



Stanley Field sports centre would be profitable

By Daphne Chamberlain

Setting up Stanley Field as a sports development and recreation centre would pull money into the community. That's the message that local people are giving to new Barnet Council leader Mike Freer. The committee heading the campaign to stop the field being sold to housing developers is confident of producing a viable business plan.

Roger Chapman, Chair of the East Finchley Community Development Trust, says that long delays and uncertainties in dealing with Barnet have held up progress, but the committee is now going ahead with drawing up a complete plan.

It has the backing of the Football Foundation, the National Playing Fields Association and local police. The police have recently offered significant financial support, reinforcing Barnet Council's own verdict in their Green Spaces policy of 2002 that East

Finchley is deficient in youth and sports facilities.

On Saturday 3 June, East Finchley Open Artists will be displaying their own ideas of how the community can use the field, with artwork tied to the railings of the field itself. Roger Chapman and other members of the committee will be there from 2-3pm, inviting suggestions and offers of help from the public.

There will also be a Stanley Field stall at the East Finchley Festival on Sunday 25 June, in Cherry Tree Wood.

Gap in the market is a real gift

By John Lawrence

The best business ideas always come when you are sitting in the pub, and so it was for business partners Sue Tollerfield and Haylee Millar.

The two friends were in the Old White Lion last Christmas when they realised there was a gap in the market for a new kind of shop in East Finchley.

Just four months on, Sue and Haylee opened The Cherry Tree gift shop in the High Road, selling stylish and unusual gifts, cards, toys and homeware items.

Sue, who has lived in East Finchley for 10 years, and Haylee, who has lived here for five years, said the support from local shoppers for their service has been fantastic.

"We are complete novices but we knew there was room in East Finchley for a shop like this," said Sue. "People want to shop locally rather than walking to Muswell Hill or driving to Brent Cross.

"We have had so much great support from people. We are happy to take ideas from our customers and we really want to hear what they'd like to buy from us."

The Cherry Tree sells unusual items such as Penguin



Photo by Erini Rodis

books, deckchairs and mugs, plus plenty of children's toys and quirky items that make great last-minute gifts. Sue and Haylee will help you find a present to suit your budget

and they offer a gift-wrapping service. The shop is open seven days a week.

Sue and Haylee will also be running a stall at the East Finchley Festival on 25 June.



Abbey manager Vyanjana Trivevi presents East Finchley Advice Services manager Terry Stone with a cheque for £2,500.

Boost for advice service

East Finchley Advice Service was given a £2,500 boost towards training volunteers in debt counselling. The money was handed over by Vyanjana Trivevi, manager of the local Abbey branch in the High Road, to Advice Service manager Terry Stone.

The charity, based in Church Lane, helps more than 4,000 clients annually and has several new projects planned for this year, including 'Age Matters', an outreach service for elderly people, and a series of eight-week training courses for the young unemployed.

Pure as the driven snow

Anita Rai reveals how the arrival of a new puppy led to a new business in East Finchley.

I couldn't believe it. I'd finally got the puppy I'd always wanted but to my horror I was allergic to her. We'd only had Scout a week but I was getting more and more wheezy, so sadly we had to take her back to the breeder. Ironically he, too, had developed an allergy to dogs and was wrapping up his business because of it; luckily Scout was rehoused within weeks.

Afterwards I started thinking about allergies. I knew I was allergic to nuts, but now to dogs as well! I found out that the problem wasn't fur

but dander, the dead skin an animal regularly sheds. Why wasn't there something on the market that could help me?

My research showed that supermarkets were beginning to cater for people with food allergies, but it was still difficult to source ordinary household items and toiletries that could protect people from the allergens that bother them.

And then it came to me: why not start an online shop? That was how drivensnow.co.uk was born.

My partner Ken Behan and I set it up to provide products for allergy sufferers. We sell allergen-free bedding, sprays

and wipes that keep pet dander and other allergens down to a minimum, aluminium-free deodorants, natural toiletries and a wide range of other products free from harsh chemicals.

Amazingly, 30% of adults and 40% of children in the UK suffer with allergies so it is hardly surprising that the NHS is struggling to meet the demand for allergy testing and treatment. We hope that drivensnow.co.uk can help these people. Our offices are in our house in East Finchley at present but we hope to expand as the business grows. Perhaps we can help someone get the dog of their dreams despite their allergy!

Log onto www.drivensnow.co.uk for more information.

Society seeks archivist

The Finchley Society Archives is looking for someone with basic IT skills to help computerise their inventory.

Anyone who is interested and who has a working knowledge of Microsoft Office running on a Windows-based PC can contact Archive Custodian Maggie Ferguson on 020 8349 4283 or by email to emfmr@hotmail.co.uk.

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