CONSETT MAGAZINE

April 23 Issue 125



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Delves Lane Chess Club Picture By George Ledger

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Greetings Consett community!

Spring has arrived, and with it comes a series of exciting events and articles in April's edition of Consett Magazine.

First up, we have the Consett Canicross Trail Series with the Allensford 5k event on 16th April 2023. Participants of all abilities can join together with their four-legged friends to tackle one of the most beautiful technical trails in the area. Get ready for a day of fun, exercise and community spirit – mark your calendars now!

When it comes to taking care of our loved ones, it's important not to overlook the health of our children's eyes. Consett Eye Care provides tips for keeping their precious eyes healthy and happy.

Next up, we have 'Consett in Focus', where the documentary photography group showcases their work with some stunning photos this month by Steve Webb. This edition features Bellringers of St Cuthbert's Church, Delves Lane Chess Club, and Simply Sewing Classes – truly a snapshot of our local community.

And in 'Making Memories. Making History', Joyce Shaw talks about the overlooked stories that help shape our history. From everyday experiences to extraordinary moments, we all have the ability to make history, and this article is a reminder of how important it is to value our personal histories.

Thank you for reading! We take pride in our work to bring you the latest news and stories from the Consett community. Stay connected, stay engaged, and most importantly, stay positive.

Best regards,
Barry Kirkham, Marco Elsy, fireflymagazines.com and everyone who makes this free magazine possible each month.

P.**S. Don't forget to send in your stories, upcoming events or advertise your business in our next issue! Contact us at editor@consettmagazine.com to learn more about how you can be featured in our community focused publication.**

firefly.magazines

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SCAN ME

The Front Cover

Delves Lane Chess Club - By George Ledger

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Challenge Yourself and Your Furry Friend at the Allensford 5k!

The Consett Canicross Trail Series is back with its next exciting event - Allensford 5k! On 16th April 2023, join K9 and Human teams of all abilities to challenge yourselves on one of the most beautiful technical trails in the local area.

The Consett Canicross Trail Series is known for its inclusivity, making it an ideal race for anyone who wants to experience a race day for the first time. And don't worry if you're not the competitive type - you can still enjoy the stunning scenery and have fun with your furry friend.

Your entry fee includes a medal for all finishers, and top three finishers will be awarded trophies (live races only). There are also spot prizes up for grabs, making the event even more exciting. If you're participating in a live event, you'll also have vet cover and on-site Canine and Human First Aiders to ensure your safety.

After the race, both you and your dog can enjoy a post-event drink. What's more, 10% of the proceeds from live events will be donated to a local animal charity, so you'll be contributing to a good cause while having fun.

If you can't make it to the live event, don't worry. You can still participate in the virtual challenge, which includes a £1 donation to Hero Paws and an interactive map to track your progress.

So mark your calendars for **16th April 2023** and join the Consett Canicross Trail Series for a day of fun, exercise, and community spirit!

For more info visit:
fit2thecore.uk/canicross

Business Tips

Design Your Way to Success: The Ultimate Guide to Print Advertising

As a small business owner, you know how important advertising is for your company's success. However, creating an effective advert can be a daunting task. You may find yourself struggling to come up with a design that resonates with your target audience and effectively communicates your message. But fear not, there are seven key elements to consider that can help you design the best print ads for your business.

First and foremost, your advert must have a **strong headline** that grabs the reader's attention. A good headline should be short, snappy and enticing, encouraging the reader to read on.

Once you've caught their attention, it's important to keep the **body copy short and sweet**. You don't want to overwhelm your audience with too much information, so focus on the most important aspects of your product or service.

Showstopping visuals are another crucial component of a successful advert. Use complementary images that draw the reader's eye and support your message.

To tie everything together, your advert should **tell a cohesive story.** The headline, body copy and visuals should all work together to convey a single message.

Next, you need a **clear call to action**. What do you want your audience to do after reading your advert? Make it easy for them to take the next step, whether that's visiting your website, calling your business or making a purchase.

Don't forget to **include relevant contact information**, such as your phone number or website, so that potential customers can easily get in touch.

Finally, consider incorporating **digital marketing tactics** like QR codes to increase the effectiveness of your print ads.

