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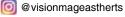
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At the time of print all content in VISION was relevant and up to date according to COVID-19 government guidelines

Editor's notes...



Hello and welcome to this month's edition of VISIONHertford.

I truly hope everyone is doing well, especially when, COUID-wise, things are beginning to feel disheartening again.

However, I don't want

to be too doom and gloom - many of you will no doubt be reading **VISION** as an escape of sorts - but I would just like to say that it's an absolute honour for us to serve the businesses in our community. At a time when local high streets are eerily quiet and many business owners are struggling, we are proud to be giving them some form of lifeline.

Despite being physically separated as per the guidelines, we must remember to stay unified as a community. I've noticed when I go to visit local businesses in our towns, because we're all wearing masks, we're looking into each other's eyes more and reading them for emotion. It means there's been more of a connection between us, and I do hope that's something we retain after the pandemic. Another hope of mine is that we can all spend Christmas with the people we love. I've been waiting three months for a dining table I've bought to turn up, in the hope that, as well as making me feel a bit more 'grown up', it can be fully surrounded by my family (and occupied by a turkey!) this December.

If you have any queries or contributions you would like to share with us, please get in touch. And as always, stay safe.



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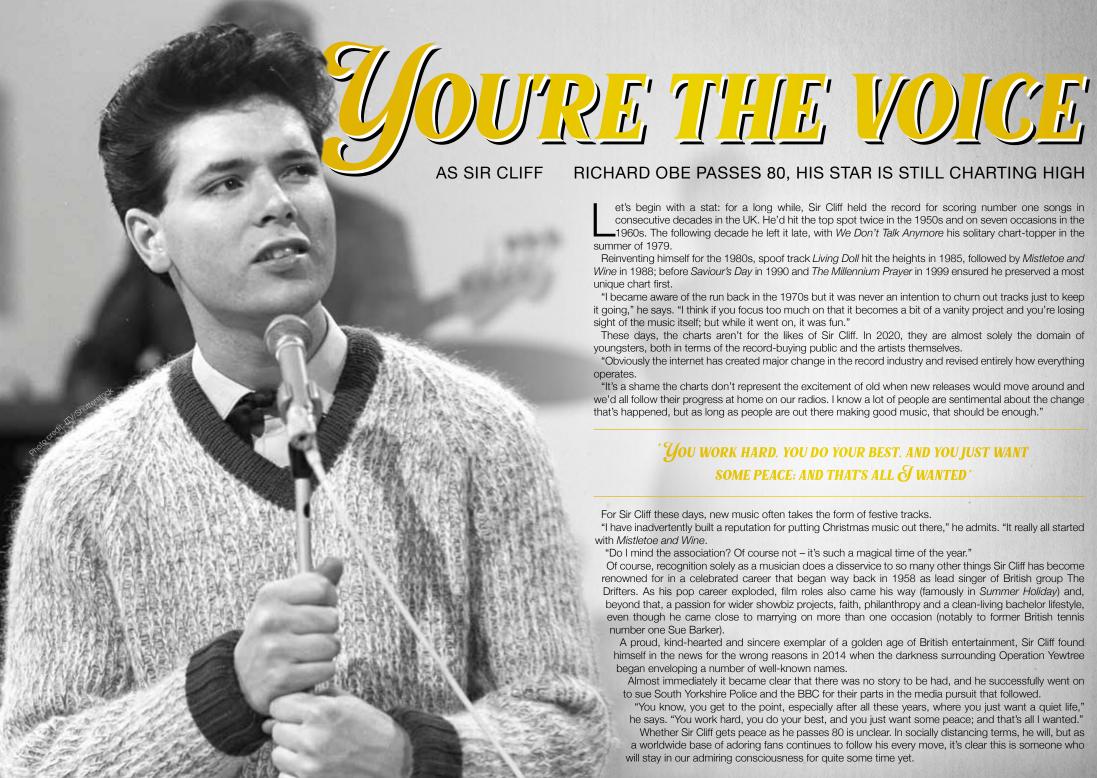
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WORLD AROUND US

In the first of a new four-part environmental series, we look at the key drivers in the health and well-being of the planet. In this issue, it's animal life, and in particular, the humble cow,

It's not easy being a cow. While farmers are eveing you up for a trip to the abattoir, those on both sides of the eco debate are ready to slap the blame tag on a little embarrassing flatulence.

Scientists believe the average cow releases between 70kg and 120kg of methane per year. A greenhouse gas, like carbon dioxide and nitrous oxide, methane forms a dangerous blanket around

A molecule that lasts a decade, in real terms what it contributes to the atmosphere can be equated to little more than two cups of water inside a swimming pool, yet its chemical shape is remarkably effective at trapping heat, thus it has a big impact on how much, and how quickly, the planet warms.

And with 1.5 billion cows on the planet, it's clear there's real environmental interest in reducing the emissions of these animals, who can also lay claim to being the source of two-thirds of all

ammonia in the atmosphere.

In 2019, an experiment in New Zealand saw cows given a vaccine to rid them of certain gut microbes responsible for producing methane. Further development of this could drastically reduce cows' impact on the planet, while still allowing our ravenous consumption of meat and dairy foods.

In the UK, farmers mainly use grass-based silage. By changing to a maize compound, a one-tenth drop in methane production could be achieved.

