

Live like a local in Masham

**Insider tips to help you
really enjoy your visit to Masham**



Supported by



Why shopping locally makes sense

Studies show that for every £10 spent in a local independent shop, £25 is generated for the local economy, compared to £14 spent in national supermarkets.

If you can do some or all of your shopping in Masham during your visit, you'll meet some great people, find some lovely souvenirs, and discover more about the area. You'll also be helping to maintain our independent shops, on which locals rely.

Out of town shops and supermarkets are often more expensive. They advertise the low prices on specific items in order to grab attention but not all their prices are low. Add in travel, parking costs and travelling time, and out of town shopping isn't such good value for money. You'll find real value for money in Masham.

We don't want our small market town to look like all the others. So please do your bit and support local shops, cafes, restaurants and pubs whenever you can.

If you recognise any of the people who serve you from this guide, do say "hello". Most of them cringed when we said we wanted to take their photo so please tell them how lovely they look!

www.VisitMasham.com



THE GALLERY

www.mashamgallery.co.uk
Josie Beszant



How did you come to run the business?

I am a refugee from the Thames Valley and when I first visited Masham in 1989 I fell passionately in love with it. That combined with my love of art and craft seemed to be a recipe for a happy life.

Top sellers: Ian Scott Massie's colourful Masham prints, arty greeting cards and funky felt handbags. But because a lot of what we sell are one offs it is difficult to compile a list of best sellers.

What makes your business special? Most of the artists who often litter the premises!
We run a series of art and

craft courses throughout the year.

Famous customers: I used to paint ties for Countdown's Richard Whitley who often came in. Is Mike Harding famous?

Favourite place: Hackfall: a woodland full of fantastic gothic follies, waterfalls and ponds just outside Grewelthorpe, a couple of miles from Masham.

Insider tip: Every 2 years there is an Arts Festival in the October half term. It is full of quirky fun exhibitions and events. Mostly the events are packed out by locals, but it is a week not to be missed!

BAH HUMBUGS

www.bahhumbugs.com
Lucy Scott Paul



How did you come to run the business?

I love being self-employed and have a really sweet tooth! Secretly I think I may just like being everyone's favourite auntie!!

Top sellers: Pontefract cakes, Yorkshire mix, Lion's midget gems, lemon sherberts and rhubarb and custards.

The lollipops we sell were used in the Willy Wonka movie.

What makes your business special? It's crammed with nostalgic memories & enticing new discoveries for younger

customers. People love to point out to their children the sweets they enjoyed when they were young.

Famous customers: Robbie Williams and lots of stars from Emmerdale and Heartbeat.

Favourite place: the lovely walk down Millgate, along the river and back into Masham through the Kings Head arch.

Insider tip: Drink lots of beer and eat lots of sweets to get the full Masham experience!

PETALS

Judy Leathley



How did you come to run the business? It was a hobby that turned into a business - Masham didn't have a florist...

Top sellers: Lilies and seasonal flowers. Birdseed!

What makes your business special? We supply all the flowers for nearby Swinton Park Hotel.

I help prepare for special occasions and parties and can supply balloons, bubbly and chocolate and help decorate an event.

Famous customers: More than I know through sending large bouquets via hotels, but also a lot of local gentry.

We often have people from the cast of Emmerdale and Janet Street Porter.

Favourite place: Studley Park by Fountain's Abbey and the walk from the River Burn to the golf club.

Insider tip: Look for the hidden stuff, scratch the surface and you'll find more than you expected with very friendly people and a strong community where everyone looks out for each other. There are plenty of good eating places in Masham so stay awhile.

Other info: Bird seed is one of the most popular things Petal's sells, Judy did an amazing window display of all the birds that people have seen eating the bird seed they sell and are always amazed by the variety that can be seen.

MASHAM POST OFFICE

Dot Elliott



How did you come to run the business? I really wanted to run a Post Office and came across this one by chance. Now I like Masham so much I rarely leave it.

Top sellers: Stamps! Maps, cards and books (especially walking ones).

What makes your business special? The variety of stock sold here. We fill in the gaps left by others! People refer to it as an Aladdin's cave.

You can find anything from dog leads and toys to packs of cards, yo-yo's, marbles, disposable plates, playing cards, jigsaws, watch batteries, or tennis balls.

Famous customers: Heartbeat cast, Janet Street Porter, locals such as Rosemary Schragar.

