

The Autumn edition. October 2011



## Alien life form in Harpenden? A garden maze? The X Files? Find out on page 10

### High Street Award winner.

£2,000 Award goes to Town Garden.

### Runner up.

Purple. The word for men's fashion.

'ParkLife' from Roundwood Park School.

### Thriving local business.

Financial advice with a difference.

Part time income for parents.

Fresh fruit from your garden next year.

**EXCLUSIVE READER  
DISCOUNT OFFER AT  
WOOSTERS**

See page 5

### What's new?

Sporting History from the London 2012 Games.

Award winning wines at Rollings Wine.

A & K Wilson Art auction

The art of videography.

Free Prize Draw to win cinema tickets. See Page 9.

## From the Editor. Autumn

What fantastic weather for Autumn. Everyone seems to have a smile on their face regardless of the difficult economic times. Maybe Harpenden is **still** unlike most of the UK, a bubble with free spending families...safe employment...steady houses prices...schools of excellence and a busy High Street

Speaking of retailers I would like to congratulate **town garden** for winning the £2,000 High Street Retailer Award, donated by Keith Sammels of **LAW Creative**. I will be reporting back in the next edition on how they have benefitted from the consultancy advice given by **LAW Creative**.



Life is tough for many Harpenden retailers, many of whom are waiting for the the implementation of the car parking trial which they hope will improve their business. What benefits some retailers though will be at the detriment to others. When I spoke to the Council on **Oct. 13th** they were still waiting for the final consultation results.



If you want to read quality editorial about what's happening in Harpenden. Or read in depth articles relevant to Harpenden families and business then **Harpendia** is a must read.

This edition leads with a fashion feature for men and women. There's an **exclusive 10% discount** offer at **Woosters** for **Harpendia readers** and a **Free Prize Draw**, then several more articles, all which are easy to read in an uncluttered environment.

PLUS the new technology story on the **QR code**.

**Ron Taylor Editor**  
**16th October 2011.**

Please contact me to air your views on any aspect of Harpenden life.  
[info@harpendia.com](mailto:info@harpendia.com)

PS. The HARPENDIA web site is updated weekly with lots of new information. Why not check it out.  
[www.harpendia.com](http://www.harpendia.com)

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## Harpedia supports our local schools.

From time to time we include a youth supplement from the young journalists at Roundwood Park School who produce their own online ezine called ParkLife. See pages 22 & 23 for the latest article.

You can follow their work at <http://www.roundwoodpark.herts.sch.uk/students/parklife.php>



# Take a look at the 'new' Woosters

By Ron Taylor, Editor

Woosters have recently moved to new premises in Harpenden. Still on the High Street but just a short walk from their previous location to their new store at **Number 78**. (next to KwikFit.)

There to welcome you are Mianne and the 'Woosters Girls' who have been looking after Woosters' clients for several years.

Take a look at the photographs here and you will see how spacious and airy the new store is, starting with the fabulous windows which showcase the new fashions from their top brands.

Then take a look inside to see the wide range of fashion brands. Better still, why not pay them a visit.

To celebrate and toast their new location join them for a **glass of 'fizz' on Saturday 5th November** at 78 High St. Harpenden. Woosters are delighted to offer Harpendia readers an **exclusive 10% Discount until 19th November** on your purchases when you present the voucher from their advertisement on the next page. Simply download the page, then cut out the voucher.



## WOOSTERS

78 High Street,  
Harpenden.

AL5 2SP.

01582 763819

Opening times

9.30 - 5.30

Monday to Saturday

[www.woosters.co.uk](http://www.woosters.co.uk)



# WOOSTERS

Number 78 High Street, Harpenden, AL5 2SP.

Mianne and the 'Woosters Girls' look forward to welcoming you to your new WOOSTERS store. You might have noticed that WOOSTERS in Harpenden has had a change of address? That's right we have moved, but not far; just a few doors along the High Street to Number 78.

We've had a busy summer, packing up, unpacking, painting and unpacking deliveries. The WOOSTERS girls are now experts in packing tape, bubble wrap and boxes!

All the hard work has been worth the effort though because we're thrilled with our new location! Our new shop is so light and airy.

We have fabulous picture windows and pretty chandeliers which give the space a fresh, bright, welcoming atmosphere.



Join us for a glass of 'fizz' in Harpenden on Saturday 5th November

We've also been very lucky because Mianne and the lovely WOOSTERS girls have moved to our new premises too. So the same friendly, helpful girls are on hand to give you impartial and professional fashion advice. With many years fashion experience between them, the WOOSTERS girls have dressed women for every occasion and love helping you to look and feel your best.

At WOOSTERS, we're still stocking your favourite labels, **Masai, Sandwich, Lauren Vidal, Gant** and **Bandolera**. We also have a few new collections which we think you'll adore. French label '**Maille Dressing**' has produced unusual and incredibly cosy knitwear. Reversible statement coats from **UBU** have been very popular this season, as has chunky knitwear from **B.Yu**, perfect for a walk after Sunday lunch! **Come and see our beautiful new collections...**

EXCLUSIVE VOUCHER OFFER  
TO HARPENDIA READERS  
EXTENDED TO NOVEMBER 19th.

