

LAIRG MAGAZINE



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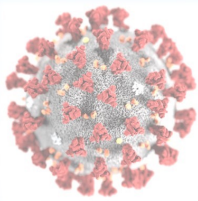
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Welcome to Issue 13 of the Lairg Magazine! We are looking for stories, recipes, film/book reviews and craft/activity ideas to put in to our magazine. Please email Jodie at : projectofficer@lairginitiative.co.uk or call Chair of LDCI Kaye: 07500453301 or Vice Chair Norman: 07742025719.

Lairg & District Community Initiatives



Lairg Helping Hand Fund



- ⇒ Have you been affected financially by covid-19?
- ⇒ Are you worrying about heating your home?

The Helping Hand Fund provides a one-off financial assistance per household, for residents within the Lairg Community Council area who are living in financial worry due to Covid-19. Grant awards of up to £250 will be awarded to households who require support with heating costs due to Covid 19. Lairg and District Community Initiatives will be working in partnership with the East and Central Sutherland Citizens Advice Bureau.

For more information, please call Jodie on [07961372427](tel:07961372427) or email projectofficer@lairginitiative.co.uk.

Lairg Helping Hand Fund

If you have been affected by Covid-19 financially and need help with heating your home, please call Jodie on [07961372427](tel:07961372427) or email projectofficer@lairginitiative.co.uk

Planet Sutherland is a welcoming friendly group enjoying the many benefits of working together to help each other improve the environment, build our local resilience and reduce our impact on global warming.



We've been missing our Carbon Cafes and Film Nights where folks could gather informally to chat, to share knowledge and woes and learn about what we can all do to reduce our carbon footprints. We're hopeful that these can restart soon in some form and that we can continue with renovating Lairg Primary School Polytunnel and collecting soft plastic and crisp packets for recycling.

We do hope that you've not suffered badly as a result of Covid. It's been truly awful for many businesses and individuals. Our hearts go out to those struggling. Our hopes, however, are that at least a little benefit can come from some of the issues that Covid has thrown at us. For instance, we are growing more food ourselves, shopping more locally more, driving less, and perhaps enjoying a slower pace of life.

If you'd like to join us or are interested in these current events and projects, please get in touch: email: oneplanetsutherland@gmail.com; call Anna: 07906173993, or find more information on the web site - www.planetsutherland.com.

Projects and Upcoming Events:

Reducing Your Business Costs. This ran on 10th June. If you'd like to attend another, please get in touch.
Talking to Kids About Climate Change. Weds 24th Jun, 7.30pm. This free online event looks at many innovative ideas to help kids learn about climate change and what small changes they and the family can make to help.

Golspie High School Geography Class is creating a film. Everything is being run by the pupils here, and it will be great to see the results.

Grow Food Sutherland - here we are gathering a team together to look at how best to progress with growing more food here.

Environmental Collaborative Directory - please join us here if you are a group or business involved with helping the environment in any way.

If you have any thoughts or comments on these topics, please do get in touch.

Creamy Courgette Lasagne

Serves 4

9 dried lasagne sheets £0.53
 1 tbsp sunflower oil
 1 onion, finely chopped £0.20
 700g courgette (about 6), coarsely grated £1.60
 2 garlic cloves, crushed
 250g tub ricotta £0.95
 50g cheddar £0.37
 350g jar tomato sauce for pasta £1.00
 Total = £4.65

**Recipe of the
Week!**

Heat oven to 220C/fan 200C/gas 7. Put a pan of water on to boil, then cook the lasagne sheets for about 5 mins until softened, but not cooked through. Rinse in cold water, then drizzle with a little oil to stop them sticking together.

Meanwhile, heat the oil in a large frying pan, then fry the onion. After 3 mins, add the courgettes and garlic and continue to fry until the courgette has softened and turned bright green. Stir in 2/3 of both the ricotta and the cheddar, then season to taste. Heat the tomato sauce in the microwave for 2 mins on High until hot.

In a large baking dish, layer up the lasagne, starting with half the courgette mix, then pasta, then tomato sauce. Repeat, top with blobs of the remaining ricotta, then scatter with the rest of the cheddar. Bake on the top shelf for about 10 mins until the pasta is tender and the cheese is golden.