Favourite place: All of Masham really. Particularly like the bench that overlooks the recreation ground (known as the "rec") where you can sit and watch the cricket or just the world go by.

Insider tip: The recreation ground is a fabulous place where you can spend so much time. The river walk is lovely.

JONEVA

www.joneva.com
John Maughan



How did you come to run the business?

I had worked in confectionary for 20 years and knew the previous owner of the business well.

Top sellers: Fudge - made on the premises, and Ryeburn ice cream - made in Helmsley. The locally made fruitcakes & Belgian and English chocolates are also very popular.

What makes your business special? We specialise quality products that aren't available in supermarkets.

We send Henderson's Yorkshire Relish all over the world as well as products such as Glendale Ginger Wine (made from a 300 year old Dales' recipe).

We stock a lot of diabetic and gluten-free products that you wouldn't expect to find in such a small shop. We have over 4500 product lines!

Famous customers:

Daniel Craig, resident chef Rosemary Schrager, and the 2 Fat Ladies.

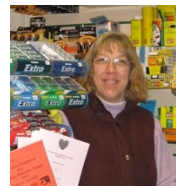
Favourite place:

Suncatchers' Café for a great relaxing coffee

Insider tip: Brewery tours tell you more about Masham than just how a beer is made!

MASHAM NEWS

Lesley Musgrave



How did you come to run the business?

My husband and I used to run The Bruce Arms in Masham and love living here. We sold that but still wanted to work in Masham so the newsagents seemed perfect!

Top sellers:

Newspapers/cigarettes.

What makes your business special? The more you look around the shop the more you discover it is SO much more than a newsagent's.

We try to stock all sorts of things that you can't find elsewhere in Masham.

You can find such things as puncture repair kits, umbrellas, tin openers, shoelaces, combs, light bulbs, fuses, candles, string, sewing kits and even greaseproof paper. In fact it's always worth asking just in case...

Famous customers:

The cast of Heartbeat, along with various Emmerdale stars and Janet Street Porter.

Favourite place:

The walk around Marfield Nature Reserve.

Insider tip: Don't miss going to Carricks in Snape for some fish – it's an amazing place.

R.S. MARSDEN PHARMACY

Mr. Marsden has owned the chemists for since 2007. An ancient certificate in the front left hand corner of the shop shows there have been pharmacists there since at least 1844



How did you come to run the business?

The previous pharmacist Mr. Whitehead retired so Mr. Marsden took over to add this pharmacy to his small local chain. Each one has its own unique character.

Top sellers: Painkillers!

What makes your business special?

Look at the cabinet at the back of the shop – it has probably been there since it opened as a pharmacy.

On the top left hand shelf there's a display of ancient pills potions and documents. To this day the pharmacy sells many old fashioned remedies alongside the more expected ones. For example Mckenzie's smelling salts are available here.

You can also buy slightly more unusual things for a pharmacy such as jewellery, veterinary medicines or funky reading glasses.

Famous customers: Gwen Taylor, and successive cast members from both Emmerdale and Heartbeat (both programmes regularly film in Masham). Clarissa Dickson Wright (one of the 2 Fat Ladies)

Favourite place: The leaf sculpture walk around Masham – get the leaflet from the Community Office

Insider tip: Come to enjoy some of the great events such as the Sheep Fair, the Steam Rally and the Victorian Fair.

ROGERS THE BUTCHERS

Anthony Rogers



How did you come to run the business?

Family business originally started by Anthony's grandfather.

Top sellers: The staff's magnetic charm!! Their handmade pies, particularly pork pies.

What makes your business special?

All the pies are not only made but baked on the premises and are sought after countrywide. The shop and the staff have featured in Heartbeat many times.

Famous customers: David Jason, Geoffrey Hughes (Coronation street, the

Royle Family) Janet Street Porter, Rosemary Schrager, and many from Heartbeat and Emmerdale.

Favourite place: The walk down to the left of the Masham bridge to Clifton Castle where you can't beat the view back to Masham.

Insider tip: There's a great golf course and loads of interesting walks. Pubs aren't bad either.

More info: the Saturday morning queue is where you'll hear some of Masham's hottest gossip

REAH'S BAKERY AND DELICATESSEN

David and Jane Lilley
David and Jane have run the business since 1990 but it was Reah's for at least 12 years before that & previously Brayshaws.



How did you come to run the business?

