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JULY 2019

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Welcome

Hello, the good people of Consett!

Welcome to the 79th issue of the Consett Magazine.

We're honoured to be part of a thriving community with exceptional local history, fantastic businesses and most of all, inspiring people. Consett saw the first ever Cycle Festival which turned out to be a huge success, you can see pictures and video of the event on our website and read the rundown on page 15.

We have been independently publishing Consett Magazine for nearly 7 years now and we'd like to thank all the advertisers, contributors and readers for making it what it is today.

The cover pictures was contributed by Brian Harrison of the Consett District and Heritage Society. Brian is trying to save the old Ambulance Hall for the town and plans to turn it into a Heritage and Arts Centre for the community. You can find out more on our facebook page or the Consett District and Heritage page. If you have a picture you'd like to be featured as the front cover then please send us it in an email to editor@consettmagazine.com.

This month we have all your regular favourites, Brian Harrison (Page 4 & 5), Lorraine Weightman (Page 10), Alex Nelson (Page 12), Catherine Meades (Page 11) and local artist Neil Sullivan (Page 14). We also would like to introduce a new regular writer Angela Tindle (Page 7)

Last month saw local nursery Shotley Bridge Nursery School get a very special visit from TV celebrity Dr. Ranj to unveil their outstanding achievement of Millie's Mark, you can find out more on page 9.

As always, if you contact any of the businesses in this issue, please be sure to mention where you saw them, without the continued support from our advertisers and contributors, Consett Magazine would cease to exist. We'd like to thank everyone that make this magazine possible. We hope you enjoy this issue and for more in-depth stories be sure to visit consettmagazine.com Have a wonderful July!

Warmest regards,
Barry Kirkham, Marco Elsy, and all of the writers, people and businesses who make Consett Magazine possible.

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The Front Cover

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A FEW LOCAL URBAN MYTHS AND LEGENDS

By Brian Harrison



There always seems to be stories of the area that everyone has heard and after so many times of being told it becomes part of our folklore. Always a hard one for people to disprove as "my grandfather told my dad who told me" means it has to be true. We come across this type of thing all the time within genealogy, when family lore is taken as gospel and so many times people are taken down the wrong track of research. Our heritage of the area can also be the same. One of the big ones we have came across in the past few years is the cross high up under the Hownsgill Viaduct.

The story goes that while in construction a man fell from that position and the cross is there in commemoration of his death. However, after initial research we could find no accident or accounts of a death of any kind so we kept digging. It took just 15 months to construct the Viaduct which was completed and officially opened Friday 25th June 1858.

The designer was Mr Thomas Bouch CE and the contractor was a Mr John Anderson. In a newspaper article published in the Durham Chronicle on 2nd July 1858 it was said of Mr Anderson "All credit to the latter for his admirably-executed work, during whose process no casualty is to be deplored." and in The Dublin Builder magazine published 15 December 1862 we found the following statement "It was a gratifying fact that the work was completed without accident, and not a single crack

was to be found in the whole of the structure". So there we have it, the cross is there but it has nothing at all to do with a death or accident. Maybe its a marker for sea level, or just a decoration. If nothing else it has given us all lots to talk about and discuss over the years.

On to a couple of legends. The tales of the Derwent Valley, encompass everything from evil spirits, to wicked noblemen, but we also find a tale of chivalry at its highest. It is said that in cave near to the Sneep lies the gallant King Arthur. He is said to be resting in suspended animation until the day when his people need him. On that day he will awaken and once again come to the aid of his people.

Another which I am sure some would have already heard, is the tale of the Roman treasure chest of Ebchester. It is said that at the end of the 4th Century as the Roman legions began to leave the area they left a chest somewhere under ground which could be accessed by a tunnel. The chest itself was said to be decorated with an ornate raven. The legend goes on to tell of numerous attempts to find the chest all ending in failure. The final attempt was said to have been a man in the 1700's who dug numerous cavernous pits. Many times he thought he had found something only to be disappointed. He eventually stopped looking but the legend of the chest continued.

Joshua Lax, who I have wrote about before, penned a poem about the legend in the late 1800's:

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**"Tradition tells and I repeat the story,
That 'neath the village, in some cave, was hid
When Rome and boundless wealth and to had glory,
A chest of money, and upon its lid
A crow was perched, and some old man to rid,
His brain (whose nightly dreams oppressed him sore)
Of doubt regarding what the Romans did,
Work hard for weeks the treasure to explore,
But neither gold nor crow to light could e 'er restore"**



Main Street, Ebchester

Is Leaflet Distribution Still Effective In 2019?

