



INITIATIVE[®]

INSPIRATION & SUPPORT FOR LIKE-MINDED LADIES

W I N T E R 2 0 1 1



REGISTER ONLINE
www.ladylinks.co.uk

KEEP ME
SHARE ME! I AM
THE MAG
for YOUR BAG!
mini  **MAG**

EXCLUSIVE EVENT SEE INSIDE PAGE 36

BUSINESS • CREATIVITY • LIFESTYLE



**“Creativity
is contagious.
Pass it on.”**

Albert Einstein

DESIGN & ARTWORK • PRINT • ONLINE MARKETING

01423 734 380 www.flaircreative.net



INITIATIVE

Welcome to our Winter 2011 issue in a mini-MAG format that's designed to be... THE mag for your bag!

Lady Links Initiative aims to provide a wealth of bite-size features, case studies, tips and advice covering business, creativity and lifestyle to inspire and support like-minded ladies.

Visit www.ladylinks.co.uk to access useful downloads and training details, enter our free prize draw and discover lots more about what Lady Links has to offer.

Produced and distributed by:
FLAIR Creative, P.O. Box 420
Leeds, LS17 1FJ.
T: 01423 734 380
E: kath@flaircreative.net
www.flaircreative.net

Cover Image: Martha Leebolt as Beauty in Northern Ballet's *Beauty & the Beast*.
Photo Jason Tozer.

Although every effort has been made to ensure the accuracy of the information contained in this publication FLAIR Creative cannot accept responsibility for any errors it may contain. FLAIR Creative cannot be held responsible for the loss or damage of any material, solicited or unsolicited. The views expressed in this publication do not necessarily reflect those of the advertisers or the publishers. No reproduction allowed of any part of this publication, in any form or by any means, without prior written consent from FLAIR Creative.

© FLAIR Creative 2011

CONTENTS

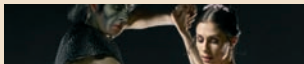
mini MAG™

Lady Links Initiative Update	04 - 05
Still Frisky at 67	06 - 07
What Lucy Did Next	08 - 11



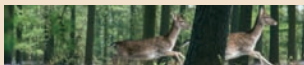
BUSINESS

The Yorkshire & Humber Business	
Woman of the Year 2011	12 - 13
NABO Networking	14 - 17
Maiden Voyage	18 - 19
National Charity Award	20 - 21
Bookkeeping Tips	22 - 23
Low Cost Marketing Methods... ..	24 - 25
Social Media.....	26 - 27
If They Snooze You Lose	28 - 29
Print Zooma.....	30 - 31
An Inspiring Environment.....	32 - 33
Top Screen Media.....	34 - 35



CREATIVITY

Ballet & Business Event.....	36 - 37
<i>Beauty & the Beast</i>	38 - 39



LIFESTYLE

Become a Happiness Millionaire	40 - 43
Divorce	44 - 45
SIGBI	46 - 47
The Charity Dream Girls	48 - 49
Plan Your Me Time.....	50 - 51
Goodwood Revival / 50s Make-up.....	52 - 53
Food for Thought	54 - 55
RHS Gardening Tips	56 - 57

LADY LINKS INITIATIVE UPDATE...

Lady Links Initiative continues to be well received by the members of multiple networks. We now have an estimated readership of 45,000* and plan to grow with each issue.



If you are a new reader you can access previous issues and benefit from several exclusive deals available online.

Please register for updates and offers on www.ladylinks.co.uk

We hope you have had a fantastic year and that you will join us to celebrate and enjoy *Beauty & the Beast* on Tuesday 20th December for Northern Ballet's 'ballet & business' event (See pages 36 - 37).

ONLINE
OFFERS...

EXCLUSIVE
EVENTS...

PRODUCT
DEALS...



Please keep sharing your ideas for content with us to ensure Lady Links continues to provide a regular source of inspiration, support, practical guidance and pleasure.

Kath Wilkinson, Director, FLAIR Creative

*Estimated pass-on readership of 3 readers per issue (applying the industry average).



In a past life I was a mother, a cook and a post-lady who had a passion for hats and fashion. Now, still frisky at the age of 67, I manage my own company, Simply Devine. Our clients include the international pop star Christine Aguilera and socialites in the USA. Amazingly, ladies are prepared to travel the length and breadth of the UK to visit the Simply Devine boutique, the furthest distance covered being the 600-mile round trip from Plymouth.

STILL FRISKY AT 67

My new life began - you could say at the right or wrong time of life - when, nearing my 60th birthday, I lost the life-long partner with whom I should have been spending my 'retirement'. Supported by my family and using all that I had learnt from Peter Kingston Youel of Leeds College of Art and Design, I embarked on setting up a specialist hat-shop and millinery business. Initially I operated on a small scale, working from home. Since start-up I have experienced a whirlwind of events and a massive learning curve. The business is stimulating and rewarding. We have hosted fashion shows with several fashion-houses for various charities and held customer-shopping evenings. I have learnt to deal with all forms of accounts, banking, insurance and marketing including internet sales, and I am proficient in using my own personal laptop. Recently I have even joined Facebook.

I have travelled to Nepal where Simply Devine source cashmere, allowing us to provide an income for a Nepalese family. Our business in Nepal is now progressing to other levels: not only are we manufacturing the brand "Pashmina by Simply Devine" there, but we have also been developing a Simply Devine clothing brand. It was pretty exciting when the first shipment arrived in the UK late in May 2011. The new clothing range caters for sizes 12 to 20, carries the Simply Devine hat logo branding and is available via our website.



The Simply Devine website, which I can now operate with ease, has raised our profile considerably. We are now receiving over 80,000 hits a month, and internet orders mean we despatch our products worldwide.

Now I am getting the hang of Facebook my daughter is expecting me to tweet on twitter, but it may be a while before that starts to happen because I'm not a talkative person. **One thing I have become, though, is certain that there is no reason why starting a business late in life should not be a very healthy choice to make.**

Contact Joy Devine on 01937 836 068 or by email to joy@simplydevine.co.uk



WHAT LUCY DID NEXT!

Introducing the **singing sensation**,
Lucy Watmough.

By Kelly Gavaghan

Around three years ago I found myself editing my local church magazine, covering the usual array of coffee mornings and jumble sales galore with the odd youth choral piece thrown in for a bit of variety.

Then one day I received a phone call from a gentleman called Peter Watmough, enquiring about soloist soprano opportunities with our outstanding choir at large Christian events throughout the calendar. An unusual request as I already knew all the soloists on the choir and while Peter had a lovely speaking voice he was definitely several octaves too low to be able to hit the high notes! But the request wasn't for him, it was for his extremely-gifted 15-year-old daughter Lucy to gain as much performance experience as possible, because by Peter's reckoning at the time, his daughter was going to go far.

As well as editing the church magazine I was about to organise Harrogate's first-ever charity arts festival (HEARTS). One of our main aims was to provide a platform for the vast spectrum of talented young performers from across the region. To support the festival I also launched my own arts title called *STUDIO* whereby we had a platform entitled Teenage Inspirations. I suggested to Peter that Lucy should be featured on this page. This is where our relationship began.



At this time Lucy was just 18 and a full-time A level student at Prince Henry's Grammar School in Otley. She had recently been invited to sing in *The Last Night of the Proms* and duetted with world-famous tenor Alfie Boe, performing 'Brindisi' from *La Traviata* at the stunning Royal Hall in Harrogate. Her rendition of 'O Mio Babbino Caro' by Puccini from the opera *Gianni Schicchi* was also terrifically received by the packed audience. One reviewer reported that she 'showed vocal talent far beyond her tender years.'

