

LIFESTYLE CYCLING

slowmotion

issue
#01

Simplicity is
the ultimate
sophistication



rebound

HOW GREYTOWN FOUND
ITS MOJO

reflect

PASHLEY'S SECRETS FOR
SUSTAINED SUCCESS

rejoice

PERFECT BICYCLE PICNICS
FOR TWO

BLACKWELL
and **SONS** Est 1943

LIFESTYLE CYCLING

slowmotion

issue #01

Dogma and the occasional home truth about two-wheeled works of art, life, leisure, health, nature, romance, luxury and all things authentic, enduring and indulgent.

Opinions expressed in this magazine are those of the writers, who are old enough to know better but lack sufficient self-control to cease assaulting their keyboards. Reading only encourages them. That's called a disclaimer.

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Cover image: Pashley Parabike (his) and Pashley Britannia (hers) at beautiful Cobblestones Museum, Greytown.

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From the Handlebar



Slow down for goodness' sake!

Going at everything flat out built my other business (a perky little creative agency called *Stun*) a reputation for incredibly fast turnaround with apparently no compromise on quality. But when you constantly have your foot on the accelerator, something's got to give eventually. And for *Stun*, the problem we created was that flat out just wasn't fast enough anymore. We trained our customers to expect maximum speed as normal. Then they wanted light speed. Not because things were really that urgent, but because people liked to use our speed as their speed when it came to impressing their boss.

(Sound of brakes being applied and the truck backing up.)

When my beautiful wife Millie and I are enjoying a gentle Pashley ride along one of Greytown's leafy lanes and appreciating the botanical buffet of sights, sounds and smells that only country living can provide, the understanding we share of what truly enriches our lives is instantly clarified. Being together with each other, specifically date night at home. Being with the people we love. Preparing and eating nutritious fresh food. Exercise that keeps us feeling vital. Books that open doors to deeper understanding or new ideas. Music we can dance to. Wine that reminds us of where we have been. None of these requires a higher than average income. They just need time allocated generously so they can be planned, thought through and enjoyed fully. No rushing. No distractions. No screens. Just us, being together, appreciating each other, celebrating what we have achieved as a couple, and planning where we are going next.

Slow Motion is the philosophical idea that embodies what makes us happy, and the foundation we have built *Blackwell and Sons* on. It elevates quality over disposable. Unique over mass-produced. And it takes the time to appreciate goodness, consideration and craftsmanship. These don't sit well within artificial production deadlines. They only reach their true value when they are allowed to happen, methodically and thoughtfully.

Shane, Colin, Jack, Bill, Millie and I hope you find some moments of recognition in the pages of this journal. Despite the apparent complexity of everyone's lives these days, the fundamental desires we all have to feel fulfilled and happy are what make us human and confirm that no matter where we come from, we're the same.

Wishing you a wonderfully slow 2019.

A Blackwell

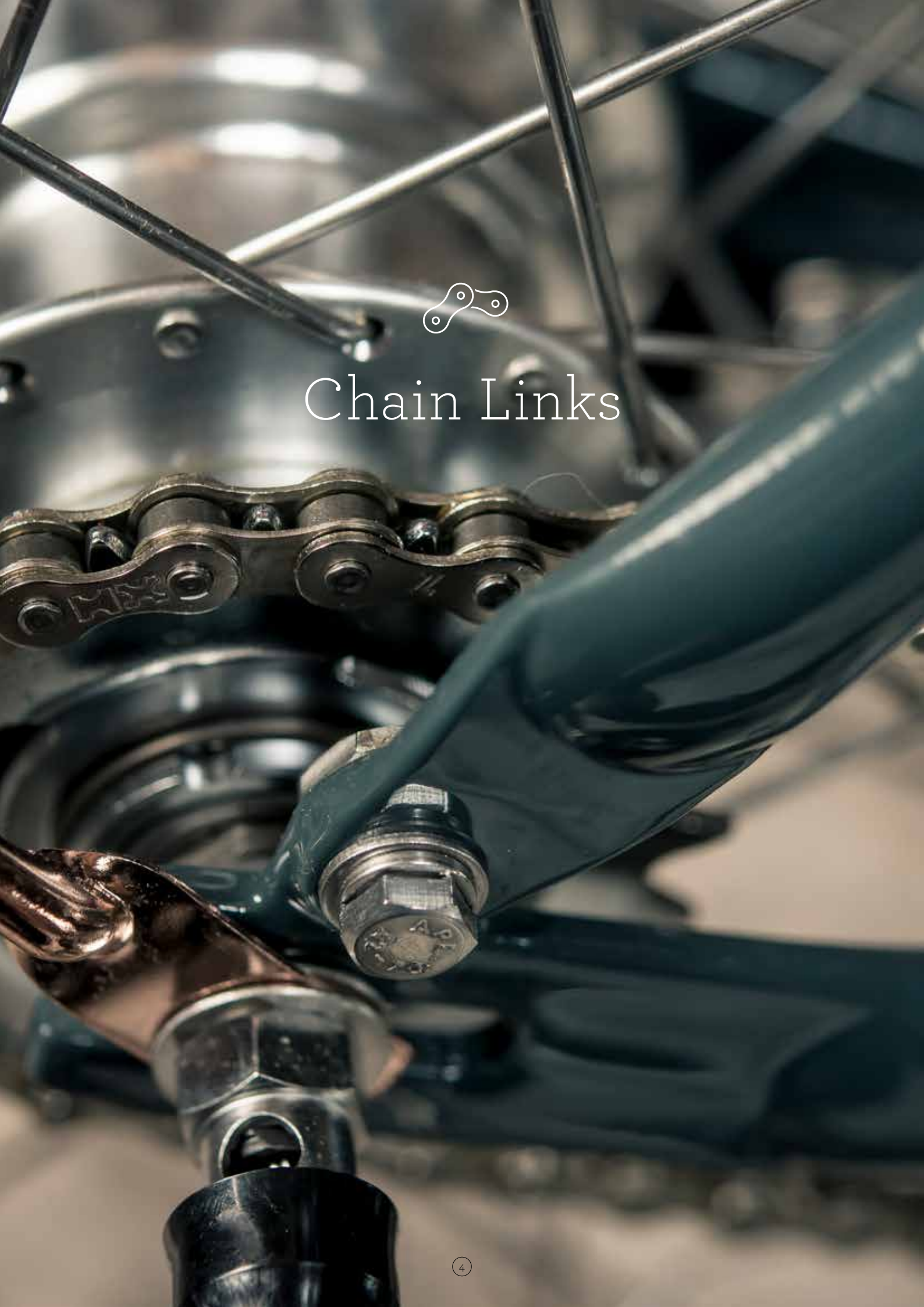
Adam Blackwell
Proprietor



Millie and I brought Slow Motion to our wedding day. No pageantry, no fuss. Just great food, good wine and close friends and family at our lovely house in Greytown. Oh, and our Pashleys of course.



Chain Links



A MATCH MADE IN CYCLING HEAVEN



More at blackwellandsons.nz

Two bastions of British engineering, Pashley Cycles and the Morgan Motor Company, have joined forces to craft a new range of hand-built bicycles that redefine modern luxury bicycle design.

First for release are the Pashley-Morgan 3 and Pashley-Morgan 8 – each sporting a stylish hand-crafted frame featuring a new curved top tube design.

Finished in colour schemes that salute Morgan's racing heritage and complemented with touches of luxury like high-grade leather handlebar grips and wood veneer mud and chainguards, these two-wheeled modern masterpieces are future collector's items. Oh, and they perform like a dream too.

NOW THAT'S JUST SIC

SIC drinkware has taken the US by storm, and now it's your turn Nyo Zullin.