By Barry Kirkham

Let's put this question into a proper context, because it's very much like asking your personal trainer "how much weight you'll lose by going to the gym regularly?"

Just like there are many variables to answering the loss of weight question, you should also consider the same for any door-to-door leaflet distribution campaign.
Let's take a closer look at the variables in working out a good response rate from your campaign:

What do the marketing statistics say?

According to the Direct Marketing Association (DMA) - extensive research was carried out in an attempt to give you a good idea of what to expect from your flyer distribution campaign:

"A key finding is that 89% of consumers remember receiving a door drop mailing - more than any other marketing channel. And it has a powerful place in people's lives, with 45% keeping leaflets on a pinboard or in the kitchen drawer".

Perfect, this is a good start! You know it works for brand recognition, but how do we get an idea of a response rate?

Well, the average response rate to a leaflet distribution campaign is around 1%. So let's find out why aren't people responding to the extend which you'd like them to, and more importantly, how can we increase the response rate for your next campaign?

How many people will respond to your flyer?

If you receive a leaflet from DFS, an extremely well known brand, and also receive a Dominos Pizza flyer, again a well established brand, the response rate would be equal right? No!

How many times do you buy a pizza compared with a sofa?!

The point here is not to dwell on the percentage response rate, but on the potential value of each converted lead. Dominos need to sell a lot more pizzas than DFS do sofas in order to see a return from their distribution.

But I'm not an established brand, is leaflet distribution a waste for me?

Absolutely not, and there are a number of reasons why. If you have a local business looking for local custom then I can't think of a better solution to advertise locally than flyer distribution. So, why will people respond if they haven't heard of you? They won't necessarily on first view, but going back to the joining the gym analogy, leaflet distribution is not a one hit wonder event, just as going to the gym doesn't work if you only turn up once. Leaflet distribution works most effectively when treated as a long term campaign, which goes out to the same people over and over with a professionally planned strategy. This is the same whether you are an established brand, a new business, or a small business looking to expand.

What is the campaign based approach?

This is the essential ingredient to ensuring you will see a return on your investment. People don't tend to respond to something on first view, they need to see it over and over, which is known as drip effect marketing. You need to plan a long term campaign, tailored around your budget, which enables your flyer to target the right audience on a regular basis with actionable flyers.

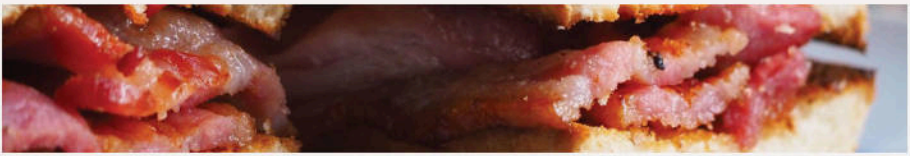
How much impact does the design of the flyer have?

A huge amount! For example, if you have an estate agents and send out a flyer with a boring image of your office on, and it says something like 'we are an estate agents, we sell and rent houses', you will likely receive no response even if you send 100,000 on a regular basis to the same audience.

However, if you simply have a headline such as 'Thinking of selling this summer?' Followed by a sub headline, 'we are offering free valuations in your area this week', with a call to action, 'Call us today on...and book your free valuation', and an image of an exciting house with a happy family embracing it, your response rate will rate will be completely different. Why is this? Because instead of talking about your boring business, you need make your business relevant to the receiver, and give them a strong reason to respond. Actionable design is vital.

FOOD GLORIOUS FOOD

By Angela Tindle



Meals were usually eaten at the kitchen table which was covered with a shiny oil-cloth.

They consisted of breakfast, lunch and tea. There wasn't any snacking in between meals apart from possibly a piece of fruit or a glass of milk.

Eating out of doors was simply not done apart from picnics, ice-cream or fish and chips which were wrapped in newspaper and eaten with greasy fingers or a little wooden spatula - no polystyrene trays or plastic forks!

Breakfast was often a bowl of porridge with milk and treacle which was artistically trailed from a spoon in the shape of one's own initials. Sometimes we had a soft boiled egg and Daddy used to cut off the top so we could dip in our soldiers of buttered bread.

Occasionally we had kippers - done in a frying pan to make the skin nice and crispy. I loved the taste of them but hated the bones and spent ages trying to remove them before sprinkling them with vinegar, clamping them between two thick slices of bread and then swallowing them down with big gulps of tea. Another favourite was 'eggy bread', especially when it was served up with a rasher or two of bacon.

