

Juliette Wills

Copywriting Portfolio

Hello, my name is Juliette. I'm the director of Two Magpies Media, and this is my copywriting portfolio.

For over 20 years I've worked as a copywriter, editorial consultant, journalist, brand strategist and PR. I write for national magazines and newspapers, award-winning B2B publications and once had a football column in The Guardian. I've also edited and produced a magazine for a Premiership football club.

Although I started out writing about football (winning an award for it in my first year of journalism, no less), I soon found myself covering Formula One, music, film, fashion, interiors, drone technology (really), gardening and just about everything in between. Find out more about my editorial work here: www.juliettewills.com

As freelance senior copywriter with Brighton agency Killer Creative I've written brochure and magazine content for travel clients such as Virgin Holidays, Neilson Adventure and Nobel Caledonia. When Killer moved into the charity sector in 2015, I went with them and it became my specialism, too.

My brain sorts out the words for fundraising guides and packs, email marketing, direct asks, virtual events, sponsored runs, new business pitches and everything in between. Clients I've worked with include Age UK, The Stroke Association, Mencap, Blood Cancer UK, The Trussell Trust and the NSPCC. Killer send me a brief, I read it, words come out, my tea gets cold, those words get put with pictures back at Killer HQ and the client does a happy dance. There's a bit more to it than that, but you get the idea. They've developed some of the most successful fundraising products of all time and helped to raise over £50 million in donations in the process, so I must be doing something right. Oh, and if there's a world record for 'fewest client amends', it's got my name on it.

Alongside fundraising copy I write print and digital features for customer magazines in the property/lifestyle sector, as well as sponsored content for The Guardian and anyone else who needs me.

In 2021 I decided it was time to put all my experience with words to good use and set up my own one-stop creative shop. Two Magpies Media offers editorial consultancy, marketing, brand strategy, website and logo design, and all the content you can shake a stick at. If you need to get the word out about your charity, your product or even yourself, we'll help you do that.

We're a small team of business-minded creatives with bucketloads of industry experience. We know what we're doing, and we do it well. What's more, we offer big agency skills at small agency prices.

Head to www.twomagpiesmedia.com and find out how we can help your business take flight.

Turn a good Friday
into a Super Friday!

Miss J Saunders
Flat 2b
Pennington Drive
Salisbury
Wiltshire
SP1 3AH



Blood
cancer
UK

Blood Cancer UK Lottery
PO Box 1127
MAIDENHEAD
SL6 3LN

How do I enter the
Blood Cancer UK
Superdraw?



Online
www.raffleplayer.com/
bloodcanceruk



By Telephone
Call our Superdraw
hotline: 01628 829 489.



By Post
Return the tear-off slip
with payment by cheque
or card within 14 days for
your chance to win an
additional Fast Entry
Draw Prize.

Dear <Supporter,>

Thank you for your continued support! Did you know that we're running a one-off Superdraw? By entering the Blood Cancer UK Superdraw you could increase your chances to win up to £10,000!

What is the Blood Cancer UK Superdraw?

The Superdraw is a one-off lottery draw, taking place on 26 March, with a jackpot prize of £10,000. AND if you sign up now, you'll also be in with a chance of winning one of our fast entry prizes where £2,000 must be won!

By entering early you could be one of a lucky 101 winners with any of the below guaranteed prizes:

1 x £1,000 25 x £25 75 x £5

Help us give vital support to everyone affected by blood cancer

We'd like to take this opportunity to thank you for your continued support. Coronavirus has affected us all in so many different ways and has also had a huge impact on blood cancer research and on people affected by blood cancer. As a result, we have seen a huge increase in demand for our support services. Without you, we wouldn't be there for those who need us most.

Here at Blood Cancer UK, we are dedicated to beating blood cancer by funding research and transforming treatments, and saving lives.

We support everyone affected by blood cancer. Whether you've been diagnosed or a loved one has, whether you're worried about symptoms, in the middle of treatment or adjusting to life afterwards, we are with you every step of the way.

Your generosity helps us fund our confidential service for all people with blood cancer, and their friends and family. Our dedicated team of trained blood cancer support officers are a lifeline for those who need us, helping with emotional and practical support like explaining government advice and what this means for people with blood cancer.

We couldn't do it without you. Because you can help us beat blood cancer within a generation.

The Superdraw takes place on 26 March. Enter online by 19 March, if you're entering by post, you'll need to return your completed form earlier to make sure it reaches us in time. And don't forget, sign up now for the chance of winning one of our fast entry prizes!

Thank you for your continued support, and good luck!

With best wishes,

Prav Premkumar,
Blood Cancer UK

LP_80_LIT

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Blood
cancer
UK



Turn a good Friday
into a Super Friday!

DONORSOURCE
CONTACT_NAME
ADDRESS LINE 1
ADDRESS LINE 2
ADDRESS LINE 3
POST TOWN
POSTCODE

CBC



Blood
cancer
UK

Blood Cancer UK Lottery
PO Box 1127
MAIDENHEAD
SL6 3LN

How do I enter the
Blood Cancer UK
Superdraw?



Online
www.raffleplayer.com/
bloodcanceruk



By Telephone
Call our Superdraw
hotline: 01628 829 489.



By Post
Return the tear-off slip
with payment by cheque
or card within 14 days for
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Here at Blood Cancer UK, we are dedicated to beating blood cancer by funding research and supporting those affected. Thanks to you, we have invested over £500 million in blood cancer research, transforming treatments, and saving lives.

We support everyone affected by blood cancer. Whether you've been diagnosed or a loved one has, whether you're worried about symptoms, in the middle of treatment or adjusting to life afterwards, we are with you every step of the way.

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The Superdraw takes place on 26 March. Enter online by 19 March, if you're entering by post, you'll need to return your completed form earlier to make sure it reaches us in time. And don't forget, sign up now for the chance of winning one of our fast entry prizes!

And finally, to be in with a chance to win every week and help us beat blood cancer, please consider rejoining our weekly lottery at lottery.bloodcancer.org.uk. Because Friday's are more fun when you've won!

Thank you for your support, and good luck!

With best wishes,

Prav Premkumar,
Blood Cancer UK

CLIENT: BLOOD CANCER UK
CAMPAIGN: BLOOD CANCER UK LOTTERY (DIRECT ASK)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

#RACEAGAINST
HUNGER

RUN 5K ANYWHERE
BEAT HUNGER EVERYWHERE
Your Race Against Hunger
fundraising guide



**HELP BUILD A
HUNGER FREE FUTURE**



#HUNGER
FREEFUTURE

**RACE
AGAINST
HUNGER**
SAT 27 MARCH

Join the nationwide Race Against Hunger on Saturday 27 March. Run where and when you like, show your support, and raise money to help end hunger and destitution in the UK.

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#HUNGER
FREEFUTURE

**READY, STEADY,
RACE AGAINST
HUNGER!**

Thank you for signing up to the Trussell Trust's nationwide Race Against Hunger. We're so glad you're taking part and can't wait for race day!

On Saturday 27 March, you and thousands of our supporters all around the UK will run 5K to raise money to help end poverty and destitution in the UK. Whether you're an experienced runner or a novice, it doesn't matter. It's your race. Run. Jog. Saunter. Start at dawn. Start at dusk. Wear a gorilla costume. Wear your ribbon. Wear your Race Against Hunger t-shirt.

Wear yourself out.

Together, we can end the need for food banks in the UK. Together, we can create a more just society. Together, we can build a hunger free future.

It's more than just a run.

**IT'S A MOVEMENT
FOR CHANGE**

01

The Trussell Trust | Race Against Hunger

CLIENT: THE TRUSSELL TRUST
CAMPAIGN: RACE AGAINST HUNGER (EVENT)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
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GET OUT WHEN YOU CAN, GET ON SOCIAL



It's time to tell friends, family, and colleagues about your fundraising efforts for Race Against Hunger. Invite them to sponsor you, persuade them to join you. It's a 'virtual' event, so wherever you are, wherever they are, you'll all be doing it together. Share on Instagram, Facebook, SnapChat, Tik Tok, WhatsApp, email – wherever you like - to tell your friends and followers you've signed up, and to connect with other supporters. And remember to use the #RaceAgainstHunger hashtag!

You can even set up a team with family, friends, or colleagues, and aim for a collective fundraising target!

And don't forget to join friendly Race Against Hunger Facebook group and be part of a supportive community. You can even vote via the group for your favourite songs to be added to the Race Against Hunger playlist and share those selfies on the day for a chance to be in with a chance of winning a £25 Marks and Spencer voucher.

Next head to your fundraising page on Enthuse to set your fundraising target, personalise the page as you wish, and share your page link with family and friends to keep them updated on your training and ask for those all-important sponsorships. And if you raise over £200 we'll send you an eco-friendly wooden medal!



#HungerFreeFuture | Race Against Hunger

02



WELCOME TO RACE AGAINST HUNGER 2021

Hi there,

Thank you for choosing to join the Race Against Hunger.

By running 5km on Saturday 27 March, you'll be part of a movement of people across the UK helping us build a hunger free future for everyone. You can run, walk, or jog when and where you want - just don't forget to share your finish line selfie on social media with #RaceAgainstHunger!

The Trussell Trust supports a nationwide network of more than 1,200 food bank centres. Together, we provide emergency food and support to people locked in poverty, as well as working to challenge the structural issues that force people to use food banks. No one should have to suffer the indignity of relying on emergency food and we know that together, we can build a hunger free future where everyone can afford the essentials.

More than 14 million people in the UK live in poverty, and since the pandemic began food banks have seen huge increases in the need for emergency support across the country. Food banks in our network saw an incredible 89% increase in need for emergency food parcels during April 2020 compared to the same month last year, including a 107% rise in parcels given to children.

Now more than ever, it is vital that we fight to end the injustice of people needing food banks. Money raised will help make our shared vision of a hunger free future a reality. Together we can build a fairer, more just society, where all of us can afford the essentials.

In this pack you'll find all you need to take part in Race Against Hunger:

- Fundraising and event guide
- An exclusive Race Against Hunger ribbon to use as an armband and wear in solidarity on your run. Why not keep your eye out for other runners on the day too?

Don't forget to join the Race Against Hunger Facebook group to share ideas and motivations with the growing community. And watch out for our regular email updates in your inbox!

Good luck on your run and thank you standing alongside us in our fight for change.

K. Merrifield

Kate Merrifield,
Race Against Hunger Event Manager

#HUNGERFREEFUTURE

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WHERE WILL YOUR 5K TAKE YOU ON 27 MARCH

Follow our #RaceAgainstHunger event checklist to be ready to hit the ground running...