These double-walled vacuum-insulated beauties keep your beverages ice cold or piping hot, no matter where the mercury sits or how clammy your paws might be. They're seriously strong and come in a range of dazzle-me colours. Who knew rehydration could be so chic?

More at blackwellandsons.nz



A NEW LEASE ON LIFE FOR BIKES AND PEOPLE

Refugees and asylum-seekers in London are finding their way around their new city with greater ease thanks to the vision and generosity of an initiative called The Bike Project.

The Bike Project reconditions second-hand bikes (over 27,000 are abandoned in London each year) and then donates them to recent arrivals in the city.

Getting around London can be expensive, and a bicycle can be the difference between a new arrival accessing food banks, legal advice, healthcare, education and employment opportunities, or struggling on the streets.

Since 2013, The Bike Project has given away nearly 3,000 bikes to refugees and asylum-seekers from dozens of countries.

More at thebikeproject.co.uk



IT'S... PICNIC TIME!

Feel that yearning? That gnawing deep inside? Could be last night's tikka masala reheat, but most likely it's your body signalling go on some serious outside time ... fresh air, trees, sea breezes, wrestling bears and yodelling loudly.

That stuff makes you hungry. And when you're outside and famished there's only one solution ... picnicware that can stop a thunderstorm dead in its tracks. Introducing Picnic Time – fresh off the container from the US, where big hunger and the great outdoors were invented.

Be warned: this stuff is for the serious picnicker. If you fancy cheddar and crackers and a mug of Earl Grey on the balcony, look elsewhere. But if fistfuls of hearty victuals scoffed by a pirouetting mountain stream are your thing, welcome home.

More at blackwellandsons.nz



SKYPATH SHIFTS UP A GEAR

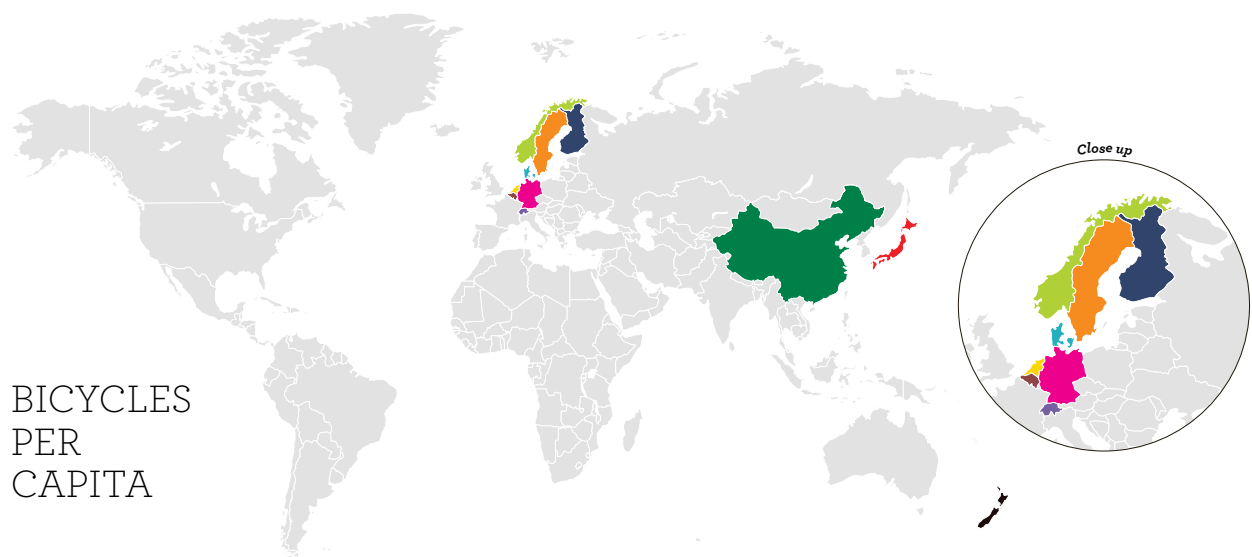
The Government recently announced it will fully fund Auckland's SkyPath, a shared cycling and walking lane across the Harbour Bridge that will connect the city and the glorious North Shore, allowing thousands of commuters to pedal and step their way to and from work.

SkyPath will be constructed from a marine composite material notable for its strength and lightness. It will comprise a series of U beams that clip onto the underside of the eastern edge of the bridge, supporting a composite foam core deck.

SkyPath will connect to the Westhaven walking and cycling promenade that links through to the Wynyard Quarter and CBD. At the northern end, it will connect to several accessways including the SeaPath to Takapuna and the East Coast Bays.

Completion is expected "in the next few years". That's the kind of vague optimism that governments do so well, isn't it?

More at skypath.org.nz




BICYCLES PER CAPITA

- | | | | | |
|---------------------|-----------------|---------------------|----------------|----------------|
| 1 Netherlands 99.1% | 2 Denmark 80.1% | 3 Germany 75.8% | 4 Sweden 63.7% | 5 Norway 60.7% |
| 6 Finland 60.4% | 7 Japan 56.9% | 8 Switzerland 48.8% | 9 Belgium 48% | 10 China 37.2% |
- ... New Zealand 37.2%

MR KELLY'S TOP TIPS FOR CURSE-FREE CYCLING SUCCESS

A Pashley will serve you a lifetime - and beyond. And with a little bit of care and maintenance, it will be ready to facilitate your luxury cycling lifestyle day after day, season after season, year after year.



Mr Kelly's incredible apron is admired by customers almost as much as Mr Kelly himself. We're delighted to announce that our own range of these beauties is now available for purchase in store.

TYRE PRESSURE

Check that your tyres are inflated correctly. Use a pressure gauge to check tyre pressures (the recommended pressure is written on the sidewall of the tyre).

LUBRICATION

If your bicycle has a fully enclosed chaincase, apply a drop of oil to each link.

If your bicycle has an exposed chain, a lubricant spray regularly applied (especially after wet weather) will work well. Oil is fine but will attract dirt.

A drop of oil on brake lever pivots, gear shifting chains and three-speed shifters (NOT five-speed shifters) will help to keep them working smoothly.

If cables are stiff to operate, lubricate with WD40 or similar.

CLEANING

A clean bicycle not only turns heads, it makes spotting any maintenance issues easier. Clean using a car shampoo (avoid domestic washing-up liquids as they contain salts) and a soft brush or sponge.

Take care to keep leather saddles and handlebar grips dry. Keep the wheels and tyres clean – it'll help you spot any glass or grit embedded in the tyre and make it less of a messy business if you need to repair a puncture.

If you live by the coast, clean your bicycle frequently to prevent corrosion.