As ever, environmental aims must be balanced with commercial sense. The UK agricultural industry is worth £25billion per year, yet it's clear lessfibrous diets, further vaccine research and other subtle changes - such as introducing seaweed and higher-quality constituents into the food mix

> - can lead to more refined systems... and less windy livestock!



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Inhether you live in your trusty trainers or you favour a more sophisticated leather shoe, caring for your chosen footwear can be a bit of a nightmare. Fortunately, we are here to help.

Suede & Leather

The first thing you should do if you buy a pair of leather or suede shoes is to treat them with a specialised spray protector, as this will help preserve them for longer.

In terms of cleaning, suede should be gently brushed with a suede brush to remove any dirt or dust without damaging it.

Leather is best cleaned with shoe polish as this will not only clean but also moisturise it, which helps to lengthen the lifespan of the shoes.

If your leather shoes get caught in the rain, place them upside down on dry paper (not newspaper) and leave to dry naturally.

Canvas & Fabric

Slightly easier to take care of, most canvas shoes can be washed in the washing machine, although be sure to let them air dry and never place them in the tumble dryer as this will ruin their shape. If there is only one spot of dirt on your fabric or canvas shoes, simply brush it off with a toothbrush or wash with a sponge dipped in soapy water.

Trainers

Some trainers can be washed in the washing machine, although always check their label before doing so. It can be a good idea to place your trainers in a pillow case before washing and to wash them with a few towels to avoid your footwear banging around and becoming damaged. Liquid detergent is preferable as powder can get stuck in your trainers.

Signs your shoe soles need replacing

- > The centre of your soles feel weak or spongy
- > They start to feel thinner in some areas
- > You notice a circle emerging

BATHSOAKS

s there anything more relaxing than soaking in a warm bubble bath during the winter months? Arguably not, but have you ever stopped to think about all the harsh chemicals that you are exposing your skin to each time you reach for your preferred products? Here are five natural alternatives to try.

Honey

Honey is an antibacterial substance that can help prevent infections and heal minor skin abrasions. It is also full of natural antioxidants that can help boost your immune system and help combat the signs of ageing.

Simply add two tablespoons of raw honey to a running bath and then soak for a minimum of 15 minutes.

Green tea

A popular choice for a bath soak, green tea can help to reduce muscle pain, soften skin and reduce any redness. Loaded with antioxidants, it also has anti-ageing benefits. Just fill your bath as normal, pop in six green tea bags, leave to steep for 15-20 minutes and remove.

Pavender

You may already be using a lavender-scented bath product owing to this herb's ability to instantly soothe and relax. However, why not cut out the chemicals and use pure lavender essential oil instead? All you need to do is add between six and eight drops to running water.

Baking soda

A store cupboard essential, also known as sodium bicarbonate, this natural ingredient is found in most bath products owing to its exfoliating

Simply mix five tablespoons of baking soda into a warm bath and allow to dissolve.

5. Epsom salt

Not actually a salt but a naturally occurring mineral, Epsom salt is made up of magnesium and sulphate. Ideal for counteracting stress, Epsom salt can also help to ease pain and alleviate sore muscles. Add one or two cups to your bath five minutes before you plan to get in.



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OBESITY ALPHABET

Your definitive A to Z guide for health

A for Apple: Choose whole fruit over juices - the sugar content is less and the fibre will fill you up.

b for **Boredom**: Be aware whether you're eating out of hunger or simply for something to do.

for Calories: Keeping a check on calories is a restraining belt to excess.

for Doughnuts: 'Dough nut' undo your good work with empty processed calories

for Exercise: The best counter to obesity of them all.

for this: Know your good fat from your bad.

6 for *Goals*: Set them, make them achievable and stick to them.

for Holiday: Have a cheat day each week.

for Inspiration: Surround yourself with positive examples and role models

T for *Juice*: Beware of the sugar content of supposed healthy juices and smoothies.

for Keep a diary: Log fitness progress and also the foods that make you most energetic, bloated and gassy.

for Lemon: Great for cleansing the gut, hot water and a lemon is a winner.

for More not less: Fill yourself up with bowls of healthy, nourishing food.

N for Night-time: Don't eat after 7pm.

• for On the money: Stick to the fundamentals rather than wasting money on fads.

P for Prep: Meal prep is essential to prevent you reaching for the easy microwave option.

for Quit: Choose five things to categorically strip from your diet.

R for Rest: Sleep is an important part of stabilising metabolism.

5 for **Shout**: Announce your success with like-minded people.

T for Takeaways: Fast food and takeaways are the evil of good health.

If or Undermine: Keep self-doubt – as well as fatty foods – at arm's length.

▼ for Vitamins: A vitamin supplement will boost your health quickly and easily.

W for Wholefoods: Go for wholefoods and avoid anything processed, if possible.

X for X-treme: ... dieting never works.

Y for Westerday: ... is gone; look only to the future with your health.

1 for Zinc: Zinc is a brilliant mineral that helps control your metabolism.



HEALTH

 ∞

FITNE

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Are you getting enough VITAMIN D?

fter enjoying an unseasonably warm and sunny spring and a pretty typical British summer, people's thoughts are now turning to the cold, and probably wet, winter ahead. Yet have you thought about how you are going to get sufficient vitamin D into your body during the months when sunlight is sparse?

