

WOM

M A G A Z I N E

SPRING EDITION

2019

Spring

SUPPORTING LOCAL BUSINESS THROUGH WORD OF MOUTH

Spring 2019 Edition

A NOTE FROM THE EDITOR...



It's hard to believe that we're almost into the fifth month of the year – but Spring really has firmly arrived on our doorsteps. If it's not the recent beautiful weather that's reminding us the seasons have switched, it's the re-emergence of tasteful pavement tables and chairs and the swimwear creeping into shop fronts everywhere. So, what's to look forward to in Spring? Lots of us will feel a bit more positive as the winter gloom truly fades away, so why not harness this new energy and try out a different fitness class from your usual one? The beach body season is approaching, after all..... Or perhaps just getting out and getting some fresh air is more your style. In which case we have a handy feature on p.27 all about getting walks out of London. Or if you fancy flitting further, then skip to our piece on the Shetland Island of Unst – the most northernmost of everything in the UK and a world away from the lights of London.

Spring is all about new life emerging, lighter mornings and longer evenings, so perfect for a visit to a farm to see the lambs, or for a picnic to enjoy the leftover Easter eggs (if you have any!). The balmy days are approaching so it's time to freshen up and prepare for the warmer months – **the summer will be upon us before we know it! X**

Sarah Haynes

Guest Editor

Word of Mouth Magazine

What do you think of our Spring 2019 issue?

We'd be delighted to hear what you think.

Tweet us @WOMMagazineUK





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DIFFERENT EXERCISE CLASSES YOU NEED TO KNOW ABOUT

Running – whether road or treadmill – is not for everyone. Nor is swimming. Nor is cycling. Nor are racquet sports or standard aerobics classes. They're all options, but if indeed these don't float your boat, you don't need to worry. These days, preferences almost don't matter – there are so many exercise and fitness classes out there to enjoy that you're guaranteed to find one that suits you. Long gone are the days of village halls being packed with leotard-sporting women as the only route to exercise classes. Nowadays as well as public halls, there are gyms, dance centres and indoor leisure centres. So whether you want body sculpting, cardiovascular fitness, raising your metabolic rate, or a combination of these, you're guaranteed to find something to increase your physical fitness. We look at five very different classes – and what you need to know about enjoying them.

Written by Sarah Haynes



PILATES/YOGA

These two are strength-based classes. They focus on a number of demanding physical moves, designed to strengthen your inner core muscles and improve your posture. But just because you aren't dripping in sweat, it doesn't mean that your body isn't working hard. Holding the positions for a period of time, and often having a routine of flowing movements that you run through a few times, definitely makes demands on your muscles. This class is ideal for those with injuries or those who want a strength workout, rather than cardio. Always remember to mention any injuries to your instructor beforehand though so he/she can make adjustments for you.



SPINNING

This is a class mostly approached with a degree of trepidation (or horror). Famous for its body-blasting fitness workout, this is an uncompromising class – but it delivers results. There’s a popular misconception that spinning is only for cycling enthusiasts, but that’s not so. Effectively you’re riding an indoor bike. But it’s a bike on which your work your quads, glutes, midsection and upper arms to the max. The common ‘Tap Back’ move sees you lift yourself off the seat, then lower yourself back down so you almost touch the seat, but not quite. Do this repeatedly and it will become all too clear how this class can make you burn anywhere between 500-1000 calories in an hour.

AQUA ZUMBA

We all recognise Zumba as the studio-based, Latin-inspired exercise dance class and it’s fab for improving fitness whilst having fun. But sometimes the moves on a hard floor can be too much for stiff joints, or those with injuries – and this is where aqua Zumba comes in. It’s exactly the same – but in the pool. There’s an instructor who motions the moves to you, rather than shouts, and the same music is played to really get you moving. It might not sound like much of a workout, but Zumba-ing against the water resistance means you’ll definitely climb out hotter than when you went in!



A woman with long brown hair in a ponytail, wearing a black t-shirt and black boxing gloves, is in a boxing stance in a gym. She is looking down at her gloves. The background shows gym equipment and a wooden structure.

