



# Could a basic income system work in East Finchley?

By David Melsome

Covid-19 has caused many conventions to be challenged, especially in the new world of furlough payments and government support. With increased job insecurity and financial instability, people are struggling to plan and build a future for themselves and their families, and many are being forced to live hand to mouth. An idea that is being discussed is a system of Universal Basic Income (UBI). Payments, around a proposed £100 a week, would be paid unconditionally to everyone in work or not, without bias of gender, family structure or size of household.

### Basic Income meeting

And this was the topic for a community Zoom meeting in East Finchley in October hosted by Michael Pugh, co-founder and director of the Basic Income Conversation, an organisation asking local communities what such a safety net would mean to local people.

There would be no direction given to individuals on how they should spend the money but, for example in East Finchley, it could help address the pressure many private renters have in paying rising housing costs.

UBI has already seen varying levels of success in projects in Finland, the US, Kenya and, closer to home, Hull and Sheffield. Critics of the idea say there can be no such thing as 'free money' and raise concerns about why such a benefit would not be means tested, as CEOs and multi-millionaires would also receive payments.

### Local opinions sought

The next step for East Finchley will be consultation with the wider community, to check interest and understand local challenges. Residents are encouraged to share their thoughts about the value of a trial of UBI in East Finchley via email to [info@grangebiglocal.org](mailto:info@grangebiglocal.org). Barnet Council will also be asked for their backing and support for a trial, as a micro pilot project, cross-party and non-political.

An update on discussions is expected to feature at the next N2United 'Community Matters' meeting on the 12 November. See [www.n2united.co.uk](http://www.n2united.co.uk) for details.

## College principal to retire

**Sixth form Woodhouse College has announced that its principal, John Rubinstein, will be retiring next year after eight years in the role.**

His successor will take over in autumn 2021, shortly after Woodhouse becomes an academy as part of preparations for being a new specialist maths school in partnership with Imperial College London from 2023.

Mr Rubinstein, 60, said: "I have had the most wonderful time at Woodhouse and will be very sad indeed when I get on my bike and pedal home on my final day. But I am leaving at a fantastic time for the college, its staff and students."



New look: Hair stylist Jo Sutherland with her team. Photo Mike Coles

## Salon team stand ready to style

By Charles Haydn

It's been a long and winding road for Jo Sutherland from first cutting hair at 16 to being style director at her own expanded salon on East End Road in East Finchley. It was her grandfather Albert Streeter, a fine instrument maker, who encouraged her to learn a trade so she attended the Alan International School of Hairdressing, gaining further accreditation at Vidal Sassoon with a postgraduate diploma.

### Finally arrived

Since opening her expanded business, Jo Sutherland Hair, in September next door to her friend Michele, owner of Margot Bakery (whom Jo encouraged to open on East End Road years ago) she has been joined by Paige Dudley, an apprentice of Vidal Sassoon, and Scarlet McRedmond, a Toni & Guy trained stylist.

Jo told *The Archer*: "I love what I do and I want to share my passion with everyone in East Finchley, especially the LGBTQI community which has always been dear to me. I feel I've finally arrived." Find more details at [www.jo-sutherland.co.uk](http://www.jo-sutherland.co.uk) where a 20% opening discount is available for a limited time.

Jo's curiosity about life and herself led her to train as an aeronautical engineer, followed by another career shift, qualifying as a barrister. Her other passion is acting which led to her studying drama whilst she continued developing her skills, filming several short plays for stage and television along the way.

Teaching at L'Oreal whilst studying law, she kept her scissors sharp with platform work, demonstrating hair technique and developing her philosophy that "hair should not only look good, it should change your feelings about yourself". This was often captured in her work for photographers as a fashion stylist for magazines and journals.

## RICKY SAVAGE ...

"The voice of social irresponsibility"

### The young one

**Age comes to us all, maybe without added wisdom, but you can't have everything. What you can have when you are a perma-tanned Barbadian who has relocated to live in America is a whole evening on BBC4.**

The string of programmes celebrating Cliff Richard's 80th birthday came only a week after a whole weekend memorialising John Lennon on what would have been his 80th so it's compare and contrast time.

Lennon was an icon, maybe a flawed icon, but he was in The Beatles, changed the music world and changed how we thought of rock stars. Cliff didn't, but he has been at it for over 60 years. He's done a lot since bounding onto the scene as a fresh-faced 18-year-old. The problem is that much of it is memorable for the wrong reasons.

Cliff has churned out more than 100 LPs and shifted something like 250 million records. He has had 14 Number 1 singles and is the only singer to have topped the charts in five consecutive decades. Shame you have to wade through a lot of rubbish to find the jewels.

And it all started out so well. *Move It* was Cliff's first single and the first British rock 'n' roll record. He was the British Elvis. Unfortunately it wasn't long before the red hot was replaced with the undercooked as he turned into a middle-of-the-road family entertainer. To make things worse, The Beatles emerged from a Liverpool cellar and took over for the rest of the 1960s.

But the 1970s ended with the new cool, guitar-driven Cliff of *Wired for Sound*. Even America, a place previously immune to him, started noticing. The problem was, as usual, the only way was down and we got Christmas singles, *Heathcliff The Musical* and a slide into irrelevance. The only high spot was the famous impromptu Wimbledon singing in the rain session that forced them to put a roof on Centre Court to stop him doing it again.

And then, just when you were starting to laugh, he got back with The Shadows for a final tour and reminded jaded hacks like me why he was once something special. As John Lennon said: "Before Cliff and The Shadows, there was nothing worth listening to in British music." So, yes, I guess he deserved his birthday special as much as John.

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See you soon.