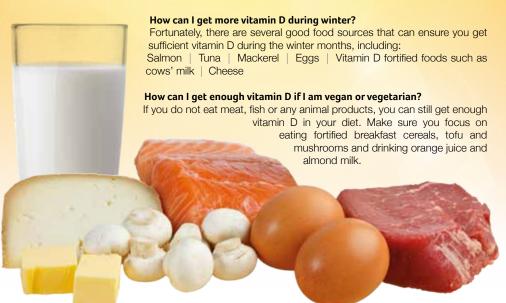
Why is vitamin D important?

Vitamin D helps to regulate the amount of calcium and phosphate in the body, both of which are needed for maintaining healthy teeth, bones and muscles. It is also known for improving brain development and reducing inflammation.

A vitamin D deficiency can lead to a loss of bone density which makes you more prone to fractures and osteoporosis. In children, it can cause rickets.

How much sunlight do I need to get sufficient vitamin D?

The main source of vitamin D for our bodies is the sun, yet in winter in the UK we do not get sufficient sunlight to meet our daily requirement of this vital vitamin. In the summer months, a mere 15 minutes of sun at midday is enough exposure, although people with darker skin, such as those of African or South Asian origin, may require a little longer.



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ast month we celebrated the carrot, praised the parsnip and tackled the turnip. Now it's Lime to explore the culinary delights of three more tasty and nutritious root vegetables.

BEETROOT

Instantly recognisable by its bright purple hue, the beetroot often gets a bad rap as some believe that it tastes a little too much like the soil in which it is grown. However, it is worth sampling for its health benefits alone, with this root vegetable being rich in antioxidant and anti-inflammatory properties.

HOW TO STORE: Place beetroots in a perforated plastic bag in the vegetable drawer of your fridge. Lifespan: 3 weeks.

HOW TO COOK: The most famous beetroot dish is borscht, an eastern European winter warmer. Alternatively, roast in olive oil and cumin seeds.

JERUSALEM ARTICHOKE

Full of iron, potassium and vitamin B1, the Jerusalem artichoke is reported to be both an aphrodisiac and a natural digestive. In season from November to March, choose artichokes that are firm to touch and pale brown in colour.

HOW TO STORE: Keep in the fridge or in a cool, dark place. Lifespan: 1-2 weeks. HOW TO COOK: Cook Jerusalem artichokes in the same way that you would a potato or parsnip: roasted, sautéed, dipped in batter and fried or puréed into a soup.

Seen as a healthier alternative to potatoes, this root vegetable contains iron, calcium, selenium, vitamin A and C, plus it's full of fibre.

HOW TO STORE: Avoid storing in the fridge as this will result in an unpleasant taste; instead, place in a dry, well-ventilated container away from heat. Lifespan: 3-4 weeks. HOW TO COOK: Although baking sweet potatoes will result in a richer taste, when boiled they have a low glycaemic index (GI).



rfectoud

acked with delicious dried fruit, drenched in brandy and served with lashings of cream, it wouldn't be Christmas without a rich and decadent Christmas pudding. Although you can purchase a shop-bought variety for as little as £2, there is something special about taking the time to make your own.

YOU WILL NEED:

120g suet | 20g breadcrumbs | 100g flour | 175g soft dark brown sugar | 500g dried fruit (raisins, sultanas, etc) | 25g flaked almonds | 25g candied peel 1 tsp mixed spice 1/2 tsp nutmeg 1/2 tsp cinnamon 1 grated cooking apple | zest of ½ orange zest of ½ lemon | 150ml brandy | 2 eggs optional: coins

HOW TO MAKE:

Combine suet, breadcrumbs, flour, sugar, fruit and spices in a bowl | Add the rest of the ingredients and mix well | Butter

a heatproof pudding bowl | Pour in the mixture | Cover with baking paper and tie on securely with string | Place the pudding in a large pan and pour in boiling water until it reaches halfway up the outside of the bowl | Cover with a lid | Steam the pudding for 4 hours making sure it does not boil dry (add water if necessary) | Test if the pudding is cooked by inserting a skewer into it; if it comes out dry, it is done | Leave to cool | Cover with fresh baking paper and wrap tightly in cling film | Store in a cool, dark place for up to 6 weeks | When ready to serve, steam for a further 2 hours | Light using a ladle of warm (not boiling) brandy

VARIATIONS ON THE TRADITION:

Instead of brandy, try adding rum, stout or sherry For a vegan pudding, leave out the eggs and use vegetable suet with a little bit of soya yogurt Substitute traditional raisins, currants and sultanas for cherries, figs or crystallised ginger

> If you are going to add coins, wrap them in tin foil first to avoid choking.





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rids love making music. From the moment they are able to hold a spoon and start banging it on your pans, to the time when they are able to learn a real instrument.

So why not encourage this natural passion and challenge them to make their own band?

Get organised

This initial step will be dependent on your children's ages, although it can be a good idea to get your older kids to help the younger ones. You can set them the task of deciding what type of music they would like to make, what name they want to give their band and who is going to play what.

