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ISSUE 2

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FEATURE

HOW TO BOOST FITNESS LEVELS

Get in shape for 2015

FEATURE

UNDER THE SPOTLIGHT

Minster Cycles, Norwood

FEATURE

BEAUTIFUL BEVERLEY

History of Black Mill

EVENTS

WHAT'S ON IN BEVERLEY

See our listings for February and March



PHOTOS

FESTIVAL OF CHRISTMAS

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FEATURE

EAST RIDING THEATRE

Vincent Regan's journey

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Front cover photo courtesy of Hull Daily Mail (Jerome Ellerby).

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The feedback from our first edition was excellent and I thank everyone for their comments.

Tracey was delighted with her hamper from G Jack & Sons. Our hope is that our readers will all be winners; check the Offers page - justbeverley.co.uk/offers and page 34 of this magazine. And look out for the competitions we run each month.

Beverley is an exciting place to live and work with new events including the Tour de Yorkshire coming through the heart of Beverley and the once in a lifetime Beverley bypass Minster 5K run on 1 March, along with the established events. Also, with the Flemingate development and the new East Riding College campus opening at the end of the year, Beverley is, without doubt, the place to be.

Welcome to Just Beverley.

Julian Minshall



Beverley really is beautiful and the newly-honoured Professor Barbara English MBE has informed us all about Black Mill on Westwood in her feature in this month's edition of the magazine. The history of it is fascinating. And, with a train now direct from London Kings Cross to Beverley, we can expect more people to visit this area and see what gems like this Beverley has to offer. None more so than on 2 May, when hundreds of cyclists will descend for the Tour de Yorkshire. To get yourself in the mood, Minster Cycles on Norwood is Under the Spotlight this month.

Keeping with a sporting theme, we have hints on how to boost your fitness levels. Or, if exercise isn't really your thing, our Launchpad business Rachel's Beauty World can help you to look and feel your best.

With Valentine's Day around the corner, love is in the air, and our features on Beverley businesses White Rabbit Chocolatiers and Fleurs de Lisa should give you some ideas as to how to keep your loved ones sweet on 14 February.

East Riding Theatre opened to great acclaim with A Christmas Carol in December, and you can find out more on page 33. Plus, we list a generous helping of events happening throughout Beverley in February and March, as well as puzzles to keep you occupied, and a competition to win a flower arrangement.

When you want to know about Beverley, you want Just Beverley.

Catherine Goble

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News in Brief...



BEVERLEY IN 2015 – THOUGHTS BY COUNCILLOR STEPHEN PARNABY OBE

I'm very much looking forward to 2015, which should be an interesting year in the East Riding and I'm sure Beverley will once again be at the heart of things.

The recent announcement that the Tour of Yorkshire will visit Beverley on 2 May is great news for the town and should provide an excellent opportunity for it to be showcased to a wide audience. Traders and businesses will also benefit from increased visitor numbers.

A new initiative which started last year, but should have a very positive impact in 2015, is the High Street Fund. Launched and sponsored by East Riding of Yorkshire Council, the fund is designed to improve town centres through regeneration activities that support the high street as a multi-functional destination, with retail playing a part alongside community, public service, leisure, cultural and civic uses.

Local groups in Beverley have made successful bids to the High Street Fund, including the North Bar Traders Association who will be carrying on their good work in developing the Georgian Quarter area of town by running a series of specialist markets once a month from April to September. These will complement our very successful and well-established Saturday Market and will have changing themes, including an arts and crafts event.

The town's only community radio station, Beverley FM, has applied for funding in order to help provide outside broadcast coverage from our local events and festivals. The station will also help promote and market the high street and local traders in the East Riding. Whilst the retail sector is, of course, very important to Beverley, the council is happy to support an initiative which will also help develop the town's ever-growing visitor economy.

We supported a nine-day Georgian Festival in 2014 and are planning more events during 2015 to accompany our main programme, which includes the October Food Festival, Armed Forces Day, the Beverley Folk Festival and Walkers are Welcome week. We are also considering running an event aimed more at younger people, as East Riding College is currently building a new campus on the Flemingate development site, and this will bring an influx of over a thousand students in to town.

The Flemingate development is now physically taking shape,



and will provide an excellent opportunity for local employment. The council, in conjunction with Beverley Renaissance Partnership, will be working closely with other partners, such as Jobcentre Plus and East Riding College, to see what support can be given for jobseekers around training, skills, apprenticeships and work experience.

Flemingate, due to open in October, will offer a far wider range of retail and food outlets than currently available. It should also retain shoppers, especially younger people who, at the moment, may prefer to travel to other locations such as Kingswood, Hull, York, Leeds and even Sheffield.

Finally, the new Beverley Southern Relief Road will be operational in the spring and will tackle congestion and remove much of the through-traffic from Beverley's streets, improving the visiting and shopping environment.

WEDNESDAY MARKETS TO BE EXTENDED

A pilot project, run by Beverley Town Council and aimed at revitalising the high street, is all set to take off in Beverley.

The project, which has been successfully offered £10,000 from the East Riding of Yorkshire Council's High Street Fund, together with £5,000 matched funding from Beverley Town Council's From Field to Table project, will launch an extended Wednesday Market once a month, over a period of six months. The High Street Fund grant offer was on the agenda for final signatures at Beverley Town Council's policy committee meeting on Monday 2 February, and work to organise the enhanced market will begin soon.

In addition to the regular weekly Wednesday market stalls, this enhanced monthly market will feature stalls offering the best in locally produced food and drink, from across East Yorkshire.

Beverley Town Council will be working in partnership with Beverley Minster, Beverley FM Radio and East Yorkshire Local Food Network (EYLFN) to deliver the project.

Mayor of Beverley Councillor Paul McGrath said: "This pilot project looks to build on the success of Beverley Town Council's other local produce events which have proved so popular, including Beverley Food Festival, Christmas Festival of Food & Drink and the National Gardens Scheme (NGS) Open Allotments day.

"In creating this enhanced Wednesday market once a month, we are aiming to make good use of an area that has been in decline in recent years. We aim to increase footfall and improve connectivity throughout the whole town of Beverley and the main objective is to reignite the high street and keep the town vibrant.

"Beverley Town Council is delighted to have been offered grant funding from the High Street Fund, and to be working in partnership to deliver this pilot project. This extended market will allow us to establish the demand for such markets, for both producers and customers and, if it's viable, we may look to make this a sustainable event.



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"We are always looking at ways to support local businesses and also encourage residents and tourists to visit and enjoy all that Beverley has to offer. We hope that this monthly local produce market will do just that."

For further information, please contact Beverley Town Council on 01482 874096 or visit www.beverley.gov.uk.

Photo submitted by Kevin Merrills, Beverley Photographic Club.

GRAHAM STUART MP VISITS HEMINGWAY BAILEY

Hemingway Bailey Ltd welcomed Graham Stuart MP to their offices in Beverley to demonstrate their ongoing commitment to apprenticeships. Hemingway Bailey, Chartered Management Accountants, was recently named as a Top 100 Apprenticeship Employer by the National Apprenticeship Service in partnership with City & Guilds for their outstanding achievements as an employer of apprentices.

During the visit, Graham had the opportunity to speak to the company's apprentices about their experiences of training on the job and their hopes and aspirations for the future. Graham was also shown the complex level of work the apprentices achieve on a daily basis.

Evie Molloy, an apprentice at Hemingway Bailey, was named Apprentice of the Year for the Yorkshire and the Humber region at the National Apprenticeship Awards ceremony in Leeds in September. Evie is director of her own company – MixEd – which aims to use the skills and knowledge from her apprenticeship to help others of similar ages.

Evie said: "It was great to be visited by a local MP and for the company to be recognised as outstanding. I hope that we can spread the word of apprenticeships locally and help more young people like myself kickstart their career."



Graham Stuart MP said: "It was great to meet an enthusiastic apprentice like Evie, for whom this has been a brilliant development opportunity."

"The message I would send to employers is that the contribution made by people like Evie is immense and the ability to mould people into the ethos and values and contribute to the development of the system for companies is fantastic. This business is not only doing the right thing by taking on apprentices, but more importantly is receiving the benefit from what the apprentices will contribute."

Commenting on the company's entry in the Top 100 Apprenticeship Employer's list, Hemingway Bailey Director, Alan Hemingway, said: "We were delighted to welcome Graham to our offices to meet our apprentices. We do all we can to give young people the opportunity to reach their full potential, and are proud of the recognition we have received from the National Apprenticeship Service."