\$75



'Brighton High' Single Fedora, by Goorin Bros, USA

\$49



*'Beware of Mamils' T-shirt, by Blackwell and Sons
100% cotton*

\$100



Classic Merino Henley, by Pashley, UK

Ensemble of chic

EXCLUSIVE IN NEW ZEALAND

blackwellandsons.nz/apparel

\$90



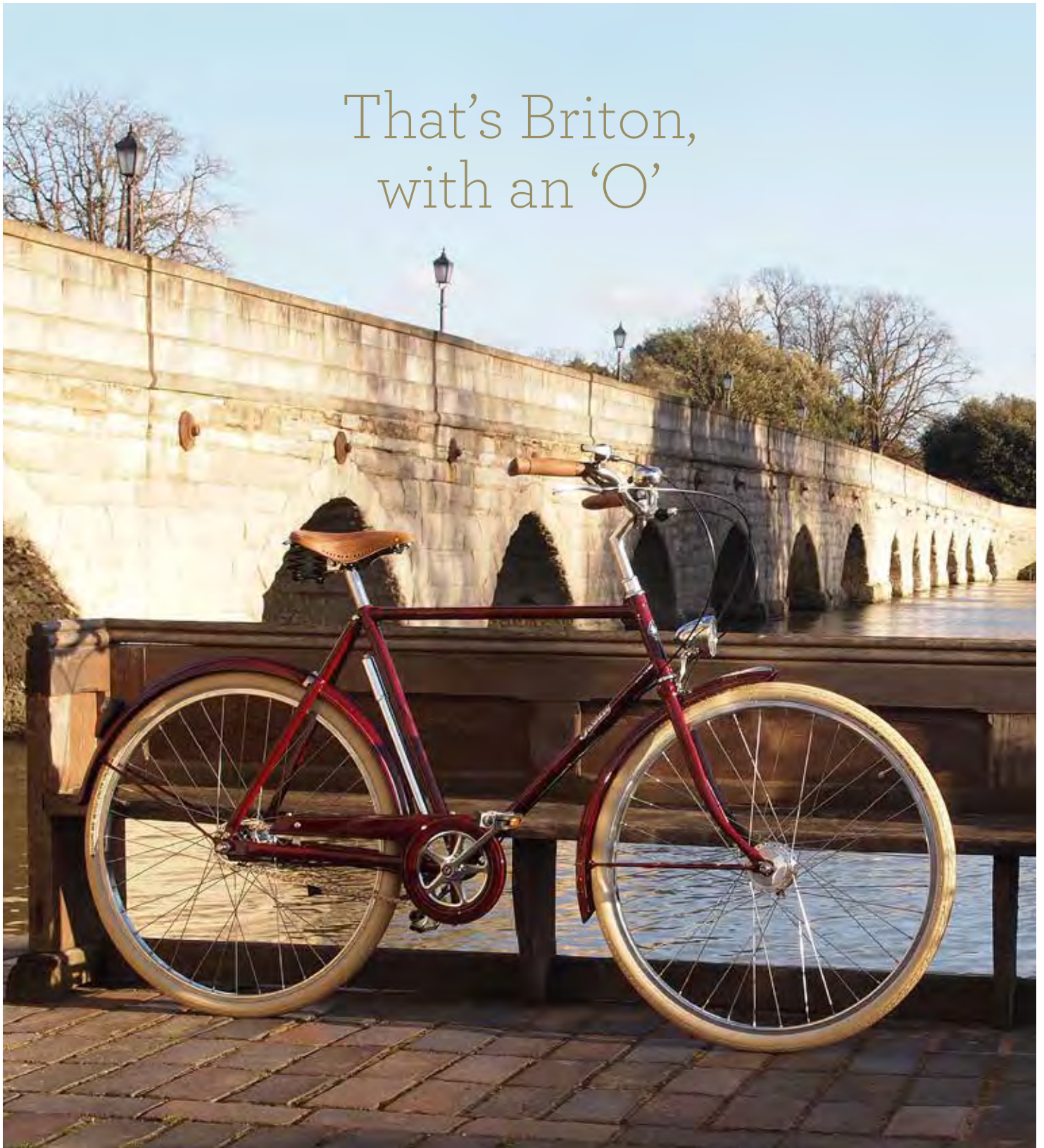
*Soho Stripe Socks, Three Pair Boxed Set
by London Socks*

\$199



Imbris Rain Poncho, by Weathergoods of Sweden

That's Briton, with an 'O'



A devilishly handsome new addition to the Pashley family is generating ooohs and aaahs in a potpourri of accents all around the globe. And now it's your turn, Kiwis.

It's called the Briton, and it's a lighter specification gentleman's bicycle offering smooth manoeuvrability and unsurpassed reliability. The Briton is perfect for the

commuter or gentleman-about-town. Its classic chainguard and mudguards keep the rider looking sharp, while the fully enclosed hub brakes and gears easily cope with any weather.

Available in roll-up-your-tongue-and-mop-up-the-saliva shades of Oxford Blue or Oxblood.

PASHLEY BRITON IN OXFORD BLUE / OXBLOOD \$1,955.00

More at blackwellandsons.nz

AUTHORISED *Pashley* RESELLERS

\$59



Barebones Lunch Cooler

\$109



Barebones Lantern

\$195



Barebones Trailblazer Flashlight

Elevated
outdoor
living

EXCLUSIVE IN NEW ZEALAND

blackwellandsons.nz

\$129



Barebones Harvesting and Gathering Bag

FROM
\$49



Barebones Garden Tools and Sets



Behind the Aprons

Introducing two of the shiniest cogs in the
Blackwell and Sons machine.

MR SHANE KELLY, GENERAL MANAGER

Mr Kelly, *Blackwell and Sons*' solid and unflappable General Manager, was disinclined to write his own profile for Slow Motion. "Nope," he said in a brief statement, issued while adjusting the flux capacitor on a Sturmey Archer 5-speed hub unit thingy.

So, instead, we interviewed Mr Kelly and transcribe it here for your edification.

SM: Mr Kelly, what makes you tick?

SK: Bikes. Fishing. The wife and kids.

SM: What do you bring to the business that other members of the team don't?

SK: I know how a bearing puller works, and I use less-flowery words.

SM: What do you have in common with them?

SK: Pies and Pashleys.

SM: So, what excites you about Pashley bicycles?

SK: Fully enclosed hub gears and drum brakes. Precision lugging and brazing. Alloy handlebars with back-sweep.

SM: Do these things excite the customers as well?

SK: Almost as much as the colour choices that Pashley offers.

SM: So, you're the technical expert and practical go-to guy?

SK: Well, someone's got to do the heavy lifting. Have you seen the size of that Barkus guy? He can hardly lift a peanut butter sandwich.

SM: You spend the most time of all on the shop floor. How do you go about selling Pashleys?

SK: It's complex. I switch on the lights, unlock the door, and put out the OPEN sign. Those machines sell themselves. Oh, and I smile and chat. I can chat about bikes, fishing, and the wife and kids.

SM: Of course, *Blackwell and Sons* isn't just about bikes. How do you feel about the other accessories and merchandise that you stock?

SK: Look, it's all great stuff. Those aren't the words those other clowns would use, but it really is great stuff. We don't sell cheap, mass-produced crap. There's a marketing slogan, right there.

SM: As the business has grown and grown, more work and responsibility has come your way: more stock management, more bike assembly, more deliveries, more after-sales care. How do you feel about that?

SK: It keeps me in shape. This doesn't happen by accident, you know. You're asking me about my feelings a lot. Please don't do that.

SM: Sorry. Finally, the shorts. Winter in Greytown can be brutal, but still the shorts. Why?

SK: Well, you don't build skyscrapers in front of sweeping alpine views. You don't pour tomato sauce on freshly caught pan-fried snapper.

SM: That's very allegorical.

SK: It's OK. I take antihistamines.



MR COLIN BARKUS, MARKETING MANAGER

The venerable Mr Adam Blackwell and I go way back. Legend has it that our very first encounter, back when I was a pint-sized and feisty (the two are directly linked) 14-year-old, ended when I delivered a well-known two-worded invitation for him to go away.

Well, he didn't, and to this day we remain bonded by a mutual appreciation for quirkier aspects of the human condition, excellent pies, and flatulence (also directly linked).

Recently Mr Blackwell and I reconnected after a separation of some years (sniff). He discerned a certain numbness in my expression when we reunited. Glancing down, he saw my creative mojo lying spread-eagled at my feet, wheezing, twitching and coughing up the occasional furball.

You see, I'd just concluded my 28th year in corporate communications. Twenty-eight years. Now there's a number to increase anyone's intestinal PSI.

I was done purveying the kind of throat-catching BS that anyone with a functioning piriform cortex could sniff from three towns away. I was jaded by the industry's culture of self-congratulation for middling efforts that have little measurable impact on anything or anyone.

You get the picture. I needed rescuing.

Mr Blackwell is a man of action and a loyal friend, so immediately offered me a position as marketer and communicator for a certain luxury cycling lifestyle enterprise, which is expanding (much like its proprietor).

