



# Cheers to 20 years!

By Neil McNaughton

It was back in 1996 that Kieran Madden took over Welch's in the High Road and turned it into Madden's. Since then this traditional pub has gone from strength to strength and become a local landmark.



Kieran Madden, celebrating his twentieth year in East Finchley. Photo Mike Coles

In that time it has survived two recessions, the gastropub revolution and the decline of small venue live music to come through with the thriving business it is today. What is the secret?

"A great selection of beers, Madden's is a free house, the homely atmosphere and the fact that 95% of my customers are regulars," says Kieran, the genial owner. "This is a pub that serves food and not a res-

taurant that serves drinks," he adds, referring to the popular Thai kitchen operating there to satisfy the hunger of the pub's denizens.

Above all, though, Madden's is very much a traditional pub. "East Finchley is like a village," Kieran says. "There isn't much passing trade so we rely on our regular customers. We are also lucky that there are not many pubs in this part of London so the competition is limited."

### Live acts return

This is Kieran's fourth pub; having cut his teeth in the Dublin hotel business he ran establishments in Camden and Islington. Originally Madden's was a music venue but this gradually fell away, with live entertainment being largely replaced by big screen sporting fixtures.

Now as the pub celebrates 20 years in its present ownership the live music is returning more and more often. On the anniversary weekend itself last month, three live acts played, including former Foundations guitarist Derek Mandell. There are plans to have more live acts playing at least once a week. The next 20 years certainly look bright for one of East Finchley's more enduring businesses.

# Riding to Edinburgh... the hard way

By Nick Young

How does the idea of cycling from London to Edinburgh grab you? That is what Thomas Orr, of Howard Walk, N2, has been doing in order to raise money for the Prince's Trust.

Thomas calls it "a great charity, supporting vulnerable people in the UK, and providing opportunities they wouldn't otherwise be afforded". He has set himself a target of raising £1,500 for the charity.

The ride itself is an organised event that takes five days, averaging at 110 miles per day. "We don't go straight up the country," Thomas told *THE ARCHER*, "The organisers wanted to throw in some of the trickier hills."

Luckily, it's an organised event with hotels and food provided so he doesn't have to carry everything with him!

Thomas, whose experience of long-distance events has hitherto consisted mainly of

running marathons, prepared for this by riding in Hertfordshire, Yorkshire and the Alps, often with 5am starts - not that he minds those: "It's a great feeling being outriding in great scenery before the world's woken up."

Thomas's ride began just before we went to press, so we hope to bring further news next month of how he managed and how much he was able to raise.

### Can you deliver?

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### Turns out we ARE good at games

Well, that's it, it's over. The long hot summer of sporting overkill has had its closing ceremony and the last athletes are coming home with a shed-load of cheap souvenirs. Most of them should be wearing t-shirts reading 'I went all the way to Rio and all I got was a lousy medal'.

Once upon a time, when the best the British could manage was a couple of bronze medals, the Olympics was for other countries. You know, the ones who are good at running, jumping and falling in the water, like Russia, the USA and anyone else who took the recreation out of narcotics. Not anymore, as like some kind of 21st century East Germany, but without the drugs, GB Sport PLC has been hoovering up medals like a supercharged Dyson. And that means spending a whole summer watching Clare Balding getting over-excited, especially when horses are mentioned.

And why not? Horses are something us Brits are pretty good at. Whether it is jumping over things, dancing the tango or putting them in a lasagne, no one does horses quite like the British.

So what next, now that it's over? All across the land the same cry goes out that now is the time to get involved. The Wrath of Khan is descending across the bus lanes of London with a whole new world of cycle superhighways, or pavements as the rest of us call them. Now is the time to squeeze into Lycra and hit the road.

There are cheaper ways to embrace the medal-winning spirit and most of them involve water. After the boy Daley in his micro trunks excited both boys and girls beyond decency it has to be time to try falling in the water for yourself. You may not be able to do a double pike, but you can sure as hell make a bigger splash.



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