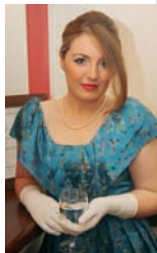
One of the amazing highlights of Lucy's younger singing years was when she performed 'The Hills are Alive' from *The Sound of Music* in fluent Mandarin at the Yorkshire's Got National Talent launch. Lucy says of her self-inflicted challenge, "My Chinese teacher told me that 'The Hills are Alive' is the favourite British song in China, which is why I chose it to perform it. It went down a storm!"

Not one to shy away from hard work where her singing is concerned, Lucy followed all of this with a whirlwind of recording cds, giving a classical performance that blew the roof off The Hard Rock Café launch in Leeds and singing live for the Andrew Edwards show on BBC Radio Leeds. Lucy also won the coveted Barbara Hicks memorial trophy at The Harrogate Competitive Music Festival. All of this and yet even more live performances in German, Italian, French and Czech!

And almost 3 years on What DID Lucy do next?

Well, for one thing she has blossomed into a beautiful young woman and, as you can see from our photo-shoot, now looks every inch the world-class soprano that she aspires to be. Lucy, it seems, means serious business where her art is concerned.

"I plan on performing at theatres, shows, festivals and hopefully on television too in order to help to take myself forward. I have already been booked to perform at Leeds City Varieties at the re-launch after the long-awaited restoration and refurbishment project has been completed. The performance will be for the legendary show, *The Good Old Days* and it will be a delight to be a part of the history of this wonderful institution in the well-loved classic show that brought the theatre TV fame when it was televised regularly from 1953 to 1983. I can't wait to perform in such a stunning theatre.



"I have realised very early on that what I do is a business, which costs money - to organise travel to auditions, to provide costumes, pr and marketing, to make cd recordings and of course to support the all-important vocal development." Lucy currently takes lessons with opera singer Geoffrey Thompson and will also be attending the Royal Conservatoire in London for one-to-one tuition.

Lucy has no shortage of supporters throughout the industry who know real talent when they hear and see it. Lucy is already impressing the leading agencies in the UK, who can find her the top-calibre work she needs to further her career.

The 1950s-inspired photo-shoot was organised and artistically directed by Kelly Gavaghan of SID Media, Harrogate, T: 07982 443067. Hair and Makeup by Nicky at Beau & Joli, Kings Road, Harrogate, T: 07407 785025. Vintage gowns supplied by Ann Lunn, Harrogate, T: 07940 916182. Photography by Ceri Wilkins of Rainbow Rice Photography, Harrogate, T: 07773 117210. Venue - The Regency, Harrogate.

This strong, successful, stunning singing sensation seems destined to become a household name in years to come...



What Lucy Did Next?

Well, there's a blank canvas out there for this extraordinary young lady, ready to be painted with a palette of beautiful colours.

**Lucy is available for private events.
Please contact her via www.lucywatmough.co.uk**

The Yorkshire and Humber Business Woman of the Year

Kate Hardcastle, a Halifax business woman who has set new standards in business transformation with her company **“Insight with Passion”**, is the **Outstanding Business Woman of the Year 2011**.

Kate, who has doubled the size of her company and exceeded every single target set in just two years, received the accolade at the Women in Business Awards run by Forward Ladies and sponsored by Barclays at a ceremony held at Elland Road on Friday 14th October.

Demonstrating an impressive capacity for innovative thinking coupled with a creative and daring business concept in the current recessionary marketplace, Kate uses her drive and award-winning industry knowledge to deliver a personalised service that goes above and beyond the expectations of clients.



The judges commented:
“Kate’s admirable efforts to transform large UK businesses, have seen her take on male-dominated industries, whilst helping fellow businesswomen and also finding the time to transform struggling charities.

We greatly admire Kate’s attitude as she also battles a debilitating illness, Endometriosis, which means Kate often suffers considerable pain.

Kate has clearly made it her mission to prove that all individuals can achieve great things if they set their hearts on doing so.

A very worthy winner.”

Kate was chosen from nine finalists, also winning the Innovative Business Woman of the Year, sponsored by WGN chartered accountants, and was a runner-up in the Not-for-Profit category, sponsored by East Coast, with her charity “Dreamgirls”

Forward Ladies
inspiring women in professional life

See www.forwardladies.com for more details on the award finalists.



NABO Networking is the brand-new national networking group that offers networking opportunities to business owners. You won't get a sales pitch from the local bank manager and everyone at your meeting understands what it's like to run and develop your own business.

Priced for the new economy, it's also the best-value networking group on the scene with annual costs that are typically up to half that of other networking groups. There is a special deal for people who sign up at their first meeting and if this isn't for you, you can attend for up to 90 days paying only the meeting fee.

We're inclusive not exclusive. Most people don't realise that it can be profitable to work alongside your natural competition and have strength in numbers e.g. to make bids for bigger contracts etc. We also don't expect you will be able to come to every meeting so we won't expect you to have to find someone to sub for you either.

Another benefit is that you'll be made welcome at any of the other NABO Networking groups that are starting up across the country. We currently have over 50 networking groups and a strategic plan to double this in the New Year. If you think you or someone you know could run one of these then there is a **£100 incentive** to anyone who signs up a Group Director (details on website).



“The only difference between a small company and a big one is the number of customers it has.”



Jonathan Jay, NABO Chairman

Referrals. Yes, we think these are important but also realise that getting referrals creates a lot of strain, especially when in reality most are nothing more than simply a lead rather than something that will turn into real work. Get to know the people and the work will come in.

Developing Business

relationships. We don't simply suggest that you do this but we show you in detail how to work together to form strategic alliances and make the most of your networking opportunities.

Training. Unlike other groups who teach you how to build the network, we train you how to build your business with great fortnightly Video Webinars from one of the UKs foremost coaching organisations.

www.nabonetworking.biz

Get Paid To Find The Next Leader of Your Local Business Community

Do your colleague a favour and get paid for it

For details of a group near you simply go to www.Steve-Pepper.co.uk and click on the NABO Networking link.

£100



NABO Networking needs you...

"Fed up with expensive networking? Struggling with attendance/finding referrals?"

NABO Networking could be the answer. We're low cost, friendly & informal. You'll also soon learn how to build your business from our panel of experts.

Come and see for yourself."

Steve Pepper

NABO Networking
Group Director, Wetherby

M: 07806 472 134

T: 01423 524 840

E-mail: mail@steve-pepper.co.uk
www.steve-pepper.co.uk/NABO.html

 @stevepepper



Introducing Dave Lalor – Keybury Fire & Security

Unlike many products and services when it comes to safety and security price is not the number one concern. When looking for a security or fire-safety system then 'trust' is top of the list. That's why NABO networking works so well. NABO is where local business owners meet fortnightly, building an understanding and trust of each other. In time they are happy to recommend their NABO colleagues to others. **A simple system but it works.**

Keybury provide burglar alarms, CCTV, fire alarms, extinguishers and fire-risk assessments for individuals and businesses across Yorkshire and have offices in Harrogate, York and Keighley.

All quotations are free and without obligation and can be arranged daytime or evening.

For more information contact:

Dave Lalor
E: dave@keybury.co.uk
T: 01423 876348
www.keybury.co.uk

Follow me on Twitter
[@Dave_Lalor](https://twitter.com/Dave_Lalor)



Introducing Diane Greenwood of Freshly Maid

"I love NABO Networking because it's an opportunity to meet with other local business owners in a supportive and friendly environment. Not only can I grow my business and meet some great local suppliers, but there are learning opportunities that help me as a business leader too.