I thanked him profusely and shook his hand (which is shamefully callus-free). Had his eyesight been any less

appalling, however, he might've detected my involuntarily ocular flinch as a thought synapsed: "Flogging bicycles? Has it come to this?"

I needn't have worried.

During my first days of familiarisation on the shop floor, I observed a peculiar look in customers' eyes. More accustomed to expressions of polite tolerance (at best) during professional tête-à-têtes, I was really puzzled at first. Then it dawned on me. It was a look of desire.

Turns out customers think those bicycles we "flog" – hand-built, British-made Pashleys – are just plain sexy.

Mr Blackwell, perspicacious marketer and communicator that he is, gets this. He recognises that raw emotion drives the relationship between customer and Pashley; a yearning to recapture glorious feelings of old: freedom, adventure, friendship, uncomplicated joy, limitless possibility... and, yes, sex appeal.

That, he informed me, was the essence of my new communications mission. I was to acknowledge the yearning. Stir it up a little. Be honest. Be human.

Oh, and I was allowed to be a little irreverent in the process. Hashtag Dream Job!

At first it was all too much. But then Mr Blackwell assured me that his business is committed to exceeding customer expectations, robust systems and processes and informed decision-making, and takes my health and safety very seriously.

Pooh, what's that smell?





Main Street Metamorphosis

Small-town New Zealand has done it tough lately. Online shopping, rapidly consolidating rural services and the lure of big-box retailers pedalling cheap, mass-produced goods have left Main Streets up and down the country battered and bruised.

But a handful of communities – Greytown in South Wairarapa prominent among them – have found a way to fight back. And the results are, well, heavenly.



Daryl Watt: "...we knew we couldn't just sit back and let the decline take hold"



Not so long ago, Greytown lived up to its name.

Like most provincial centres that rose on the back of a booming rural hinterland, the leafy South Wairarapa town struggled to adapt to changing times. Its Main Street threatened to degenerate into a sadly familiar litany of empty and neglected buildings, moribund businesses and bored, feckless locals. On a good day, travellers might stop for a pee or an ice cream if either urge arose, but most steered dead ahead, willing the 100km/h sign to drift into view.

Fast-forward a decade or two.

In 2017, Greytown secured the title of New Zealand's most beautiful small town at a canter. Every weekend – and on weekdays during spring and summer – its arrow-straight Main Street bustles with visitors cooing and gasping in admiration and appreciation. Shoppers, diners, holidaymakers, lifestylers, hen-partyers and corporate away-dayers alike revel in the charm, prosperity and confidence of a town well aware of its own appeal. Tills ring and social media feeds light up.

In a few short years, Greytown has reinvented itself as a retail and lifestyle destination of national and international repute. Its glorious Victorian edifices attract the lenses of lifestyle magazine photographers, and its boutiques and eateries entice the affluent and influential.

So, what happened?

"It's a case of unity bringing strength," explains Daryl Watt, a prominent resident and driving force

behind a collective of businesses determined to boost and preserve Greytown's fortunes.

"As businesspeople and locals, we knew we couldn't just sit back and let the decline take hold. If we did nothing, we'd inevitably see the town's independent retailers drop out of existence one-by-one, and that's not good for anyone.

"So, a group of motivated locals got together over a wine or two and worked out a strategy."

It began with a counting of blessings – and there were many.

Greytown boasts an enviable array of well-preserved, picture-perfect Victorian buildings. The town is an ideal day-tripping distance from Wellington (a mostly reliable train service provides an alternative to the notoriously gut-churning and hazardous Remutaka Pass) and enjoys an irrefutably better climate. The wider region is home to world-class wineries and celebrated events such as Wings Over Wairarapa and the Martinborough Fair. Many of its residents exude an unquenchable entrepreneurial and creative spirit. And a number of long-standing existing businesses provide goods and services to loyal clients who appreciate the finer things in life.

"When we weighed it all up, we simply confirmed in our own minds that we were living in a town perfectly positioned to serve the needs of discerning visitors," says Daryl. "We had all the raw ingredients, we just needed to bring them together into a single, compelling proposition and then share it with the world."

And so *Country Village Heaven* (CVH) came to be.



CVH is an entity; a body of cooperating business operators who care deeply about ongoing success for themselves and their town. It's also a philosophy.

"CVH is a statement of the unique, high-quality, luxurious, integrated experience that Greytown has to offer," explains Daryl. "It's all about consistency of message, and consistency of execution."

"CVH stands for superior products sold by expert independent retailers who genuinely care about pleasing their customers. It's about high-quality accommodation and dining experiences delivered by hosts who've spent a lifetime getting the formula right. And it's about showing off an extraordinarily pretty town that takes its heritage very seriously and won't compromise it to make a quick buck."

Each CVH member (and membership continues to increase) pays a small annual subscription that funds marketing and promotional activities carefully designed to draw people into town. In 2018, a Queen's Birthday Weekend celebration attracted over three times the usual number of June weekend visitors.

Provincial promotional agencies and the media – for the most part – have picked up the baton.

"We're very fortunate that Destination Wairarapa has eagerly reinforced what CVH has been trying to achieve, and lent resources and expertise to the effort," Daryl says. "They've been fantastic."

CVH makes no apology for the demographic it courts.

"We're high end," says Daryl. "If visitors are upset by our prices or product range, we'll happily point them in the direction of the big red barn 20 minutes up the road. Greytown is a destination for merchandise and experiences of genuine, lasting quality. We're not about creating instant landfill."

Yes, there's been resistance. Accusations of elitism have flown. Wairarapa's provincial newspaper even weighed in with an editorial that labelled Greytown and its inhabitants pretentious and mercenary – a quite extraordinary snap at the hand that feeds.

"But most of our community is intelligent enough to understand the benefits of what we're trying to achieve," says Daryl. "Local retailers' profits stay local, rather than flying offshore. That means local reinvestment and local invigoration. Success breeds success."

Ultimately, the proof is in the pudding. (Sidebar: you've got that wrong, people. The expression is actually "the proof of the pudding is in the eating.") That makes much more sense, doesn't it?)

"Good intentions and marketing hype are all very well," says Daryl. "But our real measures of success are crowded pavements, overflowing bars and restaurants, prospering retailers and high demand for commercial and residential property."

"I think our little slice of paradise is doing rather well by those measures."



Mighty River Ride

In the Waikato you can travel 110km/h along the Expressway or, as it's known in Putaruru, Arapuni Street. But there's an altogether more rewarding way to make your way through the North Island's verdant rural heartland.

Travelling quickly in the Waikato really isn't recommended.

That's because of the fog which, according to legend, can be so dense it actually slows down time. Perhaps that's just some wag being rude about Hamilton. Either way, best not rush.

It's also because of the cows. When cows are startled by fast-moving objects, they unleash. And when a cow in the Waikato lets fly, glaciers in Greenland tumble into the ocean and the tap water in Auckland tastes a little grittier.

But mostly it's because the Waikato and its eponymous river are pretty – achingly so in places – and deserve to be appreciated at far-less-than-breakneck speed.

So, several of the region's authorities and businesses joined forces to formulate a plan to slow people down. And what a brilliant plan it is.

They conceived Waikato River Trails – a series of linked tracks, suitable for walking or cycling, that follow New Zealand's longest river through otherwise inaccessible tracts of pristine native bush, farmland, wetland and other-worldly volcanic landscapes. Delicious river and lake views dazzle at every turn (unless it's foggy of course... but if the legend's true you've got time to kill, so you may as well stop and wait for a clearance).

The trails stretch from Karapiro in the north to Atiamuri in the south – 103km in all (for our Remuera readers, that's equivalent to the stables and back). Guidance suggests that between one and four days is enough to traverse it all, depending on your mode of transport and the creakiness of your limbs.