10%  
OFF

WOOSTERS  
Love *Clothes* Love WOOSTERS

Your next purchases  
at WOOSTERS  
78 High Street  
Harpenden  
Offer ends 12th November

Love *Clothes* Love WOOSTERS



“Customers are prepared to spend money with us because of the service we offer”

Paul Monks

Founder of Purple



## Men’s fashion in Harpenden...sorted!

By Ron Taylor. Editor

In the two years following their opening Purple have learned a lot about the fashion needs of Harpenden men...A conservative bunch who are more interested in classic styles than the latest trends...they want top quality clothes from famous brand names.

*“ We have concentrated on stocking a range of jeans and chinos with complementary shirts and tops to give a relaxed casual look for weekends or a smart casual look for work”* said Paul Monks, the founder of Purple. (above)

*“But it’s not all ‘casual’, suits and formal shirts have made a bit of a renaissance with more customers wanting something for important events or for a formal look when the occasion demands it.”* said Charlie Keshishian, the store manager.

Suits from Boss start from a reasonable £450. Great value when you feel the quality and see the latest styling. And quality shirts from Duchamp will give you the ‘million dollar look’.

**Article continues on next page...**



## Purple article continues...

### Brand Names.

The main brands stay in the top league, year in year out, because they make a quality clothes that wear well and keep their good looks. Emporio Armani, Armani Jeans, Boss Black, Boss Green, Boss Orange, Hugo Boss, Ralph Lauren, and John Smedley

### Shoes and Accessories

Shopping at Purple can save you time looking elsewhere. They have a range of formal shoes, casuals and trainers, plus underwear, socks and belts.

### Choosing the right clothes

Paul and Charlie love working with clothes and helping their customers to choose what suits them (excuse the pun). This experience ensures that customers return through the seasons to check out the latest stock knowing they will not be pressurised into buying something that's not right. And when it's Sale time they know that it will be genuine bargains to be had, not special purchases of ancient stock.

### Growing reputation

Customers from all around the area are shopping at Purple now. *"We have regular customers, not just from Harpenden but from Redbourn, Wheathamstead, Luton and even some from St. Albans. They are prepared to spend money with us because of the service we offer"* said Paul Monks. And that includes **FREE tailoring** on all trousers and jeans.

*Take a look around Purple. A fantastic collection of men's fashions. Photos from the top. Casual shirts and sweaters. Men's suits. Men' shoes and Jeans.*

**Article continues on next page...**





## Purple article continues...

### Sweater History Lesson

*“Where we can we like to support British made goods and none come better than John Smedley sweaters.”* said Charlie Keshishian. (right)

John Smedley today is based on 225 years of experience of knitting. We take our long-standing values and apply them to a contemporary fashion industry. They strive to make all their garments at their mill in Derbyshire, which keeps them true to their roots, but equally important, it means they manage their traceability. They can trace all their wool to the individual sheep stations in New Zealand.



*Above photos courtesy of John Smedley showing their advanced production machinery, original spring water source and sheep farming in New Zealand.*

They work with local businesses and have partnerships with various other suppliers, including spinners and button suppliers. All of this helps us to guarantee quality and apply their quality standards. There are no short cuts. No searching for lower priced alternatives which mean lower quality. They only buy the very best and are in control of the production process from start to finish

Each John Smedley sweater takes around seven weeks to produce and consists of more than three miles of the finest yarn and around 1.2million stitches. The water from underground springs that runs through Lea Mills provides the softness and purity they need to create luxury knitwear.

### Shopping at Purple.

Purple are fairly centrally located in Harpenden, just off the High Street and Bowers Parade. So you can park in the Lydekker Park car park for free on Saturday or in the Sainsbury's car park if you can not find a parking space elsewhere.

## Purple

**1 The Forresters, High Street, Harpenden. AL5 2FB**

**01582 763791**

**Email: [hello@purplefashion.co.uk](mailto:hello@purplefashion.co.uk)**

**[www.purplefashion.co.uk](http://www.purplefashion.co.uk)**

**Monday - Saturday: 9:30 - 5:30**



# Free prize draw.

## Win cinema tickets from the Harpenden Film Society

*“The Harpenden Film Society and Harpendia have joined forces to offer three pairs of tickets (one pair for each film) to see the three of the Autumn/Winter’s top films shown below”*

**Ron Taylor. Editor.**

### Cinema entertainment at a whole new level!

The Society boasts a new automatic screen, new speakers and a new High Definition projector making the whole film experience almost comparable with the cinema chains.

**Plus.** A new Honorary President...locally educated broadcaster and journalist, presenter of Radio 4’s ‘Front Row’. **Mark Lawson**

### Forthcoming films

#### Shut Up (Tais Toi) (12A)

Tue 15th Nov 8pm.