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BEVERLEY TO LONDON DIRECT BY TRAIN

First Hull Trains has announced a new direct service between Beverley and London Kings Cross, which will mean commuters and day-trippers will no longer need to change trains at Hull.

Louise Mendham, the rail firm's performance and planning manager, said: "We have successfully trialled our first test run in readiness for the green light from the Office of Rail Regulation at the end of this month.

"This is something local people from Beverley and the East Riding have been telling us they have wanted for a long time. It is part of our ambitious plans to ensure that this year, the East Riding is connected to the capital via a direct service as never before."

First Hull Trains has been working towards the new route to London King's Cross since May last year, with a case now being put forward for its inclusion. The service will run from Monday to Friday when it is introduced.

Trains will leave Beverley at 6.02am, calling at Hull, Brough, Howden, Doncaster, Retford, and Grantham. They will arrive at London King's Cross at 9.16am. Return journeys will follow the same route, leaving London in the evenings at 6.50pm and reaching Beverley at 9.46pm.



East Riding Council leader Stephen Parnaby said: "A morning and evening train service to the capital is a major coup for the town and the wider East Riding and will hopefully be a popular investment, supporting local tourism and creating opportunities for local businesses."

LTP TO WORK ON LONDON QUIETWAYS

Beverley firm Local Transport Projects Ltd will be part of a team led by walking and cycling charity Sustrans to help deliver the first of Transport for London's Quietways, giving cyclists a direct, pleasant, backstreet alternative to using busy main roads.



The three year contract has been awarded by Transport for London (TfL) to help deliver the £120million network, in partnership with the local boroughs and other partners whose roads they will use. Every London borough will be served by the Quietways.

Local Transport Projects (LTP) was formed ten years ago by the two directors, Andy Mayo and Tony Kirby. They have seen the company grow to employ 15 staff. LTP carries out traffic engineering, transport planning and highway design work for a range of public sector organisations including local authorities, universities, schools and hospitals, and also for a wide range of private sector companies, developers, house builders and transport providers. LTP is also heavily involved in the renewable energy sector and has extensive experience in designing and implementing networks of cycling facilities throughout the country.

Andy Mayo, co-director at LTP, said: "We are delighted to be supporting Sustrans in the delivery of the London Quietways contract. Cycling is undergoing a renaissance throughout the UK, led by London, and for a Beverley company to be associated with this high profile work is fantastic. As well as being at the forefront of designing infrastructure for cyclists, many of our staff at LTP are also keen cyclists, so it has brought a real buzz to the office knowing that we will be working on the Quietways project. It's also great to see the Beverley economy benefit from investment in London."



BEVERLEY ON TOUR DE YORKSHIRE ROUTE

Beverley has been confirmed as being on the route of the new Tour de Yorkshire cycle race. Stage 2 of the Tour de Yorkshire, which is 174km long, starts in Selby then heads to Beverley and The Wolds before ending with a circuit of York. The cyclists will be travelling through Beverley on 2 May, after starting their journey from Bridlington Spa on 1 May.

The route takes in Walkington and heads into Beverley through Westwood, along Cartwright Lane (B1230), turning left onto Eastgate to go past the Minster, and then left again at Wednesday Market, onto the A164, past the East Riding of Yorkshire Council offices and the Treasure House. The cyclists will then turn right to go down Lairgate past Saturday Market and into North Bar, travelling down Molescroft Road and through to Cherry Burton.

East Riding of Yorkshire tourism portfolio holder, councillor Jane Evison, has spoken of Beverley's involvement in the event, saying: "Beverley was always on the agenda for the Tour de Yorkshire. Beverley is going to play a big part in this fantastic new event when the cyclists come through the town on 2 May."

The race will be held across the weekend between 1-3 May and is expected to become a flagship cycling event in the UK, attracting top international teams and cycling stars. More than 3 million people turned out to see the Tour de France in Yorkshire and the economic impact has been put at more than £100million.

Gary Verity, chief executive of Welcome to Yorkshire, said: "This is another huge milestone for Yorkshire as we position the county as the cycling heartland of Europe. This is the first ever Tour de Yorkshire and I am confident it will become a huge annual event and something that will raise Yorkshire's profile year on year."



NEW LIONS CLUB IN BEVERLEY

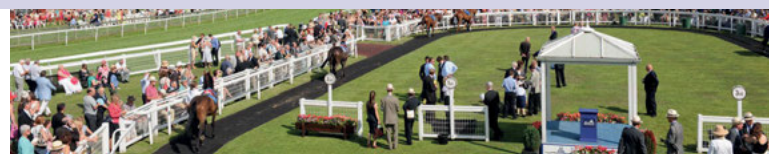
A new Lions Club is being formed in Beverley, to be known as Beverley Westwood Lions Club. This will run alongside the existing club but will concentrate on providing a family-orientated membership suited to the lifestyles of modern living, with both male and female members. The new club will be running its own programme but assist in helping existing events.

It is important that Beverley has a Lions Club for the future and that several of the events which we have come to expect in the town are continued e.g bonfire and fireworks on 5 November, Fun Run on 1 January, Christmas lights and tree decorations at the Market Cross, remembering those not with us by lighting a candle/ message for the tree, children's entertainment at the family race day in August and the concerts for pensioners etc.

The necessity to form a new club has been due to the advancing ages of existing members, (in mid-2015, 10 of its 17 members will be over 80), its reluctance to accept ladies, lack of new ideas, inability to undertake physical work, and health problems. An initial meeting was held in November and it was obvious there was interest in continuing Lions Club activities in Beverley.

The membership is for people over 18 who wish to help the local community and feel they want to give something back to those less fortunate than themselves – all the money raised is used locally or for National/International disasters, where none is lost in admin costs.

If you are interested in learning more about Lions, please contact one of the organisers, Alan Porter on 01482 882514 or Les Ford on 01482 866696.





THE WESTWOOD RESTAURANT NAMED IN TOP 100

The Westwood restaurant in New Walk has been named one of the top 100 places to eat in the UK.

Judges analysed more than 340,000 reviews from diners on the UK's largest online restaurant booking service Open Table, with The Westwood beating off more than 4,200 restaurants around the country.

The restaurant, which opened in 2007, is one of only eight in the North of England to win a spot on the list. Run by twins Matthew and Michele Barker, The Westwood offers fine dining in a very fine setting.

Matthew Barker, who is the restaurant's head chef, said: "We're so pleased to have won this award because, instead of coming from a food critic, this comes directly from our diners. It's really rewarding to hear that people love our food and love the atmosphere we have worked hard to create. We're very lucky to have developed a loyal customer base here in Beverley, with diners who return week after week."

The twins' parents ran the Rockingham Arms in Pocklington, so it was a natural step for them to open their own dining experience.

Mr Barker said: "The restaurant business is in our blood and it's what we have been doing all our lives. Beverley has been an excellent place for us to start this restaurant. Although it is an historic market town, new things seem to be happening all the time and we have seen our business grow steadily every year since we opened. It's not as easy as it looks – owning a restaurant is hard work and you have to be prepared to put in very long hours if you want it to be a success."

Mike Xenakis, managing director of OpenTable, said: "The reviews left by diners on our site are an invaluable resource for those seeking culinary inspiration, and it is this expert feedback that we mine to compile the top 100 list. We're proud to celebrate with these restaurants, and give them and their head chefs the recognition they deserve."

The Westwood has a current rating of 4.6 out of 5 across 245 reviews in the last year.

Read more news at justbeverley.co.uk. Please send your Beverley news articles to info@justbeverley.co.uk or telephone 01482 679947, for inclusion on the website and in the magazine.

MBE FOR PROFESSOR BARBARA ENGLISH

Professor Barbara English, a great campaigner for Beverley, member of the Beverley Civic Society and one of the main forces behind the 2014 Georgian Festival, was awarded an MBE in the Queen's New Years Honours list.



The MBE was for services to heritage and the community in Beverley, East Riding of Yorkshire, and is richly deserved for someone who gives so much of her own time to support Beverley and help to maintain its status as one of the Great Towns.

Professor Barbara English MBE said: "In November I got a very official-looking envelope from the Cabinet Office. With memories of 'come to my study' I assumed that I had done something horribly wrong, and slid the letter out of the envelope very, very carefully, looking at the first line before I read the rest. The first line is: 'The Prime Minister has asked me to inform you'...still could be trouble, but then it went on 'he is recommending that Her Majesty may be graciously pleased' etc. and hurray, astonishing and excellent news.