Stories of the region's rich history are signposted along the route and coloured markers guide the way, increasing your chances of ending with the same number of friends you began with.

The trails undulate and are formed mostly from compacted metal. They include swing and suspension bridges and meandering boardwalks. Officially, they're designated for mountain bikes, but substantial sections are suitable for sturdy leisure cycles and sturdy leisure cyclists.

An added bonus is that mobile coverage along the route is patchy at best, so 'live streaming' takes on a new and infinitely more fulfilling meaning here.

Take plenty of drinking water, as opportunities for replenishment are limited. And if you see a cow, pump the brakes a touch. Greenland and Greenlane will thank you.

More at waikatorivertrails.co.nz



ATIAMURI BRIDGE TO W

GRADE: INTERMEDIATE
SECTION LENGTH: 23.5
WALKING TIME: 5.75HRS

TRAIL MAP

WAIKATO RIVER TRAILS
TAKE THE WAIKATO RIVER FOR EXPERIENCES AND ADVENTURES. WWW.WAICATOTRAILS.CO.NZ





Since 1926

In an age when longevity means 'trending' for an hour and approval is bestowed or withdrawn by the click of a button, how is it that near-century-old craftsmanship continues to seduce and delight customers all over the world?

Slow Motion spoke to Pashley's UK-based Managing Director, Adrian Williams, to find out.



Pashley's UK-based Managing Director, Adrian Williams.

What, in your view, are the secrets to Pashley's longevity – particularly in the age of easy availability of cycles and accessories through cheap mass-production?

In this age of globalisation, internet falsehood and a plethora of new products entering the market, consumers are increasingly looking for authentic, genuine, caring businesses like ours, with a strong heritage, good people and great products, born of the past but always evolving.

The "hand-built" billing is still obviously critical to Pashley, but how has technology changed the way your cycles are made over the last 92 years?

In short, not very much! We're still using some of the original machinery and exactly the same techniques to produce our bicycles. The components have inevitably changed over time. We now use hub brakes rather than rod-pull brakes, for example. We've invested in computer systems to help the manufacturing process and Computer Aided Design, and have recently bought a 3D printer to assist in the product-development process.

Nevertheless, skilled craftspeople remain vital to your success? Do you have long-serving staff members? Do you operate an apprentice programme?

Absolutely. Two of our production staff have been with us for over 40 years and four for over 25 years, but we employ a wide age range and encourage school leavers to join for in-house training – with day-release at the local college when required. We believe engaging young people in the making of products can place them on the right path in life.

Approximately how long does it take to manufacture each Pashley – from start to finish? How many craftspeople are typically involved?

It typically takes two to four weeks, with eight to ten craftspeople involved at the different stages, depending on the model and colour. We can compress that timeframe if necessary, as we did one Christmas when, in order to not disappoint a customer, we built a complete bicycle in a day – but nothing else was built as we were preparing for stocktake!

Has there ever been a temptation to build faster, on a mass scale?

We have built on a larger scale in the past, alongside our general product range, when we produced 'Balloon Roadsters' for the UNICEF charity and supplied Royal Mail with its fleet of mail bikes. But that was a few thousand, rather than the hundreds of thousands of the major Asian producers, and we still made them by hand – just faster!

Can you sum up Pashley's design philosophy? What is your starting point when you're ready to develop a new model?

Pashley produces over 120 products serving business users (like package carriers and delivery, fleet and hire operators), and the general public. For our business products, the design philosophy is: "functional, long-lasting and as aesthetically pleasing as possible", while for our consumer products "beautiful and useful" is our simple maxim.

The overarching philosophy we use is: "Different by Design. Distinctive by Nature." We want our customers to be uplifted – smile even – when encountering one of our bicycles; to feel the urge to ride it and when they do, to appreciate its style, purpose, characteristics, quality and comfort.

Our starting point for developing a new model is the intended customer. We must always deliver something different and special to match their individuality and lifestyle. For example, the Britannia was introduced because our (mainly female) customers wanted a little less complexity and more colour choices. Red was requested in particular. As a new product offering it had to have its own character and identity, so we used Britannia – the female personification of Britain – to lead the way with an original colour choice (now expanded) of red, white and blue to match the Union Flag. Colour choices must match the 'feel' or 'essence' of the product.



Similarly, what is your philosophy for development of the beautiful Pashley Collection range of accessories?

The Pashley Collection came out of growing requests from customers to buy the leather accessories, such as saddle bags, bottle bar bags and grips, we originally designed for displaying our bikes at events. These accessories were quietly selling in increasing quantities by themselves, so we put together a small formal collection, and added clothing (NOT Lycra!) designed especially to be worn while riding. Items had to be made, wherever possible, by British craftspeople.

We've recently seen you establish a partnership with the Morgan Motor Company to produce a new range of unique and striking bicycles. Is this kind of partnership something we can expect to see more of? How important are partnerships/collaborations in general to achieving Pashley's goals?

We're often approached by well-known High Street brands looking to collaborate, but many can't explain why (other than wanting their name on a bicycle!), so we don't. Morgan, however, came to us with a well-constructed presentation and we had a great meeting of minds from the start. I particularly like the synergy between us in our respective markets and how they're increasingly moving into lighter, more environmentally friendly transport, which is the way forwards.

Collaborations such as this give our design team a fresh challenge and our business exposure to new customers.

New Zealanders have embraced Pashley cycles with open arms. Does this surprise you at all?

Not really, as we love your wine, lamb and kiwifruit and let you win at rugby now and again! We also love visiting your beautiful country ... if you could just move it a little closer. Seriously, although there is a great distance geographically between our two island nations, we seem to share a mutual love of a particular style and way of life that is epitomised in the Pashley brand.

What are some other remote or exotic parts of world in which Pashleys grace the roads and cycleways?

I love saying that we've sold our ice cream vending tricycles to Iceland (true)! We have customers in over 45 countries, but as for remote or exotic: Kazakhstan, Madagascar, Sierra Leone, Bermuda, Bahamas, Trinidad & Tobago, Uruguay, Peru... and does Buckingham Palace count?

Inevitably we need to ask about electric assist. How is Pashley responding to burgeoning worldwide demand for e-bicycles?

Pashley has looked at various electric-assist products (bicycles, scooters, tricycles and recumbents) over the years as the technology – principally the batteries and electronics – has become more reliable. We feel the time is right to come back into this sector, but in our own inimitable way. We hope to have a product for the Edinburgh public hire scheme next year, with a consumer offering not far behind.



Are there other cycling trends on the horizon that Pashley is looking to address? How are customers' needs evolving, in your opinion, and do these changes present challenges to the Pashley heritage?

I don't think changes and evolving tastes present challenges to our heritage, as our heritage incorporates many types of vehicle (such as motorised delivery tricycles, "Long John" bicycles) which are coming back into fashion today. Pashley has always been a niche builder and innovator and has a duty to continue creating something new from what it has inherited.

As customers look to keep healthy, enjoy the great outdoors, commute to work safely and in the most environmentally positive way possible, and evaluate the ethics of the product provider, I hope we'll have a suitably individualistic product range for them to choose from.



Mrs Blackwell Curates

Discoveries, antiques and curiosities. But mainly practicalities.

For as long as I can remember, I've been a collector of special things. Husbands included.

I've always found equal amounts of joy in the process of discovering unique items as I get from owning them and having them in my home.

This has been true since a student budget limited my buying power to estate sales and local antique stores, and continues as the years and circumstances have brought about a big-girl income and trips to many corners of the world.

Earlier this year, searching for treasure in a Belfast antiques mall, I turned to Mr Blackwell - beaming at the discovery of an antique brass Lucas King of the Road bicycle bell from the 1930s. Following a business-like discussion of whether *Blackwell and Sons* should be in the market of selling second-hand goods, Mr Blackwell was struck by an idea: a specially curated corner of the store, dedicated to limited editions and very special one-off items.