#### The Lives Of Others (15)

Wed 23rd Nov 8pm.

#### The Joneses (15)

Thur 8th Dec. 8pm

### How to join the Society

A years membership will cost just £25 for single membership and £40 for dual membership. Go to the web site for details.

### How to buy tickets

All Tickets are £4.50 (Members £3.50) and are available **from the Society web site**

[www.harpendenfilmsociety.co.uk](http://www.harpendenfilmsociety.co.uk)

or in person from the following venues.

**Harpenden Public Halls** (Our venue), Southdown Road. Mon-Fri, 9am-1pm.

01582 767 525. Or

**W.H.Smith**, 29 High St. Harpenden.



### Free Prize Draw

Send me an e-mail with the answers, **listed 1, 2, and 3.** Then **your name and postcode.** Every entrant who correctly answers all 3 questions will go into the draw and the first 3 names drawn will be winners. Winners can be seen in November on [www.harpendia.com](http://www.harpendia.com)

Send your entries to the Editor at:

[info@harpendia.com](mailto:info@harpendia.com) with ‘Film Quiz’ in the subject box to arrive **no later than**

**November 3rd 2011.**

### Questions

**1.** "Shut up" (Tais Toi) This subtitled French knockabout comedy stars Gerard Depardieu and Jean Reno. Gerard Depardieu's recent toilet incident happened on:

**a. plane. b. train. or c. automobile**

**2.** "The Lives of Others" This subtitled German masterpiece is a cracking drama about the secret police in 1984 East Berlin. George Orwell wrote a famous novel about life in a police state called 1984 - what was his real name?

**a.Eric Blair. b.Tony Blair. c.River Orwell**

**3.**"The Joneses" This entertaining satire stars Demi Moore and David Duchovny as a faked perfect family who are moved into a suburb as part of an undercover marketing campaign designed to promote luxury goods. David Duchovny starred in a TV series called

**a.The X-files b.The X factor c. Pop Idol**

### Rules.

- 1) The closing date for entries is Nov 3rd 2011. All the winners will be notified by e mail and their tickets can be collected on the evening of the performance in the Public Halls on Southdown Road.
- 2) The draw is open to Harpendia readers over 16 years who live within a 10 mile radius of Harpenden.
- 3) Only one entry per person.
- 4) The editor’s decision is final and no correspondence will be entered into.

# Harpenden and the Digital era

## How technology can help retailers and customers

By Rod Wynne-Powell

I do not think that I am overstating the case that **Harpenden** High Street shopping relies on its ability to attract customers by car, bus and train in addition to those who can walk or use mobility scooters. It has to ensure that shoppers will be drawn in despite the call of out of town retail parks. It must not be simply a commuters' train stop, and a vast Retirement Home.

To ensure that it remains an attractive destination in its own right, it needs diversity, excitement, and it needs to attract all ages, and especially the younger generation, so that it establishes continuity. Anyone entering town, must not be penalised before they have even purchased anything, or taken part in some activity, they should be wooed, such that they feel they are gaining value from the experience of the visit.

### Informing customers.

Most of all they need to be informed that **Harpenden** has what they seek. Any bricks and mortar establishment needs to provide something that the online experience does not offer, it has to accept that the Internet has lesser costs and greater reach, but is impersonal, yet this very reach could draw custom from a wider area than the local newspaper.

### Technology can help.

There needs to be a bridge from the analogue world of the pedestrian to the online world of the computer shopper, and it needs to be a two-way communication. Many of you will recognise that you can

pick up a handheld device in some supermarkets and walk around the store and read barcodes that let you know the price of the product you scan in, and that these scanners can keep a tally of your shopping and allow you to keep a tighter control over your budget. What you may not know is that there is a form of this technology that can take you far further, and that you may even already have in your possession a device that can perform this minor miracle.

**The device is a Smartphone**, and the technology to which I refer is the **QR Code**.



**Above. Ashtons Harpenden Estate Agent's manager Joe Wilkes "Always keen to embrace technology to give our clients the competitive edge. QR codes are proving to be a popular app. for the discerning but time constrained purchaser"**

Let me also tell you that already there are **free** (yes, free!) **apps** ('software programs' – for the less technical of you) that can be...  
**Article continues on next page...**



## Article continues...

downloaded to these **Smartphones**, which having taken a photo of the **QR code** can bring up a video, or take you to a website, and therefore bridge the gap between the everyday analogue world into the digital domain.

The younger generation are more likely to see the possibilities this opens, and it is the younger generation that needs to be enticed into **Harpenden** and then visit more frequently. This should be one of **Harpenden's** main targets. The Station attracts the business world commuters, they must be drawn to visit the town for more than the station, so view the station as your billboard, and use their spare time waiting for that train to arrive by having small **QR cards** on display with simple messages to categorise what can be gleaned.