BLAZE

This is a relatively new exercise class that's sweeping across the UK. Devised to combine multiple disciplines, it focuses on running you through a series of areas while you have a heart monitor strapped on. Namely, martial arts, cardio and weight training. It's done as a group to upbeat, punchy music to inspire you to push yourself to the limit. Guided by instructors at every step, this is the one for you if you want a full body, punishing workout in a class type atmosphere.

A woman with long, curly brown hair, wearing a yellow crop top and patterned leggings, is smiling and practicing Kizomba dance moves in a gym. She has her arms extended. The background shows gym equipment and other people.

KIZOMBA

This has made a slow appearance on the fitness scene since around 2010. It comes from Angola and it's evolved from a traditional Portuguese dance to something with a more youthful touch. It's a sensual, exotic dance with a steady rhythm that really takes over your body. Focusing on the moves and the beat of the music is an excellent way to burn calories without even realising it! Standard gym attire is fine for beginners.



Things you didn't know about

CHERRY *BLOSSOM* TREE

The cherry blossom tree is one of the surest signs that Spring has begun, and we've started to spot the pretty flowers dotted around London's streets, but how much do we really know about it? We've compiled a list of fun facts about the beautiful tree, so read on and brush up on your knowledge.

Written by Sara Macauley



Japanese Culture

Characterised by delicate pink petals, the tree has its roots in Japan, where it's the national flower, but is actually thought to have originated in the Himalayas. Known as 'sakura,' the tree stands for renewal and hope in Japanese culture, which makes sense, as it appears every year when the fog of winter has lifted and sunny days make their comeback. Sakura is an important part of culture in Japan, and every year people there practice the tradition of having a picnic underneath them, which is known as 'hanami.' It's thought that this past time dates back to a century ago, when Emperors and members of the Imperial Palace would gather underneath them.

A delicacy

The cherry blossom petals aren't just there to be looked at – they can actually be eaten. You can salt them and use them in sweet treats like cookies and cakes, pickle them to use as a garnish or use them to brew traditional sakura tea with. In Japan, they love the tree so much that they've actually turned it into an ice-cream flavour. How's that for inventive?

Lifespan

The cherry blossom is thought to begin its main blooming period around the 4th of April, but the season only lasts about a month. From the time the first to the last tree blooms, each individual tree only flowers for about a week. The trees themselves live for longer though, on average about 30 to 40 years. If you're planning a trip to Japan to see them at their peak, make sure you take note of the bloom predictions in March to pick the best time to go.

Spreading the cherry blossoms

Japan gave 3,020 cherry blossom trees as a gift to the United States in 1912 to celebrate the nations' then-growing friendship, replacing an earlier gift of 2,000 trees which were ravaged by disease in 1910. You can view the most cherry blossoms in America today in Washington D.C., which has become famous for the flowers. Closer to home, Keele University in Staffordshire holds one of the U.K.'s biggest collections of flowering cherry blossoms, with over 150 varieties.



A BEGINNER'S GUIDE TO HOUSEPLANTS

One of the most simple and cost-effective ways to cheer up your house or flat is to invest in some house plants. However, keeping them alive is no mean feat. The problem with having plants in London lies in fluctuating temperatures (indoor heating plays havoc with most plants) and lack of light, but don't lose hope. We've put together a list of the easiest plants to care for – and instructions to prevent you from killing them.

Written by Sara Macauley



Sansevieria

Sansevieria, also known as ‘mother-in-law’s tongue’ or a ‘snake plant’, is probably the easiest indoor plant to care for. Its species comes from Africa, Madagascar and southern Asia, but it looks just as good inside our London homes. The Sansevieria has thick, straight-standing leaves which look amazing on display. It likes quite a lot of light but shouldn’t be kept in direct sunlight in case its leaves burn. Water your plant sparingly, as the easiest way to kill it is by overwatering. In the winter, about once a month is right, and in spring/summer you should moisten its soil once every 10-14 days. This plant is particularly good for bedrooms, as it emits oxygen at night time and may even help you sleep.