Make your own instruments

Some great ideas for DIY musical instruments include:

- > A HARMONICA. This can be easily made by sellotaping differentsized straws together and blowing in the holes.
- > SENSORY BIN SHAKERS. A great option for little ones. Fill differentsized containers with rice, buttons, pasta or anything else you have to hand, secure and shake.
- CEREAL BOX GUITAR. If someone is keen to be the lead guitarist in the band, then all you will need is an old cereal box, a pair of scissors and a few elastic bands.
- > CAN DRUMS. Simply take some old tin cans, stretch a cut-up balloon over the open ends and hit with a spoon or stick.

Start practising

Again, this will be dependent on your kids' ages and attention spans and can range from half an hour to a full day. Keep them motivated by creating a 'show time' when they will be able to perform to the rest of the family.

Ideas for simple songs that they can try to play along with: Jingle Bells | Twinkle, Twinkle | Hickory, Dickory, Dock | Incy Wincy Spider | Baby Shark

NB: Please make sure all instruments are safe for babies and young children. Avoid or cover safely all sharp edges and small choking items. Remember to secure or seal all tubs tightly.



LEARN HOW TO EXPOSE, PREPARE AND LOOK AFTER A BRICKWORK FEATURE WALL

It's the design feature that flipped on its head the old adage of plastering over walls for a smooth, 'complete' finish.

These days, exposed brickwork is all the rage - a modern take on a feature wall that circumnavigates modern, industrial and rustic.

Preparing an exposed brick wall and looking after it isn't difficult if you follow a few simple steps.

Exposina

Chip away a small section of plaster to check your brickwork is in good order. Cover the floor with sheeting, as removal of plaster will throw up considerable dust. Wearing a dust mask, chisel

away sections and finish using a wire brush.

Preparing

Use a mild solution comprising equal parts water, dish soap and salt. Use a clean cloth to apply, allowing the solution to soak into the wall. Leave for 10 minutes so the salt dissolves any remaining plaster particles, then wipe the entire wall using a sponge or wet cloth.

When dry, use an industrial sealant across the entire wall. An acrylic-based application will mean your wall is resistant to scratches, spills and dirt. You'll need to apply at least two coats, ensuring you work the solution into all the gaps.

Looking after

With your pristine wall the envy of visitors, you'll need to make sure you look after it properly. It's inevitable that parts may be fragile and flake off over time, but light cleaning (even with something as simple as a feather duster) will keep particles at bay.

Remember, all brick walls are different, and how they respond will depend on their age, the room temperature and whether they are interior or exterior walls.

The good news is that the matt finish and unpolished look most go for will hide a multitude of sins.

KIDS

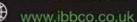
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o you know your microfibre from your feather? Your vacuum from your air compression? If not, you are not alone. We too have been guilty of using whatever fabric we have to hand to remove dust from our home, whether that be a tea towel, a cloth or even an old pair of pants. However, using the right duster for the job is vital if you want optimal results.

FEATHER DUSTERS

Commonly associated with maids in stately homes, feather dusters are best for cleaning delicate or expensive objects such as artwork, figurines

Pros of feather dusters: Will not scratch surfaces, objects or furniture Offer non-invasive contact

Cons of feather dusters: Not the best at collecting dust | Unethical as feathers are plucked from live animals

MICROFIBRE DUSTERS

Becoming increasingly popular in recent years, microfibre dusters are great for general cleaning and dusting wooden furniture, tile counters and any other

Pros of microfibre dusters: Excellent at picking up dust and dirt | Hypoallergenic Environmentally friendly and sustainable

Cons of microfibre dusters: We couldn't find any!

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By attaching the dusting piece to your vacuum cleaner, you can enjoy fast and effective cleaning of larger surface areas in your home or to clean up after building work.

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Cons of vacuum dusters: Handheld vacuum dusters are not very powerful | Can be expensive

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This type of duster is used to remove dust from electronics, plug holes and other small, inaccessible areas. Perfect for dusting your keyboard if you are working from home.

Pros of compressed air dusters: The best option for all computer accessories, electronics and office equipment

Cons of compressed air dusters: Can be expensive



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CANCEL CULTURE



has never felt pressure like it: a new

director general looking to shake things

up, accusations of political and social bias, and the move to begin charging over-75s for TV licences - it has left 'Auntie' scratching about for relevance in a changing world where digital and premium channels are taking our attention... and our money.

While the BBC remains one of our country's finest institutions, and excellent value for those who regularly enjoy its diverse range of programming, there have been recent moves to defund the organisation - a Twitter campaign rapidly gained 100,000 followers and continues to apply pressure across social media.

This has led to many looking at the criteria for paying the licence; namely, whether you do indeed need to pay the £157.50 annual charge (£53 for a black and white TV). The answer is yes, if...

> ... you watch or record live TV as it is being transmitted, on any channel

or stream programmes live on an online service (such as ITV Hub, All 4, YouTube, Amazon Prime Video, Sky Go, etc)

> ... you download or watch programmes on iPlayer And the above applies to use on any device, from television to computer to games console.

The good news is that the BBC's brilliant range of national and regional radio is exempt.

If you believe you don't need a licence, the process for opting out is simple - simply declare to TV Licensing via its website and cancel any direct debits. That will stop what many describe as a barrage of threatening letters. However, the onus is, of course, on you to reapply for a licence if your watching habits change.

What's clear is that in a changing world the BBC's stranglehold on compulsory payment may well be coming to an end - even more so if Prime Minister Boris Johnson's move to decriminalise non-payment continues to gather pace.