"Freshly Maid provides daily, weekly, fortnightly and one off cleaning and ironing services in the Wetherby, Harrogate, North Leeds, Tadcaster and York areas. "Our aim is to make our customers lives easier by taking care of the everyday, so they can enjoy their free time and not spend it doing housework. "Our Freshly Maid uniformed teams are carefully-trained, background-checked and fully-insured for your peace of mind and we use high-quality environmentally-friendly products which are non-toxic, safe and effective."

For more information contact:

Diane Greenwood
E: heretohelp@freshlymaid.co.uk
T: 01937 520356
www.freshlymaid.co.uk

Follow me on Twitter
[@FreshlyMaid](https://twitter.com/FreshlyMaid)



Say hello to Kariba Chris

For me NABO Networking is an opportunity to meet like minded business owners in a relaxed, informal environment. I use the meetings as a sounding board for new creative ideas and receive invaluable support and advice on any business challenges. Unlike some other networking organisations I find the ability to attend other NABO meetings very refreshing.

Kariba Creative Media is a design and marketing agency with a passion for achieving fantastic results for our clients.

Our services include the design of content managed websites, email marketing, branding, brochures, leaflets and advertisements.

Until the end of November, every new website developed by Kariba receives a year's free hosting on our servers, plus a complimentary e-shot to help give the new website the best possible start.

For more information contact:

Chris Wilson
E-mail: chris@kariba.co.uk
www.kariba.co.uk

Follow me on Twitter
[@karibachris](https://twitter.com/karibachris)



maiden-voyage.com making
business travel SAFE & SOCIAL
for professional women



Women in business regularly find themselves travelling, either on trips away from home or just commuting daily. As we get more confident we could become complacent and it is at these times that we may need a gentle reminder to take special care not to put ourselves in vulnerable situations. Here are a few simple tips to help keep you safe:

1. Name Badges When leaving the office or a conference be sure to take off your security or name badge; these often hold information that you wouldn't want to share with a stranger.

2. Walking Always carry your (car) keys separately from your handbag: if your handbag is stolen you can still get home safely. If you are in an area where you feel threatened, remember that a key can be used as a weapon in an emergency, so carry yours in your hand. Think twice about walking and listening to music at the same time, particularly in heavy traffic or in quiet streets.

3. Public Transport Make sure you have a timetable, tickets or fare-information before you travel. Try to stand with a group of people when waiting for public transport, in well-lit areas and near emergency alarms and CCTV cameras. Have details of alternative routes, connections and later buses and trains in case of a delay or diversion. If something or someone makes you feel uncomfortable, act upon your instinct. It may be better to move seats before a problem arises.

4. Talking on the telephone Beware of how much information you give away about yourself when speaking on your mobile phone in a public place or on public transport. Always make sure you take a charger with you (and adapter where necessary), so you're not caught out in an emergency. Many hotels will have spare mobile phone chargers.

5. Parking your car Avoid using poorly-lit car parks. Whenever possible, choose a manned car park. Park as close as you can to the attendant and consider where the entrances and exits are. Reverse into the space. Hide all valuables and possessions out of sight. Make sure the interior light is working. Shut all windows. Lock all doors. Note exactly where you have parked your car.

Park away from pillars/barriers and reverse into your space so you can drive away easily. If you collect a ticket on entering the car park, do not leave it in the car, as this will make it easier for a thief to steal your vehicle. When returning to your car, have your keys ready so that you can get in quickly. Before entering scan the back seat to check no-one has climbed in. Once you are in the car lock the doors immediately and drive off quickly.

maiden-voyage.com is an award-winning global social network for professional women business travellers. Ladies can meet for dinner, read travel blogs, access discounted female-friendly hotels and benefit from fantastic fashion and beauty offers. Register now at www.maiden-voyage.com or follow us on twitter/[maiden_voyage](https://twitter.com/maiden_voyage)

National charity award for Yorkshire Hotelier



The achievements of a Skipton hotelier and the fund-raising group she founded have been recognised nationally by leading charity, Cancer Research UK.

Karen Weaving and her fellow fundraisers at Ribble Valley and White Rose Ladies, who have raised a staggering £750,000 to date, scooped the “Fundraising in the Community Award 2011” in the charity’s annual Flame of Hope awards.

The all-female fund-raising team collected the award at a glittering ceremony in London, when Karen also received a special commendation in the charity’s “Fundraising Volunteer of the Year” category.

Karen, who runs Skipton’s Rendezvous Hotel with husband Malcolm, set up Ribble Valley and White Rose Ladies in 1998 to raise money for research into childhood cancer.

Karen said, “We’re delighted to have our efforts recognised and share the award with the thousands of cancer patients, their friends and families who have supported our fundraising activities over the years.”

The group were nominated for the award by Sarah McPhee, the charity’s area volunteer manager. They were presented with the award by Michael Pragnell, Chairman of Cancer Research UK.

Harpal Kumar, Cancer Research UK Chief Executive, said, “Cancer Research UK has made enormous progress in the fight against cancer. We have only been able to do this thanks to the dedication and commitment of volunteers and supporters like Ribble Valley and White Rose Ladies.

“Our Flame of Hope Awards give us the opportunity to celebrate and say thank you to supporters for the fantastic work they do,” he added.

BUSINESS

The fund-raising prowess of Ribble Valley and White Rose Ladies has also previously received royal approval. HRH the Duke of Gloucester, who is President of the charity, travelled north to celebrate with the group’s members in 2002 when they raised £250,000 and again in 2009 when they achieved £500,000. He has promised to return when the total reaches £1m.

The group hold fundraising events throughout the year. Their main fundraising event is the Relay for Life which took place this year in July at Great Harwood showground near Blackburn.

For more information about the group’s forthcoming fundraising events, contact Karen Weaving on 01756 700100 or visit www.ribbonvalleyandwhiteroseladies.co.uk

RV & WRL
RIBBLE VALLEY & WHITE ROSE LADIES

Pictured: L-R, Yvonne Cannings, Karen Weaving and Karen Mendoros collect their Fundraising in the Community Award.





Staying on top of the **bookkeeping**

In the 18 months since I set up CCF Accountancy, I found like many of my clients that with 101 different things to keep on top of during the course of an ordinary week in addition to running a business, I tended to falter over the book-keeping. I disciplined myself to form several simple habits and encourage my clients to do the same:

- 1) Keep a separate business bank account.** Make sure that all transactions in this account are solely for business. If you are consistent with this then when it comes to getting up-to-date with your bookkeeping you will not have the challenge of separating business from personal items.
- 2) Try to pay for everything with a business-account card** – no matter how small the transaction. This means that you will have a full record on your statement of how much you spent and when, even if you have lost a receipt. If you have also established an impeccable track record of keeping all your business and personal expenses separate, if HMRC enquire into a tax return the absence of one or two receipts will not be an issue.
- 3) Be a receipt geek.** Get into the habit of always asking for a VAT receipt – whether you are VAT registered or not. Should you need to register in the future, you will have established the correct practice. This also helps should you pay for something in cash or on the wrong bank card, because you have the receipt to confirm what it was you bought and how much it cost.

4) Have a receipt dump. Have a place in the house or office where you leave all your receipts before processing them for the book-keeping. When it comes to getting up to date, you will not have to search high and low to complete the paperwork. Try not to put the receipts into the black hole we lovingly call the handbag, or if you do, keep a compartment just for business receipts. I have a separate zipped pocket in my bag where I keep my receipts before they make it into my in-tray.

5) Keep up to date If you bring your books up to date on a regular basis – at least monthly, but preferably weekly - you are more likely to remember any anomalies such as missing receipts, which will prompt you to get copies for your records if possible. Most importantly you will be in better control of your spending and much more able to monitor business performance.