Rubber plant

If you’re new to houseplants, then a rubber plant is one of the best plants to ease yourself in with. Proved by NASA as one of the best air-purifying plants, this little guy is as pretty as he is functional. Rubber plants thrive best in brightly-lit rooms with no direct sunlight, and they quite like their leaves being wiped with a damp cloth every now and then. Don’t over-water this plant, though, or its leaves will drop off. Once every 5-7 days in summer and every 10-14 days in autumn and winter should do it.

Aspidistra

Also commonly known as the ‘cast iron plant,’ the Aspidistra is pretty indestructible. Inside, it can grow up to 1 metre tall with the right care and pot. The cast iron plant can cope with temperatures just above freezing, but it prefers a room temperature with well-filtered sunlight. Don’t place it directly in front of a window, but deeper inside a brightly lit room to see it grow. When it comes to watering, the plant just needs to be kept moist – so top up very occasionally. If you really want it to thrive, use a liquid plant feed every two to three months during the warm seasons.



Spring In Your Step: Transitional Shoes



By Zara - www.zara.com/uk



The Kitten Heel

Ah, how it perfects our basic wide-leg jeans and tee combo. The most important detailing for a new trend update is the unexpected square toe; the rule book has well and truly been thrown out, no pointed sling-back kitten heels can be seen around here.