By focusing on these seven elements, you can create a campaign that ticks all the boxes and drives great success with this tried-and-true advertising medium. So take the time to design an effective advert, and watch your business grow!

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‘Consett in Focus’

Documentary Photography Group

Consett @ Play

Bellringers of St Cuthberts Church, Benfieldside

Bellringing is a traditional English pursuit, and the sound of church bells is deeply rooted in English culture. The bellringing team at St Cuthbert's Church, Benfieldside. They have to fit into one of the smallest bellringing chambers in the area but they have managed it for over 150 years.

The current team is led by Tower Captain Sonia Thompson and are a group of enthusiasts who meet every Thursday at 7.30 for practice and then on Sundays at 10.00 before the service. A peal of bells is a period of ringing that is determined by a very precise and mathematical sequence of changes all of which have to be memorised and called out by one of the ringers. The largest bell at St Cuthberts is huge, about the weight of a small car, but a few pulls on the rope gets it swinging and then pealing. Our photographer had a most fascinating morning there. - Photos by **Chris Bruce**



Delves Lane Chess Club

Chess is a board game between two players. The current form of the game emerged in Spain and the rest of Southern Europe during the second half of the 15th century developed from an ancient game of Indian origin. Today, chess is one of the world's most popular games, played by millions of people worldwide.

Basically it is played on a chessboard with 64 squares arranged in an eight-by-eight grid, each player controls sixteen pieces: one king, one queen, two rooks, two bishops, two knights, and eight pawns. White moves first, followed by Black then each player takes their turn. The object of the game is to checkmate the opponent's king, whereby the king is under immediate attack (in "check") and there is no way for it to escape. Delves Lane Chess Club began in 2016, and currently has about 15 members. The club was formed to allow people to learn or improve their Chess playing. They play purely for fun and friendship, although some of the members now are also members of other clubs outside our area, where they can play more competitive Chess.
- Photos by **George Ledger**



Simply Sewing Classes at Delves Lane & Citizens House

We recently photographed a sewing club at Citizens House, Consett run by Denise Angel.
"Denise runs sewing classes at Delves Lane Community Centre and Citizens House.
A class for all abilities, learn how to alter, mend, restyle and upcycle clothes and soft furnishings.
Denise is a professionally trained fashion designer and with her guidance you will improve your skills week by week."
- Photos by **Steve Webb**

‘Consett in Focus’ Documentary Photography Group’

IOur next project has started and it’s called 'Consett at Play'.
We are going to photograph how the people of Consett spend their leisure time.

Our Facebook page: **facebook.com/ConsettTownofCulture**
Website: **consettinfocus.weebly.com/**
Or email us: **consettinfocus@gmail.com**


George Ledger
@Consett in Focus


Chris Bruce
@Consett in Focus







25 Middle Street, Consett, Co. Durham

Consett Eyecare: Caring for Children's Eye Health

As the Easter school holidays approach, parents are faced with the challenge of keeping their children entertained, especially if the weather is not cooperative. One activity that children tend to resort to is spending more time indoors, and on digital devices. With this in mind, Consett Eyecare, your local opticians, would like to highlight the importance of regular eye checks for children's eye health.

The importance of spending time outdoors

Studies have shown that children who spend more time outdoors have a lower risk of developing myopia (short-sightedness). Therefore, encourage your children to play outside and engage in regular exercise. Two hours of outdoor activity a day is ideal.

The impact of digital devices on children's eyes

Moreover, the excessive use of digital devices can cause digital eye strain and fatigue, especially for children who are still developing their vision. Experts recommend using night settings on devices that have them, to reduce the amount of blue light emitted by the screen during night-time hours. It is also important to turn off digital devices at least an hour before bedtime to improve sleep quality.

The importance of regular eye checks

Consett Eyecare recommends booking your child in for a sight test every two years, starting from the age of three. However, if your optometrist recommends it, your child may require more frequent eye checks. Regular eye exams are essential for early detection of any potential vision problems that could affect your child's learning and development.

Choosing the right frames

At Consett Eyecare, we understand that children can be a little rough and tumble, and their glasses may take a beating. Therefore, we are offering a promotion for the Easter holiday: buy any branded frame and receive a free second pair. This way, parents have peace of mind knowing that their child has a backup pair of specs in case of any accidents.