The key to good bookkeeping is forming good habits. Even if you are not so good with the numbers, if you have followed rules 1 to 4, you can always delegate task number 5 to someone else!

- Annual accounts
- Bookkeeping
- VAT
- Tax returns
- Tax planning
- Business support

Call us today to find out how CCF could make a difference to your business with our fixed fees including unlimited telephone support.



Teresa Bowe FCCA, CTA

T: 01423 567499

M: 07979 088124

4b South Park Road
Harrogate HG1 5QU

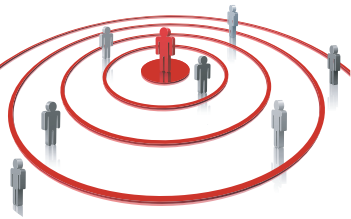
www.ccfaccountancy.co.uk



Four Effective Low-Cost Marketing Methods

I had a client who came to me because he had not had a single customer in over a month. When I asked him if he had done any marketing, his answer was: "None in the last 9 months." Now his business is in a desperate state.

During tough economic times, marketing isn't an option: it's a necessity. Without marketing you will have no customers. So, if your business is slow and you're strapped for cash, **don't be tempted to stop marketing.**



Remember that marketing isn't just about sales and advertising campaigns. It's about keeping your existing customers and finding new ones. It's necessary whether your business is booming or struggling. It can range from simple actions such as sending your clients birthday cards to spending thousands of pounds on a full-page advert in a national paper. Of course, during tough times you want to spend less yet still get good results from your marketing. As a guide to achieve this balance I suggest using four low-cost marketing methods that I've used to proven effect.

Use your database of existing customers

I find that many businesses are so obsessed with acquiring new customers that they've forgotten their old ones. If you are not constantly interacting with your existing customers then you are probably missing out on a lot of sales. It's easier to sell to existing customers who already know you and your products than to convince a new customer to buy from you. Check your database and if you find it includes clients you've not contacted for years, re-establish contact.

Have a Website

BUSINESS

Do you have a website? If you don't, get one now. Most customers expect businesses to have a website. Before making a purchase-decision, they're likely to search on-line for more information about a product or a service. If you don't have a website, you're losing your customers to your competitors. Also, remember that a website markets your business globally, twenty four hours a day, even while you're sleeping.

A website doesn't need to be expensive, complicated or flashy, but it must contain information that's relevant to your ideal customers. You can build a basic website for as little as £10 a month and you don't need to be technically-minded.

Use Opt-in E-mail Marketing

E-mail marketing is one of the most targeted and powerful marketing tools. You can send an e-mail to a thousand customers for less than £25 within a minute at the time you feel right. You can also easily measure who opened your messages and who responded to your call to action – you can't do this with snail-mail.

However, e-mail marketing has one enemy: the SPAM filter. To make sure that your customers receive and open your e-mails, make sure that they've opted-in to receive your e-mails. To avoid annoying your existing customers, don't e-mail every day: you'll clog their mailbox and they won't appreciate that.

Network

Networking is an effective way of generating leads, especially in the B2B market. It doesn't bring in instant sales but it does enable you to start conversations with prospects and reduces the need for cold-calling. Bear in mind that actively selling during networking events doesn't work. The best approach at a meeting is to show your expertise and offer to help prospects. Remember too to make sure you use networking meetings to speak to each and every attendee, not just the people you already know – doing that may be more comfortable, but rather defeats the object.

These activities work best if used together and persistently. Just because one doesn't work for you straight away, it doesn't mean it won't work over time. **Persistence is your vehicle to success.**

Need help with your marketing?

Contact Hope Varnes on 07801 952383 or visit www.justwriting4u.co.uk





TOP 10 SOCIAL MEDIA TIPS



- 1 Be visible: don't tweet once and disappear
- 2 Use a personal pic on your Twitter profile, not a logo. People buy from people
- 3 Follow Twitter etiquette: if someone re-tweets or mentions you, thank them
- 4 DON'T follow someone because they follow you; check their tweets out first
- 5 Take part in conversations, both personal and professional, but don't be over-familiar
- 6 Use hashtags # to follow what's happening in your area of interest.
- 7 As above, is there a 'day' for your industry i.e #ww is Wedding Wednesday for those in the wedding industry
- 8 Use a desktop application such as Tweetdeck to manage your account
- 9 Make sure your tweets are informative, with links to good-quality articles
- 10 Use Twitter Lists to group together contacts from different sources.

DDI: 01924 566 317 / 318 On the go: 0773 841 3464
 Type: cat@catcreativemedia.com Tweet: @catcreativem
 LinkedIn: http://www.linkedin.com/in/catherineyaff
 See: www.catcreativemedia.com

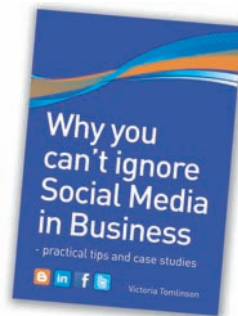
Follow us...

@tweetettes



@tweetshire

BUSINESS



FREE E-BOOK
www.ladylinks.co.uk

If you've got something to say but you're not sure how to say it, we can help.



Whether it's words for your website, press releases or planning a full-blown PR campaign, we've got the experience and expertise to get you noticed for all the right reasons.

Services • Writing & editing media releases, brand literature and web text
include: • Social media – training & profile management
 • PR campaigns – strategic planning and one-offs

We're a news-led PR company with extensive backgrounds in both print and broadcast journalism.

What we do is good, honest PR with a dollop of Yorkshire common-sense.

Interested? Call us on 01423 529 037, visit www.montpelliermedia.co.uk or email info@montpelliermedia.co.uk **What will you say?**



If They Snooze, You Lose

Copywriting tips by Michelle Hodgson of Key Words

Marketing yourself successfully is one of the most difficult, time-consuming and frustrating aspects of running a business. We all have to do it, but most owners of small businesses set up because they have a particular skill, not because they have a degree in marketing. It's unlikely that skill will be in writing dynamic prose that speaks directly to prospective clients and engages with them.

From working as a PR in book publishing and a sub-editor on The Guardian to running my current business Key Words, understanding how to use words and creating dynamic prose has been essential to my career.

We all know how important it is to be proactive in seeking out new clients, but what sort of impression will they form of you and your company if your website, sales brochure or LinkedIn profile is poorly written? Take a look at the following two pieces of website copy:

Example 1: Based in Huddersfield, you can get all you're copywriting from Key Words, which is a company set up by Michelle Hodgson in 2011. We are a copywriting business providing a specialised service to a wide variety of client, in all kinds of different types of businesses of all sizes, large and small. We can provide for all your copywriting needs, whatever they are.

Example 2: Do you need help selling your products and services? Do you struggle to put into words what you do and how it can benefit your clients? Does your promotional material lack spark? If you know what you want to say but are struggling to put it into words, Key Words copywriting can help you.

Did you almost fall asleep reading the first one? Or did the poor grammar and spelling mistakes jolt you awake again? Such an introduction is not exactly punchy or engaging and your potential clients are likely to click-off long before reaching the end of the paragraph.

How do you grab the interest of potential clients when they first land on your home page? Is it by telling them where you are based and how long your business has been going? Or is it by showing that you understand their needs and have solutions to offer?

Many websites start with a line that should be confined to the About Us page. "Based in Huddersfield" is hardly a gripping start, and why draw attention to the size of the company and the fact it's a new start-up? The exception would be if you're selling a traditional product such as home-made jam, hand-stitched quilts or bespoke furniture, in which case you might want to make your size and/or location a selling point.

