



New Dental Practice Increases Choice in East Finchley

By John Dearing

Four months ago, Darren Freedman with his partner Adam Motamed, opened the East Finchley Dental Centre in the High Road. The premises previously housed an insurance broker, but, ironically, prior to that it was a sweetshop! Their patient list is steadily increasing and they hope to open a second surgery there, eventually.



Dentist Darren Freedman settles into his new surgery.
Photo by John Dearing.

Creative challenge

Darren graduated in 1991 and worked initially in Liverpool, both in dental practice and community dentistry. He returned to London in 1997 to complete his degree – he has a Masters in oral diseases and special needs dentistry.

He met Adam when the latter took over the practice in Kilburn in which he was working. Last year they decided to set up a new practice and eventually decided upon East Finchley, influenced apparently by *THE ARCHER*, to which Darren had been introduced by a friend!

He explained that setting up a new practice is quite different from taking over an existing one. There is no cost of 'goodwill', but the patient list has to be built up from scratch. He relished the challenge of learning about practical issues, such as building regulations, finance, employing people and marketing. He regarded it as a creative

opportunity and feels that the risks were worth taking.

Informed choices

Darren chose to set up the new surgery as primarily NHS, because he felt it would attract patients who would not otherwise get effective treatment; being unable to get access to NHS treatment is a major reason of poor dental health. However he pointed out that there are treatments that are only available privately, and in an area like East Finchley it is important to be able to offer that choice. Darren feels strongly that the decision about treatment should be made jointly, as a process of informed consent through knowledge of the alternatives. He is not enamoured of the traditional approach, where the dentist decides the treatment. On the windowsill in his surgery is a cartoon of a gingerbread man in a dentist's chair, and the dentist is saying "The diagnosis is gingivitis", which rather says it all!

Double Anniversary for GLH

By Diana Cormack

The Greater London Hire Company is celebrating two anniversaries this year, one being the fifty years since a car hire business has been operating from the site opposite East Finchley tube station and the other being the twentieth occasion of the annual staff award presentations.

In his after dinner speech at Highgate Golf Club, John Scott, managing director of GLH paid tribute to his staff, saying that since 1970 GLH had never closed and had become an integral part of East Finchley. Fellow speaker and former employee Carl Lomas felt that the company was special because it is like a family of fathers and sons, mothers and daughters. Carl has been honoured by the Queen for his work in which he trains unemployed people who have motorbikes to become couriers.



Tracy Worth presents an award. Photo by Ian Cormack

Congratulations

The awards were presented by Tracy Worth, who organises the National Courier Awards, and former footballer and GLH worker Steve Whitworth. As well as being capped for England and playing for Leicester City, Steve was also a player/coach for Barnet.

The assembled company were delighted to learn that earlier this year John Scott himself had received two awards. He was made a Freeman of the City before becoming a Full Liveryman of the City of London. So congratulations all round at GLH.

Going Continental in East Finchley

By Femke van Iperen

With the summer around the corner there is an opportunity to go continental at the new Meze Bar Restaurant in the High Road, tucked away just before the library.

Parisian-café-style large sunblinds frame the entrance to a stylish bar. A smiling owner, who is never too proud to help out his staff by emptying tables, will tell you he will do his best to get you drunk tonight on the food.

It's hard to imagine that this restaurant only opened a week ago. An April Friday evening at 7.30 and it's full, with people queuing.

An outburst of taste

Begin your evening with a starter of olives, raw vegetables and grilled pitta bread and discover the extensive menu, which offers a good range for meat lovers and vegetarians alike.

The first set of Meze included Zeytin Yagh Bakla – fresh broad

beans cooked in olive oil and dill, Dolma – scrumptious vine leaves stuffed with a mixture of rice, onion, pine kernels and herbs, and Tarama – fresh cod roe paste with smooth creamy olive mixture, but be warned – leave space for main course and fresh fruit after.

Thirsty work

You might need a top-up of that cool imported Turkish Efes beer or some reasonably priced wine, as the next hot starters are even larger. Hellin – goats cheese cooked on charcoal grill, Borek – freshly fried pastry stuffed with feta cheeses and parsley, grilled king prawns and other tasty dishes – 'çok Guzel', as they say in Turkish.

There are 14 main dishes to choose from, priced from £7.45,

ranging from Chicken Shish to Iskender, a preparation of cubed lamb on pitta bread and yoghurt with a 'secret recipe sauce'. Or pick from five meat-free options such as Vegetarian Mousaka.

If there is anything negative to say about this friendly, family-run bar, it would be that the acoustics could do with some damping – you had to raise your voice to cover the loud buzz of the place, as tables kept on filling up during the night with a relaxed crowd of mixed ages.

If you fancy fast food, forget this restaurant. But visit Meze to enjoy a lingering evening.

The Meze Bar Restaurant is at 214-216 High Road, N2 9AY. Tel: 020 8883 5060/8883 3544

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