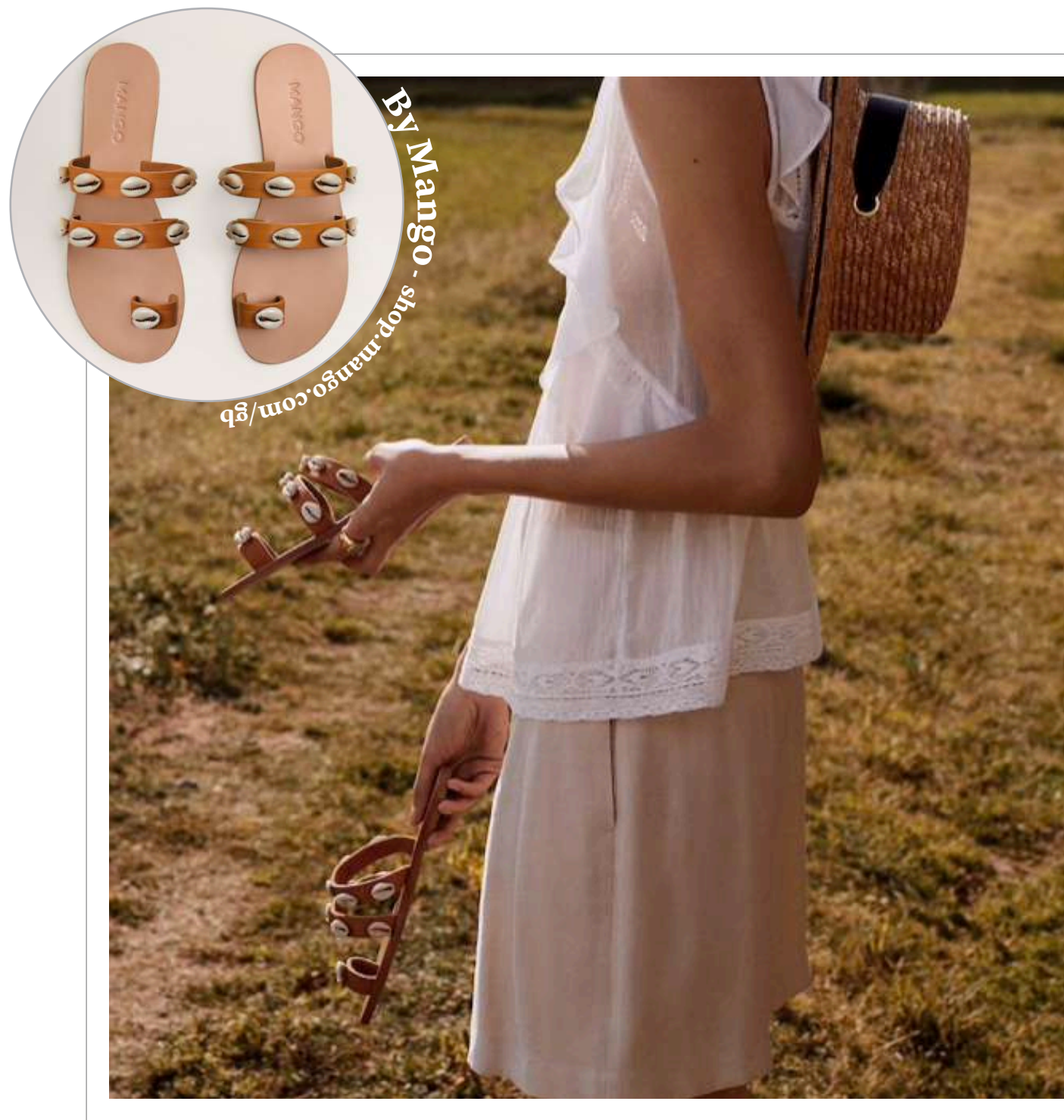
Strappy Happy

For this trend, it's all about more more more. Straps aren't just practical, they're also a coveted design feature. They're feminine, fun and fearless - just watch out for tan lines. Wear these with a midi-dress and trench for a classic and cosmopolitan look.



Boots in Spring?

A high-leg boot is Spring's biggest surprise hit; you might have been expecting to put them to the back of your wardrobe, but hold on just a second. A white high-leg (note: thigh high is a no go for SS19) boot works well with a tea or shirt dress, and is great for the upcoming months of predictably unpredictable weather.



Put a Shell on it

We saw this micro-trend creep in last season, with gold-plated seashell designs featuring on jewellery. But, now, they're adorning our feet. Imagine if your 10-year-old-holiday outfits got a grown-up makeover? I like to think this is what the outcome would be.

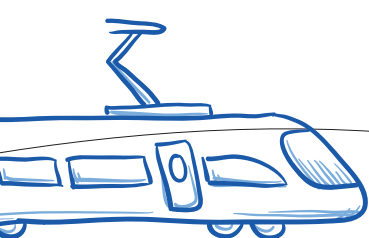


New Shoe on the block

From croc to vinyl, picking the right block heel is all in the finishes. Don't opt for a basic leather finish or suede, instead go for something modern and sleek - that way, they'll become your go-to for those "what should I wear days". A statement block heel will transform any look from looking last minute to thought out.

Get out of TOWN

One of the best things about living in London is how quickly you can get out. As the weather begins to turn, weekends are the perfect time to make the most of the longer days with some of Greater London's best walks.



Capital Ring

Quite the opposite of escaping London, the Capital Ring is a 126 kilometer trail through some of this cities' most stunning sites. Whilst very much embedded in zones 1-5, each of the ring's 15 manageable walks offer a whole new perspective, from reservoirs and wetlands to palaces and parks. If time and travel budgets aren't on your side, then pick a selection of the route and allow yourself to see the capital in a whole new light.

Hastings to Winchelsea, 9 miles

One of the most beautiful day hikes from London, that you'll truly begin to question whether you're still in the UK. From one stunning coastal town to another, you'll pass through rolling hills, dense forest, nudist beaches and beautiful cliff tops, all interspersed with excellent snack stops. Winchelsea is a beautiful place to end your trail, with a well deserved pint, and a snoop around the local churchyard. Depending on your route - and how quickly you walk- the journey should take around six hours.



St Margaret's Bay to Deal, 5 miles

Another stunning cliff top walk stretching along the Kent coast, from the small village of St. Margaret's, to popular seaside town, Deal. With such close proximity to Dover and it's White Cliffs, the area is drenched in history, from World War One monuments, and local museums and the amazing Walmer Castle. After five miles of walking, you'll be ready for a sit down on Deal Pier, and a good helping of fish and chips.

Manningtree to Flatford, 4 miles

A fairly short walk, but one filled with history and beauty. Art lovers flock to this part of the world, as Flatford is known to have inspired some of John Constable's most famous works, and it's not hard to see why. Walk through wildlife rich marshland, past winding rivers, and the stunning town of Deadham, for some of the most picturesque streets you'll ever see.

A black and white photograph of a person wearing a dark hoodie, standing against a light-colored wall. The person's face is completely obscured by their hands, which are pressed against the front of the hood. The lighting is soft, creating a somber and anonymous mood.

