforaging](http://www.facebook.com/ourchoicefoodsforaging)

Last month we looked at seasonal variation and how the changing nature of the year keeps interest fresh in tension with the blandness of modern efficiency. But there is an efficiency that a committed forager likes and that is being cost-efficient!

This time of year there is not much of interest to forage outdoors so I'm encouraging you to make the most of 'indoor foraging'. People have lots of names for it, but it is more than getting a bargain at the supermarket. It is also about the challenge of making excellent, delicious food out of rejected bits from the discount shelf. If you can add in some truly foraged food to the menu then you have a foragers dream.

The most versatile thing I make from the discount shelf is bruschetta. It is basically Italian garlicky fried bread with any topping. When I find one of those posh loaves of bread discounted to 35p this is what I do with it (it's best a little stale!) It is also great for using up dried up bits of cheese and over-ripe tomatoes. There are lots of recipes on the internet, and watching Darina Allen do this is an inspiration, but basically you wipe the sliced bread with garlic and fry with a little olive oil. Smear with tomato and then add any toppings, usually ending with a sprinkle of cheese. Yum! If you are tight like me you can then work out how little the meal cost you...

**Top tip:** Add 'outdoor' foraged scraps to your bruschetta e.g. wipe it with wild garlic, or sprinkle some of the chopped roots over a cheesy one as if it were spring onions.

The bruschetta is almost not a recipe, so here is one that is also very versatile. I got some fish from the discount shelf, and it does the old fashioned thing of using up old bread (I used old savoury scones as an alternative topping).

### Fish pie with cheesy bread topping

**N.B. in season gather herbs from your foraging trips to add flavour to the fish pie base.**

Make your usual fish pie base. Alternatively:

- Heat an oven to 180c
- Bake approximately 250g cooked white fish in a pie dish until cooked through. Break into pieces.
- Fry an onion and a leak in butter or olive oil until soft (use wild garlic as an alternative),
- Hard boil a couple of eggs, de-shell and slice. Break and separate another raw egg.
- Add a couple of tablespoons of plain flour to the onion pan, stir in and simmer for a couple of minutes. Season with herbs, salt and pepper. If the mixture is too dry add a little more fat.
- Slowly add milk, mixing well as the mixture thickens as you would a white sauce. Make a nice consistency to eat, using approximately between 300-400ml. Add the yolk of the raw egg to this sauce. Mix.
- Pour this in the baking dish on top of the fish and add a layer of chopped egg.
- Make the topping: Chop a few pieces of old bread into 1cm cubes, discarding the crusts. Whisk the egg white.
- Mix 75g grated cheddar and 50g cream cheese in a pan, heating and stir. You will get a gooey mess. Good! Fold this into the egg white and then add the bread. Season.
- Put this on top of the pie and bake until crispy and browned (25 minutes did mine).

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# The Tour De France goes to Africa via Silsden!

Churches Together in Silsden [CTIS] are setting about knitting bright yellow jumpers in keeping with the Tour de France bicycle race leaders special yellow jersey.

The jumpers will be used as decorative bunting around Silsden for a few weeks leading up to the cycle race coming through Silsden on Sunday July 6.

After washing they will be sent out to Sierra Leone and Kenya with Mr. Steve Loryman who works for the Christian mission agency Mission Direct and is a member of St. James' church. In Sierra Leone they will be going to a clinic run by the Roman Catholic Sisters of Charity to be used for newly born babies to help to keep them warm after their birth.

**If you would like to knit some please do so following the pattern opposite and send them to The Vicarage, Briggate, Silsden, Keighley BD20 9JS by June 10.**



**Le Tour Jumper**

Work in yellow, double knitting, size 8 (4mm) needles

Cast on 44 stitches.

Work 18 rows in K2P2 rib.

Work 30 rows in stocking stitch.

Change to K2P2 rib and cast on 12 stitches at the beginning of the next two rows.

Rib 22 rows.

Next row rib 21, cast off 26 stitches, rib 21.

Next row rib 21, cast on 26 stitches, rib 21.

Rib 22 rows.