*Above. A & K Wilson Gallery in Station Approach were one of the pioneers of QR codes using the device in their window to direct customers to their web page featuring the work of the Plein Air Brotherhood.*

### More effective than website or email?

Perhaps it would be better to have classified ads in local newspapers with **QR codes** rather than the website or email address, which if jotted down might be misspelt. This would entice potential customers to point their camera phone at the **QR code**

and transport them to an explanation of services, charges, or even a video.

Here is an opportunity to bridge the gap between a freebie newspaper and the Web. Take the opportunity to offer 'buy online, pick up in store' so that the customer who may be out all day during the week, and who would feel frustrated at wasting a day for some indeterminate delivery time, you could have him/her collect at their convenience over a weekend or at the end of the working day, and you now have the opportunity offered by face to face contact and the possibilities of giving further advice, or selling something in addition.

### Make technology work for you.

You may be able to lessen stock levels and use JIT, Just-in-Time delivery by this method; you could stock the ancillaries yet order the capital items only when you have a confirmed sale, the advantages of the Internet and 'Online' could be made to work to your advantage, not be seen as something evil that is stealing your business and clients.

### I give you the QR Code.



### Article written by Rod Wynne-Powell.

Photographer, Retoucher, Trainer, Consultant  
 Author of 'Photoshop Made Simple'  
 and recently published 'Mac OS X for Photographers' –  
 email: [rod@solphoto.co.uk](mailto:rod@solphoto.co.uk)  
 Blog: [rod-wynne-powell.blogspot.com](http://rod-wynne-powell.blogspot.com)

# MumWorks. The new way for Harpenden parents to earn a part time income.

By Simon Marchant-Jones

This innovative business concept is the brain child of Harpenden resident Simon Marchant-Jones. (below) Simon is a chartered accountant by background but for the last ten years he has specialised in placing experienced people in project roles with a wide range of businesses. Simon operated mainly in the City until the end of last year but like many others he has re-focused on more local business opportunities.



A couple of clients at the time were in need of good part-time people. That is when Simon realized the great talent lying idle between the hours of school drop off and collection.

## How Parents can use their skills.

MumWorks operates as an employment agency but specialises in part-time positions for people with good professional experience and backgrounds. Simon says he is only as good as the people he knows, so he is always interested in receiving CVs from people who have a lot to offer businesses. His list of available people ranges from part-time accountants and bookkeepers to marketing professionals and

even specialist international lawyers. All Mums and Dads who are looking for challenging work while their children are at school.

## Earn good rates of pay

Rates of pay naturally depend upon the type of roles available and the skills and experience of the people available. Simon has placed part-time people on anything from £11 per hour for an Executive PA upwards to part-time Finance Directors which command a good market rate.



*Above. Pictured with Simon is Justine Wright, a chartered accountant and local Mum who helps one of MumWorks' clients for 3 days per month. Before children, Justine was a CFO in the City and now, between school hours, she is helping the Finance Director of an on-line stockbroker with his regular financial reporting.*

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**Who do we work with?**

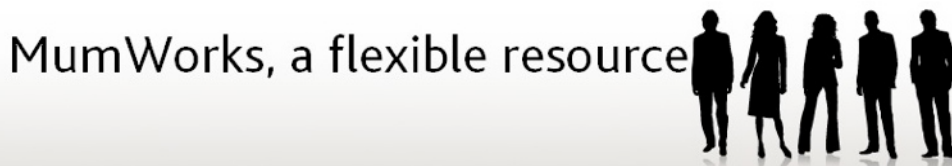
When a client approaches MumWorks with a requirement, Simon will visit the client to prepare a detailed brief and gain an understanding of the business and its culture. This detailed first meeting is essential to ensure that the best candidates are put forward for any role, and Simon always aims to present a short-list of no more than three carefully selected candidates matched to the client’s brief.

Simon says the more people he knows, the greater the range of businesses he can help. In effect, he is building a “Flexible Resource” which can help with any business challenge.

**How do you join MumWorks?**

Easy. Simply visit [www.mumworks.co.uk](http://www.mumworks.co.uk) and click on the Candidate Contact Form, send your CV, and Simon will get in touch with you.

*Below. Simon and Justine at the Harpenden House Hotel for a business meeting.*



**New Florist blooms in Harpenden!**

FLOWERS! FLOWERS! opened in Christopher Place, St Albans in 2002. Over the nine years of trading we have become established within St Albans and Harpenden - hence the opening of our new outlet at **38 HIGH STREET, HARPENDEN, 07973 964470.**

We pride ourselves on high quality and unusual flowers at affordable prices. This ethos has served us well over the years, and this will continue. We specialize in hand-tied posies, and flowers for the home, we also cater for weddings and funerals. We will be happy to accept office and restaurant contracts. We also deliver locally.

*We hope the people of Harpenden will enjoy our shop - so please pay us a visit.*



# Financial advice with a difference, in Harpenden.

By Ron Taylor. Editor.

