



How to get your business noticed

A public relations expert in East Finchley claims local businesses can get themselves noticed on a national scale and is offering some advice to help them do just that.

Caroline Wade lives in East Finchley with her daughter Athena and is managing director of WADE PR, which she founded in 2015 after 15 years in the PR industry.

She says there are a significant number of small business and consumer affairs editors on the national press who are interested in trend-led news stories about products and consumer purchasing habits.

Caroline said: "Have you noticed a



PR guru: Caroline Wade

particular product or service is flying off the shelves? You may have the makings of a story that would not only work for niche trade press but also for national news outlets."

Caroline urges business owners to think digitally. Consumers now generally use Google to conduct deeper product research, which is when retailers need journalist reviews and features which will sit online and tie into keywords.

And you have to know how to play the game when looking

for coverage. Caroline claims the media generally are increasingly savvy about the worth of including your website address and so are restricting them to advertising and advertorial packages.

She suggests ring-fencing useful content on your website and then launching it through PR. If the content is newsworthy journalists will want to write about it and they will have to tell readers where to find it, hence including your URL. You can find out more at www.wadepr.com.



Helen Newman, second left, with the Age UK team

New chief at the helm of age charity

Age UK Barnet has announced Helen Newman as its new chief executive officer, taking the reins from Mark Robinson who has stepped down as after 19 years of valued service.

'Mark is a hard act to follow,' said Helen, 'but we are looking forward to building further on our success providing activities and a range of services for older people and enabling them to make the most of later life.'

On another note, the Age UK Barnet spring quiz night was a huge success and raised an impressive £1,100, which will go towards supporting its vital services for older people in the borough.

Nearly 90 people attended the event at the Ann Owens Centre in East Finchley with 11 teams competing for the top slot. The winning team was the appropriately named Ageing Disgracefully.

Letters



Full up: Domino's delivery bikes occupying parking bays in Fairlawn Avenue.

Pizza bike problems

Dear Editor,

We residents of Fairlawn Avenue are totally exasperated by the way Domino's pizza motor delivery bikes take up space in our road, for which they pay NO parking fees despite there being nine or 10 bikes sometimes.

They occupy the three pay parking bays at the Fortis Green end of the road which years ago we successfully campaigned to be made available to residents with relevant parking permits. We should point out that these bays were intended for residents and visitors with appropriate parking permits and are now being used for business.

Some of us are elderly, disabled or with small children and we waste time driving round the area often unsuccessfully seeking a parking space. This is especially difficult when we also have to carry large and heavy shopping home.

If this is not serious enough, the Domino's bikes frequently flout the 'No Entry' sign at the south end of Fairlawn, turning into our road from the High Road end and we often see them driving at excessive speed too. Neither the police nor Barnet Council traffic wardens, who frequently issue penalty notices to us if we stop for a minute to offload passengers, children or shopping, seem willing to deal with this. Promises made by the manager of Domino's to residents when approached are never fulfilled. Perhaps he should be aware that we have film footage of these bikes breaking the law.

No wonder we feel besieged,

ripped off and disenfranchised.

**Yours faithfully,
Residents in Fairlawn Avenue,
N2.**

Editor's note: The Archer asked Domino's for a response to the Fairlawn Avenue residents' points and received this reply. "Domino's has been a proud part of the Fairlawn Road community for 30 years and we're keen to respond to feedback. "In our Borough, motorcycles are able to use pay and display bays and resident spaces free of charge. Last year, we joined the Council's pilot scheme for business / motorcycles on the High Road to ensure we're best placed to serve local customers. This scheme wasn't introduced in Fairlawn Road and we continue to use one bay out of four. "The safety of our people and local community is a responsibility we take seriously. All drivers have received additional motorcycle training and we encourage any local residents with concerns to speak with the store manager."

Don't dump your litter

Dear Editor,

Thank you for your continuous publishing efforts. I really enjoy reading our lovely local newspaper as it makes me feel part of a caring community.

I have noticed that unfortunately misplaced rubbish and fly tipping are very frequent in East Finchley. I would wish to raise awareness on this issue and help the local community to be part of a respectful and caring environment.

**Yours faithfully,
Gemma Arregui,
Fortis Green, N2.**

Send your correspondence to: "Letters Page" The Archer, PO Box 3699, London N2 2DE or e-mail the-archer@lineone.net.

Letters without verifiable contact addresses will not be printed. Contact details can be withheld on request at publication. We reserve the right to abridge letters for reasons of space.

Red light road rage

Dear Editor,

I thought I should report an awful incident of road rage I witnessed on the High Road this morning, as the person responsible should be called out publicly.

I was waiting to cross Fortis Green Road at the crossroads where Fortis Green meets the High Road at around 9am on Tuesday 8 May. There were quite a few people waiting to cross with me and when the cars finished turning right from the High Road one man ran into the road in front of the final car and started to shout, blocking her path and claiming she had run the red light.

He was extremely angry and then ran over to the driver's window where he started to scream at the poor young female driver in her white Fiat 500. She in turn was talking back and defending herself. Not content with that he proceeded to try to open the car door in a very aggressive manner, clearly frightening the driver and the other people in the area.

Luckily, the driver's door was locked and he could not open it. I dread to think what he would have done if he had been able to open the door. It is likely that the young woman would have been attacked. I hope that the aggressor will read this and think twice about his appalling behaviour.

**Yours faithfully,
Polly Pearson,
Manor Park Road, N2.**

Paper mountain

Dear Editor,

I read the article in your April edition concerning the three bins outside East Finchley tube station. The paper recycling banks at East Finchley station have not been emptied for at least six weeks so paper is littered around the banks. Moreover I have witnessed local businesses putting their cardboard material into the banks, thus clogging them up, when they should have (and may well have) commercial waste collection agreements with the local authority. The banks used to be emptied once a week.

**Yours faithfully,
Russell Schofield
Diploma Avenue, N2.**

Bird bonanza

Dear Editor,

We have lived in our house near an ancient wood in East Finchley for nearly 47 years. Over that time we have had 26 species of birds visiting our garden. This has included three species of the crow family, three from the tits, nuthatches, chaffinches, green and lesser spotted woodpeckers, a duck and drake and a sparrow hawk. This year, to our delight, we have two pairs of long tailed tits visiting our feeder. Is this a record?

**Yours faithfully,
Ruth Sober
Address supplied.**

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