



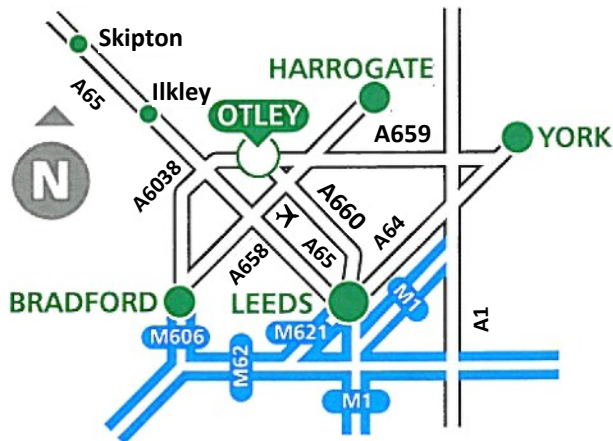
Otley Shop Heroes Trail



Unlike a city centre high street or out of town shopping mall, the market town of Otley is brimming with interesting, individual and proudly independent shops, many with long and colourful histories

Follow the Otley Shop Heroes trail to meet some of our wonderful characters in their excellent specialist shops and learn how they became experts in their trade and look out for some of the many independent shops, cafes, pubs and other interesting businesses in between!

Routes to Otley



Otley Shop Heroes

1. Geo. Middlemiss & Son



Geo. Middlemiss & Son
3 Market Place
Otley
West Yorkshire
LS21 3AF

01943 462611
www.dalesnet.co.uk

For over 130 years now five generations of the Middlemiss family have been providing the townsfolk of Otley with award winning meaty treats from their own Manor Farm in nearby Askwith.

First established in 1881 by John Middlemiss, the present owners great, great grandfather from a stall in Otley Market Place (canny even then, by claiming the pitch under the gas lamp they could trade until 9pm) the business moved into the present premises in 1900.

Dan the mini-moto restorer, scuba diver Martin, vintage Triumph Tiger riding Tony and tri-athlete Peter are the shop staff today are all helped by 2011 Institute of Meat national Young Apprentice of the Year Andrew, who recently had lunch with Princess Anne as he picked up his award at the Butchers Hall, Smithfield, the second student of Middlemiss know-how to get the award.

In between award ceremonies and polishing their array of trophies and plaques for their quality products, the Middlemiss family have found time to keep company with Clarissa Dixon-Wright and Rosemary Shrager of Swinton Park to pass the TV cooks a few tips.

Otley Shop Heroes

2. Traditional Sweet Shop



Traditional Sweet Shop
3 Newmarket
Otley
West Yorkshire
LS21 3AE

01943 462444

www.thetraditionalsweetshop.co.uk

Otley's own Queen of mint imperials, proprietor Dianne Broadbent, reigns over her Empire of Poor Bens, pineapple chunks and acid drops and another 300 or so jars of sweets that stand floor to ceiling and line the walls of her sugary palace in Newmarket.

Kept next to her antique till, Diane's visitor book is signed by delighted customers from far flung parts of the globe such as Ontario, Sydney, Japan and Dishforth, all eager to lose themselves down a memory lane paved with cinder toffee and humbugs. Many of the *Emmerdale* cast regularly call in for a quarter of one of the two dozen varieties of liquorice always in stock.

A regular subject for university photography students, Dianne is happy to oblige in the hope that one day her thriving emporium would appear in a magazine and this became so in the pages of February 2011's edition of *Vogue*.

Otley Shop Heroes

3. Chez Vin



Chez Vin

24 Newmarket
Otley
LS21 3AE

01943 466143
www.chezvin.co.uk

Another Aladdin's cave, this time of liquid delights, proprietor David Lawson puts his 23 years of experience to good use patiently and carefully guiding both the connoisseur and absolute beginner around his extensive selection of wine, whisky, spirits and coffee from all corners of the globe.

David's philosophy is to only keep the good stuff, but that needn't be frightening. Chez Vin's groaning shelves carry the full spectrum from a timid wine novice's delicious '2 for a tenner' bottle of Californian merlot to a £300 McAllan 30 year old malt whisky, every one a safe bet.