Cast off 12 stitches at the beginning of the next 2 rows.

Work 30 rows in stocking stitch.

Work 18 rows in K2P2 rib.

Cast off.

Sew up along side seams and under arms.

Completed jumpers should be sent, by 10th June, to The Vicarage, Briggate, Silsden, BD20 9JS

After 'Le Tour' the jumpers will be sent to Kenya and Sierra Leone for new-born babies

## IT'S OFFICIAL - WE LOVE OUR ANIMALS IN THE AIRE AND WORTH VALLEYS !

In 2013 the UK pet population rose to 24.5 million - 25% of households in Britain own a Dog and 19% a Cat. We also keep well over 2 million Rabbits, Hamsters, Guinea Pigs, Rats and other small furry friends. \*

Research also shows that we in Yorkshire are well above the UK average when it comes to pet ownership.

Watch TV and you'll notice how many adverts now include pets to capture our attention. In 2013 a well known mobile phone company spent £10 million on their campaign featuring cats behaving like dogs.

### What is the appeal of pets?

The top 5 ownership reasons:

- **Companionship**
- **Aspiration 'always wanted one'**
- **Easy to look after**
- **They were rescued**
- **They fit in with our lifestyle**

**Health benefits:** Lots of studies have shown that sharing our lives with animals can improve our health and well-being. Having a pet may help lower blood pressure or decrease stress.

Having someone to take care of, someone to exercise with, and someone to engage with - just seems to make us happier!

### What sort of pets do we like?

Most popular breeds of dog are Labradors and Jack Russells, although Staffordshire Bull Terriers are also now appearing in the top 3. Mixed breeds remain very popular too and it is interesting to note that rescuing a pet from an animal charity is one of the top reasons for ownership.

Over 90% of cats owned in the UK are Domestic Shorthairs (beloved moggies). Amongst the top 10 breed specific pedigree cats are: Persian (the most popular), Maine Coon, Siamese, Birman, Ragdoll, Abyssinian and Burmese.

At Aireworth Vets we've noticed the changes, having helped local pet owners for over a century. This year is the 20th anniversary of our purpose-built home on Aireworth Rd.

So if you're thinking of joining the 13 million UK households that have a pet; or if you already have a cat or dog or small furry friend - **why not find out how we can help you keep your companions healthy & happy?**

There's lots of information on our website [www.aireworthvets.co.uk](http://www.aireworthvets.co.uk) and always something interesting on our Facebook page. Join In !

Calling all horse owners on Thursday 3rd April we are planning another Equine Evening - see our website for more information.

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\* According to the PPA (Pet Food Manufacturers Association)



# Keighley & Worth Valley Railway

It has been a long-held ambition of ours to develop our catering facilities to allow passengers to sit down to enjoy a hot meal on the Railway. Visitor feedback for many years - if not decades - has told us



that this is our main failing.

We know that other railways' and tourist attractions' catering operations make a significant contribution

to their organisation's turnover, profit and cash, and whilst we have worked very hard over recent years to maximise the return from our current catering operation, we concluded that we needed to invest significantly in our facilities to develop them to meet our passengers' demands.

We have taken a big step towards realising this ambition following the grant of planning permission for a new building, which will extend the stone goods shed at Oxenhope Station, creating a two-storey café on the platform. Whilst the focus of the project - and the focus of the business case for what will be a very expensive build as we seek to use materials that will complement the station buildings - is predicated on serving railway passengers, we already know from consulting with Oxenhope Parish Council that there is potential for real benefit to the local community. They expect that their parishioners will welcome a facility

in the village that can be open during the week to provide a meeting point and which may be available for some groups to meet in a space that is more flexible than the Community Centre's layout permits. There will be other benefits, including the prospect of paid employment, because we know that the demands of the commercial operation will far exceed what we can ask of volunteers.