1. What was the name of The Beatles manager?
2. What part of the body is affected by Myopathy disease?
3. In March 1922, the film "Nosferatu" premiered in Berlin. It was the first in a particular theme. What theme?
4. Who was famously sentenced to 11 years for tax evasion?
5. Who is the Australian novelist best known for Mary Poppins?
6. What does the acronym Qantas stand for?
7. "War of the Worlds" was broadcast on radio in the USA, allegedly causing mass panic. Who was its narrator?
8. Who wrote "A streetcar named desire"?
9. Which actor played the Fresh Prince of Bel-Air going on to independently save the world?
10. What was the name of the plane that fell on Lockerbie in 1988?
11. What kind of dish is flummery?
12. Which novelist released the first in the "Mary Mouse" series in 1942?
13. A military coupe led to the overthrow of Haile Selassie in which country?
14. Ronald Reagan was governor of which state before becoming president of the USA?
15. What is 30 years old but gave fuzzy pictures till it was repaired in 1993?
16. When The Euro became common currency for EU Member states which 3 of the then 15 decided not to join in?
17. In 1980, who became the youngest golfer to win the Masters at the age of 23?
18. What is a labyrinth?
19. How many bridges does the university boat race pass under?
20. What colour was the fictional whale Moby Dick?

London Smog

As the Covid19 lockdown restrictions are slowly being relaxed, there's been quite a lot of speculation about whether some of the changes that have been made to our lives might become more permanent. Will people work from home more, for example? Could the improvements to air quality due to less traffic be sustained?

Going back many years, one awful event which definitely resulted in permanent change for the better was the great London smog of late 1952. It's hard to visualise now how dreadful pollution and air quality could be nearly 70 years ago. Coal was almost universally used, in industry, power stations, transport (steam trains) and domestic heating. People didn't realise the health risks of smoking, and cigarette brands had names like Capstan Full Strength, which almost seemed to stress the tar and nicotine levels. The nadir was reached in early December 1952, when London, including the outer suburbs where we lived, was blanketed for days in absolutely filthy impenetrable yellow smog.

On one night of this, my father, trying to drive home from work in central London, completely lost his bearings, and had no idea where he was. He had to go into someone's house to ask and find out. The people there had a phone, which they let him use to call my mother. Although he was still quite a way from home, she recognised the street name he gave her. She thought she knew where it was, and decided to go out and try to find him and guide him home.

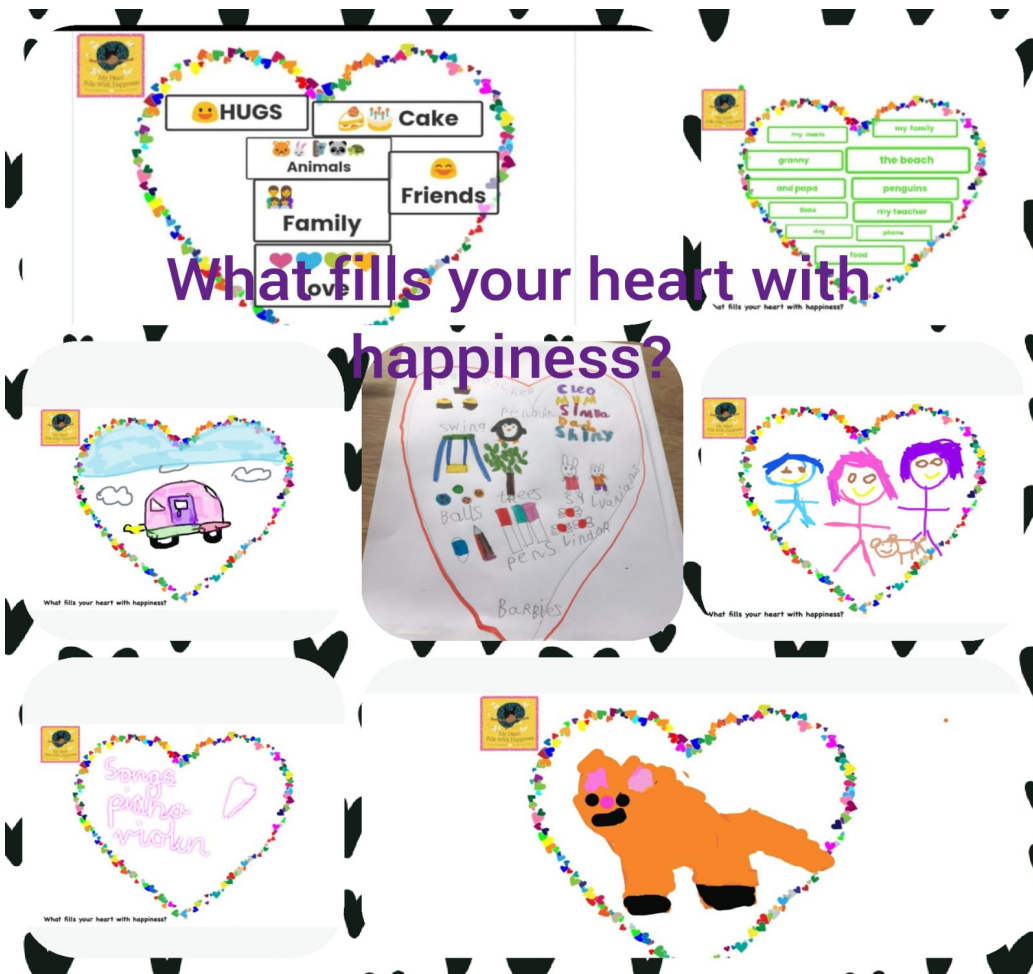
She came upstairs and woke me up to tell me all this, and what she planned to do. I remember her saying that she wasn't going to disturb my sleeping 5-year-old brother, but if he woke up while she was gone, I was to look after him and explain what had happened. She went back downstairs, and I heard the front door close behind her as, torch in hand, she headed out into the murk.