BEFORE THE EVENT

- ✓ Plan your route –there are prizes for the most unique routes!
- Set up a fitness tracker, such as Strava, to track your 5k on the day.
- Join the Facebook group.
- Personalise your Enthuse Fundraising Page and share the link with family, friends, and colleagues to sponsor you!
- Use our Race Against Hunger Facebook profile frame and Facebook banner – check your emails to download them!
- Try on your ribbon as an armband.
- If you haven't got your hands on a t-shirt yet you can purchase it at: register.enthuse.com/ps/event/RaceAgainstHungerTshirts
- And how about buying some green face paint?!
- Plan your finish line – how about a ribbon across your front gate?
- Tell your neighbours so they can come out and cheer you on (you never know, you might get extra donations at the end, too!).
- Join us on race day for our virtual warm up at 9.30am. Look out for login details via the Facebook Group and remember, it's your race, your way. Start at dawn, start at dusk, start anywhere in between!



AFTER THE EVENT

Upload your favourite selfies to the Race Against Hunger Facebook Group, enter into as many categories as you like. The categories are:

- ✓ Most creative route map on Strava (keep it clean!).
- Best race selfie.
- Best finishing line selfie.
- Earliest start (photo of your watch as you set off).
- Zaniest running outfit (why not run a poll on social and ask your supporters to choose what outfit you should wear on the day!).

- Post your tracked run on the Facebook group to share with the #RaceAgainstHunger community.
- Continue to share with family, friends, and colleagues – you did a great thing and it's not too late to ask for sponsorship.
- Keep an eye out – Race Against Hunger will be back again!



03

The Trussell Trust | Race Against Hunger

CLIENT: THE TRUSSELL TRUST
CAMPAIGN: RACE AGAINST HUNGER (EVENT)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748



London Landmarks Half Marathon

We're looking for 50 runners to take part in the London Landmark Half Marathon on 1 August 2021! Get set for a unique opportunity to take part in a special race and fundraise for a hunger free future.

[Register online](#)



London Landmarks Half Marathon

Sunday, 23 May 2021, 09:00

Take part in London Landmarks Half Marathon and help us celebrate unseen acts of kindness!

This year, the London Landmarks Half Marathon will be rethemed to celebrate the grand, quirky and hidden landmark moments of 2020 and 2021. It will shine a light on how we are coming together as a nation during this unprecedented time.

We have just 50 places available for runners who want to be part of this experience and join us in celebrating the hidden and unseen acts of kindness that have been happening during the pandemic.

Our 28,000 frontline volunteers helped give out 1.2 million food parcels between April – September. And their kindness was reflected across the nation, with neighbours, friends and family rallying together to make sure no one went without in their time of need.

This is a unique opportunity to celebrate these hidden heroes and raise money so we can continue to be there for the 14 million people currently living in poverty.

All you need to do is raise a minimum of £350. It costs £20 to enter, and we're looking for 50 runners to race for us. We hope that's you. Sign up today so that together, we can change lives tomorrow.

Places will be allocated on a first come first served basis so sign up now!



Registration

£20.00

[Register](#)

CLIENT: THE TRUSSELL TRUST
CAMPAIGN: LONDON LANDMARKS HALF MARATHON (EVENT)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

<Name>
<Sample address line 1>
<Sample address line 2>
<Sample address line 3>
<Postcode>
<County>

Together, we can be there for children when they need us most.

May 2019

Dear <Sample name>

I know you already give generously to the NSPCC, and thanks to you, we can be here to help children every day.

Today, many children and teenagers communicate online rather than over the phone. Childline - our service to give children a voice - provides them with a safe space to confidentially talk through any concerns they have, no matter how big or small.

Last year, 73% of our counselling sessions with children took place online.*

When a child contacts us online we give them in-depth, one-to-one support that helps them feel listened to, valued and above all, safe. Children feel more comfortable communicating online and it also provides a means for those who don't have easy access to a phone and a private space for a call.

Counselling a child through our online messenger service takes longer than it does over the phone. We want to be able to support children that need us, every time they reach out, but to do that we need more trained counsellors and we need your help today.

I know that, as a committed supporter of the NSPCC, you care about children and believe that each and every one of them deserves our support. By giving just <x> more <frequency> you could help us be there to support children when they need us most, however they choose to get in touch.

Continued overleaf...

.....

Online counselling sessions have increased by over 100% since 2011.**

But it takes longer to counsel online than by telephone.

That's why we need your help.

.....

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Help the NSPCC be there for children like Sally

Sally¹ first contacted us through our online counselling service when she was being bullied at school. At the same time, life was becoming more and more difficult at home. Her dad was an alcoholic, and her parents' relationship was breaking down. Sally felt she had nobody to talk to, so she kept her feelings to herself. As she became increasingly withdrawn, the bullying got worse.

"I felt worthless and ugly," Sally told us. "I was taunted about how I looked, and spat on. I had nobody to talk to, so I just bottled up my feelings. I felt so disconnected, and didn't trust anybody."

Sally was a bright student, but she found it impossible to focus on her school work. Soon, Sally began skipping school and staying out late. Sometimes she'd wander the streets alone, just to avoid going home. She was soon self-harming, trapped in a downward spiral, feeling as though she had nobody to turn to.

Sally was 15 when she first contacted the NSPCC's one-to-one online counselling service and, slowly but surely, began talking about her problems.

"I needed someone to talk to about it but there just wasn't anyone there for me," explains Sally. "I was nervous about contacting Childline, but once I found the courage to open up I felt so much better - finally someone was listening to me. I didn't give my real name or write very much. I wanted to be anonymous and see if I could trust them. The message I got back from Childline was caring and friendly; they helped me feel like I wasn't alone. After that I used the online service whenever I was feeling stressed, or had the urge to self-harm."

Over the years we were there for Sally whenever she needed us. Gradually, she regained her confidence, and enrolled for university.

"The NSPCC was the only consistent support in my life," says Sally, "and I want other kids to know that there is always someone who will listen. Just knowing that makes all the difference in the world."

Just a small increase in your monthly gift could make such a huge difference.

We rely on donations from our supporters, and are so grateful for your generosity. We know you already give so much for children like Sally, which makes it hard to ask for more, but just <E> <frequency> could make a real difference to helping ensure that other children just like her receive the vital, on-going support online they need. There is no 'one size fits all' approach when it comes to counselling, which is why our volunteers are specially trained to be able to offer a unique response to every child.

Please, show a child like Sally that someone does care, and help us recruit more volunteers. By giving an extra <E> <frequency> you can help us give young people the help and support they need.

Thank you for taking the time to read my letter today. Your generous increase in donation really will make a huge difference to the lives of children and teenagers out there who need our help.

Yours sincerely,

Craig Pollard, NSPCC

Please call 0207 825 2505, fill in the enclosed form or visit nspcc.org.uk/sally

Worried about a child? Contact the NSPCC. Call **0808 800 5000** or email help@nspcc.org.uk or visit nspcc.org.uk/helpline

Your donation could go towards Childline, or it could help us fund services such as our NSPCC helpline or our therapeutic services. Wherever your donation is needed most, that's where it will go.

*Figures are accurate as of financial year 2017/18

**Figures are accurate as of financial years 2010/11 and 2017/18

¹ Names and identifying features have been changed to protect identities.

© The National Society for the Prevention of Cruelty to Children (NSPCC) 2019.

Registered charity England and Wales 216401. Scotland SC037717.

Patron: HRH The Countess of Wessex GCVO.

Founded in 1884 incorporated by Royal Charter RC000374.





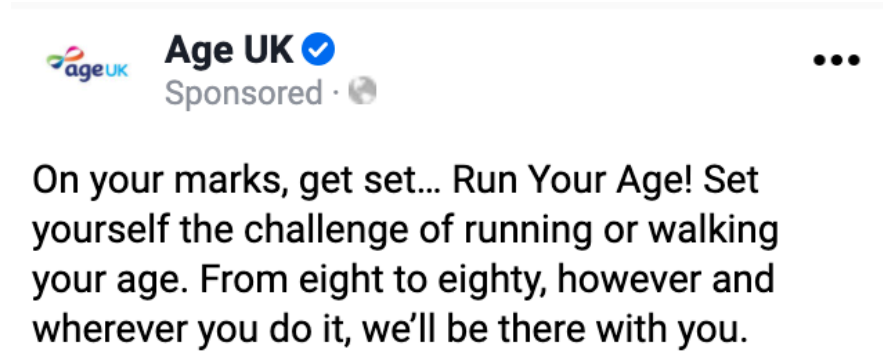
It's official: you're signed up to Run Your Age for Age UK!

Hi Daniel,

Thank you for signing up to Run Your Age! Your challenge starts on **1 January 2021**. Whether you're running or walking, heading to the park or hopping on the treadmill, every step you take will help raise money to support older people through these difficult times.

Here are a few things to do right now:

- **Decide on your distance and how you'll track it** - you could use a pedometer, an app on your phone like Strava, or a wearable like a FitBit.
- **Set up your [JustGiving fundraising page](#)** - Simply click on 'Start fundraising' to create your page to start collecting sponsorship and donations.
- **Join our exclusive [Facebook community](#)** - it's your place to chat about your challenge with other people taking part in Run Your Age.
- **Spread the word** - everyone from toddlers to teens to grandparents can get involved with Run Your Age, because it's down to you what you do! Share that you're talking part on social media with the hashtag **#RunYourAge** and give your family and friends some fitness inspiration!



If you need anything or have any questions, I'm here to support you. Just email me at runyourage@ageuk.org.uk

Thanks again for signing up, and I hope you're feeling excited!



All the best,

Dan,
Run Your Age Team Captain



CLIENT: AGE UK
CAMPAIGN: RUN YOUR AGE (EVENT)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
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Change their world

Many people with a learning disability face inequality in every area of life, every day. They are ignored, denied education and refused jobs. But you have the power to change their world by leaving a gift to Mencap in your Will.

At Mencap we campaign relentlessly at a national level. We fight for every child to have the best start in life, and for every adult to receive the right education, healthcare and employment.

With your support, we won't stop until we've changed the world for every person with a learning disability.

[Download your guide](#)



CLIENT: MENCAP
CAMPAIGN: CHANGE THEIR WORLD (DIRECT ASK)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

Stroke
Association

Mrs Sarah Smith
30 Foundry Street
Brighton
BN1 4NT
East Sussex

Hi <insert name>

First of all, we'd like to say a huge thank you for signing up to Walk Your Way 2019, which runs from 17 – 30 June. We work to support everyone affected by stroke, fund research and campaign for the rights of stroke survivors. We couldn't carry out this vital work without people like you, so we're delighted to have you on board.

Walk Your Way isn't a race. It's not an endurance test. It's just walking, pure and simple. You don't need any kit, you don't need to train for it, you just need to put one foot in front of the other and raise money for people affected by stroke while you do it. What could be easier?

The enclosed fundraising kit is packed with information and inspiration to guide you through the event. There are tips for incorporating a few extra miles into your usual routine, as well as ideas for more adventurous walks. Maybe you'll do it gradually, or if you're super fit you might do it over a single weekend. Inside the pack it'll tell you a little more about the work we do, and why we do it. It'll explain how our support helps rebuild the lives of people like Max, Alisha and Paul who have experienced the devastating effects of stroke.

