



Spread the word...

N2 is unique!

By John Lawrence

A spotlight is being shone on the unique shops, cafés and small businesses of East Finchley as part of a campaign to stimulate trade for local enterprises hard hit by the pandemic, particularly in the crucial run-up to Christmas.

The '#N2Unique' campaign will provide a platform for news and information about the growing range of specialist shops, services and entrepreneurs, and encourage East Finchley residents to support them by shopping locally rather than from the dominant online giants.

It's also been conceived partly as a thank you to all the hard working stores and eateries that served the community so well by staying open throughout the lockdown from March to July.

Having re-started our local economy, we need to keep it going and to support all those new businesses, many of them local residents working from home, so they can thrive. "If we keep the positive changes to local shopping habits alive we can avoid small businesses having to close or seeing the loss of local shops, so negative for our neighbourhood."

Throughout November, N2United will be featuring some of East Finchley's unique local shops and makers on



In business: Some of the new and refurbished shops opened recently in N2.

Shop locally

Nick Allan, chair of business network N2United, said: "East Finchley is acknowledged to be a special community of residents, businesses and organisations which saw everyone really pull together and make a real difference during the lockdown, in many cases changing lives. "We want to reinforce that spirit with the continued support of the local community through the #N2Unique campaign.

their social media channels @n2united to provide inspiration for locally sourced seasonal gifts, and will be collating details on their website at www.n2united.co.uk/n2unique.

It's hoped shoppers will use the #N2Unique hash tag to promote the area through social media and use it as a platform or identifier for sharing their own thanks to all those who fed and clothed us and kept us healthy and informed.

Free support for anyone with money worries

The Grange Big Local team is partnering with financial education specialists Money A+E to bring East Finchley residents a free online money management workshop.

Their 90-minute course is called 'Money Know How' and covers budgeting, saving, benefit entitlements and changing money habits for the better. It is targeted to residents of the Grange Big Local area in N2 but others are welcome to attend, subject to available space.

The organisers say at a time when many are struggling financially as a result of lockdown, the course content is designed to be effective at all income levels.

Money A+E trainers have all had their own experience of debt and money issues, meaning

they are in a position to provide empathetic and non-judgemental support during the sessions. Participants are free to share as much or as little information as they like.

Reducing stress

Frederick Limbaya, Money Know How course leader, says: "My money challenges began in 2009. I was living in my overdraft and my money was constantly running out before my next pay day. This meant that my debt was getting out of control.

"I decided that I needed to



Learning curve: Richard Newman has taken over at the Poseidon restaurant. Photo Mike Coles

Catch of the year for new Poseidon owner

By Ellie Franklin

Poseidon has been a familiar sight on the High Road for many years and now it has a new owner. Richard Newman is the man at the helm, with fresh plans to revamp and extend the menu soon.

Richard, who's been in business for more than 30 years, is a north Londoner at heart after living in Hampstead, Highgate, Crouch End and now Muswell Hill. He said that in choosing East Finchley for his first food-based business, location was non-negotiable as he is a single parent with young children.

The restaurant has been renamed Poseidon 2 as a second incarnation, with plans to close in January for a revamp and reopening.

Fresh not frozen

Richard says his restaurant is different from some other fish and chip shops as it buys, prepares, and sells fresh food daily and won't stock any frozen food. "Sometimes we have to tell people we've sold out of one variety of fish as it's all fresh daily," he said.

The Poseidon 2 team make their own sauces and sides,

including tartare and coleslaw, and have got a special fryer that will only be used for vegans. There are plans to extend the menu by offering chicken and chips options, including Korean and Thai-style chicken.

New start

Richard says he's been on a steep learning curve as this is his first restaurant, but he's passionate about the future of Poseidon 2. He didn't work at all in 2019 as one of his sons

was very ill and, just as things were looking up and they were beginning to move on, Covid-19 hit and affected his other business, a tech company.

Having run that for 15 years, most recently with his eldest son, he had been looking for a fresh start. With a final push from his family to go for it and follow his passion for food, he says Poseidon 2 has been the perfect business opportunity.