BLOOD *ON THE* STREETS

For most women of child-bearing age, menstruation is a fact of life. It happens around once every 28 days, though both longer and shorter cycles are common, what is normal for one woman may not be for another and vice versa. Mother Nature needs about 5-7 days on average to do her thing, and then it goes away until the next month. Most of us don't have to even think about it too much. But what about those who don't have regular access to bathrooms? What about women who simply cannot afford the sanitary protection that they need? What about those women who are homeless and for whom hygiene can be a major issue? Under these circumstances, having your period is not simply a few days of slight inconvenience – it's a few days of worry, embarrassment and suffering. Period Poverty across the UK is on the increase, affecting teenagers and women alike. But the toughest test comes for those who have the toughest life. With no home to go to, or a bathroom they can use as and when, there are very few solutions available to something that can't be avoided.

Written by Sarah Haynes

What do women need?

There are multiple choices of sanitary wear on the market, tampons for light, regular and heavy flow and sanitary towels designed to suit your particular period and most of us take these choices for granted. But the homeless don't have access to these options, they can only improvise, and they are forced to use whatever is available to them.

Bleeding on the street

The homeless women on the streets of London have admitted to stealing san-pro where they can and to be honest, there probably aren't many people who would judge too harshly for this crime. Other desperate measures include going into public bathrooms and taking cloths to rip up into rags to use or taking wads and wads of hand towels to stuff into their knickers. Using socks and other bits of clothing can also provide a temporary solution, but with no reliable access to washing facilities, this creates a hygiene problem at the same time as solving one. And if this sounds familiar to you then it's probably because this is the way that women dealt with their monthly bleeding centuries ago, before modern society had developed. The trouble is that we aren't living in centuries past any more and modern society is very much upon us. These are outdated means should not have a place in the 21st century, not for anyone.

Homeless
Please HELP

FOOD OR TAMPONS?
FOOD OR TAMPONS?
FOOD OR TAMPONS?
FOOD.

#TheHomelessPeriod

Complex periods

Not all periods are straightforward either. Women can suffer multiple problems which can exacerbate an already difficult situation. These range from having very heavy periods requiring a large amount of protection and then there are also those women who have things like polycystic ovaries and fibroids to contend with, making a hard life even harder. Any form of abnormal uterine bleeding means a far bigger problem for homeless women.

It's important here to mention hygiene again. Unprotected periods cause damage and staining to clothes which women may be forced to continue wearing. Imagine that, imagine having a leak on your jeans and having no way to wash it out so you just have to leave it. Along with hygiene comes humiliation.

And the sum total of this is that homeless women are suffering unnecessarily from being unable to obtain essential products. So, what's being done about it? What more can be done about it? Sadly, no major moves forward can be made because the government are simply not listening. These four petitions below have been put to Parliament, with the same disappointing outcome:

**'FREE SANITARY PADS AND TAMPONS
EVERY MONTH'**

REJECTED

**'MAKE MENSTRUAL PRODUCTS
FREE FOR ALL WOMEN'**

REJECTED

**'MAKE SANITARY TOWELS AND
TAMPONS FREE FOR WOMEN'**

REJECTED

**'MAKE TAMPONS AND PADS
FREE OF CHARGE FOR WOMEN'**

REJECTED

WHEN I WAS
HOMELESS
AND I USED TO
HAVE MY
PERIODS

There was one petition however that slipped through their protective net, and the cynical amongst us might think it's due to the slight change of word - 'females' rather than 'women'.

'Make tampons and sanitary towels free for females'. This petition got 64,016 signatures before it was closed, but the Government's curt response was disappointing in the extreme:
"The Government has no plans to make feminine hygiene products available free."
That's that, then, eh? Perhaps not.....

Charity work

Luckily, there are three specific charities which are championing this cause and which you can support: the Trussel Trust, The Homeless Period and Bodyform. Foodbanks and shelters are also giving out san-pro where they can, relying entirely on public donations. It's a sad fact that shelters receive an allowance for condoms, but not for sanitary towels and tampons. So, it's only by encouraging more donations from those who can that this problem can be eased - in the short term anyway. The future may be looking slightly brighter. Scotland has emerged as a trail blazer with a Members Bill being launched shortly to prevent period poverty and ensure reliable access to sanitary protection for those who need it, and who knows? Maybe the UK will start to see the unfairness and inequality in providing free contraceptive protection, but not for dealing with the consequences of using said protection.