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...A GOOD SPORT

rom fashion undergraduate to Sky Sports presenter, it was a curious career trajectory for Kirsty Gallacher, who seemingly had the world of light entertainment at her feet. That was, until a series of events knocked the Edinburgh-born beauty off track. Her recent return to the limelight is tribute to the strength and perseverance of the 44-year-old, but also a marker for us all in these difficult times.

The die was cast relatively early for Kirsty, as the daughter of Scottish Ryder Cup champion Bernard Gallacher, with a career in sport seeming the obvious choice. In reality, however, the presenter endeavoured for the cut and thrust of fashion, even when, still a youngster, the family upped sticks and moved to Wentworth to help her father's golfing ambitions.

Swapping Scotland for Surrey, Kirsty came to count Bruce Forsyth as a neighbour when growing up. And with a golf star for a dad, she was hardly unfamiliar with larger-than-life personalities popping in for coffee.

"I think maybe there was a pressure for me to do something grand," she begins, "but for many years that wasn't really me. I guess in the end I fell into it, but there was no nepotism going on – I was just lucky."

Kirsty recalls the time as a broadcaster with BSkyB when, having climbed to the position of editorial assistant, there came the opportunity to do a screen test.

"I was horribly nervous, but I've always been of the mind that once you are offered something you should always give it a try. Plus, back then, there was still a sense of adversity from traditionalists who didn't believe in women fronting sport, although that has clearly changed now."

Her time on *Sky Sports News* led to onward recognition as she went on to front shows including *Kirsty's Home Videos*, *Kirsty and Phil* and *Soccer Extra*.

So for someone so happy, it was perhaps surprising to see Kirsty's light fade in the midst of her father's poor health, and a painful divorce to ex-rugby pro Paul Sampson, her partner of 13 years, of which they were married for five.

"There were some tough things to process, though rather than take some time off to regroup and look after my boys, I threw myself into work, into new ideas and new projects."

A stint doing *Strictly Come Dancing* saw Gallacher looking desperately thin, and when a drink-driving incident saw her lose her driver's licence for 18 months, the star had hit a new low.

"It's actually really interesting how just when you think you are calm and settled, the carpet can be swept from beneath you," she admits. "It was horrific at the time, truly horrific – but at least now I can see that it was just a few life events colliding together. We are human beings for our ability to ride the rough waves and emerge out the other side stronger, and that's what I've done."

Her focus these days is on celebrating a return to the front line of presenting duties. Her successful podcast, *Stripped Back Sport*, is back on our screens at prime time, and even in a few short years she has witnessed a real evolution in television.

"As far as gender goes, it's definitely played out on more of an equal footing now," she says. "Broadcasting has really undergone a fantastic change over the past 20 years and British television remains the very best in the world. From a purely selfish perspective, it's so great to be back."



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LOCAL NEWS

from your neighbourhood



lertfordshire County Council's (HCC) Cabinet has ertfordshire County Councils (1700) Callings agreed to allocate funds for the redevelopment of Hertford Fire Station.

Hertfordshire Fire and Rescue Service proposed the redevelopment of the fire station and other buildings on the site at Hertford, which are in urgent need of

The redevelopment of the property will ensure the fire and rescue service can continue to deliver a highquality emergency response service for local residents.

The work is set to cost £3.31million and will be carried out by Chalkdene Developments LLP.

The county council-owned property currently includes a five-storey main building which was constructed in the 1960s. It houses a fire and ambulance station on the ground floor and office space for support and

leadership staff in the floors above, as well as a series of ancillary buildings to the rear.

A condition survey in January 2020 found that repairing the existing structures would cost £2.8million.

Chief fire officer Darryl Keen said: "We are very pleased that HCC has agreed to invest in a new facility for Hertford to house Fire and Rescue and Ambulance response units. I see this as a significant demonstration of commitment to providing the best possible emergency services to the people of Hertford and Hertfordshire as whole."

Neighbours of Hertford Fire Station will be invited to a virtual meeting to hear about the plans in more detail and will have the opportunity to discuss their questions with officers from Hertfordshire Fire and Rescue Service.

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NEWS

Wildly adventurous artwork on subway walls



__lertford mayor councillor Bob Deering joined members of the Hertford Arts Hub and Hertford Art Society to mark National Clean Air Day on October 8 by admiring the "wildly adventurous artwork" on the walls of the London Road subway.

As part of a national initiative to make walking more attractive and to get people thinking about air quality, the subway walls have been decorated with work by artists from the Hertford Art Society, including Mitiko Murata, as well as reproductions of paintings by the late artist and Hertford resident Alan Davie RA, who was born exactly 100 years ago.

Claire Robinson of Hertford Arts Hub said: "People travelling by foot will now be able to discover more of Alan Davie's wildly adventurous work.

"The images selected for this subway highlight his energetic flow of creativity and we hope will provoke intrigue in subway users and be a highlight of their iournev."

Cllr Deering said that the London Road subway is the last of five subways in the town to be refurbished.

He said: "By throwing in the opportunity to showcase local art as well, this has been a terrific programme of improvement."

A destination play area to be nroud of

Work has already started on a new play area on Hartham Common, thanks in part to a Crowdfunder campaign started by parents from Hertford Playground Alliance (HPA).