Amongst his range of beers and ciders from the more obscure British and continental micro breweries is Otley's own Rodham's, the only stockist in town (or anyone else's town) of bottled Otley brewed ale.

Keen to spread his lifetimes experience to the thirsty local townsfolk, David uses his long held diploma from the Wines and Spirits Education Trust to run his 3 terms a year wine tasting classes and spring and summer wine fairs, both events as popular as his finest vintages.

Otley Shop Heroes

4. Chevin Cycles



Chevin Cycles Ltd
The Showrooms
Leeds Road
Otley
LS21 1BR

01943 462773
www.chevincycles.com

Although owner Rick Peacock comes from the wrong side of the Pennines, in 1981 he saw the light and arrived in Otley to open Chevin Cycles in the shop now called Chevin Trek. In 1991 he moved to the current site, the former Stollcross Garages Opel car showroom. Subsequently he has kept expanding the store, including building offices and workshops at the rear (that's right, it's *not* a house!) For many years he had a lot of fun running the famous Otley Folk Club at a succession of pubs around the town and he still occasionally plays in his band Last Orders – but don't worry he's banned from striking up in the shop!

Being sponsors of the massive, nationally regarded Otley Road Race, Chevin staff are proud to enter in Team Chevin colours most years – it's a tough challenge and only for the very brave! Ian is the scooter and BMX guru that local youths turn to for training tips and advice. Jon, as well as being a former National Single-speed Champion, is very much in demand as one of the best Bike-fit technicians in the country.

There are 13 staff at Chevin and all the front of house team are keen cyclists who love sharing their enthusiasm with customers. They are delighted to help anybody and everybody solve their cycling dilemmas, whether it's the local stars of Emmerdale, road racers or total beginners. Cycling is fun and they want everybody to enjoy it whatever their level of ability. (No surprise they are also all great fans of children's inventor Wilf Lunn!)

Otley Shop Heroes

5. Bondgate Bakery



Bondgate Bakery

30 Bondgate

Otley

West Yorkshire

LS21 1AD

01943 467516

www.bondgatebakery.com

Founded in 1984 by baker in chief and owner, Stephen Taylor and his partner Sally Hinchliffe in a building once known as the Cock and Bottle pub, Bondgate Bakery was originally kitted out with second-hand equipment bought from less discerning bakers as they closed down. Since expanded into the two shops next door the business championed by Jamie Oliver's magazine in 2009 has thrived to employ 15 people.

There are no cream buns on display but instead trays of wholesome, oaty slices studded with hazelnut nibs, plump dried fruit and glistening with honey. Trays of sticky pear and ginger sponge and chocolate nut brownies sit beside pizza, pasties and quiche, all of which look delicious but it is the racks of bread behind the counter that catch the eye.

Passionate about bread and rising, like his dough, at 3am daily, Steve and his team of skilled bakers get to work producing about 30 different types of bread from scratch. "There are no shortcuts here" says Steve. "Each loaf is made by a skilled baker using traditional ingredients and original methods." From dark rye to stoneground wholemeals, fruity muesli bread to mixed seed cobs, cheesy oat bread, crusty white loaves and teacakes, spelt sourdoughs and a totally gluten-free loaf, Steve is determined to bake without additives, pre-mixes or preservatives, hydrogenated fats, improvers or artificial colours, "We use only high quality ingredients, free range eggs, local honey, unrefined sugar and lots of fresh and dried fruit. Many of the flours we use are organic, and grown and milled locally."

Grateful for the support of like minded customers from Otley and surrounds, Bondgate also supply Harvey Nichols and various posh cafes, retailers and swanky bistros and have a stall at Headingley Deli Market. A high point of the past 27 years has been winning Best Independent Retailer in the Food and Farming Awards, run by BBC Radio Four's the Food Programme.

