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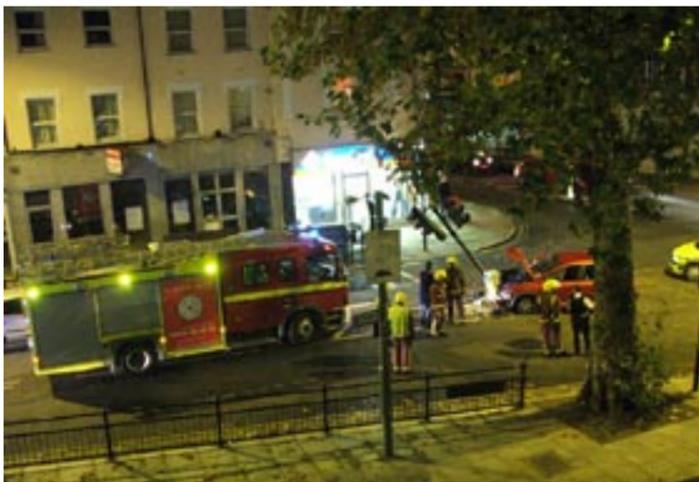
# THE ARCHER




**CAR SERVICE**  
020 8883 5000

December 2006 No. 160 **20p**  
ISSN 1361-3952 where sold

*A community newspaper for East Finchley run entirely by volunteers.*



Photos by John Dearing

## Two injured in collision

Two people were injured in a late-night accident at the junction of Fortis Green and High Road. A Volvo S60 and a Peugeot 307 were in collision at the crossroads at 11.40pm on Thursday 16 November.

The Peugeot also hit the traffic lights on the central reservation of the High Road causing considerable damage to the lights and to the car itself.

When fire crews arrived, they had to remove the roof of

the Volvo to free a back-seat passenger. Two people were taken to hospitals in north London but their injuries were not life-threatening.



Traffic congestion built up in the area while emergency crews were on the scene but the road was clear and traffic freely flowing again by 12.30am.

# Put East Finchley on the map

By John Lawrence

A campaign is under way to put East Finchley on the map and bring it out of the shadow of its more high-profile neighbours Muswell Hill, Highgate and Hampstead. Traders and local businesses are being urged to get on the bandwagon and help spread the word about what East Finchley has to offer.

The groundswell of opinion is that the High Road and the amenities around it are becoming a destination in their own right. In the last 18 months a surge of new businesses, including the Noble Sage Art Gallery in Fortis Green and, on the High Road, Monkey Face bar, clothes shop Lazooli and gift shop The Cherry Tree, is bringing new life and new trade.

When coupled with much-loved attractions like the Phoenix Cinema, the Finchley Youth Theatre, Cherry Tree Wood and the High Road's excellent established pubs and restaurants, the potential to bring in even more visitors is high.

Paul Homer, manager of the Phoenix, is one of those who would like to get local businesses together to capitalise on East Finchley's changing character. He believes an organised marketing plan is what is needed.

He said: "There's a lot we could do in the London media and on the internet to draw

people here but it needs to be done properly. Either someone locally could co-ordinate it or all the local businesses could give a small amount each year to fund a marketing manager."

Jana Manuelpillai, who runs the Noble Sage Art Gallery, agreed that local businesses and cultural organizations should rally together.

He said: "East Finchley has its own special feeling. It doesn't have the too-upmarket feel of Highgate or the chain store feel of Muswell Hill. It's a great place to come and we should let people know that."

Jana suggested better signposting to the local attractions would be a big step forward. Both he and Paul Homer also called on Barnet Council to pay more attention to East Finchley and help with the publicity drive.

Earlier this year East Finchley was the subject of a colourful Evening Standard spread praising the area for being 'hip' and a great place for families.

*What makes East Finchley such a great place to live? THE ARCHER wants to know. See page 5 for details of how you can take part in our survey and win a cash prize.*

## Security scare at Christ's College

Pupils and staff were sent home from Christ's College in East End Road following reports of a security alert.

Police were called to respond to the incident at 8.20am on Tuesday 31 October. The school was reopened the following day.

## Free classes

Barnet College is running classes in East Finchley aimed at adults wanting to return to learning after a break and to move on to further study or finding a job.

The classes are free and informal with friendly, experienced teachers. They are held at the Green Man Community Centre and the Grange Community Flat, usually during school hours.

Subjects include Improve Your Maths and English, and English for Speakers of Other Languages (ESOL).

Contact Jan Brennan on 020 8266 4284, Janine Casey on 020 8266 4339, or Sally Holder on 020 8266 4021 for details.

## HAPPY CHRISTMAS FROM US!

THE ARCHER team wishes all our readers a very happy Christmas and a peaceful New Year.

Many thanks to all our distributors who give up their time to deliver the paper throughout the year. We couldn't do it without you.

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