Did you know there are over 15,000 IFA businesses (Independent Financial Advisors) trading currently in the UK, with around a dozen active in Harpenden. They exist to look after the financial wellbeing of individuals, families and their businesses in some or all of these areas: Insurance services, Investments, Mortgages, Pension & Retirement planning, Wealth Management. As professional bodies they have traded very successfully for the last 30 years or so with little change to their business model, despite huge changes across most other commercial organisations.

## All change from Jan 1st 2013

All this is about to change thanks to the Financial Services Authority's (FSA) retail distribution review (RDR) which reduces the risk that commission leads to biased advice and unsuitable products. In future advisors will no longer be able to take commission set by fund managers or life insurers. Additionally the minimum level of qualification required for IFA's has been raised, so many will have to study and take fresh examinations to stay qualified. These changes take effect from the beginning of 2013. Many IFA's are unhappy with this.

## Lyndhurst leads the way forward.

That's not the case at Lyndhurst Financial Management in Harpenden. They are a forward looking company who see these changes as an opportunity to improve their service to clients and grow their business in a dynamic marketplace. I met up with Geoff Newman, one of their Directors, to find out more.

*"We have changed our business model during the last three years by placing our client's financial needs at the heart of our business, offering services and advice normally supplied by much larger organisations, but on a personal level"* said Geoff Newman. (Below right with some of the Lyndhurst team at their Harpenden office)

## Transparent charges

The new FSA rules require that the firm and client agree the charges that will be paid for their service, these rules are already in practice at Lyndhurst. They tell clients exactly what commissions are taken and negotiate a fee for their services before they start work.

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## Article continues ...

### High tech software

The launch of their ‘**Prime Fund Management**’ in 2009 is another example. In simple terms the software tracks all the major market movements, highlighting buy or sell opportunities.

*“This enables us to make solid recommendations to clients on their portfolios. As an example in July 2011 the global equity market was in decline as a result of the uncertainty around Greek and other Sovereign debt. Our Prime system (developed as a result of the 2008/9 downturn) along with our investment committee provided a recommendation to sell equities and hold cash. This protected our clients from the subsequent downturn.”*



### The best in client service

Personal service is a key aspect of their service. Lyndhurst employs 12 IFA's ranging in age from 26 to 66, so they can match a client's personality and interests with that of the advisor. Advisors don't work in isolation, at Lyndhurst there's a full back up team of 8 staff to ensure everything runs smoothly.

Lyndhurst Financial Management Limited is Authorised and Regulated by the Financial Services Authority ([www.fsa.gov.uk/register](http://www.fsa.gov.uk/register)). FSA Registration No: 154621

*“We want to attract young singles and married couples who need initial guidance on their finances right through to the more mature people who need to maximise their wealth ahead of retirement.”*



With headquarters in Harpenden, Lyndhurst also has offices in Barnett and London. They were founded by Martin Corrie in 1992 and are planning to expand in the next few years.

**Lyndhurst Financial Management Ltd**  
**Lyndhurst House, High Street,**  
**Harpenden. AL5 2RT.**

[www.lyndhurstfm.co.uk](http://www.lyndhurstfm.co.uk)

Freephone: 0800 435648

Fax : 01582 462111

e-mail : [admin@lyndhurstfm.co.uk](mailto:admin@lyndhurstfm.co.uk)

FANCY AN INFORMAL FREE CHAT ABOUT  
YOUR FINANCES?

Call Geoff Newman on 01582 715777  
or e mail [geoffnewman@lyndhurstfm.co.uk](mailto:geoffnewman@lyndhurstfm.co.uk)



**Lyndhurst**  
Financial Management

Lyndhurst will be supplying occasional articles about important financial issues. The first of these will soon be on the web site Money Page of [harpendingia.com](http://harpendingia.com)



## Pick up a piece of sporting history to celebrate the London 2012 Games

By Ron Taylor. Editor. Harpendia.

**Harpenden** commuters who pass through St. Pancras International station need little reminding that the London 2012 Games will soon be live.

What they may not be aware of though, is the range of Olympic and Paralympic merchandise from clothing and accessories to mascots, soft toys and limited edition collectables that is now available to buy. There is also a range of Team GB merchandise designed by Stella McCartney for Adidas, the official makers for Team GB's kit since 1984. The London

Organising Committee of the Olympic Games and Paralympic Games (LOCOG) opened its latest shop at Canary Wharf on Sept. 14th.

But if you can't get to a shop don't worry you can visit their on line shop and see the huge range of merchandise available, sales of which are expected to raise £80 million towards the cost of funding the games.

### Where to shop

There are currently seven shops, located at St Pancras International and Paddington stations, John Lewis Oxford Street and John Lewis Stratford City, Heathrow Terminal 5 (above), Stansted Airport (departure lounge) and Canary Wharf, in addition to the online shop [www.london2012.com/shop](http://www.london2012.com/shop)

A further shop is set to open before Christmas at Heathrow Terminal 3.

*Left. Mayor Boris Johnson and Lord Coe unveil Olympic rings at St Pancras International station on March 4th.*

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Article continues...