Do post photos on social media when you're doing Walk Your Way so your supporters and others taking part in the event can see where your journey takes you - maybe they'll be inspired by your adventures!

If there's anything you need along the way, just contact our team on 0300 330 0740 or go online at www.stroke.org/walk. We'll be glad to help.

Once again, thank you for signing up.
Right, you're all set. On your marks, get set... Walk Your Way!

Stroke Association, Stroke House, 240 City Road, London, EC1V 2PR

Stroke Association is a Company Limited by Guarantee, registered in England and Wales (No 61274).
Registered office: Stroke Association House, 240 City Road, London EC1V 2PR.
Registered as a Charity in England and Wales (No 211015) and in Scotland (SC037789). Also registered in Northern Ireland (XT33805), Isle of Man (No 945) Jersey (NPO 369).



Walk
Your Way

Walk Your Way

Your essential guide to raising vital funds to rebuild lives after stroke.



Stroke
Association

You **did** it!

We'd like to say a big thank you for taking part in Walk Your Way and raising much-needed funds for the Stroke Association.

But before you put your feet up, please send us those donations.

You can do this several ways:



Just Giving:

If you set up a JustGiving account, the money will automatically be sent to us when the event closes - you don't have to do a thing.



By Telephone:

Call us on 0300 330 0740 to pay via credit card. Then post any signed Gift Aid forms back to us so we can claim the extra 25% from HM Revenue and Customs.



Online:

Visit stroke.org.uk/walk and make a credit or debit card payment securely online. Please remember to post any signed Gift Aid forms back to us.



By Post:

Complete the donation form enclosed and send it back to us in the Freepost envelope provided to: Walk Your Way, Stroke Association, 1 Sterling Business Park, Salhouse Road, Brackmills, Northampton NN4 7EX.

Stroke Association is a Company Limited by Guarantee, registered in England and Wales (No 61274). Registered office: Stroke Association House, 240 City Road, London EC1V 2PR. Registered as a Charity in England and Wales (No 211015) and in Scotland (SC037789). Also registered in Northern Ireland (XT33805), Isle of Man (No 945) Jersey (NPO 369).



CLIENT: STROKE ASSOCIATION
CAMPAIGN: WALK YOUR WAY (EVENT)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

Welcome to Walk Your Way!

17-30 June 2019



Hi there,

First of all, we'd like to say a huge thank you for signing up to Walk Your Way 2019. We work hard to support everyone affected by stroke, fund research and campaign for the rights of stroke survivors. We couldn't provide this vital support without people like you, so we're delighted to have you on board.

It's not a race. It's not an endurance test. It's just walking, pure and simple. You don't need any kit, you don't need to train for it.

In this fundraising pack you'll find inspiration on everything from where to walk, when to walk and who to walk with if you don't want to go it alone. It's called #walkyourway for a reason, and that's because how you do it is entirely down to you.

It's not a race. It's not an endurance test. It's just walking, pure and simple. You don't need any kit, you don't need to train for it. You just need to put one foot in front of the other and raise money for people affected by stroke while you do it. What could be easier?

Right, let's get started. On your marks, get set...

#walkyourway

What will Stroke Association do with the **money** I raise?

£10

could provide an opportunity for those who've been affected by stroke to rediscover previous skills, socialise with people who've had similar experiences, regain confidence and help rebuild their lives after stroke.

£25

could help pay for a set of colour communication cards, which can help stroke survivors rebuild lost memory and language.

£50

could help us develop support for more stroke survivors, so people who have physical, emotional or communication difficulties can access the help they need during their recovery.

£100

could help us campaign for better stroke treatment in every town and make sure that the right support is available for every stroke survivor when they leave hospital. Because everyone deserves to live the best life they can after stroke.

Every five minutes, stroke destroys lives.

Help us rebuild them: stroke.org.uk/rebuildinglives

If you need inspiration...



Hop off the bus one stop early on your way to work and walk the extra stop. Really take in your surroundings – the trees, flowers in people's gardens, the birds, passing cats, everything. Leave the car at home on the school run and get your kids walking, too.

If you drive to work, head out at lunchtime for a walk around the park. Walk your dog for an extra 20 minutes each day, and if you haven't got a dog, now's a good time to borrow one from a neighbour (that's also a great time to ask them for a donation at the same time). You'll be surprised how many miles you clock up when you're distracted by a furry friend!

Why not get together with friends at the weekend and go for a hike in the countryside (you can reward yourselves with a nice pub lunch) or take the kids and set off for the local nature reserve. If you and your partner struggle to spend quality time together, make it a romantic walk – the beach at dusk or a picnic in the park.

Maybe you'd rather take some time for yourself, and fancy a quiet afternoon surrounded by beautiful flowers at a National Trust garden? Take a look at these websites for more ideas:

nationaltrust.org.uk
ramblers.org.uk
wildlifetrusts.org



CLIENT: STROKE ASSOCIATION
CAMPAIGN: WALK YOUR WAY (EVENT)
COPY: TWO MAGPIES MEDIA
CONCEPT: KILLER CREATIVE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

Wait, what have I got myself into?

Don't worry, you've got plenty of time to hit the 26.2 mile target. We are asking people to Walk Your Way between June 17 – June 30, but you can spread the miles throughout the month if you prefer.



What are the rules?

The rules are: there are no rules. Seriously. It doesn't matter where you walk. It doesn't matter how you walk, although walking on your hands or in six-inch heels are probably not the easiest ways to do it. It doesn't matter how fast or how slow you go, whether you walk every day or do it all in a weekend, just as long as you complete the distance.

Do I need to be super fit to #walkyourway?

Not at all. Whether you're a self-confessed couch potato who wants to do more exercise, or a fitness fanatic who thinks nothing of hiking 26.2 miles in a weekend, you get to set your own pace. It might seem a little daunting at first, but you'll soon be clocking up the miles before you know it.



Walk it the family way

Don't forget to share #walkyourway

Stroke survivors share their stories...

Three people tell how stroke affected them and how they've adapted to a new life after stroke.

Alisha



Stroke hit Alisha when she was 26. Rushed to hospital, she awoke in the intensive care unit to find that she could no longer speak, read or write. She couldn't keep her balance, and needed to relearn how to do everything - from showering to making a cup of tea, getting dressed and crossing the road. She has made incredible progress, and now works with us as a volunteer.

Max



Max had a stroke at his 7th birthday party. His mouth went to one side and he fell off his chair. He remembers the pain in his head, not being able to move, and not being able to talk or even cry for his mum.

He was in hospital and a rehabilitation unit for six months. He has had problems with mobility and balance. In fact, he's broken his left arm five times since his stroke. Supported by a Life After Stroke Grant and contributions from a local charity, Max's mum bought a trike to help with his mobility.

Paul



Paul was 40 when he had a stroke. At first, he couldn't really speak at all, but after attending our stroke communication groups he made fantastic progress. Although he hasn't been able to return to his job as a teacher, Paul recently fulfilled his lifelong dream to complete the 500-mile Camino de Santiago walk.

Your support will rebuild the lives of stroke survivors by funding vital services and life-changing research.

Don't forget to share #walkyourway

How much money do I need to raise?

It's up to you how much you want to raise. Try aiming for £100 as a starting target – you might even double it. Every penny really will make a huge difference to people affected by stroke.

The easiest way to let people know that you're taking on the challenge is to set up a JustGiving page – it automatically collects donations for you, that way your family and friends can support you wherever they are in the world with one click.

Personalise your page with a photo, a little bit about you and why you're taking part in Walk Your Way. Perhaps someone you love has been affected by stroke, so tell your story on your profile. Email the link to friends, family and colleagues then share on Facebook and Twitter, too. It's good to update your page every few days, too, to let your supporters know how you're doing (and where you're going!).



Walk it the romantic way

Don't forget to share #walkyourway

PAID CONTENT



LIVING WITH ARTHRITIS

Journalist Juliette Wills has lived with inflammatory spinal arthritis for 18 years. In part three of a six-part series, she meets other people living with arthritis in order to challenge misconceptions and reveal the true impact of a condition that affects more than 10 million people in the UK

My family never gave up on me

Living with arthritis doesn't just affect a person's body. Pain can lead to depression and anxiety - which in turn makes the pain worse. It's a vicious circle, but many of us are afraid to tell our friends or family that we're unable to cope, so we miss out on the help we need.

My pain is invisible - I don't use a walking stick because it doesn't help, so cars don't slow down for me, people still push past me to get a seat on the train and even my friends are oblivious to the pain I'm in because I don't look like I'm suffering. I don't complain because I don't want to bore anyone with the truth, because, frankly, it bores me. According to research by the charity Arthritis Research UK, 81% of people with severe arthritis feel they're a nuisance to their family; hardly surprising when you can't do the simplest of tasks unaided, and all the more galling when this hits you in your mid to late 20s, as ankylosing spondylitis, also known as inflammatory spinal arthritis, generally does.

On a bad day, the pain is indescribable - for almost a decade, on and off, I could barely move my head due to the searing pain caused by the fused vertebrae in my neck, and the crushing ache around my ribs meant I had trouble drawing breath. Some days I could only crawl from room to room. The emotional impact of my disease on my family was enormous; they felt completely helpless and my dad was so worried about me he became ill. Even my brother's A-level results were affected. The ripple effect of a disease such as this is truly astonishing.

Arthritis can be a destructive beast of a condition at its worst, so little wonder that its devastating effects are felt not

only by the patient, but also by the people closest to them.

Liam O'Toole, chief executive officer at Arthritis Research UK, says: "Arthritis is a major public health issue, yet you rarely hear it talked about. We want wider society to understand the reality of the condition, so the needs of people with arthritis will be better understood."

'The pain floored me and I couldn't work. The strain was immense ... We could no longer go on with our relationship'

Neil's story

Neil McDonald, 40, has suffered with arthritis for more than 20 years

In the mid-90s, I was working at sea in the merchant navy and training as a helicopter pilot when the lower back pain I'd had on and off for a few years suddenly became intolerable. Unable to continue flying, I took a junior deck officer's job on a cruise ship where I met Jill, who was part of the children's activity team. We came ashore together a month later.

I worked in IT for a while, but the pain completely floored me and eventually I couldn't work at all. The financial strain was immense; we had two young daughters and Jill was doing everything: running the house, looking after them and working. Eventually, we decided we could no longer go on with our relationship; I moved out of the family home in 2010 and sank into a deep depression. I would have done anything to end the pain. I felt like I was being skewered slowly through the hips with a red-hot poker, and even

lifting my foot off the floor would have me screaming in agony. I barely ate and couldn't even get dressed without help, but Jill never gave up on me. It took two years to find a treatment that worked; I wasn't pain-free, but I was a lot better. I embraced it by putting myself through law school and gaining a 2:1 degree last year. My tutors were very supportive, but it was the hardest thing I've ever done.