Lunch was the main meal of the day. Monday was often rissoles made from left-over meat from the weekend joint. It was broth on Tuesday, a tasty tomato coloured mix of vegetables, pulses and bits of shredded meat which was often bulked out with 'spuds' or dumplings. It was wholesome and very filling.

Yellow fish (smoked haddock) was my favourite, especially the flavoursome juice which I soaked up with slices of bread.

On special occasions we had roast chicken with home-made stuffing and we considered it a great treat -- not like it is now with chicken dished up in a hundred and one different ways with exotic sauces, nearly every day of the week. Any remaining meat was picked from the carcass, which was boiled up to make stock and the end result was a bowlful of tasty soup.

Like most households, very little was wasted. We had rabbit stew from time to time and I remember trying to skin one on the draining board in the scullery. I had a struggle with it and did not enjoy the task although the meal itself was sweet and tasty but I didn't care for the bones. Tea was usually just jam and bread and cake with a pot of tea made with real tea-leaves as tea-bags were not available. Grandma had a metal cylinder with a chain which one filled with the leaves and hung in a pot of hot water but we didn't use it very much. '***Just a gimmick!',*** as my father used to say.

Puddings consisted of rice 'pud' with a lovely brown skin, baked apple or poached pear with custard, jelly or blancmange with tinned fruit and a steamed pudding in winter. My favourite was treacle but 'spotted dick' and chocolate also 'went down well'.

When I look back, I think we were fortunate to be so well fed. It was plain, simple cooking but it did provide a well-balanced diet and was very nourishing.

I have a few old recipe books belonging to elderly relatives. They make you realise how inventive they were with just a few basic ingredients in those days and also include money saving household hints and medicinal concoctions.

Daddy was a great believer in Monastery Herbs which were mixed with a small amount of warm water to make an evil tasting, green liquid which was supposed to act as a tonic and keep us internally 'toned' but it was more pleasant to follow Grandpa's advice of chewing licorice to 'keep you 'regular'.

We were given rose-hip syrup (hands up all the school kids that gathered the red berries to make a bit of extra pocket-money), a spoonful of malty Virol and cod liver oil emulsion to ward off colds and make us grow 'big and strong'.

Believe it or not, I loved cod liver oil. Strange child! Last, but not least it, was horlicks or hot chocolate for a good night's sleep - unless you were one of the dedicated 'ovaltinees'!

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SHOTLEYBRIDGE
Nursery School Ltd

Shotley Bridge Nursery School Gets Visit from TV's Dr. Ranj

Additional photos of the event on consettmagazine.com

Choking and accidental strangulation are a leading cause of death for under fours in the UK, yet 95% of adults would not know what to do in an emergency. That's according to TV personality Dr Ranj Singh in The Northern Echo.

Dr Ranj was in Consett on Saturday to host an event at Shotley Bridge Nursery School for the unveiling of the Millie's Mark Plaque, celebrating their commitment to having all of their 30 childcare staff members trained in pediatric first aid. By going above and beyond the legal requirements and seeing through their commitment to excellence in child safety, Shotley Bridge Nursery School have been recognized with the highly coveted Millie's Mark seal of approval.

Recognition with Millie's Mark means not only that all Shotley Bridge Nursery School staff are trained in Pediatric First Aid, but also that they are committed to continuous learning so that they are confident, ready and capable to administer first aid at all times.

Child safety is paramount at Shotley Bridge Nursery School. The Millie's Mark certification means parents can be confident that their children are in a safe environment cared for by a thoroughly trained workforce who meet the highest possible standards in Pediatric First Aid.

Nursery director Laura Bowery told the Northern Echo "We want the nursery to be the best it can be and Millie's Mark became part of that, we thought our first aid practices were good before but we are now much better and staff will have the knowledge and confidence to know what to do if a child needs help."

Shotley Bridge Nursery School would like to extend a huge, heartfelt thank you to all of our dedicated staff, Dr Ranj, the media who covered the event, Dan Thompson and the wonderful people at Millie's Mark and to the parents who entrust Shotley Bridge with the care of their children.

Photos courtesy of Maddy Ashworth at M Photography NCL

THEY THINK IT'S ALL OVER

Il have attempted on numerous occasions to try my hand at knitting - and my friends who can knit, will definitely tell you - despite my efforts - that I can't!
Perhaps it was my first experience at the age of ten which prepared the way ahead.

In those days at St Patrick's School in Consett we sat in rows facing the teacher and most of our lessons were taught by rote so it was a welcome change to be let loose to choose our own wool and needles to knit a scarf.