Otley Shop Heroes

6. The Otley Apothecary



The Otley Apothecary

16 Bondgate

Otley

West Yorkshire

LS21 3AB

01943 465544

www.otleyapothecary.co.uk

To step within the Apothecary enchants the senses as both the eyes and nose are greeted with the heady aroma of herbal potions and the many gorgeous natural health and beauty products on offer.

Originally set up in 2005 by practising herbalist, Bel Charlesworth to provide her patients with the very best in herbs, wholefoods, natural remedies and chemical-free skincare without sending them into the city centre, the Apothecary's range has gradually expanded to include make-up, kids stuff and celebrity-favourite Dr Hauschka Skincare.

Next came a busy complementary therapy centre upstairs where Bel and other fully qualified practitioners offer everything from acupuncture and chiropractic to massage and reiki and more.

Passionate about introducing others to the joys and benefits of modern natural living, Bel runs regular workshops and summer herb walks on the Chevin. In store, Bel and her friendly staff offer practical advice and health tips which has won them regular customers from across the region.

Being featured on BBC2s *All Over the Shop* in November 2008 and receiving expert help from retail guru Geoff Burch was a real pick-me-up, says Bel, 'It gave us the confidence and motivation to move forwards with new ideas such as our own product range and online shop which otherwise may have never left the drawing board. It seems everyone needs a guru sometimes!'

Otley Shop Heroes

7. Wharfedale Angling Classics



Wharfedale Angling Classics
11 Kirkgate Arcade
Otley
LS21 3HW

01943 463528

www.wharfedaleanglingonline.co.uk

If fly tying, rod fishing and all things of the riverbank float your boat take a wander up the intriguing Kirkgate Arcade where, amongst the array of fishing rods, opossum pelts and pheasant feathers at number 11 you might find owner Steve Bielby contentedly at work.

Once employed in the contract hire and leasing of trucks Steve left the rat race behind only to find he now works twice as hard, but now around his lifetime's passion of fly fishing and fly tying.

Having opened Wharfedale Angling Classics in 2000, supplying the finest quality fly-tying materials and accessories by mail order, it soon became apparent that a local retail specialist to serve the fly-tying community was greatly needed. In January 2006 Steve proudly opened his first emporium at the top of the famous Kirkgate Arcade, quickly followed only months later by the expansion into a second unit allowing the business to stock fly fishing equipment. A hop across the Arcade into larger premises still took place in November 2009 and saw Steve's ambition of his own angling empire now complete.

Whilst dealing with customers from as far apart as Dubai and Rochdale (folk music hero and comedian Mike Harding is a long time angling trip soulmate) and showing at trade fairs in such as Galway, Ireland, Steve is never happier than on his favourite stretch of the River Wharfe, maybe giving a tutored angling lesson or dreaming of his dream trip to New Zealand, his allotment garden or his personal record catch, a 3lb wild brown trout.

Otley Shop Heroes

8. JN Barber Ltd



JN Barber Ltd

20-24 Beech Hill

Otley

LS21 3AS

01943 462603

www.smoke.co.uk

Listed as one of the 'ten most charming shops in Britain' by *Country Life* magazine in 2010 this tobacco, pipe and gift emporium dates from the 1860s when Joseph Barber set off for Kentucky to build up a tobacco business. At its height 80 ton loads were exported back to Britain where his factory in Otley processed the tobacco for sale around the north of England.

Now the business is run by James Barber who started at the age of 11 when he opened up the shop and swept the floor for his father. At the modest age of 36 James became the Chairman of the Association of Independent Tobacco Specialists, the UK's governing body for the tobacco trade.

In 1996 Barbers launched the first commercial website in Otley and became the first UK tobacco business to trade online. By 2007, after 140 years, the time came to leave their tiny shop in Kirkgate for their bright, contemporary new home in Beech Hill.

Amongst many accolades have been the Millennium Cigar Awards Northern Regional winner (1999), the Worshipful Company of Pipe Makers and Tobacco Blenders Tobacco Retailer of the Year (2008), Peterson Pipes of Ireland Pipe Retailer of the Year (2009) and BBC2's *Great British Menu* when Barbers tobacco was used to flavour a duck dish.

