



# Eliot keeps kids on the move

A start-up business is hoping to get youngsters off the sofa and onto the playing field or into the gym to keep them fit and happy.

Eliot Tang, 26, set up Rising Stars nine months ago to run sports clubs, birthday parties, holiday clubs and personal training for children.

He grew up in East Finchley, coaching for pocket money from the age of 13, before going to Loughborough University to study sports science with management. Now he's back home and hoping to make a success of his business idea.

All his activities take place in north-west London. Currently he runs Saturday morning football at the Archer Academy in Eagans Place, N2, and Thursday evening football at Whitefield School in NW2, along with a number of after-school clubs and holiday camps, including a February half-term camp

coming up at Whitefields.

### Up and doing

Eliot said: "Society allows children to be sedentary for many hours, watching TV and being on iPads. We offer structured activities so that they are having fun while exercising, learning and improving their health and confidence. "Since setting up, we have booked over 50 birthday parties, have over 100 kids attending our football clubs, run over 20 personal training sessions per week, run 11 after-school sports clubs per week and a growing holiday camp service."

For further information visit Eliot's website [www.risingstarsactivities.com](http://www.risingstarsactivities.com), email [info@risingstarsactivities.com](mailto:info@risingstarsactivities.com) or phone him on 020 8150 6655.



Box-ercise: Eliot puts a youngster through her paces.

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Ideas man: Andrew Smith at his design workstation.

# Our front page gets a facelift

You may have noticed that we gave our front page a gentle facelift last month. After 24 years of few changes, *The Archer* masthead and the image of Archie have been redesigned.

Previously in Times New Roman capitals, our name is now laid out in the more rounded font known as Charter Italic, designed by top British typographer Matthew Carter in 1987. Likewise, Archie himself is now sharper, less squeezed and more detailed.

The designer responsible for this new look is Andrew Smith at Loosefish Creative. He's not a regular reader but he heard about the newspaper when our own Diana Cormack was interviewed on the Robert Elms show on BBC Radio London late last year.

Andrew said: "I thought it would be good to see if the masthead could be improved and made a bit more readable, bold and contemporary in look and feel."

His first decision was to make the title upper and lowercase, which is easier to read, and allowed him to make the lettering slightly larger and more visible.

After that he also redrew the iconic bowman and added in more detail as the original was distorted and a little flat. Featuring highlights helped to bring him to life and add a little movement to his form.

Andrew added: "I hope the

readers will like it. It's nice to do these sort of projects now and again, it gives you a lot of creative freedom."

Our thanks to Andrew for giving us his design services for free. We're very pleased with our fresh new look.



# Going round the bend

Barnet Council's attempts to deter flytipping and litter don't seem to be having the desired effect, judging from the discarded toilet bowl box in this photo taken at the junction of Ossulton Way and East End Road.

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