At first - enthusiastic about this new skill - I selected the two colours I was attracted to, royal blue and sunshine yellow and waited to find out the next step.

Standing at the teachers desk we learned how to cast on one at a time, while she clicked away and instructed us to watch. Stipulating it was one row of plain and one of purl to get the desired effect. I was quite happy at the start - it was a welcome relief from long multiplication and comprehension - but then as I was half way down my first blue square, disaster struck.

I had a plain line on my purl side, rebelliously glaring at me. Standing in the queue at her desk, I felt the beads of sweat rising on my palms. Hurriedly wiping them on my knitting I was ready to admit my mistake. I watched crestfallen, as she undid row after row until she reached the offending odd line, then pulled it out and gave me back my knitting with a sigh! Cautiously I began again, concentrating as best I could to get it right. But now all the wool was curled and it was more difficult to manipulate.

We were instructed to measure our squares and make them eight inches exactly but maths was never my strong point! As I watched my classmates clicking away and their squares growing in size I looked at my meagre effort. By now I had pulled the stitches so tight I could hardly fit the knitting needle in. A voice beside me said,

'Your tensions all wrong, go and wait at my desk!'

Tension, I knew all about tension and with panic setting in, I started to pray to Saint Anthony to find me a hole to fall into, but he must have been busy as the teacher returned and scrutinised my work. Pulling out my knitting for the second time that lesson, she cast on for me and did the first four rows explaining how to hold the wool loosely between my fingers thus preventing the tightening. But by then my head was swimming with information so I was relieved to be saved from humiliation by the welcome sound of the bell for afternoon play time.

With one more week left at school before the Summer break, we were informed we could take our knitting home for the holidays and finish it off there. So Saint Anthony had been listening after all! The thought of six weeks out playing, visiting the swings, park, baths then walking to Allensford to swim in the river after tearing around on my scooter was extremely inviting and outweighed the thought of finishing my scarf.

It was July 1966 and World Cup football fever had hit the nation. My Dad, brother and uncles were all excited and football seemed to be the only topic of conversation. So it was inevitable that I would pick up some information along the way. Although I didn't have the same enthusiasm as them, even though they insisted on trying to explain the offside rule to me when I stayed in the room for more than five minutes. In fact on one occasion I even picked up my knitting to avoid any more football questioning but I soon lost interest.

It was about this time I discovered Batman. It was featured on television just after the news and it was so different, I loved it. Adam West and Burt Ward were the infamous dynamic duo and I delighted in watching them trying to outwit the numerous villains. But with so much football coverage my watching options were restricted.

As the holidays progressed so did my interest in football as England were winning their

games. World Cup Willie sung by Lonnie Donegan was on the airwaves and the whole country was on a high. My Mam however sat at her Singer sewing machine and made curtains for the living room. It was there she discovered my knitting stuffed down beside the treadle. Seeing my guilty forlorn face she asked if it would help if she did a few rows. My smile was her answer and leaving the curtains she clicked away effortlessly.

As the final approached we planned on preparing snacks and bringing in extra chairs to arrange around our black and white television. The streets of Consett were deserted as everyone was preparing for the 3 o'clock kick off.

At half time I noticed my Mam was still knitting away and it was looking good. But after 90 minutes and with the score at 2- 2 it was time for a toilet break and a cup of tea. With another 30 minutes of extra time on the cards I guessed my scarf would be almost complete before the final whistle.

When the roar went up at 3-2 to England and the excitement grew in our living room.

I shouted in to the kitchen,

'Mam is it finished?'

Holding my scarf up to the light she replied,

'Yes,
It is now!'

And the rest is history!

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Part 7 – Non-Conformist Registers

Until the time of Henry VIII and the Reformation, virtually everyone in England and Wales was Catholic. After that everyone was supposed to be Anglican but in reality there were always people who didn't conform to the established church, either openly or in secret. Some of the different non-conformist groups include Roman Catholics, Methodists, Baptists, and Quakers.

Each different group left different types of parish registers depending on their beliefs and practices and how openly they were able to practice their faith.

From the 25 March 1754 until the start of civil registration in July 1837, a legally recognised marriage in England and Wales had to take place in an Anglican church after banns or with a licence. The only exceptions to this were the marriages of Jews and Quakers. Until the 19th century and the advent of cemeteries, often the only place a person could be buried was the parish church yard – most groups did not have their own burial grounds.