Menstruation is not a choice. Neither should providing free, adequate san-pro for those who need it be either.



EASTER

TRIP HUNT

Bank holiday season is upon us, so ..

Written by Louise Henry

HORNIMAN EASTER FAIR

Best known for its mad taxidermy, the Horniman Museum is opening its doors this Easter for a whole host of family friendly fun. Follow an Easter Trail through their sprawling gardens, get crafty with a series of creative workshops or sit down with your little ones for a spot of storytelling.

HEN CORNER

Back in 2010, a family in Brentford turned their Victorian terraced house into a small holding, now known as Hen Corner, a little slice of domestic heaven. Join Sara and her family on Easter Saturday to explore the gardens with an Easter Egg hunt, make your own hot cross buns, and even hug a hen or two.

BRUNCH AT THE GOOD EGG

Dodge the chocolate in favour of the real stuff at one of London's best brunch spots. This Jewish-inspired cafe has two homes; Soho and Stoke Newington, and is famous amongst locals for its middle-eastern-meets-New-York-deli breakfasts. Make the most of the long weekend with a Jerusalem Plate for brunch, and thank us later.

EASTER WEEKEND SERVICE

Lest we forget, it's not all about chocolate and bunnies. Take some time out and step inside some of



London's most iconic cathedrals for an Easter Weekend Service. Thousand-year-old Westminster Abbey will have services on all week, whilst St Paul's and Southwark Cathedral have an array of services, concerts and evensong to choose from.

LINDT GOLD BUNNY HUNT AT KENSINGTON PALACE

If you have little ones to entertain this Easter, look no further than the home and gardens of Queen Victoria and William III. Over an hour and a half, you'll follow the trail through the palace gardens, discovering some exciting characters from the country's regal past. Most importantly though, you'll be rewarded with a Lindt Gold Bunny!

DEAD DROP CHOCOLATE RUN

If you've always fancied your chances as a vigilante, then now's the time. All you'll need is a team of fit friends, who'll be given a set of objectives, a map and a series of clues, to save the Easter Bunny and his chocolate supply. Walk, jog or run your way around London's landmarks on this epic festive treasure hunt. All participants will be rewarded with a finisher medal and free beer or soft drink.



Bring Back The Bookshops: London's Hidden Literary Gems

There's nothing like the smell of paper, the crunch of opening a new hardback, the feeling of running your fingers over shelves full of fresh books. If you, like me, are an "audiobooks just aren't the same" kind of person, then keep reading – because, I'm about to let you in on London's hidden treasure chests of literary gems. From spots where you can enjoy a coffee and cake in, to architectural feats - book shops aren't a thing of the past full of dusty covers and 'no talking' signs, they're a cultural hub for Londoners.

Written by Chloe Laws

BURLEY FISHER BOOKS

Burley Fisher Books is my go-to haunt for inspiration. It houses a lot of independently published books, poetry collections galore, and has the nicest staff in London. Who, to add the cherry on top will make you a mean cappuccino. When you're stuck in a rut and don't know what to read next, or if you're a writer and want some challenging literature, Burley Fisher is the place for you.

STOKE NEWINGTON BOOKSHOP

You'll see this bright blue storefront from half a mile down Stoke Newington High-street, but don't be fooled – this store isn't style over substance – they won the coveted LBC/Independent Newspaper Best Bookshop in London award in 2004. Have to bring the kids with you? Don't worry, a few doors down they have a Toys & Books shop for children that's a sensory explosion.



LIBRERIA

Liberia is an architectural experience as much as it is a bookshop, inspired by Argentinian author Jorge Luis Borges's Library of Babel, it tricks the mind with mirrored ceilings and wall-to-wall bookshelves. The short story conceives of a universe in the form of a never-ending library, and Liberia definitely succeeds in bringing that feeling to life.