"You are not allowed to tell anyone, although there are obviously leaks (James Corden this year). So, it was a great secret to keep until New Year's Eve. My family and friends are delighted as, of course, am I. I hope people will see the award as something for everyone who has worked in this town over the last decades to protect it from the horrors inflicted on many other British towns, in some cases ruining them for ever. People come to Beverley because it is different, and it must remain so; its difference is its slow evolutionary development, with the retention of all that is best from the past (although we lost some along the way).

"It is often listed in the top towns of the UK, most recently being one of only two runners-up for 'Great Town'. But endless road schemes and 3,500 new houses without (as the Great Town judges noted) a clear development brief or urban design input, are not going to be easily absorbed."

Professor English MBE has worked tirelessly for many years, campaigning on residents' behalf.

"Sometimes we wonder if anyone is listening," she added. "The award suggests that yes, heritage is significant, and yes, work for it in the community is noticed. So, let's keep on going."

Beautiful Beverley - Black Mill

By Professor Barbara English MBE

Black Mill must be one of the most photographed buildings in Beverley. It stands in the middle (it feels like the middle, anyway) of Westwood, and from many angles looks like a black chessman menacing the two white churches. Black and white is a feature of many older East Riding buildings – easily seen at Bishop Burton.

It is black because it is painted with bitumen, used to preserve the brick from damp. Bitumen, also called asphalt, was used in road-making: its origins go back to the beginnings of cities in the Middle East. In 1553 it was available in Venice, used to 'tar' ships, but its use in Western Europe seems to be mainly from the 19th century, which fits the date of Black Mill.

The mill was only one of many mills on Westwood. Those surviving in some

form or another are the mill that forms part of the Golf Club (once 'Union' or Anti-Mill'), and another that forms part of a house near the north side of the Grammar School ('Lowson's Mill'). There are also earthworks near Minster School ('Fishwick's Mill') and lesser earthworks east of Black Mill ('Westwood Hither Mill'). But Black Mill is the king of all. There are no records of mills on the other Beverley commons.

Mills were, of course, used to grind corn. If you have ever tried grinding corn by hand with stones (Southburn Museum has a quern so you can try) you will know just how hard it is. Watermills and windmills were the hi-tech machinery of the past, and millers were often disliked as monopolists who over-charged.

Black Mill has had many names; Westwood Far Mill, Westwood High Mill, Bateson's Mill, the Cricket Mill or the Tower House.

There was a mill on this site in 1707, when William Coulson was given a 60-year lease – in 1764 it was leased



Cricket Ground



to the Batesons, at a rent of 6 guineas a year (£6. 6s). They rebuilt the mill in 1802. Bateson's Mill was originally white, with four sails until, at some unknown date, the black bitumen was applied to try to make the structure drier inside. It was the type of mill where the top revolved, pulled round by the 'tail' to face the wind, similar to the still-working Skidby Mill. The Black Mill machinery was dismantled at the end of the lease in 1868, but the white millhouse and its buildings were only demolished c.1960. Before that time, it was inhabited by a family, and one of the buildings was a small shop selling sweets and lemonade, as older Beverlonians may remember. One day last summer, I met an old lady who had lived there, who told me many stories of life at the mill.

Later the buildings were used for a cricket and football pavilion, and for Beverley High School girls as changing

rooms for hockey games (in their time, the hut was painted pink inside).

Beside the mill – it doesn't look flat enough today – was Beverley's first cricket ground. From the late 18th century, serious matches were played here – in 1798 a team from Yorkshire played here against Nottinghamshire (Yorkshire lost) and in 1852 Beverley were beating an All England XI on the ground, until rain stopped play. An old photograph (left) shows a match in progress c.1870, when the mill still had all its sails and buildings.

In itself, the mill is not perhaps a great beauty. But, in its spectacular setting, with the sunrise, sunset, in snow and drowsing on a hot summer's day, with the larks singing all around, it represents, for many of us, one of the great views of our beloved town.



Photo by Sophie English



Photo by Sophie English

Main Photo by Rob Byass



Beautiful
Beverley

Evie Molloy

1. How long have you been an apprentice, and what made you choose that route?

I have been an apprentice for 18 months now. I had a place at university to start in September 2013, but I knew that was not the route I wanted to go down – I could not handle another 3 years+ in a classroom. After finding that I was interested in accountancy from doing a BTEC at East Riding College, I started looking into how to become an accountant. That's when the careers advisor at college told me about apprenticeships – it was news to me that you could even do them in accountancy! I started applying for roles and Hemingway Bailey was my first interview. Alan and I clicked at the interview and since taking the job I have had no doubts that I made the right decision. I love being an apprentice and working at Hemingway Bailey!

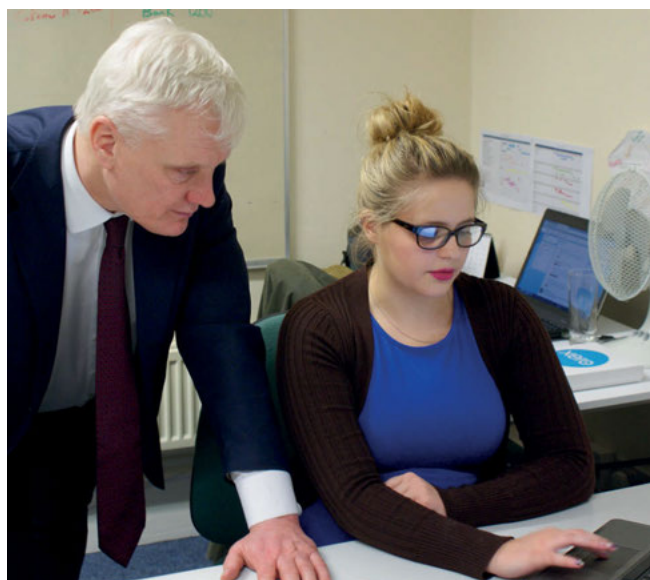


2. How long is your apprenticeship?

All together around six years. I have already done 18 months, so I have four and a half years left.. three years is of the AAT at East Riding College, then after that I have three years of professionals which will most likely be distance learning.

3. How much time do you spend studying, and how much in the world of work? Do you manage to juggle them both effectively?

I spend most of my time in the world of work at the moment. Last year at college it was the very basics, so I could get away with just studying around exams, this year it is a little more intense. I currently work Monday-Friday 9am-5pm, but leave early on a Wednesday and Thursday, as I attend college 6-9pm on a Wednesday and Thursday evening. Around exam time I study in and out of work time, but Hemingway Bailey is very flexible with me and I am flexible with them, so I study as and when I need to. I know that next year the amount of time I have to spend studying will go up again as the workload gets more complex and more of it. In professionals I am expecting to become a recluse with the amount of work I will need to do.



4. How has being an apprentice benefited you, both as a person and in your career?

This is such a hard question because I am a completely renewed person! I am so much more confident and my people skills have had to be developed because I am constantly in contact with clients and other business people. I have managed to gain invaluable experience, and working alongside studying has made the pieces fall into place so much better, as I understand the theory of the practical I now do at work. I now have 18 months experience, a permanent job, no student debt and loads of life experiences! I have met so many different types of people and it has given me an insight into the huge world of business in this region and beyond!

5. What is your proudest achievement in your career?

I would have to say being Apprentice of the Year for the Yorkshire and Humber region this year. I applied not expecting to be shortlisted or anything so, when I was, I was so excited. I had not really thought that what I was doing was that impressive, but Hemingway Bailey has given me so many opportunities to do things which most apprentices wouldn't be able to do, so massive credit to Alan and the team!

6. What has been your biggest challenge?

Time management. I hate mornings. Working 9-5 is a big shock to the system after only being in college for 16 hours a week! I currently run my own business MixEd too, to try to help other aspiring young people gain the soft skills employers crave, so that they can gain a promotion or a job they would like!

That takes up a lot of time, which does run into my normal working week, but I try to do it out of work hours, as it is separate. I then also go to college Wednesday and Thursday evenings and I am currently training to be a guide leader at a guide unit in Beverley on a Monday evening. Put on top of that friends and family and it makes for a pretty hectic lifestyle!

7. Do you have any advice for aspiring apprentices?

Make yourself stand out and treat it as a job, not an apprenticeship. When applying for apprenticeships, it is tough, and if you have something interesting on your CV or to talk about at interview then it will really make you stand out. I had a part-time job at college and volunteered at a local charity shop, which showed Alan I wasn't lazy and gave me experience with things I didn't even realise would be relevant, such as customer service. And always make sure you know what you want out of your apprenticeship, for me it is to become a fully qualified accountant with Hemingway Bailey. That means that, as much as possible, I try to act like that is where I am aiming for. I've taken on lots of extra responsibilities and I have tried (and hopefully succeeded) to make myself an invaluable member of the team, so that I am integral to the running and future of the business.