In September 2019. HPA's crowdfunding raised £28,000 in 42 days, which will pay for a treetop tower in the play area, to be created by green charity Groundwork East of Hatfield.

Landscaping firm D Honour and Son of Stansted has already fenced off the old play area and work is expected to finish by spring 2021.

The new play area will include seating and picnic

areas, a sandpit and water features.

Eric Buckmaster, East Herts Council (EHC) executive member for well-being, said: "We are so pleased that we can get the project under way after delays because of COVID-19.

"Hertford Playground Alliance, residents and visitors have been waiting for this for such a long time."

EHC described the project as "a destination play area that the county town can be proud of".

HPA was formed in 2018 to revitalise the old playground between the skate park and leisure centre, which parents felt lacked shade and had outdated equipment, as well as being unsuitable for buggies or wheelchairs.

Police appeal for information after teenager assaulted

The police are still appealing for anyone to come I forward who may have witnessed an assault in Hertford.

At around 6pm on Saturday, September 19, an 18-year-old man was approached on Railway Street, near the junction with St John's Street.

He was confronted by a group of unknown males who punched him and made threats.

PC James Usher, who is investigating the incident, said: "As this occurred near the town centre and the railway station, there may have been people in the area who saw what happened or who may have witnessed events leading up to the assault.

"If you have any information that may assist our enquiries, please get in touch."

PC Usher confirmed that enquiries into the incident are continuing. Anyone with information should email james.usher@herts.pnn.police.uk





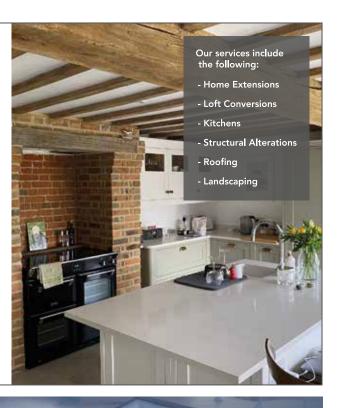
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News from HERTFORD TOWN COUNCIL



rom November 1 until December 19. shoppers spending a minimum of £10 in Hertford Town Centre will have a chance of winning a £50 gift voucher to spend at any Hertford retailer.

The competition is organised by Hertford Town Council to encourage people to shop locally and support the county town's shops and services. Ten lucky winners will be selected to win a £50 gift voucher.

All Hertford Town Centre shops are able to participate in this initiative, with the exception of the four supermarkets.

Once a customer has spent £10 in a participating store, to enter the competition the customer must leave their contact details to be entered into a raffle.

Customers are welcome to enter the raffle on multiple occasions at multiple retailers between November 1 and December 19.

The ten winners will be chosen on December 22 and notified on December 23.

Gift vouchers will be valid for a six-month period, and the winners will be able to select the retailer they wish to spend their prize at.

A list of retailers participating in the competition is detailed online at www.gohertford.co.uk/events

Please note additional retailers can be added at any time, so it's worth checking online for an up-to-date listing.



Retailers that are interested in participating should email events@hertford.gov.uk

Chairman of Hertford Town Council's development and leisure committee, councillor Jane Sartin, said: "Hertford Town Centre is home to a diverse range of shops and services, and this Christmas more than any other is a time to take advantage of this and shop locally. The Christmas Prize Draw event will hopefully provide added incentive to explore your local shops in the coming weeks."

For more information on all Hertford businesses visit aohertford.co.uk

Volunteers thanked following award



Ridgeway Park has won its 12th Green Flag, thanks largely to the hard work of volunteers.

The Green Flag award was launched in 1997 by the Keep Britain Tidy charity and is the national benchmark for parks and open spaces.

Eric Buckmaster, executive member for well-being with East Herts District Council, said: "We are extremely proud of the work of Glendale, our contractor, and of volunteer groups such as Friends of the Ridgeway who do so much to keep the area in top-notch condition.

"It is really useful to have nice places to go to, particularly during lockdown, so that people can enjoy healthy pursuits."

Mr Buckmaster added that more people are using the county's open spaces during the pandemic and urged residents to "play their part in keeping parks litter free".

Ridgeway Park won its first Green Flag in 2009.







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Young dad runs virtual marathon



Afather of two has completed the virtual London Marathon, running through Hertford, in aid of the London hospital that operated on his baby son three years ago.

Steve Brooks, 34, a buying manager with Tesco, said: "Running the London Marathon has always been on my bucket list, and in 2019 I was given the opportunity to tick this off and raise some money for Great Ormond Street Hospital (GOSH)."

What Steve thought would be a six-month training plan turned into a longer commitment when the pandemic meant that the 2020 marathon was postponed until 2021.

Undaunted, Steve, whose wife Gemma is expecting their third child in March, decided to run the 26.2 miles virtually, on October 4, the day that the 'real' marathon should have taken place.

"It's tough running that distance because I didn't run that far when I was training," he said.

"But I had friends doing different parts with me, including one guy on his bike with music playing, which helped me through the tough times."

Steve has already exceeded his target of £4,000 and plans to run the London Marathon in 2021, also in aid of GOSH.

He said: "GOSH means so much to me on a personal level because of the support they gave my firstborn in his first year of life.

"The service we received was impeccable and I will be forever grateful that GOSH exists."

