



The Institute finds a new home

After many months of searching, The Institute has finally succeeded in securing a new home. As reported in *THE ARCHER* in 2011, financial pressures had forced the adult education centre to give up its purpose-built home at the Arts Centre next to the tube station.

The Institute will be moving next year to Masons House, Kingsbury NW9, a modern three-storey building six miles away and within a five minute walk of Kingsbury station on the Jubilee line.

There will be 30 car parking spaces on site and extra parking is available in the surrounding side streets. The area is served by various bus routes including the 183 from Golders Green.

Which course goes where

Initially, from January 2015, Masons House will only be hosting the arts courses, such as pottery, sculpture and furniture restoration, which were previously held in the Arts Centre and had to be cancelled for the autumn term because they had no home.

All other courses will continue to be held at Bishop Douglass School in East Finchley until the end of the current academic year in July 2015. Evening classes currently scheduled at The Archer Academy will not be affected either.

Access concerns

One student who spoke to *THE ARCHER* was upset at the move. She told us: "The Institute's move to Kingsbury is a

great disappointment. As a long term student, studying modern languages, it will certainly mean the end of my association. Kingsbury is extremely inaccessible. Not being on the Northern Line is a problem and trying to get there by bus would be a nightmare."

A new start

However, chief executive Greville Waterman said the decision to leave the (Hampstead Garden Suburb) Institute's heartland after more than 100 years had not been taken lightly.

"Despite a comprehensive trawl of available properties over the past eighteen months, it has proved impossible to find suitable and affordable premises in the immediate vicinity of the Suburb," he said. "Masons House represents a new beginning for The Institute and will provide us with all the space we need to put on the courses that our students enjoy."

"We are very excited by the prospect of being able to continue the high quality provision of adult education in North London for which the Institute is renowned and believe that our new location will be ideally suited for all our needs."



The Dark City Gallery exhibition at the Phoenix. Photo: Mike Coles

Pavilion: work begins again

After months of inaction, work has begun again on the refurbishment of the pavilion in Cherry Tree Wood. At the time of writing hardboard has been positioned over the original protective metal fence which served to



Photo: Mike Coles

prevent people getting into the remains of the building. The next phase is to replace the roof in its original style.

One in three shoppers 'not commuters'

By John Lawrence

The 'click and collect' van operated by Asda, which has become a permanent fixture in the car park at East Finchley tube station, has thrown up a surprise for supermarket bosses.

Originally intended as a convenient way for busy commuters to order ahead and pick up their groceries as they step off the train on their way home, it turns out that one in three shoppers using the service actually come from their own homes nearby.



The supermarket chain hadn't foreseen this but now says it's all contributing to the success of the pilot project in East Finchley and five other stations in Barnet. Asda now plans to roll out the idea nationwide.

Choice and control

So why would anyone want to collect their shopping from the station when any major supermarket can bring groceries direct to their doorstep? It seems the answer is all about staying in control.

Saeed Anslow, Asda's senior e-commerce director, told *THE ARCHER* that click and collect at the tube station means East Finchley residents can collect their shopping whenever it

suits them, and without having to spend time travelling to any stores.

"Home shopping is ideal for some but others can't commit to being in at a certain time, so it's all about giving them options to suit the modern lifestyle," he said.

The most popular items bought through the service are fresh products as commuters, and people living nearby, look to pick up key ingredients for their evening meals.

Over the next five years, the retailer plans to introduce 1,000 new click and collect points across the UK, saying it wants to be within easy reach of 70% of the entire population by 2018.

Dark arts at the cinema

Film aficionados had a treat at the Phoenix Cinema last month as it hosted the London Design Festival and movie poster art from the Dark City Gallery. Artists created striking posters for their favourite films in the belief that the poster plays a huge part in how audiences react to the movie itself.

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