How many of the phrases in example 1 merely fill space rather than communicate something useful? Does the offer of "a specialized service" create a favourable impression, especially as "specialised" is spelt the American way? And "We are a copywriting business" is reminiscent of the royal "we", or of Margaret Thatcher's classic, "We are a grandmother".

Another common mistake is pitching to everyone: "a wide variety of clients, in all kinds of different types of businesses of all sizes, large and small." Much better to mention some of your recent clients and let your Clients and Testimonials pages do the rest.

By the final sentence, "We can provide for all your copywriting needs, whatever they are", even the person writing the copy seems to have lost interest.

Ultimately, running a business involves recognising your own strengths and weaknesses and bringing in the experts when necessary. If you want to write your own copy, then bear the following tips in mind:

Five Top Tips for Copywriting

- **Swap places** – work out what information your clients need to get from your website, rather than writing from your own perspective.
- **If they snooze, you lose** – don't bore your clients to death with irrelevant information and dull prose.
- **Mind your language** – if you're not sure, look it up, and always get someone to proof-read your marketing material before it goes to print.
- **So far SEO good** – a good copywriter will be familiar with the basics of Search Engine Optimisation and will be happy to work alongside an SEO expert.
- **Call in the cavalry** – if in doubt, call in a copywriter. The initial outlay will pay for itself in new clients.



Michelle Hodgson runs Key Words Copywriting Journalism & Events: 01484 430 228 www.key-words.co.uk



**PRINT
ZOOMA**
.COM

PROMO CODE:
ZOOMA4

Leaflets x1,000 £145

100 DL leaflets 130 Gsm gloss art
Printed 4 colours both sides.

**250 Double Sided
Business Cards £55**

400 Gsm Silk printed, 4 colour and matt
laminated both sides.

Letterheads From £85

250 A4 Letterheads on 100 Gsm Laser
compatible Paper printed 4 colours.

A whole new world of print and design

Printzooma is a new service and we want to get the word out so we are offering you the chance to win £25 of Marks and Spencer vouchers* just for signing up to our newsletter and upto £100 off your first order**. It's simple – just log-on to www.printzooma.com enter your name and email and twitter account if you have one (even more exclusive offers for our twitter followers). – we will be intouch with news about our launch and the fantastic offers available.

- 24 Hour Turnaround available.
- Simple Pricing Structure.
- Artwork upload and Design Service.
- Free Templates.
- File Checking Service.
- Updates from our free information service "Ask Mac!" with tips on anything from getting the best out of your marketing budget and the best results from your print as well as top design tips.

Contact hello@printzooma.com Tel: 01274 741404

LEAFLETS | FLYERS | BUSINESS CARDS | LETTERHEADS | BROCHURES | BANNERS | DISPLAY SIGNS | SWING TICKETS | AND MUCH MORE...

*We will select a winner at random on 28 Feb 2012 from all our subscribers you will be notified by e-mail. Further terms available on request. ** Valid on order placed before the end of March 2012. Discount of 25% up to a value of £100



Esrick Park

ESTATE

An inspiring environment in which to think, create and work

Esrick Park is an 8,000 acre estate set in the heart of the beautiful Yorkshire countryside. The estate has been owned and managed by the same family for over 300 years. Current owner Charles Forbes Adam has concentrated on diversification and conservation in order to maintain and develop the Estate into the thriving business it is today. Esrick Park could well offer you an ideal solution if you are considering relocating your business. With modern communication systems and advanced information technology, a rural location is no longer a barrier to national and international business.

Esrick Park Estate has a range of commercial property available to let, comprising 22 offices and 14 other units suitable for storage, warehousing, workshops and light industry. The Esrick Park CROW Project (Creating Rural Opportunities for Work) employed local craftsmen to undertake the sensitive conversion

of several derelict farmsteads. European funding contributed to the £1.4 million refurbishment and the resulting workspaces retain the finer qualities of the original buildings yet offer all the modern facilities a thriving business requires. The project received a National Building Conservation Award from the Royal Institution of Chartered Surveyors.

Relocate your company to Esrick Park and you will benefit from high-specification offices, ample free parking and tranquil surroundings – all this with excellent rail, road and air connections. All the major Northern cities can be reached easily, and it is less than a two-hour rail journey to London. You will also gain a genuinely-supportive landlord with a vested long-term interest in the success of his tenants.



AWARD WINING RURAL OFFICES & RESIDENTIAL HOUSES TO LET.

CONTACT: Helen Pentith, Lettings Manager

Esrick Park Estate, The Estate Office, Esrick, York YO19 6EA
01904 727902 or 07970 782286 www.esrick.com

LADY LINKS EXCLUSIVE

Interactive Advertising Opportunity

20%
OFF



 **TopScreenMedia**TM

ADVERTISING CAMPAIGN

Take advantage of an exclusive Lady Links 20% discount on a campaign at the White Rose Centre. Have 230,000 impressions to over a million people every month!

Top Screen Media is the UK's first interactive and online digital media network owner. Our national and local advertising media allows advertisers:

- * To invite impulse purchasing
- * Flexible campaigns and pricing
- * Fully Measurable & analytical campaign reporting
- * Data Capture (Call back, special offers etc.)
- * Voucher printing facility
- * Coverage to more than 60 million people/year

To take advantage of this fantastic offer during White Rose's busiest time of the year contact

James Wilson on **07944 720363**

James@topscreenmedia.com

northern
ballet

ballet
& business

exclusively in association with

LADY LINKS

Get your Christmas celebrations off to a magical start with Northern Ballet and Lady Links. Enjoy the world première of Northern Ballet's stunning *Beauty & the Beast* and network in style in the elegant surroundings of Leeds Grand Theatre.

Tuesday 20 December 2011

- ★ Pre-show fork supper with wine
- ★ Premium dress circle seat for *Beauty & the Beast*
- ★ Souvenir programme
- ★ Champagne interval reception
- ★ Post-show dessert & wine
- ★ Mingle with Northern Ballet dancers
- ★ Enjoy a talk from a member of Northern Ballet's Artistic Team
- ★ Glamorous goody bag

Ballet & Business is the essential date for your diary this winter. Colleagues and partners are also welcome for this Christmas party to remember.

6pm – late (performance starts 7pm)

£99 per person

£89 Early Bird offer – book and pay by 7 November

To book please email rachel.poole@northernballet.com or call Rachel on **0113 220 8000**

northernballet.com/balletandbusiness

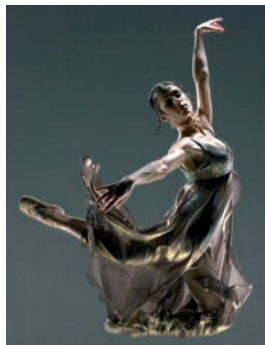
Martha Leebolt as Beauty and Ashley Dixon as the Beast. Photo Jason Tozer.

Book by
7 Nov & save
£10 with our
Early Bird
Offer

northern ballet

ADVERTORIAL

Following on from the success of *Cleopatra*, which received rave reviews from audiences, press and celebrities alike, Northern Ballet is delighted to première its second new production this year with their spellbinding *Beauty & the Beast*.



As this classic story unfolds in an enchanting world inhabited by fairies, sprites and goblins, we discover that beauty is more than skin deep. A handsome Prince is transformed into an ugly Beast as punishment for his ugly arrogance...only true love can break the spell - but who could love a monster like him? Discover the magic that can happen when you look beneath the surface...

See the Company sparkle in a kaleidoscope of colour and haute-couture-style costumes, with breathtaking dancing accompanied by an infectious score which includes music by Saint-Saëns, Bizet, Debussy and Glazunov, played live by the Northern Ballet Sinfonia.