My relationship with Jill eventually got back on track and I moved back into the family home in 2015. There are times when I'm too tired, or in too much pain, to do all the things my daughters (aged nine and 12) want to do, and I'm often so exhausted I'm in bed before they are. I want them to have happy memories of their childhood and their dad, so I try my best for them. It's the least I can do - they never gave up on me, and they're the reason I'm here today.

To find out how arthritis affects us all and why Arthritis Research UK is raising awareness, visit: theguardian.com/nations-joint-problem

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CLIENT: VERSUS ARTHRITIS
CAMPAIGN: ARTHRITIS AWARENESS SIX-PART SERIES
COPY: JULIETTE WILLS
CONCEPT: THE GUARDIAN WEEKEND MAGAZINE

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

PAID CONTENT



LIVING WITH ARTHRITIS

Journalist and author Juliette Wills has lived with inflammatory spinal arthritis for 18 years. In part four of a six-part series, she meets other people living with arthritis to challenge misconceptions and reveal the true impact of a condition that affects over 10 million people in the UK

It's hard work, working with arthritis

Here's a shocking statistic: only 60% of people with musculoskeletal conditions are in work. Keeping your job when you've got arthritis is so important - when your health is spiralling out of control, it brings balance, a sense of self-worth and, of course, financial stability. With good support from employers and minor adjustments, many people will be able to carry on working, but those with severe symptoms may have no choice but to give up work - pain can limit a person's ability to commute, sit or stand for long periods, lift tools or boxes, or type. Severe arthritis is so unpredictable that a person's ability to do their job or even get out of bed unaided can change from day to day.

A third of people with rheumatoid arthritis will stop working within two years of diagnosis and 43% of working-age people with arthritis say their condition impacts on their

working life. For 25% of patients with ankylosing spondylitis (AS), complete fusion of the spine occurs, leading to substantial disability and an increased risk of spinal fractures. I was a freelance sports journalist before AS hit me 17 years ago; unable to walk due to the crippling pain, I lost my entire career overnight and have been in a state of sheer exhaustion and fluctuating pain ever since.

Sadly, many people with arthritis don't feel confident discussing their health issues with their employer, fearing demotion or dismissal if they admit that they are struggling. This needs to change, and fast. Arthritis Research UK is working closely with the government in tackling the impact of arthritis in the workplace. With the right support system in place, many employees with arthritis will be able to carry on working. Those who can't need to feel that they, too, are getting the support they need.

Rebecca's story

Rebecca North, 29, lives in Aberdeen. She was diagnosed with psoriatic arthritis and osteoarthritis last year

My first symptom was a fairly innocuous swollen toe on my left foot, but that swollen toe started to bend, and it's now fused in a permanently bent position, along with two toes on my left foot. On top of the pain this causes me physically, I'm in emotional distress. My life has changed dramatically in the past year, and I'm finding it very difficult to cope.

I'm not the same person as I was pre-diagnosis. I may never be that person again. I can't go out on a Friday night because I have to take strong medication. I can't do anything on a Saturday because I'm too tired from the same medication, and I can't do much on a Sunday either. My boyfriend, Jack, is incredibly patient and puts up with a lot; it's one thing to have to manage at home, but another to deal with arthritis at work.

I work in the oil and gas industry and, thankfully, my employers are incredibly supportive. I see the company doctor every three months for an occupational health review, updating him on how I feel - not just physically, but emotionally, too - and what's going on with my medication. I've adjusted the way I work, starting later, and they've put a disabled parking bay in for me, so I can come and go to appointments and know I'll be able to park right by the door when I get back. This has been a lifesaver for me.

I'm very honest with my team; they've seen me at my worst, tears

and all. My absences started to increase because I lack the energy to go into the office every day, so I now work from home on Mondays. If I want to take time off for hospital appointments or even just need a rest day, I can. No justification needed. If I want to go part-time, I know they will accommodate me.

I've worried about being unreliable and letting people down, but being honest and open has worked for me, and I'm lucky in that respect. Allowing me flexibility and taking the time to understand my condition has meant that I can carry on working. If I wasn't working, my mental state would be even more affected. Everyone benefits from me remaining in work - me and my employers.

To find out how arthritis affects us all and why Arthritis Research UK is raising awareness visit: theguardian.com/nations-joint-problem

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I was a sports journalist before arthritis hit me 17 years ago; unable to walk due to the crippling pain, I lost my entire career

ILLUSTRATION: THOMAS PULLIN; PHOTOGRAPHY: CAMILLA GREENWELL

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Juliette Wills
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www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748



ARTHRITIS CARE



As exciting as it is when you finally reach the beach, going on holiday can be very stressful. It's particularly daunting for those of us with painful, debilitating conditions such as arthritis and we may feel that staying at home is an easier option. Well, I have ankylosing spondylitis, scoliosis, ulcerative colitis and fibromyalgia, yet – in the past year – I have travelled to New York, Venice, other parts of Italy, and France. It's not easy by any means, but it is possible if you plan ahead and do your research.

Holidaying in the UK

It's often a better idea to book into a big hotel than a B&B. Larger hotel

chains are more likely to have a steam room/sauna, which can help ease aching joints after a day out. They will also have disabled parking and most will have ground floor bedrooms with disabled facilities. Rooms will usually have a mini-fridge, which is essential for keeping medication cool.

Consider taking the train rather than driving. You can relax with a book and get up to stretch whenever you need to; you can't do either if you're driving! If you do drive, plan some pleasant rest stops along the way. You could, for example, take a 10-minute detour to have lunch at a country pub, rather than just stopping at a motorway service station.

It sounds obvious, but avoid very hilly places. Cornwall, the Lake District

and the Isle of Wight, for example, are all popular holiday destinations, but they're not very disabled-friendly; neither are coastal destinations with pebble beaches.

There are, however, plenty of beautiful places with sandy beaches – try Dorset or Suffolk, or go for a city break instead, to somewhere like Brighton. There's lots to do, a great promenade to stroll along and plenty of outstanding disabled-friendly hotels and restaurants.

Getting travel insurance

If you go abroad, don't underestimate the importance of travel insurance – and don't be tempted to leave out vital information in the hope of getting a cheaper deal. You must declare all of

your medical conditions; failure to do so could result in a claim being refused.

Apply for the European Health Insurance Card (EHIC) if you're travelling to another EU country. It doesn't replace travel insurance, but can give access to local healthcare free of charge or at a reduced cost. You can get one here: www.nhs.uk/NHSEngland/Healthcareabroad/EHIC. Try www.medicaltravelcompared.co.uk for insurance companies that specialise in people with pre-existing medical conditions.

Travelling with medication

Always keep clearly labelled medication and any medical documents in your hand luggage

(you're allowed to carry essential medicines of more than 100ml in your hand luggage, but you need supporting documentation from a relevant medical professional, eg. a letter from your doctor or a copy of your prescription. Drug providers, such as Healthcare At Home, will also be able to supply you with this). Airport staff might need to open the containers to screen the liquids at the security point.

The National Ankylosing Spondylitis Society recommends taking double the amount of medication you'll need for your trip, and putting one set in your hand luggage and the other in your checked-in baggage, if possible.

If you are travelling with anti-TNF drugs, which need to be kept

cool for the duration of your trip, you can purchase travel cool bags here: www.medactiv.com

Avoiding sunburn

Some drugs, including those that treat arthritis, can increase the skin's sensitivity to the sun, which means you will be at higher risk of burning.

Among these medicines are non-steroidal anti-inflammatory drugs – such as ibuprofen and Plaquenil (used to treat lupus and rheumatoid arthritis) – along with sulfasalazine and methotrexate. Check the 'side effects' notes for your medication to see if this applies to you.

Apply a high sunscreen – at least factor 30 – and sit in the shade, if possible, between midday and 4pm.

me time

Hooray for the holidays!

It's holiday season again, so we look at simple ways to manage your condition, making your time away easier and less stressful

WORDS: JULIETTE WILLS

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TIPS FOR A STRESS-FREE TRIP

Take the time to plan your journey in detail, to minimise stress on the day. How will you get to the airport? Where will you park or be dropped off? When and where will you eat, or take your medication? Travel light – re-packing several times, if necessary – until you are sure you have everything you need, and nothing that you don't. Consider buying travel-size toiletries in duty free to save space.

- If travelling by plane, find out where the Blue Badge parking zone is – and remember to take your badge out of the car if you will need it on your trip. Each airport has a system for this, so read up about it before you go.
- Call the airline or tour operator at least 48 hours in advance of your trip if you require assistance. This could be for the loan of a wheelchair, help on and off the plane, or simply taking the special assistance buggy to the departure gate if you find walking long distances painful.
- Don't be afraid to explain your condition if it's not immediately obvious. For example, I find queuing excruciatingly painful, I can't manage the 15-minute walk to the departure gate, and I can't lift my hand luggage into the overhead locker. However, I'm not in a wheelchair; nor do I use a walking stick. I explain – always with a big smile – that I have inflammatory spinal disease and ask if I may hop on the special assistance buggy to the gate, and have help putting my luggage in the overhead locker. Ground staff are extremely accommodating, and nothing is too much trouble if you smile and ask nicely.
- It's worth paying extra for speedy boarding and/or a designated seat just to make things easier. Book an aisle seat so it's easier to get up and stretch when you need to.
- Factor in time for a good rest once you arrive at your destination. It's tempting to try to pack too much in, so pace yourself on days out and allow time to sit, hydrate, and have a snack. Make sure whoever you're travelling with really understands your needs and don't try to keep up with what's 'normal' – go at your own pace, and that way you'll enjoy it.

CLIENT: ARTHRITIS CARE
PUBLICATION: INSPIRE (MEMBER MAGAZINE)
COPY: JULIETTE WILLS

Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748

You're getting Warmer...

Juliette Wills draws from personal experience to share her tips on how to stay warm and healthy this winter

Winter: it's the one word guaranteed to put fear into anyone with arthritis, because joints become more painful with the cold. So we've put together some handy hints on how to minimise the weather's effect on your wellbeing - and, no, that doesn't mean simply staying in bed and turning up the heating!

Healthy eating

We all know we should be following a healthy diet - rich in fruit, grains and vegetables, and low in saturated fats and sugars - but did you know some foods have extra health-boosting properties?

Freshly crushed garlic has great anti-bacterial and anti-viral properties thanks to one of its components, allicin. However, it should be eaten raw for maximum effect.

Try sprinkling crushed garlic on a tomato salad, but use sparingly! Some people recommend chewing fresh parsley after eating garlic to help get rid of the strong smell.

Honey is wonderful for soothing a sore throat, but it's also full of bacteria-blasting nutrients, and can have an anti-inflammatory effect on the body.



Manuka honey is expensive but has much stronger healing properties than regular honey, so buy that if your budget allows. Soothe your throat with a teaspoon of honey, warm water and a slice of lemon.