DAUNT BOOKS

Got the travel bug? Then get yourself down to Daunt Books! This store's point-of-difference is that it matches travel guides with the best literature from that part of the world – basically, if you want to be immersed in the culture you're visiting then this is the best place to start.

The original shop, based in Marylebone, is our favourite of their franchises, for its extravagant stained glass windows and oak balconies.

THE LONDON REVIEW BOOKSHOP

For more options than any book worm could possibly need, London Review Bookshop is an overwhelming mecca of over 20,000 titles. While you peruse the endless titles, grab yourself a coffee and slice of cake there too.

THE NOTTING HILL BOOKSHOP

You might not bump into Hugh Grant, as the Richard Curtis classic film would suggest, but this bookshop will still give you all the feels. Unlike said film, it doesn't just stock travel books, but a diverse array of genres. Just make sure you're prepared to be featuring in the background of a tourist's photograph if you visit here.

THE 2019
INTERIOR TRENDS
YOU NEED TO KNOW ABOUT

Written by Sara Macauley



With the return of sunshine, flowers and a feeling of, well, fresh starts, spring is the perfect time to think about re-jigging your home décor. There's nothing better than a good spring clean, but why not update your home's look after you've cleared the clutter? Taking a look at the space you have should be your first port of call, and websites like Pinterest offer up a whole host of ways to turn dead space into something amazing. We're talking shelves up high with tumbling plants perched on them, small garden trellises repurposed into display boards for your bedroom – the world is your oyster. We've rounded up a few of the coolest interior trends for the season for inspiration:





BOTANICAL GREENS

It's not just houseplants that are making waves in people's houses this season, but the very colour of them. For SS19, we're seeing lots of deep velvet sofas, palm-print cushions and textured rugs in the hue. The best way to incorporate this colour in your home is by switching up your accessories – think scatter cushions in the bedroom or a rug in the hall. It pairs very well with brass and gold, too, so introduce lampshades with a warm metal base and golden ornaments to mix and match the shades for an expensive-looking result.