Whilst this is a very exciting prospect, I am keen that we don't get distracted by it from running the Railway, so it's very pleasing to report that our volunteers have just finished the restoration of 'Big Jim,' an American locomotive that has a very distinctive chime whistle, and that has not been in traffic for over 20 years. If you haven't seen it running already, it will be the star of the show at our forthcoming 'Steam Spectacular' weekend

(7-9 March) <http://www.kwvr.co.uk>

If you would like to get involved and join our 500-strong volunteer team or to discuss any of these developments mentioned, please do get in touch either with me directly on [matthew.stroh@kwvr.co.uk](mailto:matthew.stroh@kwvr.co.uk) or via the Railway's office on 01535 645214 / [admin@kwvr.co.uk](mailto:admin@kwvr.co.uk)

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## Simple Sticky Shiny Loaf Cake

This is one of my favourite tea time treats; perfect to look forward to after a spring walk on the hills, or a good few hours working in the garden. Its also simple enough for almost anyone to make - just throw everything in bowl, mix well and pop in the oven. [Subtle hint for Mothers day?]. It will stay moist in a tin for at least a week, and a thick slice in a bowl, covered in custard and heated in the microwave for a minute or two is utter heaven.

- 250g Self Raising Flour
- 1 teaspoon of baking powder
- 1 teaspoon of ground ginger
- 1 teaspoon of mixed spice
- 100g soft brown sugar
- 75g caster sugar (or another 75g of brown sugar if you prefer)
- 175g soft butter or margarine
- 3 medium or large eggs (or 4 small ones)
- 150g of ginger jam, or your favourite marmalade or honey

Pre-heat your oven to Gas Mark 4/180°/ 350°, a little lower for a fan oven.

1. Line a loaf tin (around 25cm x 12.5 cm, or a square tin around 12cm square) with baking parchment (paint a bit of cooking oil or stork onto the insides of the tin to help the paper take the shape of the tin)

2. Take 2 heaped tablespoons out of the ginger jam, marmalade or honey and leave on one side
3. Put everything else in a big bowl and stir well until smooth and there are no lumps of anything (you can do this in a food mixer if you like)
4. Pour the batter into the tin, and bake for an hour - check its done by inserting a BBQ skewer or cocktail stick into the middle, and if not leave in for another 10 - 15 minutes.
5. Take out and allow to cool for 10 - 15 minutes, and remove from the tin. Gently melt the left over ginger jam (or marmalade or honey) on the hob (or covered at a low heat in the microwave) and spread on the top to make the tempting shiny sticky finish.

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f t





**Who could not be inspired by the Great British Interior Design Challenge and Great British Sewing Bee on TV this spring?**

While many of us would love to take on a professional interior designer to give our home a makeover, it has never been easier to create inspiring and interesting interior treatments for yourself; you can now easily learn and develop your own skills and techniques, and get in a trusted local professional to complete the look where it might just be a step too far to attempt yourself. Result - a high quality spring makeover which truly reflects your own taste and a sense of personal achievement and affordability. It could be a new colour scheme, highlighted with hand sewn cushions and blinds in a contrasting fabric, or some matching wallpaper and curtains which you've hand printed using these amazing paint rollers from The Painted House, used on the TV series. Our local area has some great friendly

professionals who can help you make the right choices, such as **Phillipe's** or **Elliot May**. And if you want to try (and buy) the paint rollers, **Damside Mill** in Haworth are accredited stockists and even offer a one-day course to learn how to use them. With sewing and textile classes springing up all around, from **Keighley College's** "Felt making and applique" to **Damside's** "Sewing and upholstery for interior design", or "Painted furniture classes" at **Elliot May** in Steeton, now might be just the time to learn a skill which will last you a lifetime, and brighten up your home with a new look for 2014.  
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## Snowdrops

by Jo Longbottom

Here come the snowdrops  
Pushing up cold hard fierce frozen earth.  
Like wisdom teeth.

Standing strong  
Fearless in the freezing gale.  
Unwavering as the mighty oak  
'Tho' fraction of the size.

White as winter  
But reminding us  
In a distant corner of our mind,  
Bringing the message  
Of Coloured crocuses to come  
Primrose.

Trooping of the Colour.  
Of Spring.

Helping us  
Forget the dark days.  
Soothing after barren frost,  
Short daylight hours.