8. Can you explode the myth that accountants are boring?

We are definitely not all boring – I have met a few that are. I am really lucky to get on so well with all of my colleagues at Hemingway Bailey and the office is always a really nice place to be – except on 31 January (Self-Assessment Deadline Day).

We have partied over Christmas and we make a real connection with our clients, so that we can really understand their businesses to help them grow and develop. We always aim to please and I can assure you nobody in the Hemingway Bailey team is due a personality transplant!



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HISTORY OF ST VALENTINE'S DAY



There are many different possibilities for the origin of St Valentine's Day, with legends being told about three Christian saints named Valentine – remarkably, all of whom died on 14 February.

The most popular story is that of a priest in the time of Roman Emperor Claudius II. The emperor decided to ban marriage amongst young people, so that the men would choose to become soldiers and fight in the war.

Valentine, the priest, thought this was a ridiculous idea and that the men would just live in sin with the women, so he conducted secret marriage ceremonies to ensure its sanctity.

But the emperor found out and put him in prison, from where he sent letters to his family and friends asking them to pray for him, which read 'Remember your Valentine'.

The second story contains Emperor Claudius II again, stating that he banned his subjects from Christianity, believing instead that they should worship 12 gods. Valentinus had such strong Christian beliefs that he could not agree to this, and he was thrown in prison.

Whilst there, he taught the jailer's blind daughter, telling her about history and nature and maths, and instilling in her Christian beliefs. And, every day, she prayed to be able to see the delights of which he spoke. One day, a bright light beamed around the cell and she cried out 'Valentinus, I can see, I can see!'.

On the day before his death, he sent a note to the girl, encouraging her to keep believing in God, signing it 'From Your Valentine'. She planted a pink-blossomed almond tree by his grave, as a symbol of abiding love and friendship.

Both these Valentines were martyred as a saint for standing up for what they believed in, and paying the consequences with execution.

At this time, a pagan Roman festival called Lupercalia was celebrated on 15 February – traditionally the day on which young men used to draw out names from a jar in order to find a partner.

The combination of the two Valentine stories and this festival has brought about Valentine's Day as we know it today.



The third Saint Valentine met his end in Africa, but not much more is known about him. It is thought to be just a coincidence that he also died on 14 February.

Chaucer wrote about birds coming together on 14 February to find love, saying 'For this was on Seynt Valentyne's day, When every foul cometh there to choose his mate.' The day has since been given over to lovers, and has prompted signs of affection between them.

One of the earliest Valentines was sent in 1415 AD, by Charles, Duke of Orleans, to his wife during his imprisonment in the Tower of London. The card is now preserved in the British Museum.

Past, Present, Future - White Rabbit Chocolatiers



Sally Hawkes has been running White Rabbit Chocolatiers for ten years and is showing no signs of stopping anytime soon, chocolate-lovers will be pleased to hear.

After studying a food course at Bishop Burton College, she was looking for a suitable business to run. She wanted a tearoom, but recognised that you need staff with the same high standards in order to be successful. Choosing to venture out on her own instead, she decided she needed a specialism and turned to chocolate.

At that time, it was very difficult to get high-quality chocolate in Beverley, so she found her niche and has been selling it ever since.

Within two years, people were asking her questions about how chocolate is made, so she arranged tasting for groups - including women's groups, scouts and doctors. She did some training at Fortnum and Mason, which allowed her an opportunity to learn how to make chocolate and she got a taste for it.

"I can't stop," Sally admitted. "I have trained in London, Banbury, Canada, France. The Canadian style is based on the French style. And the Belgian style is different again. I have begged, borrowed and stolen methods from all over.

"You get to a point when you want to know how good your chocolate is. I am a member of the Guild of Fine Food, so I can enter my chocolates to be judged and commented upon. It is all done on an anonymous basis and purely judged on taste.

"We have done exceptionally well year on year. Last year, there were 10,000 entries and our blackcurrant and juniper truffle was in the top 50. It was even nominated for a Golden Fork Award in the North, alongside some dry cured bacon from West Yorkshire and some cheese from North Yorkshire.

"We didn't win, but part of our prize was a video of food and drink critic Nigel Barden talking about why it was in the top 50. He really liked it!"

In the video, Nigel said: "This little taste bomb could be a supreme champion, in my opinion. This is a fantastic, fantastic truffle and when I tasted it with Sheila Dillon of The Food Programme, we both let out audible squeals because this could be one of the best, and I really do think it is.

"It's got a lovely tempered dark chocolate shell with that lovely zing of blackcurrant, which does fill the hamster pouches quite nicely. It is quite tart, but inside you get that lovely dark chocolate with juniper. If you are going to die by truffle, that's not a bad way to go."

White Rabbit Chocolatiers continues to go from strength to strength, with people starting to become surprisingly adventurous with flavours.

"Ten years ago, it was very hard to get ingredients," Sally said. "But there has been a boost in knowledge and education with all the food programmes on TV. Suppliers of couverture - a very high-quality chocolate that contains extra cocoa butter - started at the same time, so their business has grown at the same rate. We use it in truffles to add to the flavour.

"Chocolate varies a lot in flavour and percentage of cocoa solid, so you have to find the right kind to go with coffee or mint, or whatever.

"The time of year helps to give me inspiration as I like to keep things within season. It is good to be on trend, but you don't want to neglect the classics. They have been tested and tested over and over for years and are classics for a reason. They are never going to go out of fashion.





“Blackcurrant is a very strong flavour, so I nearly didn’t enter it for the competition. But the uniqueness with the juniper gave it a base note of perfume that was a really good marriage. It is important to get the right balance. I tried a rhubarb one once, but I didn’t think that worked at all, although my son Ed really liked it.

“Fashions have changed - it was once all about chilli and chocolate, and now everyone wants salted chocolate. It starts with the artisans, and then the big companies come along and copy it and it goes big. But then, it is done to death, so we have to go for something different. It keeps us on our toes. Life is all about being creative, making the most of it and learning more, to get better.”

“Our best-selling products are our truffles and our flavoured bars - the award-winning Yorkshire honeycomb is very popular,” Ed added. “People tell us they aren’t just good, they are superb, best I have ever tasted - be it our truffles or our hot chocolate. You can’t beat the freshness we can offer. Most people won’t have tasted it that fresh. Big companies have a lot of infrastructure and lorries and deliveries, before it even makes it to the shelves. We just have to bring it downstairs. There are no preservatives, and most items are gluten free.”

Looking to the future, Ed has big plans. He joined the business six months ago, after finishing university and is already getting stuck in with his ideas.

“We are going to upgrade the coffee shop part of the business and I am going to get some proper barista training,” he said. “All good chocolatiers offer hot chocolate. I wanted to see what other people were doing.”



Sally added: “I did a tasting for the Georgian Festival and did lots of research into what chocolate was like during that time. The Aztecs made spicy aromatic chocolate with lots of water. But the Georgians started using cream.

“We offer a classic French style cooked chocolate and a thick and creamy Belgian style using melted chocolate. It is a niche we are able to offer, as opposed to the powdered sweet variety you get in a lot of coffee shops. And we can expand on it with white chocolate, or orange or strawberry flavours.”

In the summer, if space in their small shop on Dyer Lane allows, they would like to have ice cream available too, and maybe some chocolate fondues with items to dip. Now, that sounds like a plan.



Hearts and Flowers



- A Perfect Blend

Flowers - a Valentine's Day staple. But Fleurs de Lisa on Toll Gavel is keen that people shouldn't just automatically choose roses for their loved one this Valentine's Day.

Roses are a symbol of love, but that doesn't mean that other flowers don't also show how much you care. Reds and pinks are always popular at this time of year and Fleurs de Lisa offers a big mix of designs to choose from, with Valentine's Day in mind.



Lisa Barrow, who owns and runs the shop, said: "Often it is men who come in and don't really know what they want. By having some ready-made designs for them to choose from it makes it easier for them. The younger ones still often go for roses, and there is nothing wrong with that, but why not try gerberas? We do an excellent single gerbera wrap in an oasis, which is a really bright colour and not very expensive.

"Popular arrangements include hand-tied bunches which are arranged in boxes in water, or vase arrangements. Our small cubes are very popular too. We can attach hearts to all our arrangements, to make more of them for Valentine's Day. Or people can buy some hearts off us and create their own designs. We are very happy to help them with what they want to do.

