



CLIVE: FIT FOR PURPOSE

Retired teacher, exam invigilator and assistant examiner, Clive Sherratt, taught at Bingley Grammar for 31 years but despite retiring in 2005 still goes

into a number of Bradford schools to look after exams (and also Bradford University where he studied from 1969 to 1972). He has marked GCSE History since 1994 and now marks GCE General Studies and still retains his interest in education.

Clive first became involved with the distribution of publications in 2006. At its peak he was regularly delivering 900 + copies of the (Keighley) Target/Advertiser over a large part of Oakworth before the withdrawal of publication in 2012. The experience gave him a good grounding for the contract work for Aire and Worth Valley Mags beginning in 2008.

"From even before the start of my contract work with Aire and Worth Valley Mags I was impressed by the quality of the magazines and have since found that this opinion is shared by the overwhelming majority of the magazine's readers who have been consulted over the years I have back checked the mags" Clive asserted.

"I have received any number of pleasing comments such as
"I always look forward to receiving my copy"
"I got an electrician/painter and decorator plumber through the magazine"

"I find the articles both interesting and informative"

Back checks have consistently revealed a good delivery rate across an expanding area and a positive feedback from respondents. "As well as my back checking work, I am also on call when needed as relief deliverer and have recently taken the role of regular deliverer of the Oakworth Goodley Round."

Never one to sit still for long, Clive started doing distance running and long distance walking in 2010 when he reached to age of 60. Since then he has run four full marathons and three half marathons (including the Great North Run). He aims to complete five full and half marathons by the age of 65. He hopes to do the London Marathon and reach his target of raising £5000 for charity. Clive's next run is the Edinburgh Half Marathon in May 2014. **Anyone who wishes to support his chosen charity Macmillan Cancer Support can do so by going to Clive's Just Giving site.**

As far as Clive's long distance walking exploits are concerned he has already done Wainwright's Coast to Coast, Hadrian's Wall, The Pennine Way, The Cleveland way and St Cuthbert's and St Aidan's Way while his next long distance walks are Lady Anne Clifford's Way and The South Downs Way.

Clive's activities hold him in good stead for the back checking and magazine delivery work. We're pleased he is fit for purpose! **If you have any questions about magazine deliveries in your area, please contact the Worth & Aire Valley office.**

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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 (Bridles 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 come to know and trust. I know from the feed back 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 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 boxes. May all your great work continue!

Steve Edwards, Managing Director,
Cobbledale Construction Ltd, Skipton



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

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Say you saw it in the Worth Valley Mag!