Heralding  
A glimpse of hope  
In winters cold and long despair.  
Breath of fresh air.

First brave new year ambassadors.  
Winter warriors,  
Brave battalions,  
First wave of  
Secret scouts.

Armed with slim green swords.  
Our reinforcement troops.  
In silent advance.  
Planted flags of victory over gloom.  
Stalwart.

Lines upon lines of little trusty snowdrops

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# Pictures At An Exhibition

**Local artist Judi Rich will be holding her first solo exhibition at Café Central, Alice Street, Keighley from Wednesday, 19th February until Wednesday 26th March 2014.**

Judi completed a Diploma in Art & Design at Craven College in Skipton in 2008. Since then she has focused on developing her painting skills in terms of representational imagery. She has attended many workshops and courses run by artists who work in a variety of mediums and styles and visited exhibitions both in this country and during her travels abroad. From this melting pot of experience, she has derived her own personal choice of medium and style.

"My first love is portraiture in oils or pastels focusing totally on the face," she said. "I try to capture the character of the model working in a variety of styles, such as sepia, vivid colour and with a limited palette."



Judi's recent work has centred on nature and animals - mainly in pastel. She feels that this is a much-understated medium, which allows the artist the flexibility of sketching, detailed drawing, blended/unblended painting giving a clarity and vibrancy of colour.

In contrast to her detailed representational work, she is displaying a few of her semi abstract pieces. Judi says that she is constantly seeking and reacting to her surroundings and experiences therefore feels the need to be flexible in her choice of subject, medium, size and construction of her work.

"I am passionate about my work to the degree that I am totally focused in the moment. When I finally finish for the day I feel exhausted," Judi added.

Most of the work on exhibition will be for sale along with prints and cards of a selection of her work.

**Pictures At An Exhibition runs from Wednesday 19th February until Wednesday 26th March 2014 9am - 4pm (Café closes at 2pm). Entrance is free.**

**Further details from Judi Rich at judi.rich@btinternet.com or 07910 152 251.**



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some good mortgage deals available subject to individual circumstances, along with good interest rates this seems to be putting the market back where it should be.

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## Where in the Aire Valley? COMPETITION

Where is the red x located in the photo to the right? ?

This month's prize is generously donated by **Keighley & Worth Valley Railway: Day Rover Pass**

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The winner will be selected from all correct answers received by March 25 2014

Last month's winner was Mrs C Douthwaite  
The correct answer was Silsden Boats  
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# TOP TECH TIPS by Michelle Thompson at CloudFree IT

**Did you know that, whilst there are plenty of search engines to choose from, such as Bing, Yahoo and Ask, 64% of searches are now made through Google.**

Basic search engines launched in the mid-1990s, but since Google took to the stage in 1997, its rapid development has overtaken and left standing all of the competitors. The mighty Yahoo can't keep up and no-one admits to 'Binging it'.

**So how come Google now handles more than half of all search traffic?**

Without the time, patience, or interest, in photos of dumb celebs, other boring news items and adverts, I want to get on with finding out the answer to 'how many calories in a banana muffin?' Google's plain white, simple home page knocks AOL, MSN and Yahoo into a cocked hat, for loading speed. Google is also one of the biggest three email providers, so from the main search page it's a quick jump to check email and short leap to YouTube, where many an hour can be 'used productively' learning how to do something new, watching mildly amusing cats/embarrassing stunts/music videos/old TV show clips.

Google is the default search engine on the majority of smartphones and tablets, so with more internet content being consumed on the move these days, there's no wonder Google has the biggest share of search traffic really. And if you want fast browsing, choose Google Chrome on your PC.

**Isn't Google's apparent monopoly rather 'Orwellian'?** Since they began personalising searches, they've probably amassed an awful lot of data about our search habits, preferences and locations, but it's worth remembering that data held by any organisation could be sold on or stolen. Google's data centres are as secure as you're likely to get anywhere. Google's Core Values state "Do the right thing: don't be evil.