"But, by having a list of Valentine's ideas it makes what is obviously a peak period for us much more easily manageable, because we can buy in the stock to create those specific arrangements. Plus, if it is there, our customers can see it, so they don't need to imagine what it will look like. They can choose one which they like the look of.

"Flowers are very romantic - it is what people do, it is traditional. And people don't have to spend a fortune on flowers. Something like our single gerberas are just £4.50, but there will be people who want to spend more. We had one customer who spent £200 just on roses. We have something for everyone and for everyone's budget.

"It can be a mix of anything; spring flowers are beginning to bloom. Lilies are popular, tulips are my favourite, and last year we sold more gerberas than we did roses. We pride ourselves on the colour matches that we put together. We like to push boundaries and clash it up a little bit. People often say that they know when they have received one of our bouquets because it is so vivid and bright.

"You wouldn't think it, but pinks, oranges and yellows work really well if arranged properly. You can pick one type of flower and arrange others around it, or have an arrangement of just that species. Whatever works for you."

Flowers, like love, often don't last. But, Lisa has tips for making the flowers, at least, survive for as long as possible.

"It depends on the arrangement. If you have flowers in an oasis, that needs to be topped up with water every couple of days and kept somewhere that isn't too warm. The same goes for the flowers arranged in a box. If you get a bunch of flowers, their ends need to be re-cut before going into a vase, and you need to use the right type of flower food to make them last longer."

So, before you buy a dozen roses and be done with it this Valentine's Day, why not see what your florist can offer you? You may be surprised at what they can do to make your bouquet as special as the person for whom it is intended.





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Spring is nearly sprung, and what better way to brighten up the house, or somebody's life, than with a colourful flower arrangement?

If you would like to win this magnificent prize from Fleurs de Lisa, go to justbeverley.co.uk and fill in the entry form.

Answer the question: **What is your favourite flower, and why?** in fewer than 20 words and we will pick our favourite response to win the prize.

It's as simple as that!

A selection of answers will also be printed in next month's edition of Just Beverley magazine. Closing date for entries is **Thursday 19th February**. Judges' decision is final. No cash alternative is offered. Collection only. Details will not be used for marketing purposes, but may be used for data collection and website analytics. The winner will be notified within one week of the closing date and must be prepared to participate in publicity within the magazine and website.

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Beverley Heartstart

Beverley residents Zoe and Simon Gower are doing an excellent job working alongside Rev. Rebecca Lumley to run Heartstart Training Courses at St Mary's Church. The church was given a defibrillator by the fire service and, since then, Zoe and Simon have held regular courses to teach residents how to use one, if needed.

Following his cycle ride last year to promote the location of defibrillators, campaigning Member of Parliament for Beverley and Holderness Graham Stuart has inspired many other residents to raise money for a defibrillator for their local area. This includes Beverley resident Rose Willoughby, who is working alongside the Cherry Tree Advice Centre to get a defibrillator for the Swinemoor Estate.

If somebody suffers a cardiac arrest, it's vital a defibrillator is with them as soon as possible (within 4-8 minutes) so the more machines there are around the area, the more chance the patient has of survival.

Graham is encouraging Beverley residents to check out the defibrillator nearest to them so they know how to get one quickly if somebody suffers a cardiac arrest. Graham is working alongside Zoe and Simon to help promote the CPR training courses at St Mary's as it is well worth doing the short course and making sure you know how to save a life.



Always campaigning - Graham Stuart MP with Rev Rebecca Lumley attending a Heartstart Course as St Mary's in Beverley.

If you know of any defibrillators in Beverley, please let Graham know and he'll share the information with the Yorkshire Ambulance Service, whom he has asked to produce a map of where they are and where they should be. Please email graham@grahamstuart.com.

To find out more about the Beverley Heartstart courses please visit the Facebook page 'beverley heartstart', telephone the church office on 01482 869137 or email beverleyheartstart@hotmail.com.



Graham Stuart MP

Working Hard for Beverley and Holderness

Graham holds regular surgeries around Beverley and Holderness. To find out when he will next be near you, please visit www.grahamstuart.com or telephone Graham's office on 01482 679687 for more information.

Twitter: @grahamstuart

Facebook: Graham Stuart MP

Website: www.grahamstuart.com



Beverley Surgery Dates

Friday 6th February:
Drop-In Cherry Tree Advice Centre 2-4pm

Friday 13th March:
Drop-In Cherry Tree Advice Centre 2-4pm

Saturday 21st March:
Beverley Street Surgery (outside Wilkinson's, Toll Gavel) 10am—noon.

Friday 27th March:
Drop-In Cherry Tree Advice Centre 2-4pm

If you have a problem you wish Graham to take up for you please email: graham@grahamstuart.com or telephone 01482 679 687 to let him know about it and what it is you hope he can do to help.

How To... Boost Fitness Levels

Whether you are starting a new exercise regime or just looking to kickstart your usual training routine, most people are searching for ways to boost their fitness levels and burn more calories in their workouts. Here are ten tips to allow you to do just that.

1. Use all of your body

A lot of cardio activities, such as running, cycling and stepping, are more focused on the lower part of the body. However, to increase the calories you burn during a workout; it can be more effective to do activities that get as many of your muscles as possible working at once, such as swimming, cross training and rowing. You are likely to burn more calories as well as tone your upper body. At least try to incorporate a few different activities into your workout in a week to vary the muscles used.

2. Do cardio first

Cardiovascular training (anything that gets your heart pumping and increases your rate of breathing), is generally more effective in burning calories than resistance training. It has been suggested that by doing the cardio part of your workout first, you will burn more calories than when you start with resistance training, as your post-exercise oxygen consumption is elevated. This means that the calories you burn in the time after your cardio workout is increased slightly. This does not mean that resistance training should be forgotten. It can also play a part in increasing your overall calorie expenditure, as well as replacing fat with lean tissue.

3. Interval training

There is some evidence that fast intervals followed by a period of recovery may be more beneficial in burning calories than longer, less intense periods of activity. Generally, interval training can also mean you can burn more calories in a shorter time period - by including short periods at a high intensity, and so is often a good fitness option for those with limited time to work out.

4. Increase intensity

The simplest way to burn more calories and improve your fitness in your workout is to increase the intensity at which you are working. This could mean bumping up the speed or choosing a more challenging setting on a machine, such as a hill workout or greater resistance. If you work out outdoors, try to incorporate sprints into your normal jog, or change your route to tackle more hills.

5. Increase training time

Increasing your training time will generally increase your fitness and calories burnt, as long as you keep the same (or greater) level of intensity. There may be a tendency to drop the pace off when doing a longer workout, which could mean that you are, in fact, not burning as many calories as you do in a shorter more intense workout.

6. Don't forget incidental activities

It is easy to forget that burning calories and gaining fitness does not all have to take place in the gym. Anything that gets your heart working and makes you breathe more deeply is increasing your fitness. Climbing stairs is an excellent activity to boost fitness and burn extra calories. Walking instead of taking a bus or car is also a great way to burn more, especially if you try to set a decent pace.

7. Mix up your training

When you always do the same activities, your body becomes used to your routine and adapts to it by burning fewer calories. To keep your body guessing, and therefore maximising the calories burnt, try to vary your workout as much as possible. This could mean mixing between longer sessions and interval training as well as doing different forms of cardio, preferably ones that work different muscle groups.



8. Build muscle

By doing resistance training such as weights or using a resistance band, you build lean tissue as well as burn calories. Lean tissue is more metabolically active than fat, meaning that, even at rest, if you have a greater proportion of muscle you will burn more calories. Lifting weights can also help to rebuild some of the muscle tissue that is lost with age and which can also be lost due to intense cardio regimes.