This production is set to delight adults and children alike: book now to make sure you experience the new magic Northern Ballet bring to this timeless fairytale.

northernballet.com/beauty

CREATIVITY



WORLD PREMIÈRE

Leeds Grand Theatre
Sat 17 – Sat 31 Dec 2011
0844 848 2702

Sheffield Lyceum Theatre
Tue 20 – Sat 24 Mar 2012
0114 249 6000

Hull New Theatre
Tue 27 – Sat 31 March 2012
01482 300300

Martha Leebolt as Beauty and Ashely Dixon as the Beast. Photo by Jason Tozer.

Become a “Happiness Millionaire”™

Ten years ago, to everyone else I looked confident, happy and seemed to have the perfect life. Inside, though, I felt very lonely and “broken”. My father had committed suicide several years earlier. I had three young children. My husband was working away all week and at the weekend. My typical day involved taking my children to school and nursery, then climbing back under my duvet to escape the world until it was time to pick them up, but no-one knew: I was too embarrassed ever to admit my behaviour. I just maintained forced smiles.

I remember feelings of anger and frustration, desperately wanting my inner feelings to match the outer facade I created. I had always lacked confidence and felt I was no good at anything. My husband reinforced my negative self-image by telling me what my problems were. I came to think I could not live with myself any more.

One Monday morning, just as I was about to leave the house for a doctor’s appointment to get anti-depressants, a piece of direct-mail landed on my doorstep. “Achieve the impossible and break through to an extraordinary and fulfilling life,” this thing screamed at me, with its red and yellow design. Life certainly seemed impossible. Deciding to challenge this little leaflet, I sent for a 30-day free trial of the Napoleon Hill tapes, *The Science of Personal Success*. That single action changed my life, almost overnight.

I discovered that Napoleon Hill was a 1930s pioneer of personal development who became famous for writing the best-selling book, *Think and Grow Rich*. I listened to his tapes everywhere – in the car, doing the ironing, lying in bed before falling asleep. It was like having a wise granddad to counsel me and the effects on my attitudes and behaviour were profound. My children started making stickers for me to put on my clothes, saying “Best mum in the world.”

I realised that all I had needed to do was to choose to live fully, instead of allowing myself to die inside. Wouldn’t you rather choose to be happy than depressed... to be forgiving rather than angry... to be loving rather than critical? Perhaps you feel quite contented but inside you feel there is something missing? You are not quite on the right track? Perhaps you feel how I did and life seems unbearable?



My “light-bulb moment” came when I realised that complete happiness is a learned experience. Our lives are governed by formulae, just as with maths or chemistry. There is a formula for unhappiness - the learned behaviour of criticism, fear, scarcity, self-doubt and blame that many of us acquire from birth. We learn ‘mind-speak’ the same way as we learn spoken language.

Does it not make sense to stay away from all of that doom and gloom?

Napoleon Hill would say ‘stay away’. Jim Rohn, another fantastic personal development coach, would say, in his high-pitched American accent, “Don’t take that class!” They are both right. It is down to us to feed our minds positively.

One day, when life has kicked you up the backside once too often, you may realise there is also a formula for success and happiness, that you can choose to live according to different “scripts”. Then you need the courage to do something about it - and, believe me, it takes courage and a lot of support to step away from negative conditioning. However, once you have seen another way you feel compelled to develop that and what better to develop than yourself? You can aim to become a money-millionaire or a recognised artist, or you can choose to spend your life working for charity. Whatever your definition of success, it is yours.

That moment of realisation and taking control marks the beginning of a new life. You truly can change your life overnight - you just have to realise that happiness is your own responsibility and that you set the criteria for success. True “richness” – including being financially rich – can only be achieved by happy people. There is a distinction between being wealthy and being happy: there are lots of unhappy people with a lot of money.

Last summer the Napoleon Hill Foundation invited me to write a chapter for a book they were planning to publish under the title *The Path to Riches*. The book was intended to demonstrate how people changed their lives by following Napoleon Hill’s 13 principles to success. Initially I was flattered, but then delighted because I was also commissioned to illustrate the book. At that point my life changed again, dramatically and irreversibly, because I realised I had finally become a ‘Happiness Millionaire’. With my inner and outer worlds aligned and on track to do just what I felt I was meant to be doing with my life, I was at last able to be true to myself. I recalled the advice Polonius gave to Hamlet: “To thine own self be true and it must follow, as the night the day, thou canst not then be false to any man.” I also reflected on the words of Ralph Waldo Emerson: “It is one of the most beautiful compensations in life than no man can sincerely try to help another without helping himself.”

I now specialise in Inspirational Photography and am the only Napoleon Hill Certified Instructor practising in the UK. If you wish to find out more to see if I can be of any help to you or you would like to take part in a workshop to cultivate YOUR life, then call me on **07989 658 604** or visit **www.successimages.co.uk**. I love to help.



Become a ‘Happiness Millionaire’™

with our Success & Happiness Workshops.

**‘We are where we are
and we have what we
have purely because
of what we think’**

Using unique and memorable images and the life-changing principles of Napoleon Hill’s teachings in the book **‘Think and Grow Rich’**, learn to cultivate **YOUR** mind for what **YOU** want from life.

Be motivated!. Be Inspired!
For details of next workshops visit
www.successimages.co.uk
Tel; +44 7989 658 604





Divorce.

We're all touched by it in some way, whether via a relative, work colleague – or, more worryingly, in our own lives... but what exactly is it and how does it work?

Angela Moores, senior partner at Jarvis Family Law in Harrogate, explains.

Put simply, divorce is the ending of a marriage. The ending of a civil partnership is known as 'dissolution' but follows the same process, with a few exceptions. The press often refer to the 'quickie divorce' in celebrity gossip columns, but can it really be that easy?

There's only one procedure for obtaining a divorce and the length of time it takes to conclude can depend on many factors. Does each party do what is required of them at the appropriate time, for example? If court proceedings are issued, some courts have administrative backlogs of up to eight weeks and often legal advice in other areas, such as financial settlement, can delay the final decree absolute.

The only ground for divorce is that the marriage has irretrievably broken down. This legal phrase doesn't really help us understand what's required to obtain one; practically, someone wanting a divorce needs to be able to rely on one of five available facts:

- Adultery
- Unreasonable behaviour of their spouse
- Desertion (rarely used)
- Elapsed time period as required
 - two years' separation with consent or
 - five years' separation with no consent

The relevant fact is set out in the **divorce petition**. Very often the content is a matter of discussion between spouses, as is whether it includes a claim for costs to be paid by the other. These matters are best agreed before presenting the petition to the court to avoid later dispute, which could lead to increased costs.

Arrangements for children need to be agreed at the same time as preparing the divorce petition. The court has a duty to consider the welfare of the children and will not allow the divorce to proceed unless suitable arrangements are in place.

The divorce process is a simple paper-procedure with neither party generally needing to attend court. What can become complicated, protracted and sometimes costly are the financial proceedings which accompany the divorce itself.

Once the court is satisfied that procedural and legal requirements are acceptable it will pronounce a decree nisi; only after a further period of at least six weeks and one day has elapsed will the court then declare a decree absolute, dissolving the marriage.

Whether a divorce is quick or not is therefore determined by circumstances and those involved. But a note of caution – whatever your wishes, it's vital to talk to an experienced family lawyer who will provide invaluable advice and guidance.

At Jarvis Family Law, we'll explain the process and how it would work with regard to your unique circumstances; feel free to talk to us.

Jarvis Family Law
T: 01423 858582
E: alysonswift@jarvisfamilylaw.co.uk
W: www.jarvisfamilylaw.co.uk
SRA no: 548046



Latest News...