So if your ancestors appear in the marriage and/or burial registers of their local Anglican church but there are no baptisms then they may have been non-conformists and you will need to check for surviving records of other denominations in the catalogues of the local county record office.

People also changed allegiance over time – whether due to conviction or for convenience. Thus, people may appear, disappear and reappear in the various church registers.

For more information on the registers of various non-conformist groups together with previous articles in this series, see the Cameo Family History Website: www.cameofamilyhistory.com.

Next month: The Parish Chest

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Places to Go: CHANGING PLACES

I have been writing this column in various magazines since 2003, with over 170 destinations to date. But this month I am taking a step back and looking at Places to Go in a different way: for those who need to go to the toilet and for whom there is little or no provision. This is for severely disabled people, adults as well as children, whose needs cannot be met by conventional accessible toilets, such as are generally found on trains today. For profoundly disabled people, transferring from a wheelchair to a toilet seat using grab rails is not enough.

These people need additional help, and usually find that they have to have their nappies changed on the floor of a public lavatory, which is not only undignified but also positively unhygienic. What is required is a proper hoist to move someone out of a wheelchair on to a bed, on to a toilet, and to a washbasin, with open space to accommodate someone who is assisting too. This type of toilet is known as a "Changing Places" toilet, and at the time of writing there were only 1,308 in the whole United Kingdom.

The Changing Places campaign was officially launched in July 2006. In celebration, the Consortium of charities which developed the concept decided to make July 19th an annual awareness day for the campaign. This year it falls on Friday. Changing Places Awareness Day is all about celebrating all that the campaign has achieved to date thanks to the dedicated support of campaigners from charities such as Muscular Dystrophy and MENCAP.

It also involves visitor attractions, leisure centres, motorway service stations, community centres, theme parks and museums. It is also an opportunity to help raise more vital awareness of the life changing difference Changing Places toilets make to people's lives - not just in the UK but around the world! The only railway station with a Changing Places toilet that I am aware of is at York on the East Coast Main Line and managed by LNER. Owing to the required size of the toilet, which is 12 square metres, it is no possible to accommodate one on the train itself, but many passengers use it at the start or finish of their journeys, some even break a long journey to use it, and the LNER's credit the facility is open for 24 hours so that even people who are not travelling by train can make use of it, even through the night. York as a city is well provisioned, with seven in the area, including McArthurGlen Designer Outlet. Durham has two at Freemen's Quay Leisure Centre and the University on South Road. Just out of interest – if you have the luxury of nobody being severely disabled in your family - think about when you last went out by car or train and see if there would have been a facility on your trip. To check where Changing Places toilets are, use uktoiletmap.org.

I had my eyes opened to this subject at a seminar arranged by the Changing Places charity with a manufacturer named iHus, based at Bircotes near Doncaster. The other major provider is aveso from Andoversford near Cheltenham.

For many families with a single disabled child, the whole decision about where the family can go for a day out is determined by where the Changing Places toilets are. Therefore, many theme parks and attractions have installed them to encourage visitors.

Even many motorway service stations are building them, and some day more railway stations too.

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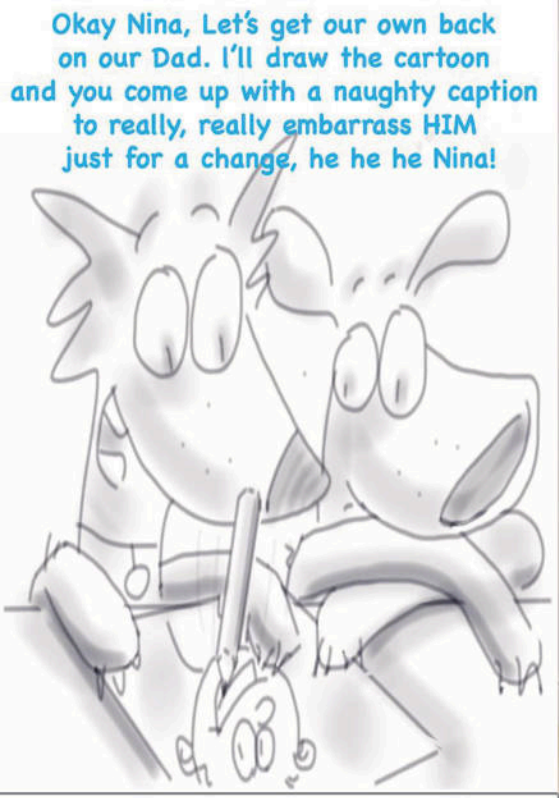

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PRINCE BISHOP VETERINARY HOSPITAL

By Christina Groves
Prince Bishop Veterinary Hospital

PUPPY SOCIALISATION

Socialisation is one of the most important things you can do with your new puppy as giving them lots of positive experiences, especially in the first few months of their lives, will help to ensure they become a friendly, outgoing and confident dog.