Counting royalty and Britain's once foremost cigar smoker, Sir Jimmy Savile, as regular customers, Barbers also demonstrates cigar rolling with expert rollers brought over from Cuba and the Dominican Republic. At a dinner in Havana James and wife Angela found themselves on the table next to iconic Cuban leader, Fidel Castro.

Oh, and don't forget to ask James about worm charming – he was once world champion!

Otley Shop Heroes

9. Patisserie Viennoise



Patisserie Viennoise

34 Westgate

Otley

West Yorkshire

LS21 3AS

01943 467927

www.otleypatisserie.co.uk

‘Chocolate Trevor’ Backhouse has enjoyed baking since he was a child. His first job at the tender age of 15 was in a local village bakery when he passed his City and Guilds at Thomas Danby College, Leeds. Trev then spent 4 years working in France exploring a passion for chocolate creativity as well as continuing to develop his Patisserie skills.

On his return to England in 1986 Trev established his ‘Theatre of Confections’ by opening Patisserie Viennoise in Westgate, bringing the continental touch to a Yorkshire public then more used to Mars bars and Wagon Wheels.

Tai Chi grandmaster Trev and his small but highly skilled team of creative confectioners have now been making 30 varieties of handmade chocolates for 25 years and his extravagant wedding cakes received a visit in June 2008 from the BBC’s *Hairy Bikers* cookery programme.

Proudly having worn the chains of office for both the Chamber of Trade and Rotary Club Trev continues to champion the cause of Otley as a town; ‘Otley is a marvellous place to visit, shop and relax, it’s almost a shame I live in Otley as I don’t get the chance to visit!’

Otley Shop Heroes

10. Courtyard Planters



Courtyard Planters

9 Westgate

Otley

LS21 3AT

01943 462390

www.courtyardplanters.co.uk

An oasis of calm amongst the bustling activity and traffic of Westgate, a step through the archway between Pinecraft and the computer games shop is like falling down the rabbit hole from Alice in Wonderland, emerging into a sunlit jumble of pots, planters, shrubs and flowers, the tranquility only augmented by the burble of water and Radio 4.

The courtyard once served as the stables of the former Half Moon coaching inn from where a Mr Petty ran a Friday service clattering between Otley and Storiths, near Skipton, at the turn of the last century. When the Half Moon closed in 1971 after 220 years the current owners moved in and established Courtyard Planters in 2005.

Katie Burnett and her green fingered staff love their subject, running garden school courses on subjects such as hanging baskets, vegetables and gardening for beginners and organizing the Otley In Bloom task force that keeps the towns floral displays looking neat and tidy.

More magical secret garden than commercial garden centre, the visitor's arrival back on Westgate can seem a rude awakening but Katie's leafy paradise will still be there for next time.

Otley Shop Heroes

11. Yum!



Yum!

Bay Horse Court
Otley
LS21 3AP

07951 958351

Hidden away in a peaceful corner of town, untroubled by the traffic and hustle and bustle of Otley is a little haven of tranquility. Fresh flowers, home made soft furnishings, tiny cake forks and china cups and saucers all make for a genteel atmosphere of that most civilized of pastimes, English afternoon tea.

Passion is a much overused word in this world of blasphemous TV chefs but baking maniac Joanne Wood knows nothing else, turning out home made cakes, scones and confections on a daily basis from her perpetual motion oven; her counter groans under the weight of 15 or so varieties from Toblerone cake, cranberry and macadamia cake to coconut and lime scones, all produced from scratch and served by equally zealous colleague Nicky, often served amidst gales of laughter.

No short cuts, nothing bought in unless handmade itself, nothing fried.

By evening Yum! becomes available for private hire, converting into a candle lit venue for an evening soiree; choose your menu style, invite your friends and bring your own bottles. The attention to detail is no less even though Joanne will be up again at first light to fire up her bountiful oven yet again.

Otley Shop Heroes

12. Jenni's Dresser



Jenni's Dresser

26 Cross Green

Otley

LS21 1HD

01943 468833

www.jennisdresser.co.uk

Jenni Small's dress agency offers an outlet where you can sell designer and high quality items that you may have purchased and never worn or only worn for an occasion. Customers are asked to make an appointment, Jenni then selects which items are suitable and prices them accordingly. When the items sell you get half of the selling price.