We have recently acquired a new range of beautiful and fun frames featuring beloved characters such as Batman, Barbie, LOL, and Looney Tunes. Our frames are so adorable that we wish we could be children again to enjoy them too. We hope that our frames will make wearing glasses more fun for children and encourage them to wear them regularly.

At Consett Eyecare, we are committed to providing quality eye care for the entire family. We encourage parents to take advantage of our promotion and invest in their child's eye health by booking an eye exam and choosing from our fun and fashionable range of children's frames.

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We can get you set up with accounting software that saves you time and makes life easier - like any decent tool. We'll cut the crap and give you access to the info you need.

BRANDING

Branding is made up of all the touchpoints you have with a customer which gives you "gut feeling" about your company. Branding is not what you feel about your company. Branding is what your customers feel about your company.

WEBSITES

Your website has several jobs to do, it should act like a host to every "guest" that visits. Think of your website as a full time employee. An employee that never sleeps or complains.

MARKETING

How does your potential customer pick your company as the best fit to fill their need? Customers make decisions based on what they've seen, read and heard and now you are in control of all three!

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Back to Life

By Lorraine Weightman



With thoughts of impending Spring, we observe gardens and hedgerows around us coming back to life. And alongside the welcome lighter mornings and nights, it seems only natural to experience a sense of anticipation, expectation and growth.

As nature around us changes, so do we, and despite the technology that impacts and distracts us, the simple pleasure of a walk, with a breath of fresh air in the magnificent countryside that surrounds Consett, can almost always lift our spirits and bring us hope.

This universal consciousness lives within all of us, feeding our natural rhythms, and our desire to be at one with nature.

Just the other day I was discussing Easter with one of my friends and we started talking about its origins.

Apparently The Venerable Bede - who's tomb is in Durham Cathedral - a 7th century Anglo - Saxon historian, tells us that the word Easter comes from Eostre, who was alleged to be the ancient goddess of fertility and dawn. She also seems to be associated with the countryside, the moon, a sacred animal, the hare, the sacred symbol, the egg; and the waking up after winter.

Well, we could all do with that, and perhaps that is why early Christians embraced the ancient traditions and pagan spring festivals to help synchronise, explain and understand their beliefs, as these are all signs of new life.

Easter can be a difficult time to understand, as unlike Christmas there has to be a death before a resurrection and celebration; and it's all done and dusted in one weekend, with all the emotions that go with it.

As a young child living in Consett, we were taught in school about Good Friday and the death of Jesus on the cross. I remember questioning should something like that be termed as 'good', it was only when I got older, I understood.

Anyway, as kids we were all preoccupied with being sweet and chocolate deprived, having given them up for Lent; so were focused on looking forward to delicious eggs on Easter Day. I remember always getting a new coat or spring outfit for the celebrations too, usually from C&A in Newcastle.

Furthermore, there was the other distraction of getting costumes made for the Fancy Dress Parade at St Patrick's Easter Fayre; held in the school yard on the bank holiday Monday. I recall getting a prize the year I was dressed up as the Royal Nanny with four of my dolls wearing crowns, while sporting the costume, lovingly made by my Mam.

Perhaps that inspired my love for dressing up, as even when I was older I relished any opportunity to don an outfit. I came across some photos of these occasions recently, and I couldn't help smiling when I saw myself and my late husband Stewart dressed as rabbits!
So, the Easter we know now, embraces all these traditions from our communal past, mixed with the richness of the new; and whichever way we look at it, it's a time to celebrate new life.

After recently having a cholecystectomy - which in laypersons terms is removal of the gallbladder - I can safely say, that I feel myself coming back to life!

Happy Easter X

Exploring stories that build history, starring our favourite heroes and heroines





Imagine taking afternoon tea in the company of Tutankhamun, Neil Armstrong and Queen Victoria, all happily chatting away over a cuppa and cake!

This March, we brought local and global historic moments to life for our residents and their families and friends in a series of community events.