## Buying on line is so easy and convenient



### Something for everyone.

From mascot bedding, children's annuals, jewellery, exclusive coins from the Royal Mint and even collectables from childhood favourites 'Hornby' such as London taxis and buses adorned with patriotic London 2012 artwork, there is truly something for everyone.



Mascots Wenlock and Mandeville will also feature prominently in the London 2012 merchandise including soft toys, key rings and posters.



### Buying on line

Everything is clearly priced and it is easy to navigate your way round the site filling your shopping basket with the items you have selected.



**How to pay.** In recognition of **Visa's** longstanding support of the Olympic Games and Paralympic Games, payment can only be made via **Visa payment cards** (debit, credit and prepaid). You can also make **payments by cheque**. (Full details on the web site)

[www.london2012.com/shop](http://www.london2012.com/shop)

# Taking Stock this Autumn

By Renata Rybczyk-Savage. The Plantsitter.

Autumn is the ideal time of year to take a look back at what you have grown and assess whether you need new plants or to divide old ones. So while your plants are starting to die back give yourself some time to think about the successes (and failures) in your garden and what you would like to try for the following year.

## Why not grow fruit?

Fruit bushes and trees each need special care over late autumn and winter but take care not to prune certain types, for instance plums, which can be made prone to disease or fungus if pruned over winter. If you feel that the variety of fruit bushes you have are just not for you then this is the time you can buy bare rooted stock. This type of buying is usually cheaper and easier as there's no messy compost or left over pots. Fruit trees will also come as bare rooted stock at this time of year as with most plants they will be dormant.



## Picked fresh from your own garden.

Take a look at your smaller fruits such as strawberries. It's normally recommended that you replace older plants with new ones as older plants tend to produce less fruit. Over the late summer period you can support runners from strawberry plants to grow on younger plants without the cost of buying. Raspberries will need cutting back but only cut the canes that produced fruit this year. Leave new growth as this is where fruit will grow next year. Autumn is also the time for dividing rhubarb. Dividing

is a great method for replenishing identical stock and for getting rid of any diseased or weak crowns. It is easy to do by carefully lifting crowns out of the soil and using a spade to divide.



So while you are waiting for the perfect moment for your autumn gardening tasks grab a good horticultural book or get onto the internet and set about choosing what you would like to add to your fruit salads next year.

Look at when the varieties will fruit for you as well as taste as you can also get fruit in succession. There's nothing like a bit of forward planning to looking forward to a plentiful year!

For a glimpse at what's new in the world of fruit varieties take a look at these web sites:

[www.rhs.org.uk](http://www.rhs.org.uk)

[www.bbc.co.uk/gardening](http://www.bbc.co.uk/gardening)

*Photos: Left. Ripe strawberries, easy to grow, but need protection from hungry birds. Above. Grapes are easy to grow too. Just choose the correct variety.*

Renata Rybczyk-Savage

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See my next column in the Winter edition .



# Award winning wines and budget beating prices

By Paul Rollings

On September 6th Liz and Paul Rollings of Rollings Wine Company, Luton Road, Harpenden attended the International Wine Challenge Awards Dinner. They are very proud to have been runners up for Regional Merchant of the Year for Central England South, shortlisted alongside Bennetts Fine Wines, Gloucestershire and the Oxford Wine Company.

The evening is a spectacular gathering from the global wine trade coming together to celebrate great wines and great retailers. Awards are presented in many categories other than the regional awards – Wine Club of the Year, Supermarket of the Year, Wine List of the Year and awards for individual wines. The event is attended by representatives from companies such as Waitrose, The Wine Society, Majestic Wine as well as those from the independent sector and wine producers.

This is the second time Rollings Wine Company have been acknowledged – picking up their first award in 2008 in their first year of trading. Rollings Wine Company stock the following IWC Award winning wines:

- Marques de Casa Concha Merlot**  
Gold Medal winner    £10.95
- Trivento Reserve Malbec 2010**  
Silver Medal            £7.95
- D'Arenberg 'The Dead Arm' Shiraz**  
2007 Bronze Medal    £28.95
- D'Arenberg 'The Cadenzia' 2009**  
Bronze Medal            £14.75
- Domaine Gourdon Rose 2010**  
Commended             £8.25



We have many other award winning wines from other competitions. **Selected wines are available to taste every Friday evening, Saturday and Sunday.** We also hold a monthly Food & Wine evening and occasional supplier tastings – prices for these range from £10 - £25 and booking is essential. Book via [liz@rollingswine.co.uk](mailto:liz@rollingswine.co.uk)

**Rollings Wine Company 95 Luton Road, Harpenden.**

[www.rollingswine.co.uk](http://www.rollingswine.co.uk)



**5% Discount on all purchases over £10 to Harpenden Loyalty Card Holders.**



# A videographer...more important for weddings than the best man?

By Dale Adams

**Meu Images** is a young, fresh, and contemporary video production company based in **Harpenden**. Run by Dale Adams and his partner Arabella Itani, **Meu Images** specialises in wedding films as well as promotional films for businesses of all sizes. However, it is their wedding films that have captured the attention of many due to their creative flair and stunning cinematic look.