Cinnamon makes a circulation-boosting tea: place a cinnamon stick in water with a slice of lemon, a teaspoon of honey and two cloves. Bring to the boil then simmer for 10 minutes. Strain, and leave to cool for a minute or two before drinking. It'll also warm your hands!

If you have trouble holding a mug steady with one hand, try a double-handled mug (available on Amazon - www.amazon.co.uk). Make enough so you can have at least two drinks throughout the day - you can reheat it on the hob if you leave it in the pan. Plus,

nothing is more evocative of Christmas than the scent of cinnamon!

Wrap up warm

It goes without saying that we need to wear more clothes in winter, but there are ways to keep toasty without looking like the Michelin man.

Tip Wear a long-sleeved thermal T-shirt next to your skin. Add a short-sleeved cotton T-shirt over the top, then wrap up in a big cardigan or jumper. I buy my jumpers a size up so I can wear two layers underneath. Cashmere is super warming - look out for it in the January sales!

Tip If it's cold but bright, leave the woolly hat at home and try a beret



instead. As for gloves, go for lined leather over wool. They won't get wet, they'll keep you warm and it's much easier to pick things up with leather than with woolly gloves. They also make good driving gloves. Fingerless gloves are great for wearing indoors, too.

Tip Hand warmers are a great invention. You simply pop them in hot water and they release heat for hours (you can keep them in your pockets).

Leg warmers are another undervalued, if rather '80s, accessory. Team them with skinny jeans, black tights or leggings (at home or at work) and you've got an instant, super-warm extra layer.

Tip I swear by big cotton scarves, which also double-up as shawls. They are prettier than knitted scarves and much more versatile. Scarf by day, shawl by night (brilliant for reading in bed) and you can wear them anywhere and everywhere - all year round.

Tip 'Always make sure your bedroom is as warm as you need it to ensure a good night's sleep,' adds Dr Raj Sengupta from the Royal Hospital for Rheumatic Diseases in Bath.

The importance of exercise... and rest

There are benefits to braving the outside world despite the elements. While walking is the best form of exercise, because it increases heart

rate and improves circulation - not to mention giving you a good shot of fresh air to clear your head - you would be forgiven for wanting to curl up inside when it's cold and wet.

That's only more likely to make you feel as miserable as the weather, however. A rheumatologist at the University of Pennsylvania studied the effects of yoga on people with knee osteoarthritis, and found that those taking 90-minute, Iyengar yoga classes once a week reported significant reductions in pain, and improvements in physical function.

'For any inflammatory arthritis, winter can be a tough time,' says Dr Sengupta. 'Keeping warm and maintaining a regular programme of stretches and exercises is of great importance.'

Remember, the cold weather is also a good excuse for a little indulgence. Curl up under a blanket with a mug of hot

chocolate and a good book or film - sometimes it's the simplest pleasures that help us block out the pain. ☺



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AND THE SURROUNDING AREA



BEHIND THE SCENES AT DYRHAM PARK WITH
NATIONAL TRUST
CREATING HAPPY HOMES WITH
FOREST TO HOME

CH-CH CHANGES. DON'T DO AS BOWIE DID AND TURN AND FACE THE STRANGE

**Face a nicer, brighter kitchen instead.
Pink flamingos and tigers optional.**

Perhaps you've just bought a property and are already rolling up your sleeves, hammer at the ready, to rip the existing kitchen out. Maybe your existing kitchen is completely uninspiring and needs a refit. Either way, if you're about to let loose, read this first.

Make a wish list

Write down all the things that aren't working with your kitchen's current layout. Maybe you need more storage for pots and pans? If so, consider a corner pull-out unit. At the same time, chuck out or donate anything that you haven't used in the past year. If you need a bigger oven you'll have to sacrifice space somewhere else but it'll be worth it when you can cook an entire Christmas dinner at once. Don't forget worktop space, too – maybe you'd prefer that giant bread-maker hidden away and have always wanted a coffee maker. Put mugs away rather than keeping them on a stupid mug tree. Take a look at the Orla Kiely range of storage jars and tins at John Lewis – sometimes basing your kitchen décor around accessories is a great place to start. If you don't want an under-the-sink bin, pick one in a bright colour and make a feature of it rather than trying to hide it. We've got a bright yellow one and matching bread bin in the same shade as our kitchen chairs and I love it. I love a bin. That's right.



Choose your tradesman carefully

Once you've been to a showroom and chosen your kitchen, get it designed. You don't have to go with their fitters - they are almost always more expensive than finding your own – but take the time to research your fitter if you do opt out. Choose one whose company has been around for a few years. Make sure they have liability insurance and guarantee the work they do. Ask to see a previous client's kitchen if possible. Make sure everything is costed and get a contract. Never pay cash – you'll have no proof of work carried out in case something goes wrong. Ask for timings and don't pay upfront unless it's to cover items they're purchasing on your behalf, such as white goods or a cooker. Consider paying some of the deposit on your kitchen on a credit card as it will protect you on anything you buy between £100 and £30,000, irrespective of bankruptcy, damage or problems with a supplier.



Save on the big stuff

Once you start moving light fixtures, sockets, pipes and radiators, costs mount up. If you're on a budget, design your new kitchen with this in mind, you'll save big time. Keep your cooker, sink and washing machine/dishwasher in roughly the same spots and if your existing kitchen and white goods are in good condition, sell them (via PayPal or cash on collection) on eBay or Facebook Marketplace. Ask showrooms when their new collections are coming in and work around that, as you might get an ex-display or end of line kitchen for a bargain price.

What do you need from the space?

Will your kitchen also be your entertaining space? If not you can probably get away with a breakfast bar. If you want to have people over for dinner and drinks, consider where you'll put the table, and how much room you need for the chairs. Perhaps a bench seat will work better, as you can tuck that against the wall when not in use. You could even have one built with storage underneath it if you're short on space. If you have the budget for it and are already changing pipework, remove a radiator to give you a clear wall space for a dining area or units and install (water-based) underfloor heating.

Set up your temporary kitchen

If you leave in a couple of units and chunk of worktop you can set up a toaster, kettle, microwave and camping stove on it. Store as many plates as you need, utensils and a couple of pans underneath. We bought a small fridge second hand on eBay to get us through our kitchen refit and sold it for the same price afterwards. Consider where you'll wash up – you might have to take over the bath or shower. If you have a loo or utility room, set everything up in there. I had to put up with that for nine months (don't ask) so a few weeks of fuff will be a breeze.



Juliette Wills
Journalist. Broadcaster. Author.



GREEN IS THE NEW BLUE SAYS JULIETTE WILLS

Not all of us are blessed with vast living spaces and endless pots of gold with which to furnish them nor, it must be said, the vision and interior design skills to bring our ideas to life.

Not every living room is light and airy. Not all ceilings are high enough to welcome a giraffe, and what looks amazing against the backdrop of a Georgian town house with its vast, sash windows may look somewhat awry when paired with the low ceilings of a characterless bungalow (and I should know, because although I'm not 100 years-old I live in one).

MAIN PIC
Velvet 3-Seater Sofa in Vine
SwyftHome.co.uk, £995



Apple Green Mid-Century Style Chair
bombinate.com, £310



Electric Stove in Sage
£1095, everhot.co.uk



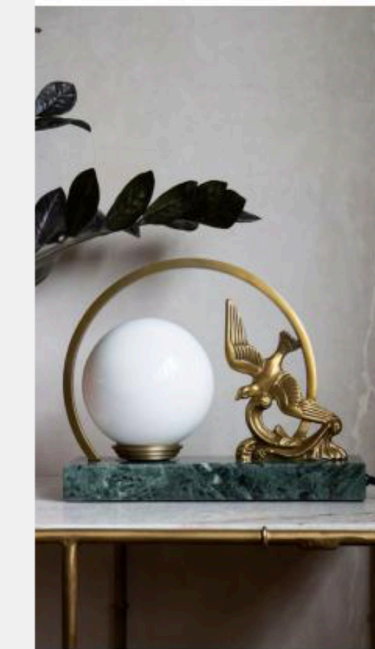
Leopard Candle Stick Holders
£55, oka.com

Put simply, we must find what works for our own space and embrace it. The good news is that if you're not entirely sure where to start, colour can be a fabulous first step.

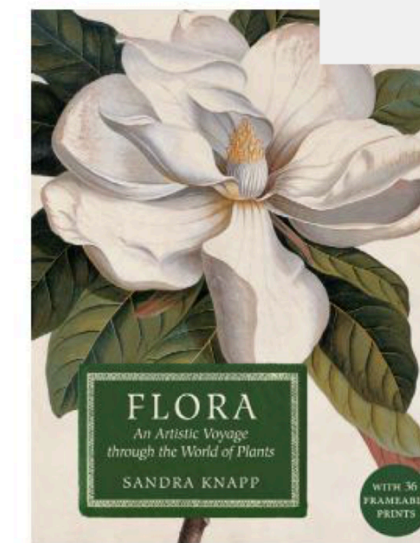
Two years ago it was all about blue - Farrow & Ball's 'Hague Blue' (perhaps named after ex-Tory leader William Hague?) must be on at least one wall of every other house in England. This year green is going to be big, and not only because it's such a versatile colour, but because it connects us to nature and has a calming, stress-reducing effect (much like wine, I find).

A bright emerald green will work well on the walls of a west-facing room, while a darker forest green in an east-facing room has a cocooning effect in the evenings.

Olive and sage green work fabulously with white, while so many vibrant shades - burnt orange, mustard, blush pink, coral - clash beautifully with the darker greens. If you prefer to go neutral and natural, here are some ideas for introducing green into your living room.



Gold Swallow and Marble
Art Deco Style Lamp
£160, rocketstgeorge.com



Flora - An Artistic Voyage through the World of
Plants by Sandra Knapp £15, nhmshop.co.uk



Cria Throw in Evergreen
£325, oka.com



SWEDE DREAMS ARE MADE OF THIS

JULIETTE WILLS ON KEEPING THINGS SIMPLE WITH A SCANDINAVIAN-INSPIRED BEDROOM THEME.

It's fair to say that Nordic countries – and Sweden in particular – were early adopters of clean, simple and functional design. Their minimalist approach to interiors gained momentum in the 1950s, and today we're all familiar with what constitutes a classic Scandi look: lots of wood, natural fabrics like linen, jute and wool and no clutter. Seriously, none.

MAIN PIC:
1/Joelle Pink Velvet & Oak Bed
£1095, loaf.com



Washed Linen Bed Set
£106, bombinate.co.uk



Amber and Pink Glass Candle Holder
£38.99, trouva.com



Sagres Pendant Lamp Shade
Natural Cane & White
£49, made.com



Sheepskin Rug in Ivory
£1575, johnlewis.com



Soft Edge Freestanding Mirror in Oak
£350, johnlewis.com

If your bedroom is in need of a revamp, you could do worse than adopt their approach. White walls are classic, but pale grey or a light, dusky pink also does the job. What you don't want is fuss, so please, leave the flocked wallpaper and giant 'Love' cushions for someone else.