By the time a puppy reaches about 12 weeks of age, any situations or environments he has not been exposed to previously are likely to be approached with caution so between three and 12 weeks of age, it's really important to get them used to as many different people, animals and situations as possible.

Prior to your puppy receiving his full primary vaccination course, he cannot mix with unvaccinated dogs or go on walks, but he can be carried around in public, exposed to traffic and other animals, taken to the vets and may even be able to attend puppy parties if your ve practice offers these.

There is a lot of helpful information online about how best to socialise your puppy so take the time to read up on the subject as your dog is only going to be a puppy once, and speak to the team at your vet practice if you would like more information or advice.

http://princebishopvets.co.uk/client-advice/

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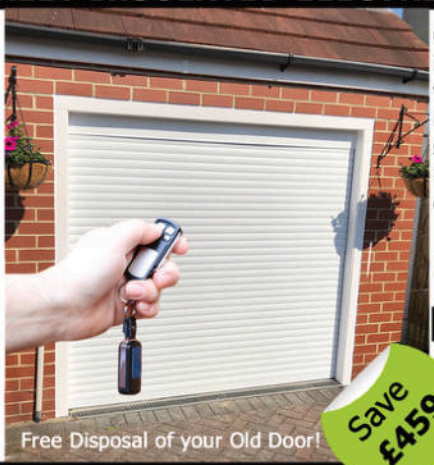

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First Annual Consett Cycling Festival A Huge Success

Over two hundred top cyclists took part in a race which began and finished on Front Street Consett yesterday (Sunday 23rd June) to race in the 'Tour of the Reservoir' a long-established pro-cycle race which, for the first time came to Consett's town centre.

Organisers said this year's race was a trial run for the event to become a regular sporting fixture for the town. The success of the race means it's almost certain the race will become an annual event for Consett, Co.Durham.

The cycle race was televised on EuroSport which has an average of 1.5 million people tuned into the channel daily.

Consett Town Centre became a hustling exciting hub for cycling fans and families alike.

While the Men's and Women's cycling races were the main events on the day there were also many shows, performances, and even a food market which brought Consett to life with a vibrant atmosphere for everyone who attended.

The event was organised to celebrate the recovery of the town of Consett from the loss of its steelworks in 1980 – a blow from which many said it would never recover.

The party started with the women's event, setting off at 9.00 am, circling through the town, and then heading off into the spectacular Durham countryside, before returning for the finish 71 miles later, back into Consett town centre. The men's race, over 110 miles on a similar course, began at 1.30 pm.

Leah Dixon (Instagram: @Leah_Dixie) was the Women's winner of the stage 2 Tour of the Reservoir race on Sunday.

Google Reviews ★★★★★

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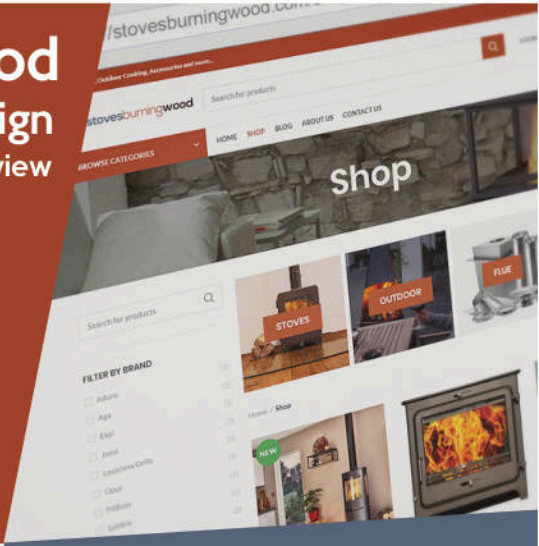
- Mr. J. McMahon - Founder



stoves burning wood

Logo Design

"We're extremely happy with our new site, logo and setup as it's been something that's sat in the pipeline for a couple of years now on our end, untouched."

- Mr. J. McMahon - Founder

Business Card Design & Print

We were asked to create a business card to promote the online store at trade events. We kept the same style we'd created when making the website and logo.

"Firefly helped us achieve a big project in a small space of time."

- Mr. J. McMahon - Founder

Call 01207 438292 today to get your project started.