Dale went to **Roundwood Park School** where thanks to a Graphic Design GCSE he became increasingly interested in both film and photography. After studying media at West Herts and completing a degree in Video Production, Dale moved to Morocco for four years to combine his passion for surfing with film and photography. A selection of his work can be seen on [www.oimaroc.com](http://www.oimaroc.com). Now permanently back in the UK, **Meu Images** split their time between filming weddings around Hertfordshire, and the South West of England, and shooting promotional films and photos for companies such as Red Bull.



After being asked to film a friend's wedding last summer and looking at the wedding film market, Dale and Bella became aware of the lack of quality wedding films on offer. They film exclusively on the new breed of HD-DSLR cameras which looks much more

cinematic than traditional video. The video capabilities of these devices has been embraced by not only **Meu Images**, but other filmmakers including those doing TV shows and documentaries, and in some cases Hollywood productions.

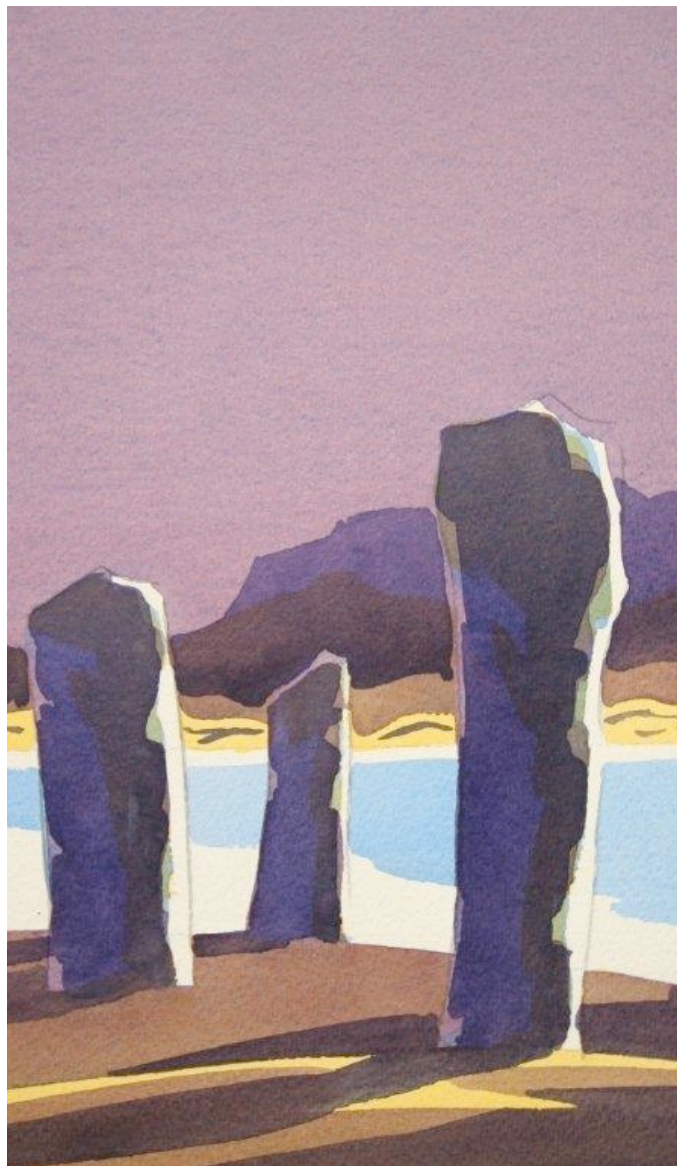


Where **Meu Images** also differ from the traditional wedding videographer, is the time spent on the intricate details of every edit. The end product is a beautifully crafted film that even your absent friends and family will enjoy. Each wedding package also comes with a highlights trailer, a great and easy way to share some of the most special moments with friends and family on sites such as **Facebook and Vimeo**.



**To see a collection of their work and packages please visit [www.meuimages.co.uk](http://www.meuimages.co.uk) and call Dale or Bella on 07837941600 with any enquiries.**





“I’m hoping ‘Matt’s Stimulus Package’ will create some ‘artistic’ excitement with clients who will recognise the opportunity to acquire art in a unique way.”

Drew Wilson. Gallery owner.



## Innovative sales stimulus by the A & K Wilson Gallery

By. Ron Taylor. Editor. Harpendia.

**The idea is a simple email marketing campaign conceived by artist Matt Forster.**

Four images by Matt (two of which are shown above) are emailed to selected A & K Wilson data base clients. If the client likes the paintings they simply relay a sealed bid offer to the gallery on one or more of the paintings. After 30 days the highest offer will receive the original painting framed and delivered. **The four paintings range in price from £475 to £850, so you could end up with a real bargain if your bid is accepted.**

Matt Forster and Drew Wilson the Gallery owner have been working together for many years with Matt’s paintings becoming ever more sort after.