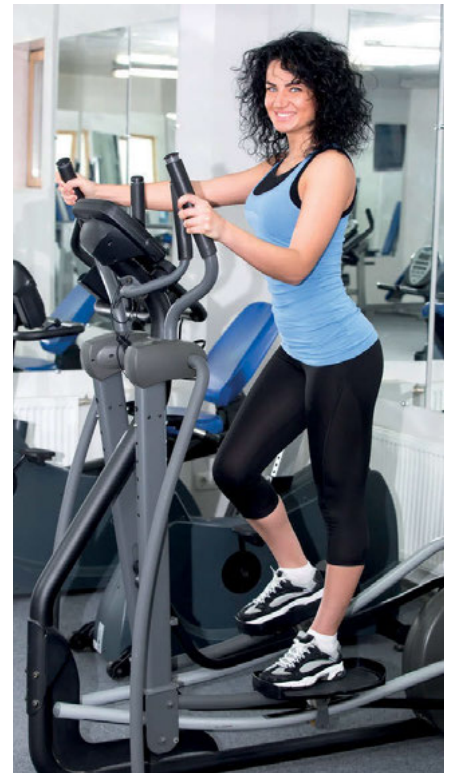
9. Listen to your heart

By working at specific target heart rates, rather than speeds or intensity levels, you can constantly push your limits in line with your increasing fitness levels. The fitter you are the less increase you will see in your heart rate when you exercise, so it is also a good tool to monitor your fitness levels and gauge if they are improving. Your maximum heart rate when working out can be calculated by subtracting your age from 220. To improve fitness

levels and lose weight you should aim to work out at about 60-80% of this maximum.

10. Be consistent

In any form of exercise, in order to see results you need to be consistent in your regime. Going to the gym every day for a week, then spending the rest of the month in front of the TV is not going to produce any increases in your fitness level and any weight loss you may have achieved during that week will quickly be undone. For this reason, rather than focusing too much on burning optimum calories and getting as fit as possible in the shortest time, it may be more appropriate and realistic to simply concentrate on finding a level and type of physical activity you can maintain in the long term.



So, that's the New Year's resolution sorted!

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Rachel's Beauty World

Rachel's Beauty World is an anti-aging laser and slimming clinic, which aims to make you look younger and 'feel good in the skin you live in'.

Run by Rachel and Arne Toft, the clinic opened on Wednesday Market in January after extensive research by the couple into the latest treatment methods and machine technology.

"Not all machines are the same," Rachel said. "Our tattoo removal machine operates at a very fast frequency, making the treatment as pain free as possible. It gives short, sharp concentrated shots to break down the pigmentation. It is efficient and comfortable.

"Copycat products can be dangerous and ineffective. For the oxygen facial, for example, you need to get the right mix of antioxidants and vitamins. Systems for treatment can be a minefield. You might think there is only one type of hyaluronic acid, but if you get the wrong molecular size it won't go into the dermis of your skin. So, you are wasting money as all it does is sit on the surface."



Knowledge like this ensures that Beverley will be getting the best service and treatment possible; something on which Rachel's Beauty World is priding itself.

"We looked for a niche in the market which would be good in Beverley," Arne added. "We looked at the area and it suits our target market. Beverley has the right mindset of people looking for these treatments. I am not saying people in Beverley are ugly, but we can definitely make them feel and look better!

"We tried it out in Spain, but it was limited and very expensive. We have been studying for a year, looking at markets, products, treatments and prices, and received training from the British Medical Laser Association.

"We wanted to get all perspectives on treatment, as suppliers are obviously only going to tell you one thing. So we looked at forums to see what real customers were saying, to find out the pros and cons, dangers, risks and what works. We have safeguarded everything we can so people know they are in safe hands when they come to us. We have all the safety certificates. We have even tried the treatments ourselves, so we know they work."



Rachel and Arne are professional, but open and friendly and without jargon. There is no hard sell and it isn't a clinical, scary place. They don't want people to feel intimidated.

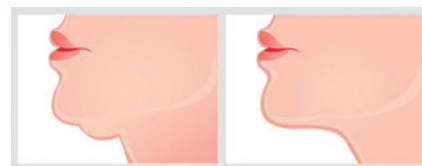
Rachel's Beauty World also aims to make their treatments affordable, not exclusive, with a sliding payment scale. You are not tied into any contracts so, if you don't think the treatment is for you, or it isn't working as you had hoped, you don't have to carry on. There are no direct debit payments, it is purely a pay as you go system. The more treatments you have, the cheaper they get, but there is no upfront fee or initial payment required.

"We will do a medical background consultation to find out what would work for each client," Rachel said. "We have a plethora of treatments to cover almost everybody's needs."

Examples of these include their signature 'Madonna Facial', or Anti-Aging Oxygen Facial, which includes a five-stage process - microdermabrasion to get rid of the dead skin cells, facial steaming to open the pores, an optional dermarolling which involves 0.2mm needles being rolled across the skin, then the oxygen facial, followed by some hydrating moisturising cream.



The facial can help with acne on your face as it cleans inside and provides healthy, glowing skin. It also assists with kickstarting the production of collagen in the skin, which can slow down after the age of 30. And it is totally painless.



The Anti-Aging Oxygen Facial can also be used on the scalp to promote hair thickening or to treat dry scalp conditions, as it puts the nutrients back in by pushing them further in and regenerating hair follicles.

Their Cryolipolysis treatment freezes fat cells in a chosen area, so they won't come back again in the same place. "Although fat will continue to build in other areas if you continue to eat unhealthily!" Arne caveated.

"We love seeing results and making people happy," Rachel said. "The best form of marketing is word of mouth and people being satisfied with what they have got. We might not be able to make you sing like Madonna, but we can make you as beautiful."



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Minster Cycles

With the Tour de Yorkshire announced to be taking place in our area in May, Minster Cycles on Norwood is gearing up for a busy spring and summer season, as Beverley get on their bikes.

Minster Cycles opened in 1992 when Peter Goldthorpe, not long out of university, took over the shop space which had been renovated by a family friend. He had been working at a cycle shop in Hull - which he has now taken over, as well - and put his knowledge to the test by opening his own in Beverley.

The large two-storey premises is a one-stop-shop for all cycling needs, whether you are a serious cyclist with all the latest gadgetry or a leisure cyclist who pops out for a ride with the family, or anywhere in between.

As well as bike sales, Minster Cycles sells all the equipment, accessories and clothing needed to fully equip you and your bike. But, it doesn't stop there, with an onsite workshop facility providing servicing, repairs and upgrades. Plus, a bike fit service, which allows you to ensure that your bike is set up right for you. All people are different, so it is important to get it set up for your height, build, reach and ensure it is right for you. If you are going to be riding it for a number of hours, you need it to be comfortable and, perhaps more importantly, you want to be transferring your power into the bike to get the most out of it.



Peter likes to compare it to a tailored suit. "When you have bespoke tailoring, it is just so," he said. "Not many bike shops do it. A comprehensive bike fit can take up to 3-4 hours. But, if you have a pain in your back, or shoulder, or left knee, or whatever, when you ride, we can normally help to put it right."



And, that's not all.

"We often get people coming in wanting advice about where to ride," Peter added. "And we run maintenance classes so that people know how to fix punctures or what to do if the chain drops off when they are out and about. We don't want people to be stranded for what is often a simple fix, if only they knew how. It is all about keeping it running and how to look after it."

Looking after their customers is top of Minster Cycles' priority list, according to Peter.

"That's the bottom line. Most of our business comes from word of mouth and the only way to get that is to have a happy customer. This time of year is always going to be quiet, but in the summer we are all permanently buzzing around."

It is hoped that interest in the Tour de Yorkshire in May will see more people in Beverley getting on their bikes for a cycle ride. There are many different types of cyclists, as Peter points out.

"I don't think there is a definition of a 'serious

cyclist,'" he said. One chap might ride 100 miles a week on his road and mountain bikes, but you won't see him clad in lycra and measuring his heart rate and counting calories. I reckon less than 10% of our business is serious cyclists. I'd say that 50% are what I would call keen, fine weather riders, with 5% being commuters who just want to keep their bike up and running as a form of transport. The remaining 35% have probably never walked through the door before. But there is a growing awareness of health and fitness, and if the wife gets a bike then the husband will often get one too, or if your neighbour buys one, you might decide you want one. It is a snowball effect.

"I would encourage people to come in and have a look. A lot of leisure cyclists are almost embarrassed that they only do a few miles, but that is still better than none. Often they wonder why their cycling buddy is going faster than they are. Often they decide to get a better bike, so one propels the other and they become keener because they are enjoying it more.

"Cycling is the new golf. The kind of folk who you used to get on a golf course are now





cycling and plotting charts on computers and sharing their routes and times over the internet. It is the social side of things. And, much like with their golf clubs, they are likely to have better equipment than their ability. It is all an incentive."

So, why has there been such an increase in cycling, and is it set to continue, particularly in Beverley?

"There are more categories of bike than ever before, which means people can find the right bike for what they want to use it for, be it mountain or road," Peter added. "If the bug bites, you want to be prepared and, in relative

terms to a weekly wage, bikes have never been cheaper. In the 1960s, it would take a month's wage to buy a bike. Even the high-end carbon fibre frames and hydraulic brake bikes don't cost that much nowadays."