I must have gone straight back to sleep, brother or no brother, because the next things I heard were the sound of a car door closing, the front door opening, and my parents' voices downstairs in the hallway. I met them on the stairs - it was well after midnight by then, easily the latest I'd ever been up. Once Mum had succeeded in finding Dad, they'd decided not to abandon the car where it was. This meant that she'd walked all the way back home beside it, with one hand on the front wing to guide him, while he crawled it home in bottom gear.

It's now been estimated that up to 12,000 people may have died, from conditions such as bronchitis, as a result of those few days. Change for the better gradually came with the first Clean Air Act of 1956, and a slow drift away from burning coal to other alternatives. Of course there have been bad instances of air pollution in Britain since then, but I don't think any were as notorious, or as deadly, as the London smog of 1952.

Written by Alison Magee

Some of the Primary 3 - Primary 5 pupils have showed us below what fills their hearts with happiness!



What fills your heart with happiness?

LDCI Quiz Answers

- | | | |
|--|--|--------------------------------|
| 1. Brian Epstein | 8. Tennessee Williams | 15. Hubble Space telescope |
| 2. Muscles | 9. Will Smith | 16. Sweden, Denmark and the UK |
| 3. Vampires | 10. Pan Am flight 103 Clipper Maid of the Seas | 17. Severiano Ballesteros |
| 4. Al Capone | 11. Milk pudding | 18. A maze |
| 5. Pamela Lyndon Travers | 12. Enid Blyton | 19. 2 |
| 6. Queensland and Northern Territory Aerial Services | 13. Ethiopia | 20. White |
| 7. Orson Welles | 14. California | |

How did you do?

1-5/20

Poor

5-10/20

Okay

10-15/20

Good

15-20/20

Excellent





How to improve engagement with your customers.

How do you ensure that your customers are staying engaged with your business? Many businesses operate a customer facing business model and with the current situation are unable to engage directly with their customers, as they normally would. Technology today offers us the opportunity to initiate contact with a lot of potential customers online, but many businesses fall short of actually converting these potential customers because they fail to truly engage with them.

Most customers do not want to be sold to the want to spend their money with a business that they feel listens to them and that they can trust.

Below are some suggestions to help you to engage with customers in these challenging times.

Create an online group or community

There are several ways in which you can build a great online community or group to help you to engage and listen to your customers. Social media offers a space in which customers can chat to each other and your business, this helps to build trust and a connection with your business. Businesses can create online forums which their customers can go to discuss your products, business, experiences etc. This can work well if you are in a specific niche market and you want to create a space for likeminded customers to connect with each other and your business.