A sheepskin rug beside the bed will be a treat for cold feet, while wool throws and linen bedsheets will keep you cosy. Try to keep it tidy – invest in a bed with drawers underneath it if you're short on space or treat yourself to built-in wardrobes. Pick out leather, copper or wooden handles and paint the doors to match your walls so they blend in and create a smooth, seamless space.

A couple of statement plants will complete the look, but if you're not the green-fingered type, or the room doesn't get much light, there are some convincing fake plants that'll be just as happy in your new space.



Faux Cheese Plant
£39.50, marksandspencer.com



Teak Bedside Table
£189, tikamoon.com



Wool Herringbone Throw
£53, annabeljones.co.uk

Berkeley magazine

The magazine for designer lifestyles & contemporary living



The new rules of urban chic

Style that makes a statement

tenthings

4

Ready, steady, slow

Are you the kind of person who does everything at breakneck speed: wolfing down a sandwich at your desk, always driving in the fast lane, even cleaning your teeth with enough aggression to wear off the enamel? It's just the way the world is, right? Wrong. The biological costs of ignoring stress are staggering. It's the fastest way to cardiovascular and other systemic diseases, and even accelerated ageing. The psychological costs are just as worrying, too, with anxiety, depression and other emotional illnesses associated with unmanaged stress on the rise.

We're barely able to connect with our friends and family because we're so connected to technology. We often describe ourselves as 'stressed', but we do little to help ourselves. We are, in short, heading for a meltdown.

This is where the 'Slow Movement' comes in. Carl Honoré's 2004 book *In Praise of Slowness* first explored how the Slow Philosophy might be applied in everyday life. "It is a cultural revolution against the notion that faster is always better," explains Honoré. The Slow Philosophy is not about doing everything at a snail's pace. It's about seeking to do everything at the right speed — savouring the hours and minutes rather than just counting them down. About doing everything as well as possible instead of as fast as possible.

Here are some areas you can focus on:

Slow down at work

There's been a boom in chill-out zones, on-site massages and even napping pods in the workplace in the US, and it's a trend that's beginning to catch on in the UK. Companies are waking up to the fact that their staff are more productive and creative when they have the opportunity



to shift down a gear. So take an hour's lunch rather than eating at your desk while you work through - you'll get more done by giving your brain a break.

Enjoy your commute

We're not talking about traffic jams. If your journey to work is by tube, could part of it be done on foot? Getting off a stop before your usual one, and walking the rest of the way, will not only help wake you up, it will get you away from the madding crowds. Take your time, notice your surroundings — if you're lucky enough to have trees en route, properly look at them. Listen to the birds. A smile will come naturally.

Don't rush your food

Support your local markets, and local producers. Eat in restaurants where the chef sources local produce. Contemplate your food before tucking in, put your cutlery down between each bite and savour it. Don't just see food as a means to staving off hunger. The French are masters of slow

food — even their five-year-olds have a three-course meal at school, and almost all French families sit down together for a home-cooked dinner. Food connects people; it's easy to lose that social link if you're rushing through life.

Relax at the weekend

Enjoy a lie-in, then go food shopping at your local market. Have lunch at a food stall while you're there. Buy a book from a book shop rather than online and stroll home without looking at your phone. Make a coffee, slowly. Read at a natural conversational pace instead of speed-reading. Sip your coffee, don't gulp it. Invite friends over for dinner. Cook them something with the produce you bought this morning. Ask them to leave their phones by the front door. Tell them why when they think it's a joke. Enjoy a few drinks and talk about the food and the wine rather than just consume it. Set phone to silent. Go to bed. That's it. That's living 'slow'. Sounds appealing, doesn't it?

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Juliette Wills

Director

www.twomagpiesmedia.com

juliette@twomagpiesmedia.com

+ 44 (0)7768 040748

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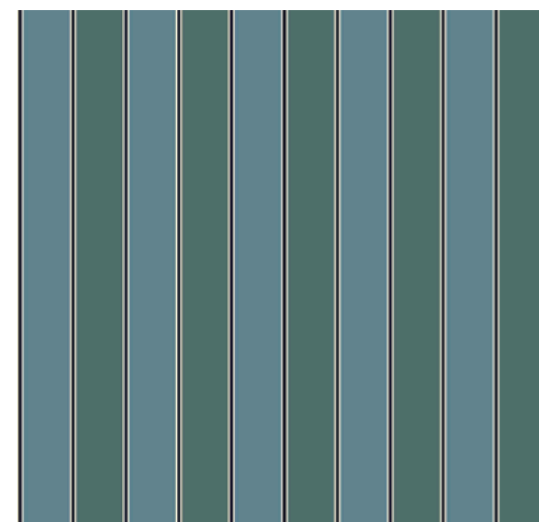
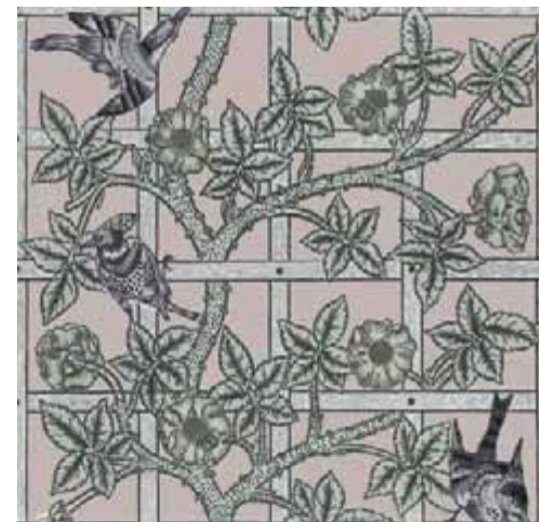
Return of the max

'Less is more' is no longer the maxim for interior style. It's time to take a 'maximalist' approach. So if you're going to put up wallpaper, don't restrict yourself to an 'accent' wall — hang it everywhere!

Check out House of Hackney's eye-wateringly busy florals (pictured right, www.houseofhackney.com) and Kit Miles' fabulous textiles and wallpapers; the depth of colours and textures are a real sight to behold (www.kitmiles.co.uk). Why stop at the walls when you can cover the ceiling? Got a mantelpiece? Good. Now put as many mirrors or pictures above it as you can. Got a patterned rug? Get five, make sure none of them match, and overlap them. You know you're doing it right when you need sunglasses to enter your living room.

If you're not sure which side of the maximalist/minimalist bed you sleep on, take a trip to Marseille hotel Au Vieux Panier, where the French graffiti artist, Tilt, has created a room that used graffiti to 'express the energy and dynamism of city life', and decide for yourself. Faced with the stark white walls of the hotel suite, he opted to decorate only half the room, with the bed slap-bang in the middle of minimalist and maximalist. It's aptly named 'The Panic Room'.

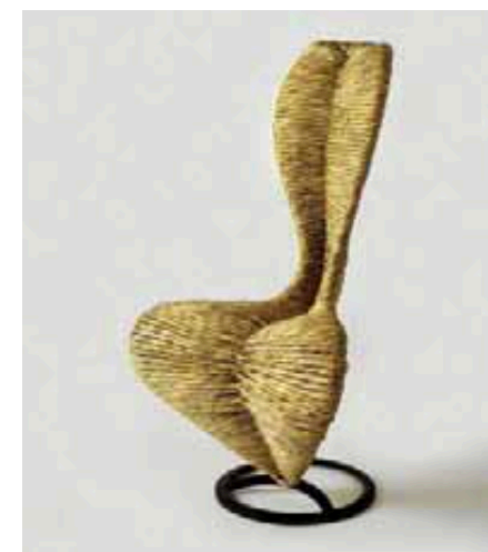
Even restaurants haven't escaped the trend. Under the direction of celebrated Michelin-starred chef Jason Atherton, Berners Tavern in Fitzrovia is a great example of culinary maximalisation. Atherton uses only the best produce from the British Isles, and his menu is as flamboyant as the surroundings — all ornate ceilings, gilt-framed oil paintings and sumptuous velvets with a dominating chandelier. It really is a sight to behold, and the imaginative yet down-to-earth menu fits perfectly within. Of course, you'll be hard pushed to get a table anytime soon, but that's another story.



9

Ones to watch: Three chairs

When Tom Dixon idly sketched a chicken back in 1987, little did he know that it would evolve into a chair (the Cappellini S-Chair, pictured right), which would catapult him from self-production into the sought-after Italian luxury furniture market... and from there into the permanent collection of the Museum of Modern Art in NYC. Since then Dixon has put the hours in at the creative helm at Habitat, been awarded an OBE and recently put his stamp on the impressive Mondrian Hotel at Sea Containers House in London.



At the tender age of 17, while at drama school, Lee Broom won a fashion design competition. When he found himself working for Vivienne Westwood shortly after, Broom made his change of direction official and took a place at Central Saint Martins to study fashion. He now designs furniture under his own label, most notably anything that requires a light bulb. (Crystal light bulbs, in fact.) Last year Broom won the Queen's Award for Enterprise — the UK's highest accolade for business success. *The Guardian* newspaper has commented on his skills: 'Lee Broom is to furniture what Marc Jacobs or Tom Ford are to fashion.'

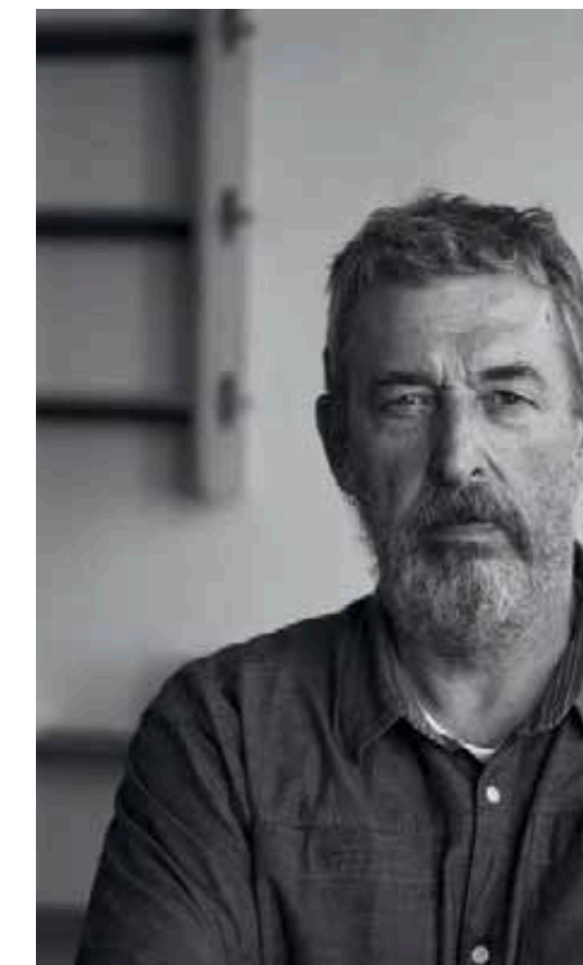


Alexander White has gone from strength to strength since winning the Heal's Discovers 2015 competition. Having started out designing high-end products from tree houses to tables for private clients, White now also collaborates with high street retailers. White is most notable for his stunning Monroe chair (pictured right), named after its striking resemblance to the white pleated dress worn by Marilyn Monroe in the iconic subway grate-blowing scene from 1955's *The Seven Year Itch*.