Young Soroptimist from Cameroon goes to United Nations in Bonn

Sandra Tegha from Cameroon won the opportunity to attend the United Nations Conference for Non-Governmental Organizations associated with the Department of Public Information (DPT NGO), on the theme

“Sustainable Societies; Responsive Citizens”

www.un.org/wcm/content/site/ngoconference
 Soroptimist International (SI) holds General Consultative Status with the United Nations which means they are invited as delegates to conferences like these to represent issues from the perspective of women and girls.



Photo – Sandra on right with the other SI delegates at the evening reception hosted by the City of Bonn for DPI NGO delegates.



Women inspiring action, transforming lives



Soroptimist Makeover - rebranding Soroptimist International Great Britain and Ireland

Soroptimists in the Federation of Great Britain and Ireland (SIGBI) are having a total makeover with a new corporate identity which includes a new logo, slogan, website www.sigbi.org and a new-look magazine. (The “Soroptimist News” magazine is available to download from the SIGBI website).

Based on the shape of a dynamic and outreaching letter ‘S’ (for Soroptimists), the new logo conveys the

vibrant and pro-active nature of the organisation’s mission and vision, while suggesting the female form through natural curves.

The previous Soroptimist logo, known as “The Lady”, dates back to 1921. She will live on as the Soroptimist emblem and an important part of Soroptimist history. To read about Soroptimist History check out the Soroptimist International (SI) website: www.soroptimistinternational.org/who-we-are/history

£1million for Project Sierra, "A Family and a Future" www.projectsierra.org

Soroptimists have raised £1million in the last 4 years to transform the lives of well over 2,000 women and children in Sierra Leone, one of the world’s poorest countries, recovering from conflict. The project has provided tools, access to education and encouragement to develop practical skills and leadership qualities. It has also created employment opportunities. Women and girls are supported to live in safer, healthier environments. The most marginalised – single teenage mothers, lone female heads of households caring for their children in desperate poverty – have become role-models and integrated into their communities. Many, many more have benefited from initiatives undertaken through Project Sierra though not enrolled full-time on the programmes. This project was run in partnership with the UK charity Hope and Homes for Children www.hopeandhomes.org The project is a fantastic model that can now be used to help women and children in other parts of the world.

The Charity Dreamgirls celebrate 5 years of support for lesser-known charities

The Charity Commission lists a total of 179,446 registered charities, which have combined income of £53.2 billion and annual expenditure of £51 billion. Those statistics reflect the realities that more and more people in our society have to rely on charitable support, and that there is a huge range of needs to be met. Despite the apparently-large revenue figures, times have never been harder for charities: people have less disposable income from which to make donations, while grants and other sources of funding have suffered massive reductions. Some of the smaller charities have been severely affected by the recession and are struggling to survive. Their causes are often not widely-understood and they get little publicity.

In choosing to focus on raising awareness of the work carried out by lesser-known charities, Kate Hardcastle has set an admirable example to business-leaders. For five years she has ensured that her company, Insight With Passion, dedicates a massive 20% of staff time to corporate social responsibility activities. Some of these are delivered by the Charity Dreamgirls, which Kate founded.

This October has been a milestone for the Dreamgirls, who celebrated by organising a sequence of five events held over five days, culminating in a fantastic Five Decades of Magic concert featuring five legendary celebrities for a ticket price of unbelievable value at just £5. The first event was a Fabulous Fashion Show which featured local fashion designers and boutique-owners. This was followed by a Vintage Cinema Night (because it's 50 years since Breakfast at Tiffany's), Never mind the Buzzers (a quiz night with live music) a Yorkshire's Got Talent show at the Batley Frontier Club (which was won by Orientale Dance Company, an Egyptian belly-dancing group). The final event – the customary Dreamgirls big annual concert – also featured Ricky Valance, who came out of retirement specially for the occasion, Chip Hawkes from the Tremeloes, Angie Brown and Katrina from Katrina and the Waves, and was compered by Terry Christian.

Kate's approach is typically upbeat: "We don't have lots of sad messages because life's really hard as it is at the moment for everyone, and if you get people talking about very negative or challenging things it doesn't make them feel good, so for instance we've had Katrina and the Waves singing 'Walking on Sunshine' and everyone singing their heads off."



This year the Dreamgirls have chosen to work with The Retail Trust which provides counselling support and loans for people in the retail trade who need healthcare or who have lost their jobs, the Willow Foundation which provides special days to seriously ill people aged between 16 and 40, and the Yorkshire-based Overgate Hospice which offers palliative care to the terminally ill and their families and was founded thirty years ago."

The Dreamgirls organise music-based events throughout the year and are always seeking volunteers and sponsors to help make them happen. If you want to join in please contact Jenny Tomlinson on 07825 567 001. For more information about our 2012 events keep checking www.charitydreamgirls.co.uk.



Escrick Park

ESTATE

Plan for your me-time at Escrick Park Estate

Enjoy cross-country horse-riding at its best...

Set in the privacy of the former 450-acre Deer Park and a further 320 acres of mature woodland, Escrick Park Rideways offer a 7-mile cross-country jumping course with over 40 fences built to BHS standard. All are optional and very "user-friendly", with nothing over one metre in height, though the variety of obstacles provides all horses and riders, from beginners to the more experienced, with an enjoyable challenge. In addition to a bank, logs and water complex there is a gallop with steeplechase fences for a bit of speed or endurance training.

If you prefer to hack at your own pace, then Escrick offers scope for over 20 miles of trails to explore around the estate, most of them completely traffic-free. The course is ideal for group rides and pony clubs to use for coaching days, endurance riding and sponsored/charity rides.

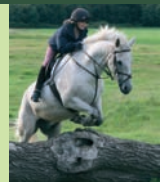
Secure an idyllic rural sanctuary with a second home at Hollicarrs...

Choose from a range of timber lodges and holiday homes set in 250 acres of sensitively-planned woodland and enjoy the use of an exclusive fishing lake, private tennis court and bowling green whenever you want. Alternatively, take leisurely walks through sensitively-planned woodland or wander over to nearby Skipwith Common, where you will find a nature reserve and a site of special scientific interest.



Rent a wonderfully-renovated property converted to a high specification...

Perhaps a one-bedroomed terraced village house for yourself? Or a 3-4 bedroomed semi-detached or even a 5-6 bedroom Georgian farmhouse for a whole family? Escrick Park Estate can offer any of these homes in inspiring surroundings yet within commuting distance of the cities of /York, Hull, Manchester and Newcastle – ideal accommodation for short or long-term occupation.



TIMBER LODGES FOR SALE & EQUINE CROSS COUNTRY & HACKING FACILITY TO HIRE

CONTACT: Helen Pentith, Lettings Manager

Escrick Park Estate, The Estate Office, Escrick, York YO19 6EA
01904 727902 or 07970 782286 www.escrick.com

Goodwood Revival inspires Yorkshire business

The Goodwood Revival is a vintage motor event that is run in September each year at the Goodwood race circuit in Chichester, West Sussex. This is an amazing event, where most people who attend dress in 40s, 50s or 60s costumes. The music, attractions and even the cafes and bars all reflect the period.

With a passion for this post-war era, and a small collection of gloves and jewellery, Ann visited the event in 2008. When researching companies that could provide genuine period costumes for the event, it was quickly found that a trip to Leicester was the best option to get something authentic.

"This started me thinking," Ann says, "and a serious collecting-bug ensued. I have visited various vintage fashion fairs and spend many hours on ebay, which has resulted in a collection of 20 outfits in sizes 10 to 16. I thought of the collection as preserving the dresses, until a friend suggested that I might be able to rent them out for others to enjoy."