Jane wanted to return to Yorkshire, where she'd grown up. At the time our children were small and Masham was the ideal place for us to live and work.

Top sellers: Locally made cheeses, their home baked cakes and own sticky toffee pudding.

What makes your business special? Our huge range of products, which feature a wide variety of locally produced lines including Yorkshire country wines, beers, biscuits, preserves, honey, teas, flour, eggs. We have a quirky range of giftware as well as hampers, and old fashioned sweets.

Famous customers: Local gentry, Lulu, David Curry, Janet Street Porter, Rosemary Schrager.

Favourite place: Jervaulx Abbey – historic, spooky and a great spot for picnics!

Insider tip: Go inside St. Mary's church – it's beautiful and very calming.

Other info: Their deli counter does a range of popular sandwiches. There is nearly always a different seasonal special offer available.

BEAVER'S BUTCHERS (also known as the Masham sausage shop)
Richard Welford



How did you come to run the business? Richard has been here since 1983 but his granddad started the business over 60 years ago.

Top sellers: Sausages – at any one time over 35 flavours are stocked, all of which are handmade on the premises.

What makes your business special? The variety of sausages.

We also make them just outside Masham and supply them to retailers and wholesalers all over the country. We won the Yorkshire sausage championships and indeed many other regional competitions but our goal is to get gold at the British Sausage championships where so far we have achieved silver.

Famous customers: James Martin (chef)

Favourite place: Work, and the King's Head.

Insider tip: Don't go home without your Masham sausages!

Other info: In fact Richard himself is a bit of a star as he has appeared on numerous cooking programmes alongside Rosemary Schrager or just as himself. He has judged cookery programmes too (not that you'll find him watching any of the videos of it – he has never seen any of them!)

GARNER'S GREENGROCERS

Darryl Garner has run the shop since 2004 but it has been a grocers for well over 20 years. Garners have been greengrocers since 1949.



How did you come to run the business?

I was training to be an architect and had a car accident. This made me rethink life and decided I would rather stay in the family firm.

Top sellers: Carrots and apples!

What makes your business special?

People are often surprised that it is not just fruit and veg sold here. A range of the excellent Yorkshire Provender fresh soups are available (made just outside Masham).

There is always an excellent range of fresh herbs cream and yoghurt.

Famous customers:

Rosemary Schragger, Janet Street Porter, Daniel Craig.

Favourite place: All of it!

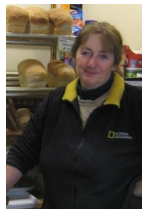
You can't go wrong anywhere.

Insider tip: You can spot Masham and Garner's often on Emmerdale.

Other info: Darryl loves having a laugh with the customers. He believes that he can provide a more knowledgeable and personal service than many supermarkets. He will also get in any specialised fruit and veg to order for you.

MASHAM BAKERY

Susan & Peter Bonser



How did you come to run the business?

We wanted to run a small business in this area and the bakery came available at the perfect time.

Top sellers: Sandwiches, especially ham salad.

Anything unusual about your business?

The building used to be a public toilet!

What makes your

business special? All the bread is handmade from scratch on the premises with no added preservatives. Sunflour is milled just 2 miles down the road at Grewelthorpe.

You can also buy Sunflour here and Susan will give you her top tips for a perfect loaf.

They once made a special order of 80 plaited loaves for someone who was coming to get married in the area.

Famous customers:

Rosemary Schragger, Vic Reeves, Janet Street Porter

Favourite place: Druid's

Temple for its atmosphere, history & surroundings

Insider tip: The Sheep Fair

and everything that goes with it. It's a really fabulous event.

NIKKY CORKER GALLERY

www.nickycorker.com
Nikky Corker



How did you come to run the business?

I have been selling my original paintings and prints through galleries successfully since 2004. I decided it would be nice to meet some of the people who email me after buying my work, and get to know what it is about my work that they enjoy so when the opportunity arose to take over this little gallery in an area that I have always loved I knew it was the right thing to do.

I spend most of the week making the original work in my Wetherby studio so the gallery is mainly open at weekends.

Top sellers: I am largely known for my seaside work featuring Whitby & Robin Hoods Bay but my country scenes and sheep paintings are becoming equally as popular.

What makes your business special?

My work is published by various companies as Limited Edition prints, greetings cards and can be found on many things from English Bone China to roller blinds. I have been asked to design Christmas cards for the RLNI so I'm kept busy!