To donate to Steve's virtual marathon in aid of GOSH, visit www.justgiving.com/fundraising/2020lm

Police warning: Keep your sheds and garages safe

erts Police are warning of an increase in thefts from sheds and garages this winter and are appealing to residents to safeguard their property.

Detective Inspector Ben Freeman said: "We have

recently seen a rise in reports of shed and garage break-ins in East Herts and have been working hard to tackle this.

"We're also asking the public to assist us by taking some simple steps to help keep their property more secure, especially as the evenings draw in."

This follows an incident in which a man was arrested (and later released, with no further action taken) on suspicion of burglary at an address on Claud Hamilton Way on September 28.

A warrant was obtained after officers from the East Herts Scorpion team received intelligence that the address was being used in the handling of stolen goods.

DI Freeman said: "I hope this operation shows that we take these issues seriously and will do whatever we can to trace those suspected of being involved in criminal activity.

"If you witness any suspicious behaviour, or have information that may assist our enquiries, please report it to police."

Serendipity closes its door. but goes online

Amuch-loved Hertford café and deli closed its doors on Saturday, October 24, but is reinventing itself online.

Serendipity, which has been one of the town's goto eateries since 2003, is going online as a result of reduced footfall during lockdown.

Owner Carla Duffield said: "I want to thank all of the lovely customers for supporting us over the years. It's been great to have been a little part of Hertford's history."

She described the challenge posed by COVID-19 as "a wonderful opportunity to bring joy to people's homes" and said she is looking forward to seeing the new business grow with individual orders delivered to customers' doorsteps.

Serendipity has been on Parliament Square since



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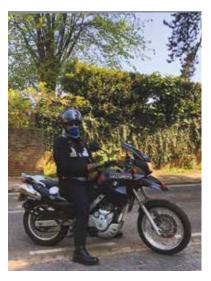
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or those born in November, your birth flower is the cheerful chrysanthemum.

Often referred to as just "mums", these beautiful blooms have a long and rich history. One of the most popular autumn garden flowers, chrysanthemums are easy to grow and will come back year after year.

WHAT DOES THE CHRYSANTHEMUM SYMBOLISE?

Native to Asia, the chrysanthemum is considered by both Japan and China to be an emblem of youth. The flower is also said to help prevent grey hairs, and a single petal placed at the bottom of a wine glass is believed to aid longevity.

When presenting the chrysanthemum as a gift, the colour you choose conveys a particular meaning:

- A red or pink chrysanthemum means "I love you"
 A white chrysanthemum symbolises innocence and purity
- A yellow chrysanthemum represents unrequited love

WHAT DOES THIS BIRTH FLOWER SAY ABOUT YOUR PERSONALITY?

If your birth flower is the chrysanthemum, you are said to be friendly, cheerful and loyal. Although at times you may appear tough on the outside, you are a compassionate person who is fiercely protective of your loved ones.

HOW CAN I GROW CHRYSANTHEMUMS?

NOVEMBER BIRTH FLOWER OF / THE MONTH

If you love these vibrant flowers, you will be pleased to hear that they are relatively easy to grow. They thrive in moist but well-drained soil, so choose a sheltered and sunny spot and add plenty of compost or well-rotted manure. However, chrysanthemums do tend to break at the base, so they will need staking. Once they finish blooming in autumn, mulch them with straw to protect them from frost.

ARE CHRYSANTHEMUMS POISONOUS TO

Unfortunately, chrysanthemums are toxic to pets, and to cats, dogs and horses in particular. If your animal does ingest the flower, they may experience vomiting, skin inflammation and hyper-salivation.

CORONAVIRUS FUELS A RECORD RISE IN CAMPERVAN HOLIDAYS IN THE UK

t's been a year like no other, where overseas travel has either been ruled out completely or become fraught with danger and the threat of quarantine.

So with that in mind, it's little wonder the UK has experienced an exponential rise in campervan holidays. They offer freedom, seclusion in safe groups, affordability and safety, plus a wanderlust that was sparked in most of us from having spent so many weeks in lockdown.

Consider as well what has been a beautiful British summer, and experts believe our appetite for UK holidays on wheels has truly been reignited thanks to coronavirus.

The numbers speak for themselves – the rise in people hiring campervans is up 170 per cent, and that's despite a lack of bookings that would usually come from trips to Glastonbury and other music and culture festivals. And the caution that

appears to have been placed on every aspect of our lives hasn't stretched as far as four wheels, with 69 per cent trying out a campervan for the first time.

Perhaps we shouldn't be so surprised – these vehicles are virtual mobile hotels and a far cry from the flimsy caravans of decades past. With the ability to comfortably accommodate up to seven people, with large kitchen spaces and almost as much internet access as you'd get at home, people can feel detached from real life, yet still perfectly connected.

The biggest draw, however, is almost certainly the thrill of waking up in a new location each day. And as for where we're headed to in these magnificent motorhomes, the Highlands, predictably, top the list. Cornwall and the Peak District are other goto locations for families and groups looking to get away, with the trend for campervan holidays now on the increase all year round.





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o the uninitiated, SEO, or search engine optimisation, can seem like a daunting task, and enlisting the services of a professional can be expensive. However, there is no reason why you can't learn to master the art of SEO yourself.