Back-to-the-50s Ladies Costume Hire was born late last year. Costumes are available for photo-shoots, period weddings or anniversary parties. "When you dress up, it makes for a more memorable event," Ann says, as I know from visiting Goodwood. The feeling you get when dressing up is that you have been transported back to a different time.

"Hiring can be very expensive, but not here in Yorkshire: you can hire a 50s-style outfit from £35 or a genuine 50s outfit from £65 plus a deposit.

"All the outfits are very flattering for anyone who wears them: the shape of the dresses with their big skirts show that hour-glass figure that every woman wants. Larger sizes are somewhat harder to find because everyone was much smaller then, with rationing finishing in 1953. When rationing ended there was a limited choice in the shops, but everyone still wanted to look more glamorous.

"There has been a revival in 50s inspired dresses, as many of the shops have stocked them this summer.



Tips for getting that 50s make-up

- ▶ **Foundation** – Women in the 50s were looking for perfection in skin and complexion. First apply foundation all over the face. Then highlight your cheekbones with a little blusher - be careful not to use too much or to cover the whole cheek area.
- ▶ **Eyes** – False lashes are the order of the day. Apply a thick layer of eye liner to the upper lid to form a 'cat's eye' look.
- ▶ **Lips** – Red lipstick was very popular during this period. However a blue-red lipstick is better than an orange-red.



In the last few years women have worn trousers more and more. Maybe, we are about to enter another period of women wanting to be more glamorous. Let's hope so," Ann says.

**Vintage costumes are available for hire from Ann Lunn, Harrogate
T: 07940 916 182**



FOOD FOR THOUGHT

Has anyone in your workplace – or even your home – experienced a sudden onset of nausea, vomiting, abdominal cramping, diarrhoea or fever recently? If so, these symptoms could well indicate **food poisoning** and a need for improved food hygiene.

Most food-poisoning is simply an unpleasant experience which lasts only 24-48 hours. However, some food-poisoning can be fatal.

The most important cause of life-threatening illness at the current time is Ecoli 0157. The bacteria produce a verocytotoxin, which in turn affects the kidneys.

The top 10 causes of food poisoning

1. Preparing food too far in advance and leaving it out at room temperature
2. Cooling food too slowly
3. Not reheating food to a high-enough temperature
4. Using food that is already contaminated
5. Not cooking food to a high-enough temperature
6. Not thawing frozen food properly before it is cooked
7. Cross-contamination of raw to cooked food
8. Storing hot food below 63°C – in the danger zone
9. Poor hand-washing and poor food-handling practice
10. Using left-over food

A little thought and common sense will avoid such causes. For example, when handling raw and cooked food make sure that the equipment, surfaces and worktops are cleaned and sanitised between use. Put chopping boards and knives through a dishwasher, use disposable cloths and make sure worktops are cleaned with a suitable sanitiser. Hand-hygiene is also very important.

Prevention is simple. Keep raw meat - and everything it comes into contact with - clean and separate from cooked food. Wash hands thoroughly and ensure that foods such as burgers and rolled joints of meat are thoroughly cooked and not served raw. Note that it is not just raw meat, fish and eggs that can pose a threat. There is also an increased incidence of contamination of unwashed salad items and vegetables and unpasteurised dairy products have also been a cause for concern.

Steve Pepper Training Associates www.steve-pepper.co.uk/INITIATIVE.html

GARDENING TIPS

Find more gardening tips and advice from the Royal Horticultural Society online www.rhs.org.uk



NOVEMBER

Winter is on its way

Leaves are falling rapidly, and wind and rain are on the increase. Tender plants will need protecting from frost, gales and freezing rains. Move plants into the greenhouse, or into a sheltered spot, but if you can't, it's worth wrapping plants or pots in situ. Remember winter can be a tough time for birds in terms of water and food, so keep supplies well topped up.

Top 10 jobs this month

1. Clear up fallen leaves - especially from lawns, ponds and beds
2. Raise containers onto pot-feet to prevent waterlogging
3. Plant tulip bulbs for a spring display next year
4. Prune roses to prevent wind-rock
5. Plant out winter bedding
6. Cover brassicas with netting if pigeons are a problem
7. Insulate outdoor containers from frost - bubblewrap works well
8. Stop winter moth damage to fruit trees using grease bands around the trunks
9. Put out bird food
10. Use a seasonal bonfire - where this is allowed - to dispose of excess debris unfit for composting



DECEMBER

It's getting even colder

Frost, rainfall and winds are increasingly common; sunshine hours are much reduced and it can be bitter with a risk of snow. You may not want to be working outside at this time of year, but luckily there's not a lot to do. Keep an eye on winter protection, and if you have a greenhouse, make sure the heater works. It's time to think about pruning apples and pears too.

Top 10 jobs this month

1. Check your winter-protection structures are still securely in place
2. Check that greenhouse heaters are working OK
3. Prevent ponds and stand pipes from freezing
4. Prune open-grown apples and pears (but not those trained against walls)
5. Prune acers, birches and vines before Christmas to avoid bleeding
6. Harvest leeks, parsnips, winter cabbage, sprouts and root crops
7. Deciduous trees and shrubs can still be planted and transplanted
8. Take hardwood cuttings
9. Keep mice away from stored produce
10. Reduce watering of houseplants



JANUARY

The coldest month

In January, your garden could need protecting from frosts, gale-force winds and heavy rain. Check stakes, ties, fleeces and other supports for damage and consider moving plants to sunnier positions to maximize light. Don't forget to keep feeding the birds; food is scarce for them over winter.

Top 10 jobs this month

1. Recycle your Christmas tree by shredding it for mulch
2. Ventilate the greenhouse on sunny days
3. Dig over any vacant plots that have not been dug already
4. Repair and re-shape lawn edges
5. Inspect stored tubers of Dahlia, Begonia and Cannas for rots or drying out
6. Prune apple and pear trees
7. Start forcing rhubarb
8. Plan your vegetable crop rotations for the coming season
9. Keep putting out food and water for hungry birds
10. Prepare a polythene shelter for outdoor peaches and nectarines, to protect them from peach leaf curl

LADY LINKS

INITIATIVE

The Lady Links' 'Initiative' mini-MAG is a 'must-have' accessory for every lady's handbag! It's packed with bite-sized features from three areas of common interest: Business, Creativity and Lifestyle.

BUSINESS

Benefit from inspirational features, top tips, recommended services, useful resources and products.

Find the latest news on emerging networks.

CREATIVITY

Read about local talent, stimulate your own creativity and embrace exciting new experiences.



*Promote your business
in our next issue!*

Call FLAIR Creative on 01423 734 380
for a Media Pack today.

www.ladylinks.co.uk



Escrick Park
ESTATE

Need a room with a view
to grow your business?



01904 728 252
hp@escrick.com

www.escrick.com

LIFESTYLE

Enjoy and indulge!


Locate places, products
and services that support
a positive way of life and
enhance personal wellbeing.



www.paperloop.co.uk



*Paper
products
for every
occasion*

 @paperloop



**PRINT
ZOOMA
.COM**

WIN £25

Marks & Spencer Vouchers*

AND

UP TO £100

Off your first order with us**

QUALITY PRINT AT THE PUSH OF A BUTTON

See centre pages for details...



**REGISTER ONLINE NOW AT WWW.PRINTZOOMA.COM
FOR A CHANCE TO WIN!**

Contact hello@printzoo.com Tel: 01274 741404

*We will select a winner at random on 28 Feb 2012 from all our subscribers you will be notified by e-mail. Further terms available on request. ** Valid on order placed before the end of March 2012, Discount of 25% up to a value of £100