So there, on a chilly Irish afternoon, Mrs Blackwell's Curios was born.

Since I first assumed the role of merchandise buyer for *Blackwell and Sons* there's been a lot of great things I've had to pass on because they simply didn't fit the theme of 'Cycling Lifestyle' - no matter how far I've tried to stretch the meaning. So along with the limited editions, the debut range also includes some everyday essentials that I've tested and can enthusiastically endorse.

HERE ARE NINE OF MY FAVOURITES:

- 1 Blackwing Pencils, set of 12 \$39
- 2 Mrs Meyers Clean Day Range starting at \$9
- 3 Weck Jars starting at \$8
- 4 Barebones Gardening Tools starting at \$49
- 5 Brass Mister \$39
- 6 Mrs Blackwell's Heirloom Seeds \$5
- 7 Blackwell & Sons Market Tote \$149
- 8 Blackwell & Sons Leather Weekender \$249
- 9 Blackwell & Sons Lunch Tote \$59

Kindness to others starts with kindness to yourself, no matter what your circumstances.

Popular Greytown retailer, aged-care volunteer and grandmother of 12, Sharon Morgan, radiates the kind of vitality that would do someone half her age proud (she's 64 – cue gasps of astonishment).

It's not as though life's been a breeze for this former photographic model and sales executive.

Sharon grew up in working-class Petone, missing out on rites of passage that most kids of her generation took for granted, like riding a bike and owning new clothes. Married “too young”, she brought up three lively children on her own. She admits it was character-building.

Then, in her mid-fifties, Sharon was abruptly made redundant.

Drawing on the resilience and determination that had served her well in the past, she reassessed everything – starting with her personal priorities. That, she says, was a no-brainer: Family, family, family.

She moved to the Wairarapa to be closer to her eldest daughter and five grandchildren. New partner Denis followed, as did her younger daughter and three more grandchildren. Life was getting back on track.

The upheaval taught Sharon that being the best mother, grandmother and partner possible meant taking good care of herself.



Sharon and Denis's home is an easy ride away from the gorgeous boutiques and cafes of Greytown village.



Sharon can stay on track and up to date using her Bikepro smartphone holder, which clips easily onto the handlebar.



The generous rear basket of the Tri-1 is ideal for transporting shopping, extra layers of clothing or picnic essentials.



Make-up, maps, snacks and other essentials are housed comfortably in Brooks' stylish 'Millbrook' holdall, which attaches to either the handlebar or the saddle.



Pashley's classic brass bicycle bell is a refined addition to any cycle.



It's a philosophy that soon turned into a business opportunity. *New for You* – a boutique shop offering affordable pre-loved high-end fashion items – opened in 2016, and Sharon was in her element.

“My experiences taught me the importance of self-worth, and I knew I could help anyone – of any size, shape or age – use fashion to their best advantage. I also knew life on a budget isn't easy.”

New for You thrived – until a new and frightening challenge arose. Last year, Denis was diagnosed with cancer. Sharon immediately redirected her energy into helping him through. Doctors recommended gentle exercise as an aid to recovery, and Denis chose cycling. Sharon was determined to join him, but she'd never learnt to ride.

Hope was all-but lost, until a walk on a sunny day took her past the window of *Blackwell and Sons*. “I saw the beautiful Pashley adult tricycle and I knew I'd found the solution,” she says. “My daughters thought I was crazy at first. Denis was just impressed that a box of beer would fit in the basket at the back!”

Even riding a three-wheeler took some getting used to. “But now I absolutely love it. It's so exhilarating. I get lots of positive comments around town. I can do my hair and makeup and wear trendy clothes and still get the gentle workout we both need.”

A summer spent exploring Greytown's country lanes and rail trail with Denis and friends is now in prospect, and Sharon can't wait. “Life's never looked so good,” she says.

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Ride for your Life



Whoa there 'Enraged of Epsom'! We know. We know. These beautiful people should be wearing helmets as they coast lovingly down the lane on their Pashley Roadster and Princess. That is certainly the law in New Zealand, but not so in England where this romantic image was snapped.

Here's a shocker: Tearing yourself away from your screen and hopping on a bicycle sets your muscles to work and gets your blood flowing, oxygen pumping and endorphins cavorting flirtatiously around your pleasure zones. You feel better. But just how beneficial low-intensity cycling is for your wellbeing – and, gentlemen, your love life – might surprise you.

Researchers in the UK recently carried out tests on 125 amateur cyclists aged between 55 and 79, and on a group of healthy adults of wide-ranging ages who preferred a lie in to a workout.

They compared results and found that the cyclists preserved muscle mass and strength with age, while maintaining stable levels of body fat and cholesterol. In men, testosterone levels remained buoyant well into later life.

The anti-aging effects of cycling also appeared to extend to the immune system.

Many other studies show similar results. A study published in the BMJ found that regular cycling cut the risk of death from all causes by more than 40% and cut the risk of cancer and heart disease by 45%.

Experts also believe cycling boosts riders' mental health. Multiple studies show that those who commute by bike are less prone to depression than those who travel by other means.

What's more, the research shows that lower-intensity cyclists are less susceptible to premature death than high-intensity or professional pedallers.



JUST BE WITH THE TREES

You can double the benefits by pointing your handlebars towards the nearest cluster of trees and making your way there slowly, avoiding kittens and sinkholes along the way.

‘Forest bathing’ – simply being in the presence of trees – is a scientifically proven foil for all kinds of modern-day afflictions.

Forest bathing became part of a national public health programme in Japan in the 1980s, when the forestry ministry coined the phrase *shinrin-yoku* and promoted topiary as therapy.

Convinced that the programme was reaping benefits far beyond initial expectations, officials commissioned an eight-year-long study into the physiological and psychological benefits of simply being in the woods. Researchers measured the activity of human ‘natural killer’ (NK) cells in the immune system, which fight viruses and tumour formation, before and after subjects took to the trees.

They found that subjects showed significant increases in NK cell activity in the week after a forest visit, and these positive effects lasted a month following each weekend in the woods.

The reason, they concluded, is that trees emit various essential oils, collectively called phytoncides, to protect themselves from germs and insects. Forest air doesn’t just smell and feel fresher – inhaling phytoncides seems to actually improve human immune system function.

Another Japanese study showed that forests promote lower concentrations of cortisol, a lower pulse rate, lower blood pressure, greater parasympathetic (‘rest and digest’) nerve activity, and lower sympathetic (‘fight or flight’) nerve activity compared to city environments.

Trees soothe the spirit too. Study subjects showed significantly reduced hostility and depression scores, coupled with increased liveliness, after exposure to trees.

Doing nothing is key, the experts say. No hiking. No counting steps on a Fitbit. You can sit or meander, or take a gentle cycle ride to and from the trees, but the point is to relax rather than accomplish anything.

Oh, and leave your devices behind. That picture taken by your Facebook friend of a cloud shaped like a hippo’s bottom will be waiting for you when you return.



Slow Shutter

Denise Batchelor confesses to once being a workaholic. Every waking moment was filled by ‘doing’. Even her beloved garden represented just another list of jobs to be tackled. Then an injury forced an abrupt change of pace. It brought with it a shift in outlook and, by training a camera lens on what she observed, an extraordinarily enriching new life.

There was an epiphany moment.

It occurred one sunny afternoon not long after incurring her injury, when Denise was recuperating outside. A cat sauntered past a parsley plant on the edge of the vegetable garden, disturbing thousands of baby spiders cocooned in a cobweb inside the foliage.

“I just happened to have my video camera nearby,” she recalls, “and I started to record. It’s only when I played it back that I noticed there was a collective pulse to the movement. It was almost as if it was choreographed.