When presented with a challenge of "I'm going to a 'do', what do I wear?" Jenni darts around her shop gathering hats, shoes, handbags, belts, dresses, jackets and skirts that, using her expert eye for style and colour and knack of what co-ordinates, instantly comes up with an outfit that would make Gok Wan gasp for breath.

"My favourite piece in the shop at the moment is a raspberry patent leather Mulberry handbag – it's in mint condition. Many interesting items are constantly being brought in to sell and one of the more memorable items was a £1000 red cocktail dress designed for Barbara Windsor."

Some of her clients, like an actress attending a recent Leicester Square film premier, prefer not to be named, but if you ask Jenni she might just whisper you the answer.

Produced by:

Otley Chamber of Trade

and:

Otley Town Council



Shop local and Otley prospers

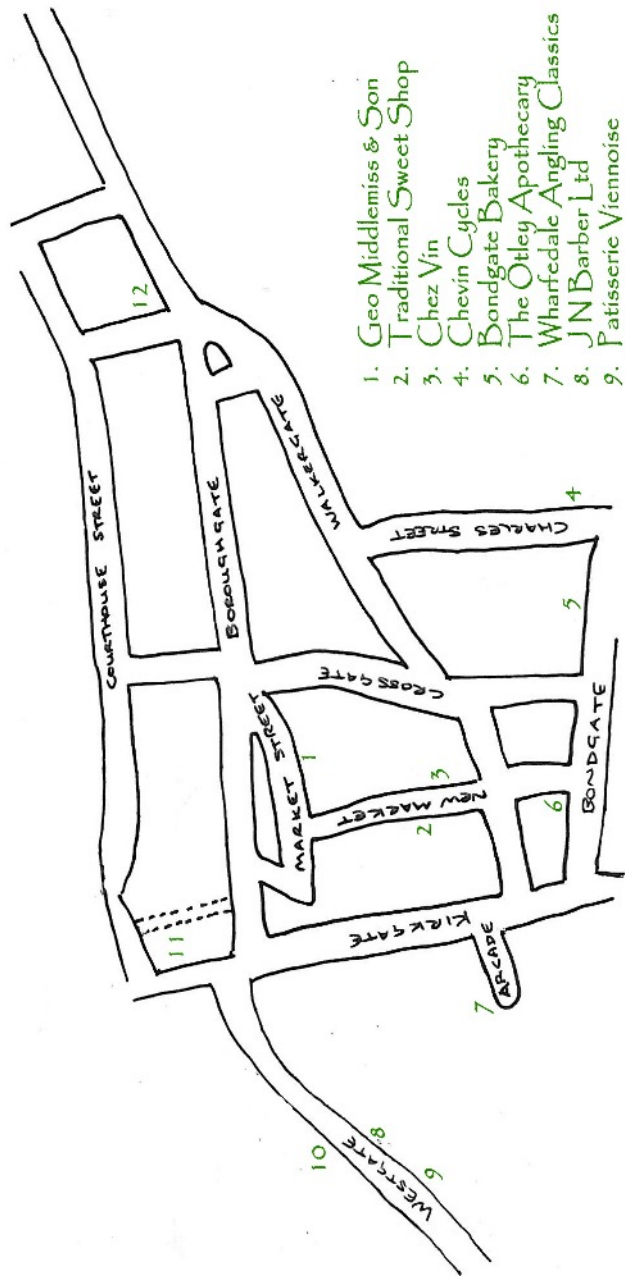
www.otleychamber.co.uk

Market and Festival Town

www.otleytowncouncil.gov.uk

www.visitotley.co.uk

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3. Chez Vin
4. Chevin Cycles
5. Bondgate Bakery
6. The Otley Apothecary
7. Wharfedale Angling Classics
8. J N Barber Ltd
9. Patisserie Viennoise
10. Courthouse Planters
11. Yum!
12. Jenni's Dresser