Favourite place: My favourite place near Masham is Jervaulx Abbey, I love the tranquility I can find there. A quiet corner can always be found and the surrounding countryside is truly beautiful.

Insider tip: Take a look at the website where all my latest work is available to view.

URED ALE GLASS

Tim and Maureen Simon



How did you come to run this business?

We came here from Stourbridge and found the space and lifestyle to make it happen.

Top sellers: Over the years we have made a variety of products in all price ranges which have remained consistently popular. The heart of our business has always been one off plates, bowls, vases etc. Our Lighting is also very individual and much sought after.

What makes your business special? Its longevity.

Famous customers: Vic Reeves

Favourite place: anywhere along the river Ure

Other info: Due to our advancing years, we have decided to slow down. This is to enable us to concentrate on glass as an artistic medium and less business orientated. We are planning a new body of work for our 30th anniversary next year.

MAD HATTER'S TEAROOM

Chris and Wendy Jakeman



How did you come to run the business? We were looking for a house in the area and came across this business for sale.

Top sellers: Welsh rarebit, toasted teacakes, cakes, especially lemon drizzle and Victoria sandwich.

What makes your business special? The business relates to Lewis Carroll who wrote Alice in Wonderland: his father was a canon at Ripon Cathedral and Lewis Carroll was supposed to be very fond of the area. The tables are all named after characters from Alice in Wonderland.

The business is an old-fashioned tearoom and in some senses it is like going back in time, quiet and elegant with all the cakes made from scratch on the premises from local ingredients.

Famous customers: Leon Britten, Zac Dingle (Emmerdale), Mike Stephenson (rugby commentator).

Favourite place: The immensely impressive Himalayan Gardens near Grewelthorpe, and the peace of Leighton reservoir.

Insider tip: Leave your car for a while and just walk, you'll see so much.

SUNCATCHERS

Colin Blair



How did you come to run the business? I was living in Masham and running an outside catering business and needed a permanent kitchen.

Top sellers: Cappuccino. Falafel and bad boy burgers!

What makes your business special? The decoration is quirky with a red room and an open fire, beams and ceilings are decorated with masks, prayer flags and garlands, walls with original art. Colin, influenced by his travels, serves excellent world food and a range of gifts.

The cafe often attracts an artistic crowd as well as great coffee lovers!

Famous customers: Tracy Emin, Jay Jopling.

Favourite place: Round the River Burn, and Hackfall.

Insider tip: Stay the weekend and not just the day to get into the Masham vibe. During the summer months, Colin can often be seen catering at festivals around the country. He also runs some excellent Moroccan evenings in the cafe.

BORDAR HOUSE TEAS

Catherine Scott Paul &
Sophie Gore



How did you come to run the business?

When we first settled in Masham there was nowhere to have a cup of tea. We were both teachers taking a career break with small children and thought it was the ideal time to rectify this!

Top sellers: Full English Breakfast.

What makes your business special?

Everything is sourced from the local shops. The café is a magnet for cyclists in the summer and also popular with bikers.

The cafe has a display of Simon Palmer's artwork.

They are open 7 days a week, and only close 3 days in the year.

You'll often see a queue forming by the serving hatch on the corner, especially in Summer!

Famous customers: David Jason, Lynda Bellingham, frequently Bill Webster on his bike (Coronation Street).

Favourite place: High Mains pasture on the river near Clifton.

Insider tip: Take time to walk round and find Masham's nooks and crannies.

FANCY THAT

Sue Babbage



How did you come to run the business? My son is a master baker so the café gives him an outlet for his work.

Top sellers: Scones, and cakes, especially carrot

What makes your business special? We make scones and special occasion cakes to order and bake all our own bread.

Favourite place: Hackfall – there's so much to see and it's a lovely calm place.

Insider tip: There are some really great places to eat in Masham – from the pubs to more sophisticated restaurant.

THE KING'S HEAD

www.kingsheadmasham.com
Phil and Sam Capon



How did you come to run the business? We had 2 small children at the time and thought Masham would be a great safe place to bring them up. We had already run pubs across the country.

Top sellers: Black Sheep Bitter - and meals.

What makes your business special? It is a really historically important part of Masham. If you look over the door "excise office" is carved into the stone. The pub has open fires and a patio area at the back and is a family friendly environment.

Famous customers: Noel Edmonds, Niall Quinn (footballer), Kate Winslett.