“It opened my eyes to a whole new world ... one I’d been overlooking my entire life because I was always so focused on doing. And the more I looked the more I saw.”

Fast forward a decade. Denise Batchelor ranks among New Zealand’s most celebrated nature photographers. Her remarkable still and moving images regularly grace galleries and visual arts festivals here and overseas.

Her lens has explored rich natural realms in locations as diverse as Northland’s indigenous forests and the shallow waters of the Bahamas. Next June, she’ll take her place aboard a Barquentine tall ship for an 18-day exploration of the Svalbard Archipelago in the Arctic Circle, alongside scientists and artists from around the globe.

“It’s incredibly exciting,” she says, “and remarkable that I can trace it back to that enforced slow-down and the initial observations made within my vegetable garden.”

Denise believes fast-paced Western lifestyles have left people generally disengaged from nature.

“I was no different. We can become very uncomfortable and awkward – even feel guilty – about having ‘space’ that isn’t filled by doing.

“But I’ve learnt to turn that idea on its head. Our worlds shrink if we don’t allow ourselves to stop, observe and enjoy what’s going on around us at a micro level. My art practice demands that, and now it’s not a hardship at all. I’ll happily sit in an environment just watching and waiting for something to occur – and it always does.”

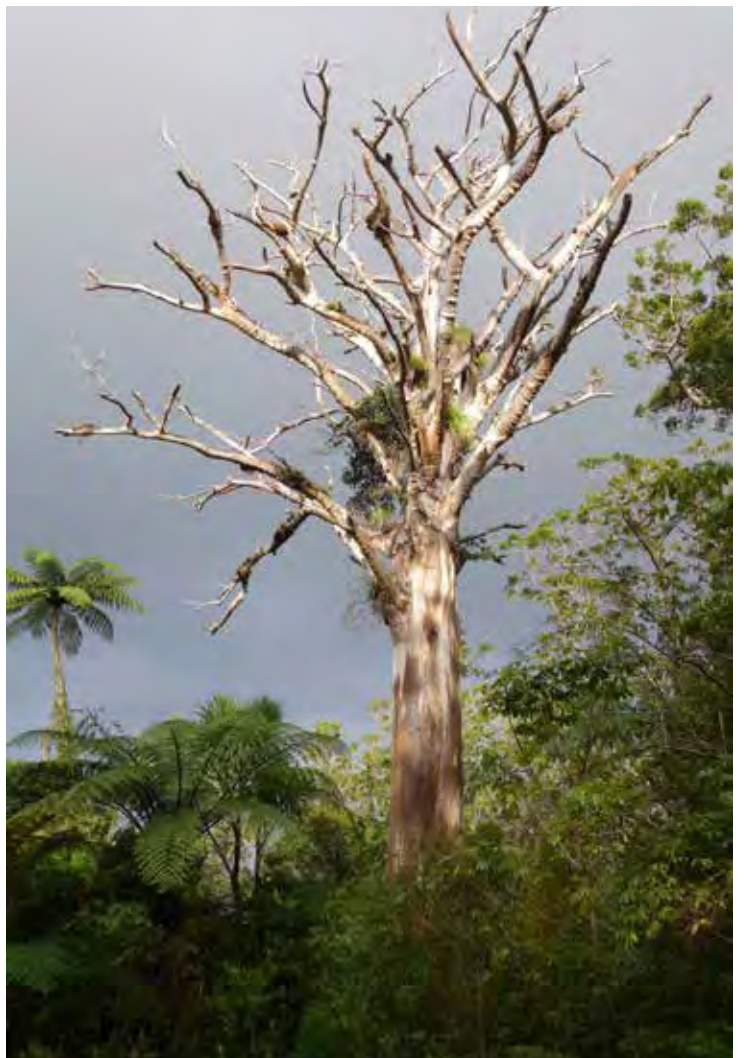
Denise takes a keep-it-simple approach to her art. “I tend to bumble through the technical aspects,” she laughs, although she’s being modest. She holds a Master’s degree in Fine Art. “My philosophy is observe and record. I’ve been fortunate to work with amazing people who make my images look incredible on display.”

And incredible they are. Her personal favourite – and a favourite of her growing fanbase – is *ruru*, a stunning close-up of the rarely glimpsed New Zealand native owl (see right).

“This image and the accompanying video really seem to have connected with people,” she says. “Before filming, I took the time to slowly develop a rapport. We observed each other at length, long before the camera even made an appearance.”

Without a doubt, Denise says, her life as a whole has benefited from the deceleration that occurred ten years ago. “I’ve learnt the art of patience, observation and contentment. Everything is more rewarding and enriching as a result.”

More at denisebatchelor.com





Pashley Picnic Perfection



Millie Blackwell gets practical about bicycle picnics for two.

For me, there is a single phrase that screams summer is here louder than any other: "Let's have a picnic, darling."

The green spaces in our Greytown country village, along with the romantic utility of our Pashleys, mean that picnics are a regular feature for Mr Blackwell and I from early spring, all the way through to Jack Frost's first bite in autumn. But the long days of summer and the relaxed pace of the Christmas holidays extend our range of possibilities and mean that every meal has picnic potential.

While all you really need for a picnic is a something to eat, somewhere comfortable to sit and someone to enjoy the time with (even if that's just yourself), there are definitely some simple flourishes you can make that will increase your enjoyment and ensure that your picnic-by-bicycle is a success.

Enjoy my guide to the ultimate romantic bicycle picnic this summer.

MRS BLACKWELL'S PICNIC ESSENTIALS CHECKLIST

- | | |
|---|--|
| <input type="checkbox"/> Plates | <input type="checkbox"/> A notebook and pencil |
| <input type="checkbox"/> Glasses | <input type="checkbox"/> Cushions or a sit mat |
| <input type="checkbox"/> Napkins | <input type="checkbox"/> Corkscrew |
| <input type="checkbox"/> Utensils and serving ware | <input type="checkbox"/> Camera |
| <input type="checkbox"/> Sunscreen | <input type="checkbox"/> Wet wipes |
| <input type="checkbox"/> Bug spray | <input type="checkbox"/> A spare bag to put trash in |
| <input type="checkbox"/> A blanket | |
| <input type="checkbox"/> Your sweetheart | |
| <input type="checkbox"/> Playing cards or a travel game | |



DECORATE 🌸

Picnics are more than just a meal outside. I like to theme our picnics the same way I would theme a dinner party, and therefore I tend to pack more than just food and drink:

- Wooden pizza or cheese boards travel well by bicycle and give you lots of useful surface area.
- Picnic baskets – admittedly, I have amassed quite a collection but they add so much ceremony to the occasion. Flat-topped picnic baskets also serve as table top.
- Look out for enamel, bamboo, melamine and even aluminium serving ware. We do take glass and ceramic items on our picnic basket from time to time but if we're going any distance I prefer the peace of mind of non-breakables.

- Napkins – fabric napkins of course! Easy to throw in the wash afterward and no extra waste.
- If it's a dusk or early morning picnic, bring along a battery-powered candle.
- If you have room in your basket, bring along a little posy of flowers.
- As far as your picnic kit is concerned, consider keeping an “at the ready” picnic basket in your pantry or kitchen. Stock it with plates, napkins, glasses, a wine bottle opener, sunscreen and insect repellent and you'll always be prepared for picnicking at short notice.



LOCATION 📍

Parks tend to be our go-to because there are so many in our village and most of them provide us the option of using a table or spreading ourselves out on the grass. But other locations we love include:

- Vineyard picnic: many vineyards will let you picnic in the grounds if you're having a tasting or if you buy a bottle of wine on the property. Call the vineyard in advance to double check their policy.
- Trail picnics: there's nothing stopping you from laying out a spread in a clear part of a trail. Lots of trails have benches dotted along the way too and these make great picnic spots.
- Water picnic: for us a water picnic happens at the river, but over the years we've had some lovely beach and lake picnics too.