It is fair to say that Peter certainly knows his stuff, and that is something which he thinks puts Minster Cycles ahead of non-specialist shops and the internet.

"I hope that when people come in here they see that we are well-stocked and have educated staff. They can trust us to guide them onto the right bike. It isn't just a case of asking 'what size do I need?', and then turning to the

internet. It is not consistent from one brand to another and it is our job to set up your chosen bike correctly, so it fits just nicely, like a made-to-measure suit. All bikes are adjustable within that size and it can be hard work to ride if it isn't set up properly, and then they just lose interest. Having the right tool for the job you want it to do is more important than just going for an expensive bike. We are here to help with all that."

So, for proper advice, excellent service and a huge choice of both bikes and accessories, head for Minster Cycles and get set for cycling this spring.

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Is it that time already? - Chris Evans is talking to the kids on the radio - It must be 7.30 and time to get up - almost! I head for the shower before leaving for work after checking I have everything I need for the day and the night. I know I have two meetings for Scouts after work so there'll be no time to be popping home. Arriving at work, with any luck there'll be a coffee on my desk, but no such luck this morning.

Today is a typical day, looking after our clients' AdWords, working on changes and making overall improvements. I get stuck in with the first and notice that we're doing well, achieving a good position for the keywords we're bidding on.

Next, it's on to another of our clients, which takes a bit longer. Again, a check of the keywords, the search terms reveals a few modifications that need to be made. I do some background work on some alternative search terms for the client and add in more keywords that we can bid on, with the potential of more customers.

A look at the clock and it's lunchtime - a quick trip to the handy deli just downstairs sees me return with a beef sandwich, some crisps and a caramel slice (ok, I should skip that, I know!). During lunch I catch up on the news to see what's happening

in the world and check my email. My colleague is finally making a coffee, so that's one less thing to do!

Soon back to work, I need to prepare a report for a couple of our clients to show how they're progressing in Google and how their paid AdWords campaigns are performing. We have achieved good results this month, so they'll be happy. As I prepare the reports, I tweak some of the bid prices to achieve the results required.

Before I leave for the first scout meeting, I need to print some information. The group has tripled in size since my last visit. Here I meet one of our potential new leaders who is looking to get involved with Scouting. While I'm there, I sign a few forms - no mean feat writing inside all the boxes in block capitals!

Next, I need to visit an Explorer Scout group at the other side of Hull. Leaving around 8.30pm, I visit another group nearby who are out Geocaching, before returning home and having the chance to grab some food.

I half watch TV, while having a few games of Candy Crush, before I give in and head off to bed, but not before checking what tomorrow has in store... but that's another day!



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Covering Beverley & surrounding villages



Curtain Up At East Riding Theatre

In 2009, actor and theatre director, Vincent Regan started on a journey to create a dedicated performance space where high-quality theatre, music and comedy could be celebrated in the East Riding. A vacant building on Lord Roberts Road, Beverley, seemed the perfect venue.

A steering committee, led by Vincent Regan, was set up to look at the feasibility of the development. The findings resulted in East Riding of Yorkshire Council (ERYC) granting a lease on one of their disused buildings; a former Baptist chapel, situated in the centre of Beverley.

East Riding Theatre, a not for profit organisation, was formed by the original steering committee; a team of theatre and business associates. In April 2013, East Riding of Yorkshire Council approved planning for the conversion of the stunning Edwardian building into a professional theatre.

East Riding Theatre receives very little public funding but support from the local community, through the 'sponsor a seat' campaign' and the help of local businesses, has resulted in the success of the venture. After 18 months of renovation work, carried out by volunteers from the local community, East Riding Theatre opened its doors for the first time on 12 December 2014 with a one-night show by locally-born actor Barrie Rutter. It was a sell-out.

This event was closely followed by East Riding Theatre's first in-house production of Dickens' classic tale, 'A Christmas Carol', newly adapted for the



stage by Vincent Regan. The highly ambitious production began a run of 23 performances on 17 December. Director Mike Friend created a spectacular show that intended to take Beverley and its surrounding areas by storm. Ticket sales soared as local people embraced the prospect of an exciting new space in the town.

East Riding Theatre's programme of events through to March can currently be found on www.eastridingtheatre.co.uk. Those who join as 'Friends of ERT' received early booking notifications.



offers BEVERLEY



Check out this months special offers

Release Your Potential

Looking to lose weight? Release Your Potential can help you change your life for the better forever. Diets don't work – so call us on 07585 802035 - Changing the way you think about nutrition and exercise, reducing stress and being positively realistic DOES work! This eight-week 1-2-1 programme, which includes four hypnotherapy sessions, three CDs, nutrition and exercise advice and much more can help you on your way to becoming slimmer, fitter and healthier. Usual price £395.00 but for Just Beverley visitors who live within the HU17 postode boundary, I can offer a massive 25% discount, making the price just £295.00 (payable in full at first session) by quoting JBRYP01. Valid until 28 February 2015.



Visit the newly refurbished
Lempicka Café and Bistro
13 Wednesday Market
Beverley HU17 0DH
Tel: 01482 866960

The new place in town for Gourmet Coffee and Teas, Homemade Cakes and Baked Goods, Light Bites and our newly introduced Bistro menu.

- ❖ Try our famous Espresso Coffees for connoisseurs and delicious homemade Cakes
- ❖ Now serving our All day Breakfasts, Sandwiches, Baguettes, Panini's, Bagels, Wraps, Jacket Potatoes and Salads
- ❖ Enjoy a selection Continental Platters for 3-4 persons with a choice of Bottle of Wine or pitcher of Cocktails

Mention this advertisement for a 10% discount off your final bill

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Get six anti-aging oxygen facials for just £299 (normally £493), including one day cream, one night cream and one serum. Quote Just Beverley. To maintain that glowing look, come back every month for just £55. Plus call today to book a consultation and get a free skin analysis worth £45 when you quote Just Beverley.

Inches Body Studio

Skin Deep Personalised Facial (includes eyebrow shape) - £25 (was £30)
Aromatherapy Back & Shoulder Massage (45 minutes) - £15 (was £20)
Call 01482 865229 and quote 'Just Beverley'.

Winter sale at Minster Cycles

50% off selected clothing
Customised bike fitting from £50.
Enquire now on 01482 867950 and quote 'Just Beverley'.

Free CDA wine cooler from MKM Building Supplies

Get a free CDA wine cooler with every kitchen order (over £4,000 inc VAT) placed at MKM Building Supplies between now and March 2015. Call 01482 880088 and quote 'Just Beverley'.

Lempicka Café and Bistro

Mention Just Beverley in Lempicka Café and Bistro to get 10% off your final bill. For enquiries, call 01482 866960.

AdWords training for £99

Get a personalised AdWords training course at indicoll for just £99 + VAT (normally £295). Run by a Google Certified Professional, helping you get more bang for your buck. Call Gary on 01482 871178 for more information and to book your place.

PUZZLE PAGE

Sudoku Puzzle

Fill in the grid with digits in such a manner that every row, every column and every 3x3 box accommodates the digits 1-9, without repeating any.

			5			7		
	3			4	1		9	
7	9	6	1		2		5	
		9		7	1			4
4	1		6		3	8		7
3						5		
9	5		8			2	1	
6			4		5	9		
	8			1		7		

VALENTINE'S WORDSEARCH

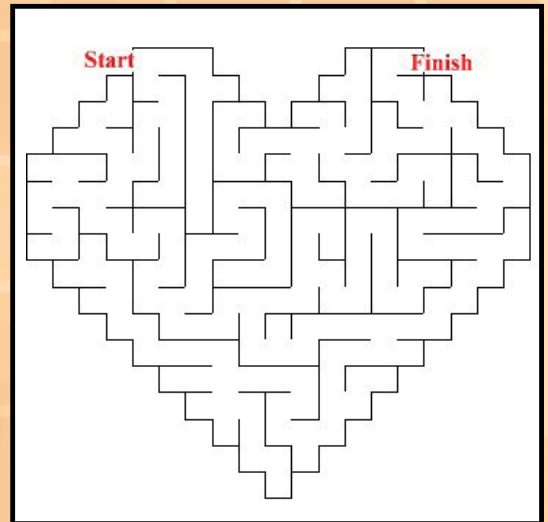
E F I W R E S T A U R A N T
 K S J F E B R U A R Y H U Q
 Q B P X M E P M Q H K Z O S
 G G L T Q B O Y F R I E N D
 R V D V T N Y W H E I Q H H
 I V N S V A L E N T I N E J
 R F A D X I C Z O R A W A F
 W A B R X J A F L O W E R S
 N M S A K N P C P V D C T P
 F M U C Y U P Z R M Z V A Q
 J D H O D N E I R F L R I G
 H T C H O C O L A T E K I Y
 Q Y B B Q Y D M E V O L E M E
 B J N M L S E O M C B A Q E