Honesty and Integrity in all we do. Our business practices are beyond reproach. We make money by doing good things". Google is all about making the right information available to the right people in the most efficient way possible. In tune with the spirit of the internet Google penalises websites which have been 'doctored' in ways that falsely improve their prominence in search results.

Many organisations, including up to a third of UK further & higher educational establishments, trust Google for data storage and application delivery, so it's not Google we should worry about when it comes to respect for privacy. Judging by what you see on social networking sites, people do a sterling job of disrespecting their own. Make use of privacy settings everywhere you go on the internet.

**What would life be like without Google?** In my job, I'd need a huge library of product manuals, and parts catalogues, and a much bigger office with lots of shelves just for starters! A quick translation would mean dictionaries and phrase books, instead of a 30 second lookup. I'd be literally lost without Google Maps.

Want to know how something works, or how to fix it yourself? Well, phone a friend or hunt for a Haynes manual at the local library. Searching for cheap holidays, cars, insurance and other purchases? Without Google Shopping you'll be visiting a lot of websites one by one, picking up that phone or wandering round town. With teletext having disappeared from our TV screens ages ago, there'd be no more 'booked it, packed it and \*\*\*ed off' (as comedian Peter Kay would say). And without Google Search & YouTube I'd have spent ages rooting through our DVD collection to check I'd got that quote right!

[www.youtube.com/watch?v=rFUxMp3dT0](http://www.youtube.com/watch?v=rFUxMp3dT0)  
- A teenager's view on life without Google.

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# Vive Le Camping!



**Local farmers and landowners have come together to create a network of idyllic country campsites to ensure there's enough accommodation for the thousands of visitors expected to descend for Le Tour in July.**

And they've joined forces with fundraisers at Manorlands Sue Ryder Hospice to raise funds for the Worth Valley's cherished charity at the same time.

"Le Camping" with Manorlands will give visitors and local cycling fans alike chance to watch the world's greatest cycle ride from some of the premiere vantage points

against the backdrop of our stunning landscape.

Some of the landowners have pledged to give the whole of the camping income to Manorlands, with others donating a big percentage of the takings.

So far, there are eight sites in the Manorlands 'stable'. Six are in the Worth Valley, with one nearby in Cullingworth and one further away at Oak Tree Farm in Addingham - the only location which sees the Grand Depart route passing through on both days for Stage 1 and Stage 2.

Sue Ryder fundraiser Andy Wood, who came up with the charity camping idea said: "Accommodation in our area has been filling up fast, with cycling enthusiasts

from far and wide wanting to watch the spectacle in the beautiful Worth Valley.

"Even if you live close by, it would be great fun to camp and soak up the atmosphere alongside the national and international visitors - and would be a nice way to make them feel welcome and a part of the local community while they are staying with us.

"It also makes a lot of sense to get into position at one of the spectacular vantage points like Penistone Hill by camping overnight. We've been told that some of the keen supporters find themselves a spot and simply anchor down there - so it may actually be quite difficult to move around on the big day, unless you get up at the crack of dawn to walk to your chosen view point.

"It's also a well-priced option for anyone with family and friends coming from further afield but with not enough room to put them up. Or if you know people from other areas who are keen cycling fans - please just let them know that, if they want to view the tour in a superb landscape where there's lots going on, we still have capacity. But don't leave it until the last minute to book, though, as there's likely to be a rush of bookings nearer the time - and there may be visitors turning up on the weekend with no accommodation planned."

The sites are spread across the route and each has its own niche to suit particular guests.

Up above Oxenhope, where the route heads off over the moors into Hebden Bridge, there are two campsites. Stones Top Farm, Oxenhope, will have its own bar, while next door at Stones Cottage Farm, Oxenhope there will be family fun with an

animal petting area for children. This site is particularly well geared up for people arriving by bike.

Mtbcycleyorkshire.co.uk have joined forces with the hospice to promote these two sites and will put on a mountain biking experience for the campers.

The Waggon and Horses pub is not far away for an evening drink and food.