EAT 🍴

Between my pantry and fridge, I always have a few jars of “this and that” stored away so that they can be assembled into an antipasto picnic at short notice: patés, cheeses, crackers, pickles and preserves.

If I have a bit of preparation time on my side, some of my favourite picnic meals are:

- Egg-based pies and quiches cooked in individual ramekins – these tend to travel really well and taste good hot or cold.
- Salads – I put mine in a mason jar, by the time we arrive the ingredients and dressing are well mixed.
- Grilled sandwiches or paninis – wrap them in tin foil and then a tea-towel and they'll stay warm for a good half hour.
- Scones – this one might sound fussy but for a sweet afternoon tea, pack your scones in a tin, take a small jar of jam and a few spoons of whipped cream in jar – you're good to go with just a knife, a couple of tea-spoons and some plates.
- Soups and stews – in an insulated bottle these two are perfect picnic foods.

We keep our drinks cool and hot with insulated bottles. While we prefer the ceremony of keeping wine in its original bottle, most other kind of liquids are transferred to a container that will keep them at just the right temperature.



Special bonds bring special rewards

The smile on eight-year-old Florence Bailey's face is as wide as the Wairarapa horizon.

It's the weekend, which means dad Steven is home from his busy job with the Productivity Commission in Wellington, joining Grandma Irene in their peaceful multi-generational haven in the South Wairarapa village of Greytown.

Family time is particularly precious for the Baileys.

Florence's physical and communication challenges pale into the background amid the love and support of Steven and Irene, and it's a well-oiled routine they've established.

Steven's long commute means he's out early and back late during the week, so Irene takes care of Florence, escorting her to and from the nearby school and organising activities and experiences that help her to flourish.

Then, at the weekend, the trio is a common and popular sight around Greytown's picturesque boutiques and cafes.

"Florence loves to get out and about, and she particularly loves to shop," says Steven. "Often, quite early on a Saturday morning, I'll hear a little bell ringing and an imploring 'please, please!'"



Safe, familiar and close to home, Florence's school is a favourite cycling location for the Bailey family.



A Brooks Glenbrook holdall is a handsome addition to Steven's Roadster Sovereign



Irene moved from Arrowtown to Greytown about four years ago. Cycling (turning heads in her fire engine red Kali Saha helmet!) is an ideal way to get around the village and enjoy many of the things the community has to offer.



Florence loves the brand-new Pashley brass bell on her Robin tricycle.



He's referring to the bell on Florence's Pashley Robin tricycle, which has been instrumental in her recent physical and cognitive development.

"When she's on the Robin, she's a different girl," Steven says. "It's almost as if it's a part of her. She can move with real precision and it's incredibly liberating for her."

"Florence was able to participate in 'Wheels Day' at school at the same level as her peers. It gave her so much joy."

Indeed, cycling has become a big part of the family routine – so much so that Irene and Steven have acquired Pashleys. Irene rides a Britannia and Steven a Roadster Sovereign.

"Florence is almost at the stage where we can all ride around the village together," says Irene. "That will be just wonderful."

These are special times for the Bailey family. Considerable challenges remain, but for now Irene is treasuring the opportunity to bond with her granddaughter and contribute directly to her progress. Says Steven: "it's immensely reassuring to be blessed with the support that I have; that complete understanding and single-minded focus on Florence's needs that only family can bring."

"It's also been a thrill for me to witness the bond and unique channels of communication that have developed between Florence and my mother. It's wonderfully rewarding."

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Small town boy, big ideas

By Adam Blackwell, Greytown Resident and
Co-Founder of Country Village Heaven

Mrs Blackwell and I are small town folk. While we've been fortunate to travel to many of the world's most famous cities, we are at our happiest in small towns. Greytown is of course our favourite, and when business requirements take us to the US for a long-term stay, we usually rent a cottage in the beautiful town of St Helena in Northern California.

While the US is experiencing an economic boom across housing, construction and technology, and record low unemployment, in many small towns we visit the future looks bleak. Stores are empty. Windows are boarded up. Graffiti is everywhere. Retailers look worried. Councils are perplexed as to how to fix it and residents have a range of opinions on how to rescue their main street.

It's a complex problem but there are some identifiable factors influencing the decline of small towns in America: the arrival of Walmart (and other big-box chain stores), the rapid growth of online shopping, a lack of decisive local government leadership to address the problem quickly (instead of consulting endlessly), and some greedy landlords who would rather keep their buildings empty than drop the rent to encourage business activity.

So, what about those small towns that are flourishing? What are they doing differently? What can we learn? From what I can see, there are three very clear fundamentals that mark the difference between success and decline.

The first is a lack of chain retailers. When a big-box retailer opened a temporary store north of Greytown a few years ago, I was an unpopular protestor. Many locals found it convenient of course. But a chain retailer can and will outprice its competition to drive them out of existence. They'll destroy small businesses (owned by families who might be your neighbours) to give shoppers the instant gratification of a 'bargain'. If towns keep the chain stores out, local and long-serving businesses flourish.

The second difference is that the town has a distinct identity, a reputation ... and yes I'll say it, a 'brand' (see Main Street Metamorphosis, page 15). Once that brand is established, a positive vision-based partnership can be developed between local government, business owners, investors, developers and landlords. Real marketing money must be budgeted to invest in the future of the town's reputation. (I know, I'm a marketer. I'm biased. But I know it works or I wouldn't have a job.) The town has to be something specific and special to attract new residents, new businesses and new visitors. It then needs to ensure that everyone understands that specific positioning.

Lastly, towns need the vibrancy that comes from younger residents. Young people want places to socialise, exercise and be entertained at. They need affordable housing, transport to workplaces and good internet connections. It seems obvious, but unless towns actively plan to attract young people, they grow up, move out and don't come back.

It's important that our New Zealand towns prepare now for the inevitable commercial changes coming. Online shopping will be the norm in just a few years. But thankfully, we humans are still social animals who need to eat, drink, be entertained and seek out new experiences. Small towns can answer those needs by determining who they are, what makes them different and develop their offer and their reputations accordingly. Planning for this now is important. Waiting until a decline is obvious might be too late.

I care deeply about the places I call home. I see towns as living, ever-changing entities. Keeping towns entrenched in the past as we remembered it is futile. We can, however, celebrate our history and our heritage while look forward to what's next, striking a lovely balance between our past and how we plan for a healthy, thriving future. It's not bad news, it's just change. It's exciting, isn't it?

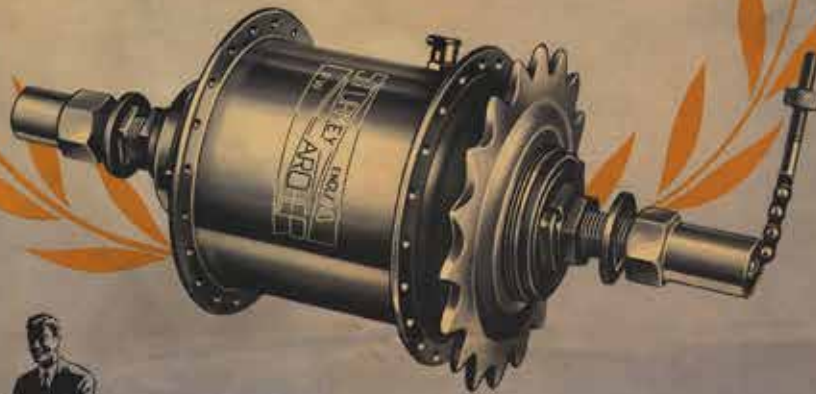




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Sturmey Archer print advertisement circa 1952.