Boyfriend
 Cards
 Chocolate
 February
 Flowers
 Girlfriend



Heart
 Husband
 Love
 Restaurant
 Valentine
 Wife

Valentine Maze



LAST MONTH'S ANSWERS

Christmas Song Titles ANSWERS

- I Saw Momma Kissing Santa Claus
- Jingle Bells
- I'm Dreaming Of A White Christmas
- Rudolph The Red Nosed Reindeer
- Chestnuts Roasting On An Open Fire
- Away In A Manger
- Frosty The Snowman
- Walking In The Air
- O Come All Ye Faithful
- It Came Upon A Midnight Clear
- O Little Town Of Bethlehem
- Joy To The World
- Silent Night
- Let It Snow
- The Twelve Days of Christmas
- God Rest Ye Merry Gentlemen
- Hark The Herald Angels Sing
- Once In Royal David's City
- We Wish You A Merry Christmas

Sudoku Puzzle

7	8	1	2	9	5	6	3	4
9	2	4	3	6	8	7	1	5
3	5	6	7	1	4	8	9	2
1	4	5	9	3	7	2	6	8
8	7	9	6	5	2	1	4	3
2	6	3	4	8	1	9	5	7
5	9	8	1	2	3	4	7	6
6	3	7	8	4	9	5	2	1
4	1	2	5	7	6	3	8	9

I	S	L	L	E	B	E	L	G	N	I	J	R	C	Q
B	Z	J	C	K	D	J	C	O	K	P	R	T	K	Q
S	L	L	C	S	D	I	S	M	S	C	U	X	S	Z
T	B	L	H	O	L	S	A	N	Z	I	X	D	Y	
N	Y	E	H	O	C	D	N	N	T	G	M	L	O	Z
E	S	M	N	L	L	P	R	R	D	T	U	R	K	E
E	V	I	L	L	P	H	E	R	R	C	R	A	C	K
R	T	T	N	N	T	H	O	A	L	L	O	T	O	E
E	J	B	H	O	N	H	G	U	Y	X	M	Z	G	Q
I	A	H	E	H	I	O	H	I	R	S	X	U	X	N
E	N	C	H	R	I	S	T	M	A	S	Y	D	U	A
S	C	H	R	I	S	T	M	A	S	Y	D	U	A	B
A	U	C	E	O	G	N	I	D	D	U	E	B	D	V
I	F	M	M	I	S	T	L	E	T	O	E	L	H	Z

- Angel
- Cards
- Carols
- Christmas
- Decorations
- Holly
- Jingle Bells
- Mistletoe
- Nativity
- Presents
- Pudding
- Santa Claus
- Tinsel
- Turkey
- Wreath
- Cracker

WHAT'S ON IN BEVERLEY

FEBRUARY & MARCH

Saturday 7 February

Sport for Everyone – Beverley Leisure Complex, 6pm-8pm
Help Mend a Broken Heart – Humber Keel Pub, 7.30pm

Monday 9 February

Norwood Nites – Norwood Church, 7pm

Tuesday 10 February

Beverley Civic Society – St Mary's Parish Hall, 7.30pm
Weekly Activity Session – Tickton Village Hall, Every Tuesday 3pm-4.30pm
Beverley Photographic Club – Longcroft School, Every Tuesday 7.30pm-9.30pm

Wednesday 11 February

& Thursday 12 February

V Day: The Vagina Monologues – East Riding Theatre, 8pm

Friday 13 February

A Connoisseur's Evening – Beverley Art Gallery, 6.30pm
Beverley Film Society: The Great Beauty – Masonic Hall, 7.30pm
West My Friend – Beverley Conservative Club, 8pm

Saturday 14 February to Saturday 11 April

Eating In: A Celebration of Cooking and Dining at Home - Treasure House, 10am-4pm
Still Alive: The Contemporary Still Life – Beverley Art Gallery, 10am-4pm

Saturday 14 February

The Only Way is Downton – East Riding Theatre, 2pm and 7.30pm

Sunday 15 February

The Only Way is Downton – East Riding Theatre, 3pm

Monday 16 February

Tea Dance – Armstrongs Social Club, 1.30pm-4pm

Thursday 19 February

Beverley U3A Meeting – Memorial Hall, 2pm
Hilary James and Simon Mayor – Toll Gavel United Church, 7.30pm

Saturday 21 February

Sport for Everyone – Beverley Leisure Complex, 6pm-8pm
Ian Sherwood – Bishop Burton Village Hall, 8pm

Tuesday 24 February to Tuesday 12 May

Dance on the Map – Memorial Hall, Every Tuesday 4.30pm-8.15pm

Tuesday 24 February

MixEd: Working as a Team – East Riding College, 5.30pm-7pm

Thursday 26 February

Ghost Walk – Royal Standard, 7.30pm

For more information visit justbeverley.co.uk/events.
To submit an event email info@justbeverley.co.uk
or call 01482 679947.



Friday 27 February

Beverley U3A Coffee Morning – Lairgate Hotel, 10am

Saturday 28 February

Music for Everyone – St Mary's Church
Still Life Workshop – Beverley Art Gallery, 10am-2pm
Mitch Benn – East Riding Theatre, 8.30pm

Sunday 1 March

5K Minster Run – Southern Relief Road, 10am
Brief Lives – Walkington Village Hall, 7.30pm

Tuesday 3 March

Between the Lines: Hazel Gaynor – Beverley Library

Saturday 7 March

Sport for Everyone – Beverley Leisure Complex, 6pm-8pm

Monday 9 March

Norwood Nites – Norwood Church, 7pm

Tuesday 10 March

Beverley Civic Society – St Mary's Parish Hall, 7.30pm

Friday 13 March

Beverley Film Society: The Square – Masonic Hall, 7.30pm

Tuesday 17 March

Beverley Photographic Society AGM – Longcroft School, 7.30pm-9.30pm

Thursday 19 March

Beverley U3A Meeting – Memorial Hall, 2pm

Saturday 21 March

Sport for Everyone – Beverley Leisure Complex, 6pm-8pm

Sunday 22 March

Brief Lives – Bishop Burton Village Hall, 7.30pm

Thursday 26 March

Ghost Walk – Royal Standard, 7.30pm
An Evening with London Mozart Players – Toll Gavel United Church, 7.30pm

Friday 27 March

Beverley U3A Coffee Morning – Lairgate Hotel, 10am

Tuesday 31 March

MixEd: Personal Brand – East Riding College, 5.30pm-7pm



Competition Winner



TRACEY FORD

Last month, we ran a competition on justbeverley.co.uk to win a gorgeous hamper of goodies from G Jack & Sons. We asked you: What does Beverley mean to you? And we had lots of responses. We have included a selection here. But it was Tracey Ford who won, with: **The World! It is such a wonderful friendly town with lots of history and independent shops too.** She is pictured here, receiving her hamper from Joy Jack.



Other answers included:

- Louise Comb:** Beverley is beautiful. I love that gorgeous cathedral, just there on a narrow, cobbled street, next to ordinary houses.
- Kathleen Bywaters:** Happy memories and friendly faces
- Andrew Petrie:** Racing. Many years ago someone tipped me a 16/1 winner there!
- Kathryn Davies:** Fabulous short break retreat, full of atmosphere and warmth.
- Karen Stevenson:** Beverley is buzzing. Everyone welcome. Vibrant, entertaining restaurants and retail. Lively. Everything here. You want to come back again!
- David Reeves:** Undiscovered jewel with gothic history, picturesque streets and sited in glorious Yorkshire – perfection!
- Stephanie Whitehouse:** My favourite place to stop off when I'm travelling
- Maria Jane Knight:** Beverley means flavour and excitement! A way to makes my tastebuds dance and tingle
- Shane Weir:** Beverley means a great student night out.
- Sylvia Hood:** Beautiful environment, village atmosphere, experiences on Racecourse and Westwood, lifelong home, essentially Yorkshire!

Thank you to everyone who entered.

Check out this month's competition to win a flower arrangement from Fleurs de Lisa, on page 19.

John Duncan (Beverley Photographic Club)



Read more at justbeverley.co.uk. If you would like to be featured in next month's issue, and on the website, email info@justbeverley.co.uk or telephone 01482 679947.

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