Favourite place: The river walk

Insider tip: Don't miss Fountains Abbey.

THE BRUCE ARMS

John Feely



How did you come to run the business? I liked the idea and the challenge of running a pub.

Top sellers: Black Sheep Bitter

What makes your business special? The Bruce has an Indian restaurant with take away

facilities on the premises. It also has the biggest beer garden in Masham with fantastic views across the recreation ground towards the hills.

The pub has lots of local events on including darts weekends, domino drives and bingo. It is very much an old fashioned friendly local at heart.

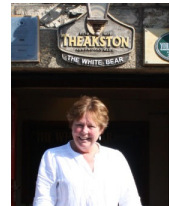
Dogs are welcome and the bar has a good range of wine and snacks.

Favourite place: Any of the walks around Masham, especially round the river.

Insider tip: The town hall runs an excellent range of events and the markets on Wednesday and Saturday are worth catching.

THE WHITE BEAR

www.thewhitebearhotel.co.uk
Sue Thomas



How did you come to run the business? The pub had been closed for 2 years and the Theakston Family who own it asked me to come and revive it.

Top Sellers: Theakstons Best Bitter.

What makes your business special? It has a tap room, which is cosy and welcoming, as well as a large award winning restaurant. Recently it has expanded into the old brewery buildings next door and now has 14 individually designed bedrooms and conference facilities.

In June we run a massively successful beer festival with lots of music and over 30 beers. The white bear has achieved an almost legendary status across the country and beyond!

Famous customers: Many over the years including Jethro Tull, Fairport Convention (both of whom played here) Willie Whitelaw, Richard Whitely, Rosemary Schrager and the cast of Emmerdale.

Favourite place: Swinton Park for a real treat or the nature reserve.

Insider tip: Richmond Station - there is nothing like it - in one building you have a restaurant, cinema, brewery, icecream makers, bakery, gallery, events....amazing!

THE BAY HORSE

www.bayhorsemasham.co.uk
Ken and Sharon Ward



How did you come to run the business?

Sharon had worked in the pub part-time and Ken was a builder who often went into the pub! When they got married, it was a logical next step to take over the pub together and build up the business, making it much more family friendly and part of the Masham community.

Top sellers: Beer! And lots of home made food.

What makes your business special? There's a great atmosphere in the pub which both locals and visitors seem to enjoy. The Bay Horse is warm, welcoming and friendly, serving delicious home

cooked food and proper home made chips! We do a Steak Night on Tuesday nights.

We have separate menus for day and evening - both have the traditional pub food but the evening menu has some special dishes - such as stuffed pheasant wrapped in parma ham (seasonal) and loin of lamb stuffed with rosemary and garlic and served with an apple and date jus. The menu has something for everyone, including a children's menu with home-made chicken nuggets!

Famous customers: we like to keep their identities a secret so they can come in and just relax!

Our favourite: Where else but the two breweries Black Sheep and Theakstons! The brewery tours are great - our staying guests love them.

Insider tip: Use Masham as a great base for going to the races - Ripon, Thirsk, Catterick, Wetherby, York.

VENNELL'S RESTAURANT

Jon and Laura Vennell
www.vennellsrestaurant.co.uk



How did you come to run the business?

We had been looking for a building/town to start our own restaurant for some time. 7 Silver Street in Masham ticked every box. Jon had worked in Leeds for 15 years and had had enough of commuting and all the negatives that come with living in a large city.

Top sellers: It's a big list but here are a few: Lobster Ravioli, our Lobster Thermidor (in July), Beef Wellington, pork confit topped with crackling, warm chocolate fondant, and vanilla Panna Cotta.

What makes your business special? Really fresh local produce cooked

sympathetically and consistently well.

Service is relaxed - the table is yours for the night so you won't be hurried out.

Famous customers: Janet Street Porter, Rosemary Shrager

Favourite place: The river walk up to the fisherman's hut and around Marfield Wetlands.

Insider tip: Park your car for the day, go to the community office and get some pre planned walking routes. The scenery in and around Masham is breathtaking.

Other information: we have 2 AA Rosettes, a Michelin Bib Gourmand, The Good Food Guide 5 points, Hardens 1 star, Yorkshire Life Neighbourhood Restaurant of the Year 2007, Yorkshire Post Country Restaurant of the Year 2005 & The Independent Best for Sunday Lunch Award 2006