SEARCH FOR KEYWORDS

The foundation of any SEO campaign, keywords are ideas and terms that describe what your content is about and they are designed to help increase your visibility online. You can come up with the right keywords for your business by:

- > Brainstorming with your team
- > Checking out your competitors' sites
- > Using Google Ads Keyword Planner

OPTIMISE YOUR TITLES AND META DESCRIPTIONS

This is where it gets a little bit more technical. Once you have your list of keywords, you need to optimise your page titles using these keywords in as natural a way as possible. Page titles and meta descriptions are shown in search engine results and therefore these need to clearly convey what each page is about. You can optimise these via your content management system or in your SEO plug-in.

OPTIMISE YOUR PAGE CONTENT

Your next step is to add your keywords to your website text. These include your header tags (your headings and subheadings) and the rest of the text on the page. Again, try to do this in as natural a way as possible and don't overstuff your content with keywords as both Google and searchers are put off by this technique.

BUILD LINKS

If you want your site to get on that much-coveted first page of Google, you need to focus on getting high-quality backlinks, i.e. hyperlinks from other websites to your own. There are several techniques that you can use to build backlinks,

V41

- > Be active on social media
- > Write competitive content
- > Create an infographic
- > Write testimonials for other websites



The unexpected upturns coronaviurs brought about for small businesses

ne has to be careful with any mention of a global pandemic in some way being good for business. Clearly what enveloped the world over the course of 2020 was a set of circumstances and outcomes we would never want repeated, and they carry on today. Yet while COVID-19 called time on the legacy of thousands of businesses, for others it has provided new vision, renewed focus and a world of opportunity.

Most of these have come in the form of directors. managers, sole traders and other decision-makers having a rare opportunity to step back and reassess. In the early days of the lockdown, so profound were the circumstances around us and so urgent was the need to strip back, downgrade and economise, that businesses reverted to skeletal structures just to survive.

> So when the UK began to emerge out of the famine of lockdown, many owners realised they could survive on these new.

low levels of efficiency. From reverting to four-day weeks to cancelling direct debits for subscriptions, software and other resources we actually didn't use; from encouraging working from home, embracing tech such as video conferencing, right through to enriching staff by asking them to adopt fresh ideas, tackle wider tasks or embrace new skills in order to get additional jobs done, there was a new take on what we needed.

In total, we found that COVID-19 brought about a need for transparency none of us could pull a curtain across. Unequivocally, it changed our attitudes towards everything from money to socialising to personal space, but also altered our perception of business - what it is, how we utilise it and, in some cases, how little we need the bells. whistles and fanfare. We are a simpler, more efficient nation because of coronavirus, and once we're out of the woods that will surely help us to flourish again.





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And yet, improvements in technology have meant the range of our electric vehicles is better than ever. Take this year's Tesla Model S. for instance. Elon Musk's pioneering vehicle brand is ripping up the rule book and this shimmering, humming piece of tarmac tech will take you 402 miles on a single charge... that's right up there with petrol and diesel vehicles. The only downside is the £75,000 price taq.

And if you fancy a hybrid of electric and traditional fuel, check out the 2018 Toyota Camry LE. This will get you an almost mindboggling 689 miles - that's the equivalent of driving from London to Amsterdam... and back.

If you want to go for a purely electric car without needing to remortgage the house - in other words, steer clear of Teslas, who occupy four of the top five positions for range, with their X (351 miles), 3 (322 miles) and Y (316 miles) models - then have a look at the Chevrolet Bolt EV. You'll be looking at around £30,000 for a car that will take you well over 250 miles on one

Hyundai (the Kona Electric also hits 250 miles) and Kia (the Niro Electric will take you 230 miles before you plug in again) both represent good value, and 2018 models can be picked up second-hand for around £15,000. For those seeking a bit more status, there is of course the ever-popular Jaguar I-PACE. Up to 300 miles in a car that balances eco and image perfectly... what's not to like?

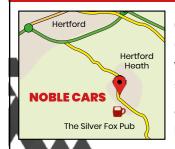






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PUZZLES & TRIVIA

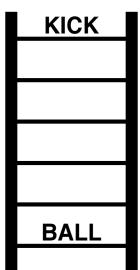
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- BADMINTON
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- FOOTBALL
- ► GYMNASTICS
- HANDBALL
- HOCKEY
- JUDO
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- SHOOTING
- SWIMMING
- TENNIS
- VOLLEYBALL
- WATER
- POLO
- ▶ WEIGHTLIFTING

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DID YOU KNOW?

- ► Vatican City is the smallest country in the world
- ► The Gotthard Base Tunnel in Switzerland is the longest rail tunnel in the world
- ►E is the only vowel not used as the first letter in a US state name
- ► Russia is the largest country in the world
- ► The African continent has three deserts: Sahara, Kalahari and Namib
- ▶ Peninsulas are surrounded by water on three sides, for example Spain and Portugal
- ► Angel Falls in Venezuela is the world's largest uninterrupted waterfall
- ► Canberra is the capital city of Australia
- ► The Trafalgar Square Christmas tree is donated by Norway every year

WORD LADDER



THE AIM: Change the word at the top of the ladder one letter at a time to make the word at the bottom.

HOW TO: Change one letter on each step to make a new word. By the time you reach the end, you should have created the new word.

DO NOT rearrange the order of the letters.

TIP: There is usually more than one way to solve this puzzle.



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