At Westfield Lodge Farm, on Penistone Hill, there will be a small bar and shop. At the site off Haworth Road, Cullingworth, a Park and Ride service will run on the Sunday to cater for those wanting to drive to the perimeter of the road closures, then head off to watch the spectacle in Oxenhope and Haworth.



**The Le Camping Manorlands map (<http://bit.ly/1e7dVlb>)**

also features other campsites in the area which aren't part of the scheme but offer much-needed

accommodation and fun activities for the big weekend.

These include the Three Acres Inn, Lees Moor, and a site to be set up on Oxenhope Recreation Ground. Riverside Camping Yorkshire, off Keighley Road, Silsden, is in a well-placed central position for viewing both stages. Stage 2 on the Sunday comes right past the campsite and on the Saturday they are laying on a shuttle bus taking people up Addingham to catch Stage 1. A live music event and bar will entertain their guests throughout the weekend.

**For details of the sites visit [www.sueryder.org/lecamping](http://www.sueryder.org/lecamping), or contact**

**[Andrew.wood@sueryder.org](mailto:Andrew.wood@sueryder.org)**



Churches Together in Silsden are supporting local **Food Banks**. Donations of tinned and non-perishable foodstuffs will be gratefully received at all three churches (**St James', Silsden Methodists and Our Lady of Mount Carmel**) on any **Sunday morning, OR at Silsden Methodist's refreshment area, Tuesday – Friday 9.30am – 11.30am**. Please help to share a little of what we take for granted, to an increasing number of our neighbours in need.

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

Local artist Judi Rich will be holding her first solo exhibition at **Café Central, Alice Street, Keighley** from **Weds 19th Feb until Weds 26th March. 9am - 4pm**. Entrance is free. Further details email judi.rich@btinternet.com.

**Mon 10th - Sat 15th March 7.30pm The Importance of Being Ernest at Keighley Playhouse,** Devonshire Street, Keighley. Period Comedy by Oscar Wilde. Box Office 07599 890769 email boxoffice@keighleyplayhouse.co.uk.

**Thurs 13th March Welcome to Yorkshire Tour de France Road Show** 7pm Silsden Methodist Church, Kirkgate Silsden. [ Opposite the Town Hall ] The venue will be open from 6.30 with presentations starting at approximately 7pm. Hosted by Silsden, Addingham and Steeton with Eastburn parish Councils

**Sat 15th March St Stephen's Church Hall, Steeton 6.00 pm - 8.00pm** St Patrick's Family Games' Evening Tickets: Adults £3 Children £1 - includes jacket potato with filling

*Please support local trade*



Wear something green!  
Tel 01535 658689 or 01535 652765 for tickets.

**Sat 15th March 10.30am - 1pm St Johns Church Cononley** Coffee Morning at the Village Institute Cononley,

**Sat 15th & Sun 16th March Keighley Model Railway Exhibition 2014 at Victoria Hall, Keighley.** The event runs from 10.00 - 5.00 pm Saturday and 10.00 - 4.00 pm Sunday. Admission charges £4.00 adults and £3.00 concessions. Family ticket (2 + 2) £12.00. 14+ Layouts - Modelling demonstrations. Displays by Keighley Plastic Modellers & Bradford Model Engineers. Full Catering & Free Off-Road Parking

www.keighley-mrc.org.uk. For further details please telephone Phil Kirtley on 01535 608525 or 07948181279

**Sat 15th March An Evening Of Dirty Dancing The Muni Theatre, Albert Road, Colne, BB8 OAE,** An Evening of Dirty Dancing: The Tribute Show is the original tribute to the greatest movie soundtrack of all time. It's the ultimate celebration of the iconic music from the classic movie. Doors Open: 6.45pm Show Starts: 7.30pm Tickets: £18 Adult, £16 Child, £20 on the door The Muni Theatre, Albert Road, Colne, BB8 OAE, Lancashire BB8 OAE

Contact telephone: 01282 661234

**Sun 16th March The Ramblers group walk. Distance 8 miles Cononley to**

**Lothersdale & Back. Meet at 10.30 am Mill Works Car Park Cononley, BD20 8LN.** After a steep climb the unfolding views make the effort well worth it on this lovely walk to Lothersdale. Because of young lambs and mothers in most of the fields no dogs will be allowed on this walk. Bring a packed lunch. Contact: Pauline - 0773 3341 879.