Ask for your customer's opinions

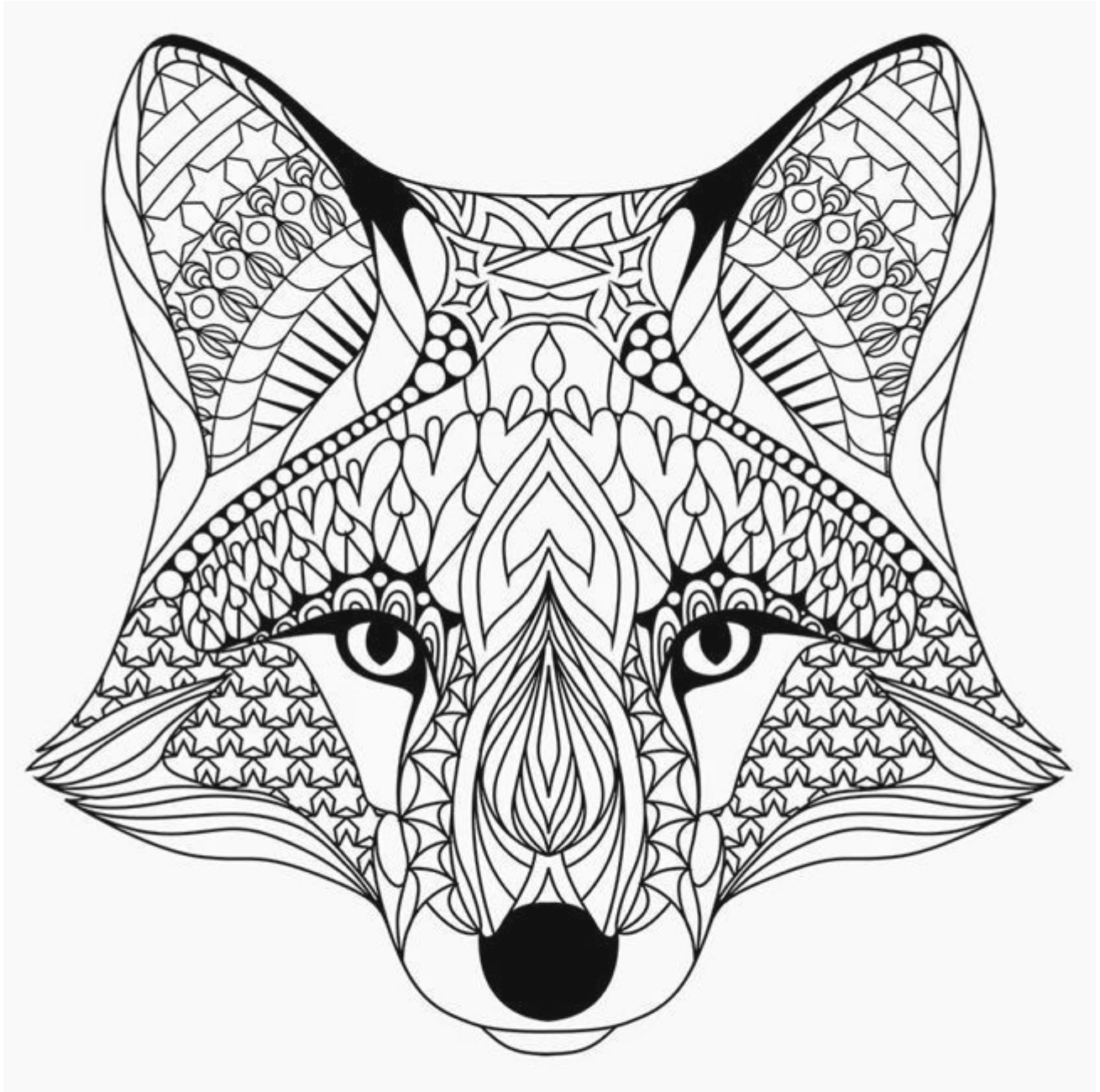
Are you looking to rebrand, expand into a new area, develop a new range of products or even creating a website? Ask your customers what they would like to see and to provide you with their thoughts and suggestions. This helps to forge a feeling of accomplishment and bond with your company. You can create a competition or contest to get ideas, rewarding the customers whose ideas you use.

Host an online event

People love the interactive and visual aspect of a webinar or a live video and is a really great way of engaging with your customers. An online video or webinar can allow you to put a face to the business, convey your passion and enthusiasm for what you do. By allowing you customers to interact and ask you questions, either beforehand by email or through a messenger or chat facility at the time, can allow you the opportunity to answer or address any queries they might have.

These are just a few suggestions to help you stay engaged with your customers, by taking steps to reach out to your customers and show them you are still there, will help to ensure their continued support of your business. If any local business would like help and support with any aspects of their business, then please contact the Lairg and District Learning Centres business mentor on mentor@lairglearningcentre.org.uk

Thank you to Coriolis Energy on behalf of Garvary Wind Farm Ltd for the funding they have given towards producing the Newsletter. More information on Garvary can be found by visiting www.garvarywindfarm.co.uk



Thank you for reading issue 13 of the Lairg Magazine! If you would like to put something in the magazine, please send it to the details below. We are very much open to ideas and suggestions, so please get in touch by emailing projectofficer@lairginitiative.co.uk. Phone for Chair Kaye: 07500453301, Vice Chair Norman: 07742025719 or write to us at Schoolhouse, Main Street, Lairg, IV27 4DD