

SHOPLOCAL

Let's use our independent retailers and #SaveTheMonth

With a second lockdown now in action, the Herts Ad is urging local residents put some much needed cash into the coffers of our independent retailers by shopping online.

As part of our ongoing ShopLocal campaign, we're encouraging customers to forgo the multinationals and back our high street businesses as we aim to #SaveTheMonth.

Retailers have been reacting to the second lockdown and promoting their digital platforms as the first choice for Christmas presents.

Deryane Tadd of The Dressing Room said: "I am devastated that this is happening again. I did not see it coming."

"We have loads of new bits in for Christmas, including stocking fillers such as socks, candles, jewellery and hand cream as well as new season fashion items."

"Now would be a brilliant time to come in and get your new cosy winter coat. From reversible coats, parka jackets and Italian wool pieces - we have a whole range of high end brand stockists including

LAURA BILL

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Parka London and Dualist."

Donna Nichol, from Chloe James Lifestyle, reacted to the imminent shutdown: "The news of a second lockdown has really knocked me for six. We were already working flat out on improving our website and have now decided to relaunch it immediately."

"We have tried hard to get the feel of the shop into our online offering and have added a lot more products too, including gifts and cards. If there are teething problems, I'm really hoping our customers will be understanding - these are testing times and we are fighting for survival (www.chloejameslifestyle.co.uk).

"There was already a definite shift towards shopping small and local and I think being forced to spend more time at home has meant people have realised how important their local shops are to the community."

"We're not just somewhere to

spend money, we're somewhere to go for a chat and advice. We're a service - we help people look and feel good, boosting their confidence and giving them a lift. We help them choose great presents that they find joy in giving. We live and work locally, spend our money locally and create jobs. We'll be reacting to demand over the next few days in terms of opening hours."

She added: "We'll be keeping in touch with our customers like we did last time, with lots of videos and photos on social media. We've already done a 'Twenty Gifts under £20' IGTV which has had a great reaction."

"We're concentrating on how to make life easier for our customers, so free local delivery, click and collect, a gift-wrapping service, gift guides, working from home style advice are all on the cards. Your readers can sign up to our newsletter via our website, and follow us on Instagram and Facebook to see what we're up to!"

Marina Desclaus, owner of Empire Records and Chaos City Comics, said: "Not being able to open the shops is a big loss of



Marina Desclaus, who runs Empire Records and Chaos City Comics in Heritage Close.

business for us, but we hope that online and click and collect will be enough for us over the next four weeks in order to survive. Fingers crossed."

See www.chaoscitycomics.com and www.empirestalbans.com

Tere Harrington, retail director for Raindrops on Roses, added: "Even though a second lockdown had been on the cards for some time, we were really hoping that non-essential shops would not have to close."

"We are encouraging customers to shop local as much as possible over the next few weeks to support local businesses, and our website

will allow shoppers to do this. It's up and running at www.raindropsonroses.org.uk. We offer standard UK delivery and will be available 8.30am-10am Monday to Friday for Click & Collect orders if customers feel happy to pop into the shop to collect their purchases. Our stringent Covid safety measures will be in place as we handle the online orders."

Will you be getting your Christmas shopping done over the next few weeks? Let us know your experiences of supporting local independent retailers by emailing hertsad@archant.co.uk - together we can #SaveTheMonth



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I am sure that you will have read in the media that breast cancer is the most common cancer in women in the UK. It occurs 99% in women which equates to approximately 55000 women and 370 men every year. And 80% of the cases are in women over the age of 50 years old. There is not one single cause that leads to breast cancer, however a combination of lifestyle factors, genetic makeup and the environment. These facts make for grim reading however these are cause to be hopeful. In the past 40 years survival rates have doubled due

Al Alban Manor Nursing Home our residents and staff have been involved in community fundraising. Last week we participated in the "Wear it Pink Day" by Breast Cancer Now, The Research and Care Charity. It is the largest charity involved in raising funds for research in the UK. Its aim being to raise awareness about breast cancer and to help raise funds for further lifesaving cancer research. Breast Cancer Now encourages schools, workplaces and communities to organise fund raising events through its various campaigns. Wear it Pink Day on 23 October was once such campaign during the Breast Cancer Awareness Month of October 2020.

to improvements in treatments, early detection and diagnosis, with 85% of those with breast cancer being treated successfully and surviving 5 years or more. We need to continue to work on these improvements with further research.

Our residents and staff spent lots of time planning and getting ready for the day. It wasn't just a case of wear it pink but more a case of colour my life pink. It was a fun filled day with Alban Manor decorated with homemade pink decorations, everyone in something pink, ranging from ties, nails, lipstick, body makeup to complete outfits. Of course, the food was, as you would expect, pink!

The day created a wonderful atmosphere in the Home as we reflected on everyone coming together to support such a worthwhile cause and the strength of the human spirit to overcome challenges in life whether they be health related or otherwise.

I will leave you to reflect on this quote by Nelson Mandela:

"We can change the world and make it a better place. It is in our hands to make a difference".



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