**Sun 23rd March 5 1/2 mile circular walk.** Meet Kenneth J Allen at **10:30am at Wesley Place car park, Silsden** for a walk over farmland and some woodland, with views of Silsden Reservoir. Bring a packed lunch.

**Sat 29th & Sun 30th March Haworth Craft Fairs** showcase the best of local talent. **At Bronte School Rooms, Haworth 10am - 4pm.** With a selections of handmade gifts, jewellery, toys, textiles, art, cards, baked goods, and lots more.....visit www.haworthcraftfairs.co.uk

**Sun 30th March Keighley BigK 10K-** Enjoy the multi-terrain 10K course around Keighley's four superb parks. Tickets range from £6 to £15 or teams of 5 can enter for £50. To sign up for this event visit www.bigk10k.org.uk or call the Manorlands fundraising office on 01535 640176.

**Sun 30th March Circular 5 mile walk.** Meet Ray Wood at **10:30am at Wesley Place car park, Silsden.** Walking to Kildwick Moor and returning on the Leeds and Liverpool Canal. Bring a Packed Lunch.

**Fri 4th April Film Night Sunshine on Leith at Glusburn Community & Arts Centre, Glusburn.** More info visit [www.gicac.org.uk](http://www.gicac.org.uk) or call 01535 630223.

**Sun 6th April Skipton Triathlon 2014 8:00am Craven Swimming Pool,** Gargrave Road, Skipton, BD23 1UD. Swim 400m / Bike 20km / Run 5km The Skipton Triathlon is the ideal event for the novice competitor wishing to give triathlon a go. This early season event has always proved to be extremely popular, earning itself the status of becoming the largest pool based Triathlon in the Yorkshire & Humberside region. For more info and to register visit [www.freebirdevents.co.uk](http://www.freebirdevents.co.uk)

**Mon 7th April TDF2014 Worth The Tour meeting,** 6:30 for 7pm start at The Three Acres pub, Bingley Rd, Lees Moor, Keighley BD21 5QE All welcome. [www.worththetour.org.uk](http://www.worththetour.org.uk)

**Thurs 10th April until Sat 12th April 7.15pm. Sutton's Green Hut Theatre Company present Mini Musicals** Cabaret style evening featuring excerpts from everyone's favourite musicals. At The Village Hall Main Street Sutton. Licenced Bar Tickets Adults £8 & Concessions £7 4 tickets for any one performance £28. Box Office 01535 632289

	<b>Glusburn Community and Arts Centre</b>
	<b>Friday 7th March Film Night: Le Week-End</b>
	<b>Friday 4th April Film Night: Sunshine on Leith</b>
For more information contact us on 01535 630223 or visit our website <a href="http://www.gicac.org.uk">www.gicac.org.uk</a>	



# March and the Mods

## Silsden's SummerJam music festival has exploded onto the scene with a great big bang.

With a mod theme unfolding for the August Bank Holiday Sunday, there's an extra treat in store for scooter fans.

Mod hero Bruce Foxton headlines with his band From the Jam. So, in keeping with the retro spirit, the attractions will include a 'Show and Shine' scooter display – with enthusiasts invited to bring along their machines to share with other like-minded folk.

Organiser Andy Conway explained: "The mod culture is not just about the great music but also about fashion and style – and there are some fantastic scooters around, including vintage models which have been really lovingly cared for and some that have been customised in all sorts of imaginative ways. 'Show and shine' gives proud owners chance to do just that

- share them with fellow enthusiasts and also to have a look round at what other people have done with theirs.

"The scooters will be displayed in a secure compound so the owners can still go off and enjoy the music and all the other great activities. If there any scooter clubs would like to come along and bring a few great models we'll give them a really warm Yorkshire welcome."

### Sounds of the Sixties

Music lovers who attended last year's Silsdenbury Festival will no doubt be delighted at the return of popular local 'beat' band The Big Bang.