We explored some of the fascinating stories that have built history and asking local people to join us to share their expertise. Our residents and team members shared their knowledge and stories too, as we took a trip down memory lane together. It was a great opportunity to find out more about the people that helped to shape the world and communities we live in today, whether they achieved worldwide fame or are our local heroes or heroines.

Our Magic Moments Coordinators put together Memory Boxes full of things that can spark memories and prompt discussions. Photographs and newspaper clippings, historical objects, poems, scents and music from the era we explored helped us really get immersed in our latest project.

There was plenty of fun to be had as we transported ourselves into these times and places; we enjoyed themed food, live entertainment, talks and trips to local museums and landmarks. And not forgetting the chance to dress up in costumes and put ourselves in our heroes' and heroines' shoes for a while. Anyone for an extraordinary afternoon tea?



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Making Memories. Making History

- By Joyce Shaw

Have you ever thought about how history is made?…At every moment of every day in some part of the world there is an unpredictable or very significant moment which becomes indelible in your brain or lands itself in every history book.

History lessons at school were, for me, a series of facts or events which had little significance on my world. Living a childhood in Consett I had a very insignificant, insular life, never imagining that I would one day visit most parts of the world so many thousands of miles away, or see other cultures and understand the significance of my own nationality and its influence on other countries over the years.

The Stone, Bronze and Iron Ages were treated like fairy stories for me…..too far back in history and nothing like the life in Consett in the 1940s. There seemed to be no relevance about these dark ages with life and its events, in my time, and teaching, in those days, were separate subjects, so I found no link to Geography or Politics which affected the History subject.

No doubt we all have a personal memory of what we were doing or where we were in modern history e.g. death of Marilyn Monroe, 9/11, or the death of Princess Diana. It is perhaps the sudden horror of these tragedies which stay in our memory.

However, happier moments of history are just as memorable and we are soon to be celebrating a momentous year of lasting events in our country which will excite the whole world with the coronation of Charles the Third.

My grandmother would have been fourteen when Queen Victoria died and her son Edward the seventh was crowned King. Another four monarchs came onto the throne after him (one was very temporary) during grandmother's lifetime, but she would not have actually seen any coronation, as TV was unknown technology then, and most folk in Consett had never travelled to London.

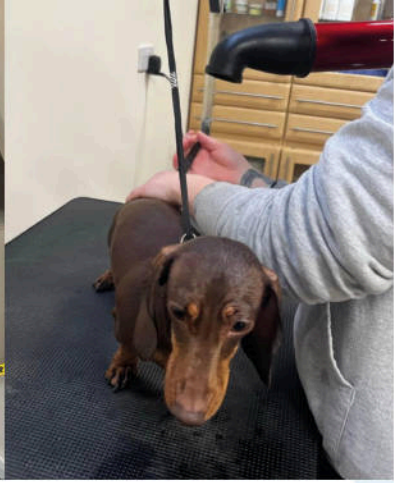
When I am asked about my origins, I always boast that I have lived through three bus stations in Consett! And now I am witnessing the reign of three monarchs in my lifetime.

In June 1953, TV was for the very rich and so, at eight years of age I marched in crocodile style with other schoolchildren, from Consett Junior School in Hartington St onto Medomsley Road to the Rex Cinema, where a colour film was shown of the Coronation of Elizabeth the second. As a preview to this, the news reel showed another historical moment for us..the conquering of Mount Everest! It was also declared that rationing had ended (from World War 2) and so we could buy our favourite sweets.

It was certainly history in the making and every schoolchild in Great Britain will once again witness new history, this summer, having the same pomp and spectacle which has stayed vividly in my memory for seventy years…and who knows what extra special news event may coincide with the day, just as it did in 1953… .but will they get a souvenir? Perhaps it needs to be more avant garde than a coronation mug.







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Grow Your Grooming Business at Stonecellar Doggy Daycare and Hotel:

Are you a new grooming business looking for a space to call your own? Look no further than Stonecellar Doggy Daycare and Hotel. Nestled in the heart of Consett, this center offers top-notch services for your furry friend, including grooming rooms for hire.

Stonecellar Doggy Daycare and Hotel is a one-stop-shop for all your dog's needs. The team of experienced professionals provides a safe, fun, and comfortable environment for your dog while you're away. Whether you need to drop off your pooch for a day of daycare or need a place for them to stay while you're on holiday, this doggy hotel has got you covered.