10

Coakley's designs for life



Sheridan Coakley is without doubt London's leading purveyor of modern British furniture, lighting and home accessories. Untrained, he started out refurbishing classic mid-century pieces until it occurred to him that he may as well go the whole hog and make his own furniture. Coakley opened SCP in Shoreditch with the Philippe Starck range. Jasper Morrison and Matthew Hilton came to the launch and "the next day Matthew turned up with some of his own designs. After that, we worked together, making things we liked," says Coakley.

His advice to anyone thinking of investing in a piece of furniture: "Spend as much as you can afford, but always buy what you like. Eventually, if you do need to part with it, somebody else will be happy to take it on. Good design lasts."

Moody Blues

INTERIORS ARE GOING A DEEPER SHADE OF BLUE
AS SEEN AT BERKELEY'S ROYAL ARSENAL RIVERSIDE

Words Juliette Wills Photography Alister Thorpe



If you've recently ventured to Mayfair's Little House for a post-work pint, popped in for supper around the corner in Knightsbridge at the Berkeley Hotel or had lunch at The Groucho Club, you might have noticed a trend for unadulterated opulence (and we're not just talking about the clientele). Gone are the days when hotel bars and private members' clubs were dark, unimaginative and unassuming — today they are lavish, sumptuous and decadent, designed with an unapologetic richness that lets you know that they know that you're special.

There is something else you might have noticed, and that's a theme within



Pantone 13-4810 Limpet Shell

Pale blues, especially green-blues, evoke a sense of tranquillity, as they resemble the calming influence of the sky and the ocean.

a theme: the colour blue. The plush, deep-set, mid-blue curved sofas at Little House are ridiculously inviting, making it hard to imagine sticking to the 'just one quick drink' rule. Then there's the off-the-scale décor at the Berkeley's Blue Room which does exactly what it says on the tin — it's... well, astonishingly blue. On the other side of the pond, the historic Los Angeles Athletic Club recently unveiled its own Blue Room — a classy, reinvigorated lounge area and cocktail bar, which was a feature of the LAAC when the club began operating at its downtown location in →



1912. The colour has long been associated with wealth and status, but fell out of fashion some time ago. Blue, in all its guises, has now come full circle and there's never been a better time to embrace it.

"Colours this season transport us to a happier, sunnier place", says Leatrice Eiseman, executive director of the Pantone Color Institute. "With our culture still surrounded by so much uncertainty, we are continuing to yearn for those softer shades, such as blue, which offer a sense of calm and relaxation."

Eiseman knows what she's talking about, and so does the Pantone Color Institute. Pantone began as a printing company in the 1950s. In 1956, an employee called Laurence Herbert used his chemistry knowledge to simplify the company's pigments and inks. Herbert took on the running of the ink and printing side of the business, and by 1962 it was making a profit. He later bought the technological assets from the owners and called his new company 'Pantone'.

Under her guise as a 'colour expert', Eiseman helps companies make the best and most educated choice of colour for their brands. Every year, Eiseman and her team predict the colour trends for the following spring. So how should we be using blue in our homes?

"Serenity blue is like the vast expanse of blue sky above us; it comforts with a calming effect, bringing a feeling of respite even in turbulent times. A transcendent blue, it provides us with a naturally connected sense of space."

In Buddhism, blue is seen as the coolest and least material of all hues, and is considered beneficial to mind and body, stimulating tranquillity. That's all very well, but what if we want something a little, well stronger? According to Pantone, darker blue tones suggest power and integrity. One-third of brands globally are blue. Well, if it works for The White House (The Blue Room is where the President receives his guests), it works for us.

"The maritime-inspired Snorkel Blue plays in the navy family," Eiseman continues, "but with a happier, more energetic context. The name alone implies escape. It is striking yet still, with lots of activity bursting from its undertones."

Eiseman doesn't just talk the talk. She uses blue in her own home: "I love deep periwinkle blue. It translates beautifully to interiors, especially a bedroom," she enthuses. "It brings a bit of calm, but with a warm red-purplish undertone to add a little excitement." →

IN BUDDHISM, BLUE IS SEEN AS THE COOLEST AND LEAST MATERIAL OF HUES, AND IS CONSIDERED BENEFICIAL TO MIND AND BODY, STIMULATING TRANQUILLITY

Royal Arsenal Riverside

Located on the River Thames, in the borough of Greenwich, Royal Arsenal Riverside is perfectly positioned to become London's new cultural destination to live, work and visit. With a Crossrail station due to complete in 2018, and existing transport links provided by the Thames Clipper, National Rail and the DLR, it offers superb connections to the capital. Yet this is a place you can relax and escape from the city's hustle and bustle, with a farmers' market, restaurants and buzzing retail hub.

Royal Arsenal Riverside / Woolwich SE18
Availability / 3 bedroom apartments and penthouses.
Prices starting from £647,500
Contact / +44 (0)20 3432 0952
www.royalarsenalriverside.co.uk

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Juliette Wills

Director

www.twomagpiesmedia.com

juliette@twomagpiesmedia.com

+ 44 (0)7768 040748



Kit Miles is a London-based textile designer whose striking fabrics and wallpapers grace luxury hotels and high-end restaurants. The entrance hall to Soho's Groucho Club boasts his 'Fretwell' wallpaper, a dark blue so rich and almost-black it makes it a somewhat unusual choice for an entrance.

Granted, Miles' eye-wateringly intricate wallpapers aren't for the faint of heart, but a little goes a long way and they make a great starting point for a living room or bedroom. If you're apprehensive about going too bonkers, start with textiles — cushions, curtains, upholstered chairs. If you're feeling adventurous, go the whole hog and treat your entire living room to his Birds in Chains wallpaper.

"We can make blues modern by being bold with colour-blocking," says Miles. "Our designs aim to create a dialogue between blue's historical context and its more modern aspirational values."

Does Miles' own home reflect his penchant for colourful design, or does he actually have 'Magnolia' paint on the walls and a cream carpet?

"Absolutely not," he laughs. "A home should never be a space where you feel you should play out what is expected on a societal level. It should be a site of experiment, joy and spontaneity."

That spirit is certainly brought to life at Berkeley's Royal Arsenal Riverside development (pictured here), where



Pantone 15-3919 Serenity

Mid-blues are traditionally associated with wealth and regality, hence the term royal blue. Pair with buttercup yellow, peach or dark blue.

interior designer for Berkeley's East Thames developments, Roxanne Peters was tasked with painting a picture of what life inside its luxury apartments could offer prospective residents. And she didn't have to go far for inspiration.

"Rooms with a view was my starting point — it's such a beautiful location. I'd sit out on this balcony (we are in the three-bedroom show apartment) and take in the 360° skyline — with all the culture and history of London it encompasses — then try to draw it back inside."

The vista is indeed spectacular, placing all the dualities and idiosyncrasies of the city within grasp. On the horizon, the gleaming towers of Canary Wharf and the Square Mile seem almost in touching distance, and make dramatic contrast to the sight of the Tate & Lyle factory and other nearby reminders of London's past.

For Roxanne, this juxtaposition of modern luxury with tradition has been essential to capturing the spirit of the place. Arsenal is steeped in history, with →

Left: Basketweave placemats, £25 each, by Chilewich at Selfridges; Renaissance Gold plates, from £26 each, all Wedgwood



many landmark listed buildings that Berkeley has sympathetically incorporated into its regeneration while adding stunning new architectural living places and new green community spaces.

Light plays a key factor in the apartments, with mirrored surfaces and detailing maximizing the reflection from outside. "I used a lot of plush fabrics, such as leather and velvet," says Roxanne, "because regardless of the time of day they naturally reflect light." And when accessorising, Roxanne has consciously kept the connection between old and new: "All the blues and hues of copper are inspired by the industrial vibe on the site."

Her desire to bring "central London luxury" to this south east bank of the River Thames is apparent in every room and, says Roxanne, comes as a surprise to the development's many visitors.

"When people come in I want their first impression to be, 'Oh wow!', and then to walk out wishing they could live here."

The furniture is bespoke. And taking pride of place in the living room is a macassar dining table (featured on page 64), which Roxanne designed herself, and then commissioned the Peter Smith Collective to create. "It's like a Pandora's box," reveals Roxanne, pulling out one of the perfectly engineered secret chairs, which only reveal themselves by the hint of opulent blue seat velvet.

"Of all the sites I work on I am most passionate about Royal Arsenal because it has so much heart and soul, and there is so much planned to happen over the next 15 years," says Roxanne. "Working on a regeneration project is exciting because it is as if the development is alive — we are building a community, and we want people not only to live here but to come here as a destination as well." ◇



Pantone 19-4049 Snorkel Blue

Dark blues represent power, authority and aspiration. Pair with rich yellows and coffee shades

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Juliette Wills

Director

www.twomagpiesmedia.com

juliette@twomagpiesmedia.com

+ 44 (0)7768 040748



ALL ABOUT CALIFORNIA WALNUTS

The California Walnut Commission supports the UK trade and educates consumers on the benefits and unique attributes of California Walnuts. Marketing campaigns are designed to increase awareness and consumption of California Walnuts.

California's Central Valley currently has a whopping 335,000 acres of walnut orchards under production. The walnut growing region is the prime central valley of California, which has a mild climate and deep fertile soils that provide ideal growing conditions.


THE WHEN & WHERE OF WALNUTS

The first commercial walnut tree plantings began in 1867 in the Santa Barbara County town of Goleta. Some 70 years later production moved to the central valley area in one of the most dramatic horticultural moves in history. A superior growing area, enhanced irrigation and improved pest control methods resulted in greater yields, which gradually increased each year. The growers were happy, the sellers were happy, the consumers were happy – and most importantly of all, the California Walnuts were happy.



From Shell to Shelf

California Walnuts are graded into two distinctive markets: **IN-SHELL AND SHELLED.** Following drying, sizing of the in-shell walnuts occurs and are graded as jumbo, large, medium, or baby. A baby walnut – ah, lovely! You can purchase California Walnuts whole, in halves, as pieces or chopped. Shelled walnuts are available in supermarkets and club stores year-round.