The band performs sixties classics inspired by the likes of Small Faces, The Who and Van Morrison, enhanced with their own unique interpretation.

The Big Bang have been together since 1988, when they were formed by Bingley guitarist Stan Greenwood after his band

Skeletal Family split up. The line-up consists of four experienced local musicians – Stan himself on Guitar, Silsden's Keiron Nuttall belting out the vocals and guitar, and from Crosshills, Steve (Captain Black) Wilson on Bass and Bryan (BJ) Walmsley on Drums.

A high spot of their career was supporting Ocean Colour Scene a few years ago – which Stan says was not only an exciting experience but also brought in some quality bookings for the band.

Stan said: "The last two years when we've played at Silsden it's been amazing. On both occasions, the crowd have been right behind us. Last year there was a crowd of over 1,000 people – and now we are really delighted that it is becoming a major annual event, which is now attracting bigger headlining bands.

"We are so pleased to be invited back and we're already rehearsing new songs - obviously consisting of sixties classics. Music fans can expect our usual high octane interpretations of classic Who, Small Faces and Rolling Stones tracks!!"

The Summer Jam organisers have been keen to feature an eclectic mix of big names and local acts in keeping with the camping festival's community-based origins and ethos. Because it sprung from the Silsdenbury free event, they are committed



to bringing back favourites from last year – like The Big Bang and Blackpool-based Ska Face - to recapture some of atmosphere of where it all begun, as well as broadening the appeal to a wider audience, with the introduction of more well-known Yorkshire bands and DJs - We can't wait!

Bands and attractions are still being added every month and we'll update you regularly in the Aire Valley Mag.

**Visit the festival website [www.dirtyboyinc.com](http://www.dirtyboyinc.com) for more info.**

**You can book on line or phone 07581 498817. Early bird weekend tickets, including weekend camping, are still available.**





# 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

through 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, LinkedIn 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 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



Gerry Coakley from Crux Communications and Mark the bar PR officer, interviewing Barbara Sedbrook, Executive Producer of 'The British Journal'

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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 got a good response.

Last, but not least - stick at it! Fame 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 Communication is on [www.cruxcomms.co.uk](http://www.cruxcomms.co.uk) or @crux57 on twitter



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# BUSINESS DIRECTORY

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## Windows

Bob Beattie p13

**Would you like to feature your business in this community magazine?**

**Contact Aire Valley Mag on 01535 642227**

**mail@worthvalleymag.co.uk**

**Ask about our leaflet distribution service.**



# WORTH & AIRE VALLEY MAG

COMMUNITY NEWS AND LOCAL BUSINESS DIRECTORY

Reach 20,000 households in Worth & Aire Valley



**SPECIAL OFFER: 3 for 2!**

**Go in 2 Groups, get 3rd one FREE!**

From only **£29.66** (+ VAT) per magazine\*  
(\*1/8 page colour; 3 month commitment)

**Established in 2006 we are genuinely your local Community Magazine.**

✓ **Local Business Directory**

✓ **Supports LOCAL Groups**

✓ **Puts money back in to the local economy**

✓ **Delivered through doors monthly**

✓ **Community News**

✓ **Business Profiles**

## Here's what our advertisers say...

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.

Chris (Bristles Chimney Sweep Service)

I have advertised with the Aire Valley Mag 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 feedback that I have received from my customers that this little book is not only an interesting read but also provides a solid base for local business to promote their 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 boxes. May all your great work continue!

Steve Edwards, Managing Director,  
Cobbydale Construction Ltd, Silsden



Group 1 Oakworth, Oldfield, Stanbury, Haworth, Lees, Cross Roads, Oxenhope, Leeming  
Group 2 Silsden, Steeton, Eastburn, Sutton, Crosshills, Glusburn  
Group 3 Keighley, Riddlesden, East Morton, Long Lee, Fell Lane, Exley Head, Utley

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

[www.airevalleymag.co.uk](http://www.airevalleymag.co.uk)



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Mr. J.B. Kighley - Rev 2/13

 Windows 8 Pro

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