**If you would like to be emailed and enter a bid, please contact Drew Wilson now to avoid disappointment. Closing date for bid offers 12th Nov. [drew@akwilsongallery.co.uk](mailto:drew@akwilsongallery.co.uk)**

Why not take a look at more of Matt’s work on line at: [www.akwilsongallery.co.uk](http://www.akwilsongallery.co.uk)



# A Passion for Writing- Young Journalists at Roundwood Park School

By Amanda Thomas

*Harpedia* readers will be familiar with Roundwood Park School's online magazine, or ezine, *ParkLife*, written and published by an enthusiastic Sixth Form team of budding journalists. *ParkLife* is about to enter its third year, and here its current Editors Abby Shea and Henry Ajder provide an exclusive insight into their plans and dreams.



Above. The cover of latest issue of Roundwood Park School's ezine, *ParkLife*, showing members of the Sixth Form editorial team, including Joint Editors Abby Shea and Henry Ajder (far right)

My name is Abby Shea and I am one of the editors of the online magazine, *ParkLife*, made by students for students of Roundwood Park School. Three issues were published last year and we are looking to publish one per term again in the coming school year. The magazine is currently written by Sixth Form students, with a team of editors, sub-editors, writers and photographers. This year we hope to exhibit writing from throughout the school and extend the readership to the local community.

At present, Roundwood Park has more to celebrate than ever, including exceptional academic success, triumph in national competitions and the opening of the impressive new sports hall. These are all the types of things highlighted in *ParkLife*; and the latter will be featured in the forthcoming Autumn issue, with a 60-second interview with former-England cricket captain, Mike Atherton, who opened the new facility. *Current Affairs* will once again be a major part of the magazine, helping to inform readers about Roundwood Park news, nationally and globally.

Regular columns, including *Economise*, *Fashion*, *Sport*, *Entertainment*, *Music* and *Technology* will, of course, continue to feature, providing quality reading for all audiences. Our production team - newly established this year - will make the magazine as visual as possible, utilizing the phenomenal creative talent here at Roundwood Park School.

**Article continues on next page...**

## Article continues...

The editors of *ParkLife* are always looking for ways to improve and develop the magazine and we are open to suggestions from the whole team, with new sections being considered and added with each issue.

We believe *ParkLife* provides students with a way to display their best work, spread the word of their success and learn about the achievements of students throughout the school. In essence, we offer students an opportunity, a voice and ultimately a very good read.



*Above. Abby Shea and Henry Ajder interview Mike Atherton at the opening of the new Roundwood Park School Sports Hall.*

My name is Henry Ajder and I have always had a passion for writing, and journalism, so when I found out about our school e-zine *ParkLife* last year, I was pretty interested to see how it might function as an independent publication for the local community.

The function was originally to publicise the fantastic work, and literary skills of our flourishing students, but as our team diversified, and we developed as a group, it became more than just an exercise among students.

With new students joining each year, our publication is about the interests of our team, which is constantly changing, and diversifying with each issue.

We started with two editions per year, but this has now grown to three (one each term). Not only that, but we have extended our catchment area, distributing small numbers of copies in Harpenden.

An important element of *ParkLife* is Roundwood Park's role within society, and how we as a responsible and professional editorial team reflect the rich wealth of talent found all across Harpenden. Being involved in the team, especially as Joint Editor with Abby, has taught me valuable lessons in management, co-ordination, and, perhaps most important, team work in a group of enthusiastic students, whose diverse writing styles and interests have given me insight into many different areas of life both in and out of school.

**Our next edition of *ParkLife* will be published in December and has as its theme the provocative issues debated within society.**

**For us, the ezine is more than just an extra-curricular activity, but a way to channel a joint love for the art of journalism.**





**Coming soon**  
**The Harpendia Christmas edition.**

Free prize draw

Coverage of the Christmas Carnival

Communicate your message to Harpenden people  
and local business

Let the tills ring out!

**Sunday November 27th.**

Harpenden Christmas Carnival

Noon onwards...Farmers Market...Carnival Parade 3pm...

Santa's Grotto...Lights switch on 5pm

**Get in the mood for Christmas with a look at  
last year's Christmas Carnival.**



**Take a look at a video of last year's Christmas Carnival.**

**Click the link below.**

**[www.youtube.com/watch?v=euhptez3HOk](http://www.youtube.com/watch?v=euhptez3HOk)**

**This year promises to be even better.**

**Don't miss it.**

## **HARPENDIA Magazine**

Published: Spring, Summer, Autumn, Christmas and Winter  
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## **HARPENDIA Web site**

Updated weekly with local news, reports and features  
[www.harpendingia.com](http://www.harpendingia.com)

## **HARPENDIA Video Channel**

Short films featuring local people, events and business  
[www.youtube.com/results?search\\_query=harpendingia&aq=f](http://www.youtube.com/results?search_query=harpendingia&aq=f)

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