California Walnuts are harvested from September through to November and kept in cold storage to maintain freshness. Walnut handlers shell walnuts as needed throughout the year to fill orders from global retailers. Keeping walnuts refrigerated (away from other strong-smelling foods) as long as possible ensures that consumers enjoy the unmistakably crunchy, high-quality, fresh-tasting California Walnuts throughout the year. If California Walnuts are exposed to warm temperatures, they will not be happy and will show you that by going rancid.

Now you know.

THE WORLD'S FAVOURITE WALNUTS



A NUT FOR EVERY SEASON(ING)

Make no mistake, the humble California Walnut is a versatile nut. With a flavour profile that works beautifully alongside a variety of seasonal foods - both sweet and savoury - you can enjoy them throughout the year. In fact, there are an impressive 30 varieties of walnut grown today.



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Juliette Wills
Director
www.twomagpiesmedia.com
juliette@twomagpiesmedia.com
+ 44 (0)7768 040748



California Walnuts

California Walnuts – brighten up your baked goods

Walnuts are big business in California. Huge, in fact. To date, the California Walnut Commission has invested over \$18 million in health research in 10 countries, working with over 57 institutions and universities. The industry generates \$1.3 billion in farm gate revenue and supports 85,000 jobs directly and indirectly. Where better for walnuts to grow and thrive than under the beautiful sunshine of The Golden State? The glorious growing conditions are why California Walnuts are renowned for their lighter colour, sweet-mild taste and soft texture, it's no coincidence that the UK is now the third largest market in Europe, with California Walnut exports reaching an impressive 9,316 MT in 2017. Not only that, but during the first five months of 2017 there were more California Walnuts imported into the UK than throughout the whole of 2016.

The key to California Walnuts' success lies in their versatility: they can be enjoyed on their own or added to baked goods such as muffins, flapjacks, cakes, scones and many types of confectionery. Their unique attributes combined with

their outstanding flavour make them the perfect fit with so many recipes – and an ability to raise the customer's perception of value without substantially raising the cost of ingredients.

When you buy California Walnuts you can be sure you're buying the best. They have to pass vigorous inspections before being graded into two distinctive markets: in-shell and shelled. They come in packs of jumbo, large, medium, or baby sizes as well as ready chopped or ground, so whatever your recipe calls for, California Walnuts have got it covered.

Nick Richardson from The Garden Marketing & PR, the trade representative for California Walnuts in the UK, comments: "Our baking demonstration stand at the recent Foodex exhibition in April showed how versatile California Walnuts are to the industry. The California sun combined with the fertile soil of the Central Valley gives the walnuts their edge on taste and texture – great as a healthy flavouring. Their light colour will brighten up any baked goods, making them stars in their own right."

California Walnuts are one of the most adaptable, go-to ingredients for the baking industry, and this is reflected in the UK's growing demand for walnuts.



So what's the reason behind the increased interest and growth in the market?

"Various inputs have seen the UK market's walnut consumption increase," explains Richardson, "with consumer trends towards healthy snacking seeing a big rise in sales. Their competitive price point, along with the perceived high quality of California Walnuts, is also a factor. Their versatility is a game-changer when it comes to baking, so it's not hard to see why export sales are increasing rapidly."

CALIFORNIA WALNUTS

c/o The Garden (Marketing & PR) Ltd.
Bourne End Business Park
Cores End Road, Bourne End,
Buckinghamshire, SL8 5AS

01628 535755

walnuts@comeintothegarden.co.uk

www.californiawalnuts.uk/trade



A TASTE OF California



CALIFORNIA RAISINS are cleaned, graded and inspected to the highest standards to ensure that only the finest California Raisins make it to market - a bit like those Hollywood stars getting ready for the Oscars. The inspection process is also subject to audits by outside inspection services – in the case of California Raisins the AIB (American Institute of Baking) and The British Retail Consortium (BRC)

Give these guys a round of applause, because California Raisins are a natural source of sweetness – in fact, 'raisin' is the only ingredient you'll see on the label. Packed with essential nutrients and fibre, their versatility means they're great for baking and confectionary, whether in whole form or paste. They're also used widely in main meals such as salads, curries and meat dishes



The PERFECT COMBINATION



CALIFORNIA WALNUTS are subject to continual rigorous manufacturing standards; overseen by The California Walnut Board they're also subject to outside inspection, which means that only the finest California Walnuts leave the processing plant, leaving no room for runners-up.

California Walnuts' sweet, mild taste and soft texture also make them one of the most adaptable, go-to ingredients for the food industry. High in fibre and 'heart health' fats, they're nutrient-rich and supply a significant amount of omega-3 fatty acids. Used extensively in confectionary and baking as well as in savoury dishes (they're great with meat dishes, pasta and in salads), California Walnuts and California Raisins go so well together that they often find themselves in the same blockbuster of a recipe (see page 13)



Left to right: Sarah Webb, Sarah Ayton and Pippa Wilson.



www.neilson.co.uk



Pippa Wilson.



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PIPPA WILSON

THE GOLD STANDARD

HAVING JUST RETURNED FROM A NEILSON HOLIDAY IN DAHAB, OLYMPIC GOLD-MEDAL SAILOR PIPPA WILSON TAKES TIME OUT TO TALK TO JULIETTE WILLS.

Two years ago, 22 year-old Pippa Wilson joined Britain's three-woman Yngling team with a dream of winning a gold medal at the Beijing Olympics. While most of us on dry land were wondering what a 'yngling' actually was, never mind how to pronounce it, the team sailed to victory in China, taking gold and adding to Great Britain's impressive haul of medals.

First off, Pippa, belated congratulations. What's your schedule been like since winning Olympic gold?

Completely crazy, I haven't stopped. We flew back into London, went on GMTV, did a shoot for Hello magazine, did hundreds of TV and radio interviews, then had the parade in London. It was fantastic – such an incredible experience. We couldn't believe how many people turned up. We were floating on a total high for days. We went on the Jonathan Ross show and that was pretty surreal. Thankfully all the gold medalists were there so we were bewildered together! Kelly Brook was a guest on the show on the same night. She looked amazing, absolutely beautiful, and us girls are standing in our Olympic tracksuits thinking, 'Gah!' I haven't really stopped since I got back. We met the Queen, obviously that was an experience. I wasn't quite prepared to curtsy, so I did a kind of nervous half curtsy as I shook her hand!

You're young, blond and pretty. Are we going to be seeing you on the cover of FHM in a Union Jack bikini?

[Laughs] Oh God, I don't think so! I haven't had any requests like that. I don't know whether to take that as an insult or a compliment that they haven't called!

A compliment – they know you would tell them to poke it Yeah you're right!

You joined team-mates Sarah Webb and Sarah Ayton in 2006 with a dream of achieving Olympic gold (the two Sarahs took gold in the Athens games in 2004 with their former team-mate, Shirley Robertson). If your biggest goal was to win an Olympic medal, what's next?

Win another one! I knew we had a chance of winning in Beijing, but you don't really believe it's going to happen. At least, you can't prepare for it happening. You have to hope it's going to happen and just do everything you can to achieve that, and if it doesn't come off, you know you did your best. To win gold was fantastic, and I'm so proud of our team and all the British athletes for what we achieved.

Have you had any time to yourself since coming home? I've just got back from a Neilson holiday in Dahab. It was wonderful. I took my best friend from Southampton, and it was great just to escape everything for a week. It's so hard to fit in any time off to see friends and family even during a normal training schedule, but when it's been as mad as it's been since the Olympics, it's impossible. We just sunbathed and swam and really had an amazing time away from all the phone calls and completely switched off.

So you didn't go sailing?

Actually, no. I was going to, but it wasn't quite windy enough the day I fancied it. Probably just as well, I was on holiday after all! I did do a few other watersports – windsurfing, kitesurfing and played tennis, but I'm rubbish at all of them.

How can you be rubbish at any sport involving water and not falling into it?

It's like anything – you need to learn and practice to be any good. I'm hopeless at windsurfing. I want to try and get some more practice in with other sports but I never have the time, so I'll probably be rubbish for a while yet!

Best stick to the sailing for the Olympics, then Yes, I think I will.

energise page 16

“We were sailing on Lake Garda once when the keys to our van almost slid off the boat. That's about the only time we've had that 'Nooooo!' moment.”

When you're in training, what's your day like?

We're up around 6.30am, and we run for an hour or two to warm up...

What? A two-hour run is a warm up?

Yep, we run. It's not just about sailing, we have to be fit and healthy and running is part of the training. It's not my favourite part, but it's essential to help prevent injury and keep our stamina levels up. Then we have breakfast, prepare the boat and spend around five or six hours on the water. We'll run through the day when we come back to shore, pop to the gym for a while, have dinner and head to bed around 8.30pm. I told you it's not glamorous!

We're guessing you don't train much in England

Well, no. We train in Palma, Spain most of the year. The weather in England just isn't good enough so we train for seven or eight days, then come home for four or five days, then go back to Spain again. The time at home seems to pass so fast. I don't really like all the travelling but I can't complain. It's a good thing that the two Sarahs and I get on so well because we spend more time with each other than we do with our families or friends. When we're back in England it's not like we can sit around watching television all day – we still have to keep our fitness up, so that means long runs and the gym, and we also study sailing videos. It never ends!

How do you relax?

I find it hard to relax, I must admit. I can't sit still. There's always so much to think about that it's hard to switch off. I'm worried that if I sat down for too long I might not want to get up again.

Where do you keep your medal?

At home, but it keeps moving. Family want to see it, friends want to see it, so it ends up in places where someone has walked around the house with it and I panic, wondering where it is. It should be in a glass case on the wall but it's nice to be able to take it out of the box and just look at it and hold it and, of course, everyone wants to try it on!

For us ordinary mortals to get an idea of how heavy it is, would you say it weighs about the same as a small tin of baked beans?

Er, it does actually. Weirdly enough, that's spot on.

Have you ever dropped anything important overboard like a phone or your car keys?

It's funny you should say that, because we were sailing on Lake Garda once when the keys to our van almost slid off the boat. That's about the only time we've had that 'Nooooooo!' moment, other than when we've almost gone over ourselves during particularly hairy moments. That's never a nice feeling, but usually one of us grabs the other one and we stay on board.

What's the best advice you've ever been given?

Believe in yourself. As a team, we believe we can achieve anything, and as individuals, we all inspire each other. If one of us had any doubts about our ability, we wouldn't be a good team. I've been sailing since I was five years-old, so it's pretty much been instilled in me to have confidence and aspirations since I can remember. I've always worked hard and pushed myself, and it's paid off.

And your greatest inspiration?

The two Sarahs, without doubt. We're always pushing ourselves but we have to push each other as well. We're a strong, close team and we motivate each other. Ben Ainstlie, too, he's an amazing inspiration and a fantastic athlete. What he's achieved in his sailing career is incredible.

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 CONCEPT: KILLER CREATIVE

Juliette Wills
 Director
 www.twomagpiesmedia.com
 juliette@twomagpiesmedia.com
 + 44 (0)7768 040748