What sets Stonecellar apart from other doggy daycares and hotels is their fully equipped grooming room available for hire. If you're a new grooming business looking to grow your clientele, this is an excellent opportunity for you. The grooming room is well-maintained and equipped with everything you need to provide top-quality grooming services to your customers.

Stonecellar Doggy Daycare and Hotel believes in supporting local businesses and entrepreneurs, which is why they offer this space at a reasonable rate. Not only will you have access to a top-notch grooming room, but you'll also be able to tap into Stonecellar's customer base and grow your business.

In addition to the grooming room, Stonecellar offers a range of services to keep your dog healthy and happy. From overnight boarding to daycare and grooming, they've got everything covered. You can rest assured that your furry friend is in good hands while you're away.

Stonecellar Doggy Daycare and Hotel is more than just a place to board your dog. It's a community of passionate dog lovers who are dedicated to providing the best possible care to your four-legged family members. So if you're looking for a place to grow your grooming business, or just need a safe and fun place for your dog to stay, look no further than Stonecellar Doggy Daycare and Hotel.

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What is the ECO4 Scheme?

(What You NEED to Know in 2023)

The ECO4 Scheme is a government initiative launched in August 2022, aimed at reducing household carbon emissions and providing energy efficiency measures to homes throughout the UK. The scheme is a continuation of ECO3, but with some changes to make it more customer-friendly, including a greater focus on low-income households and areas of high fuel poverty.

The Energy Company Obligation (ECO) Scheme is a government initiative requiring energy suppliers to provide cost-effective carbon savings through energy efficiency measures in domestic properties, such as insulation and boiler replacements, free of charge for eligible homeowners. Introduced in 2013 to help reduce emissions and tackle fuel poverty, over 3.6 million measures have been installed in over 2.4 million UK homes to date.

The ECO4 Scheme covers a range of energy efficiency measures that can be applied to existing homes, including insulation and heating upgrades, and green heating systems such as air-source heat pumps and biomass boilers that can reduce energy bills by up to 25%. The scheme also funds the repair and upgrade of existing boilers to make them more efficient. Households can also benefit from solar panel installation, but only if a heat pump or biomass boiler has been ruled out.

ECO4 differs from ECO3 in that it is designed to reach more vulnerable households and areas with high fuel poverty. ECO4 targets vulnerable households receiving benefits or those in the low-income bracket to ensure that all homes have access to affordable energy. While there are similarities between the two schemes, some benefits previously eligible through ECO3 do not apply through ECO4 to better target households on low incomes.

To apply for the ECO4 Scheme, homeowners must first determine if they are eligible and then apply through their energy supplier or local authority. The property is then assessed to determine which measures are most suitable.

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Ask the Vet: Why do I need to worm my dog regularly?

All puppies are born with roundworms living in their intestines. These come from their mother during the pregnancy.

A proportion of these worms will encyst in the wall of the intestine and these are not killed by oral worming treatments you might give to your puppy.

Throughout a dog's life these cysts mature and a live worm can pop out and it is only then that oral worming treatments are effective.

We don't really know what triggers the encysted worms to become active hence the reason we have to treat regularly. However, the newer 'spot-on' preparations available through your vet can have some activity against these encysted worms so, on the whole are a better treatment for worms.

www.princebishopvets.co.uk

Are you eligible for the ECO scheme?

Do you receive any of the following benefits?

- ✔ Child Benefit
- ✔ Pension Guaranteed Credit
- ✔ Income-related Employment and Support Allowance
- ✔ Income-based Jobseeker's Allowance (JSA)
- ✔ Income Support
- ✔ Tax Credits (Child Tax Credits and Working Tax Credits)
- ✔ Universal Credits
- ✔ Housing Benefit
- ✔ Pension Credit Saving Credit

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Heating, Gas & Insulation

Call: 01207 297794
WhatsApp: 07377 693 798
Email: info@tobhg.co.uk

If you are not in receipt of qualifying benefits but your household income is less than £31,000 per year then you may qualify for LA-FLEX funding (Local Authority ECO4 Flex)

or visit:
eco4freeboilers.com

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