DAYS IN THE SUN

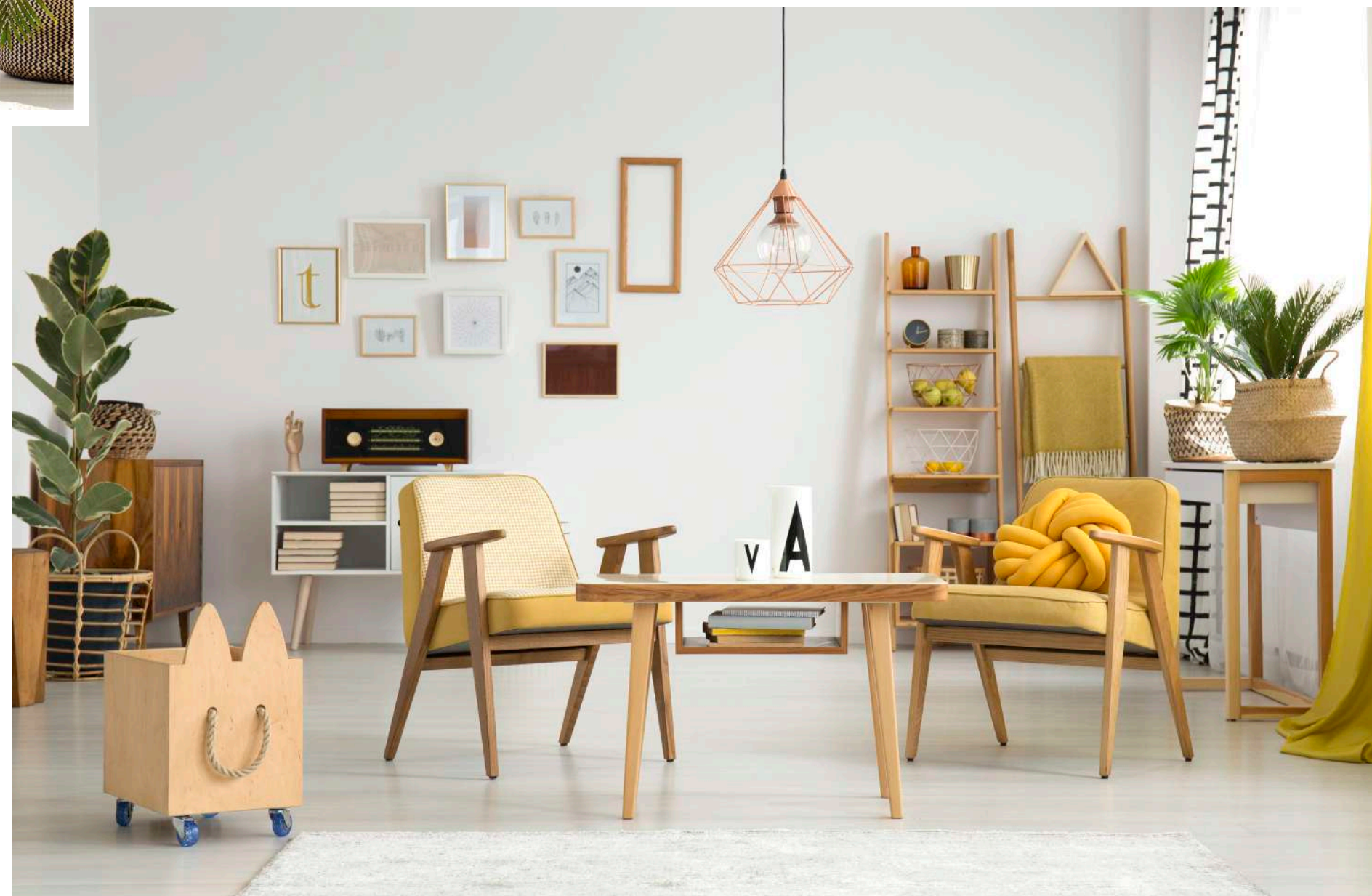
For this season, sun-baked palettes are big news. Taking inspiration from long, lazy days spent basking in the sun, the look is more Spanish taverna than neon-bright. Interior magazines everywhere are reporting the popularity of terracotta pots, sandy hued towels and blush coloured bathroom accessories. We're rushing out to buy some warm pink soap dispensers and decanting our shower products into them – a quick and easy way to tap into the trend, and environmentally friendly too – just re-fill it at a dedicated shop instead of purchasing more plastic.

THE 70'S CALLED

The retro feel of the 70s is back, in a big way. Rounded sofas, lampshades with fringing and natural textures are the dish of the day. Burnt rust colours and beige are the key colours in the trend, so swap out your brilliant-white bedding for a warm beige, and your grey floor rug for a darkened orange one to channel this retrospective look. Bamboo, wicker and rattan are making a comeback too, and luckily for us, wicker hampers and storage baskets are readily available for a low cost in high street shops at the moment, so you needn't break the bank. Perhaps give the gaudy swirling wallpaper of your youth a miss, though.



For this season, sun-baked palettes are big news. Taking inspiration from long, lazy days spent basking in the sun, the look is more Spanish taverna than neon-bright.



The background image is a scenic landscape. In the foreground, a lush green grassy cliff slopes down towards the left. Three sheep are grazing on the grass: one white sheep is further down the slope near the edge, and two brown sheep are closer to the top right. The cliff edge is rocky and overlooks a calm, blue body of water, likely a bay or fjord. In the distance, rolling hills and mountains are visible under a clear blue sky with a few wispy clouds. The overall atmosphere is peaceful and scenic.

From London to Landscape

Written by Sarah Haynes

The great metropolis that is London is undoubtedly a fantastic place to live with its cultural panacea and high octane feel - but sometimes we all need a little break from the rat race to sit back and enjoy some R&R. If you're looking to do your own escape to the country, then the Shetland Islands are the perfect place to head to. Sitting 800 miles from London is a tiny island called Unst, which you've probably never heard of. It's the most remote island of Shetland - you literally cannot go any further in the UK. Next stop Norway!

It's the absolute end of every Great North road in Britain and boasts the northernmost of everything, from RAF bases to tearooms. Unst is easily among the most spectacularly beautiful and interesting islands within Europe and well worth a visit.

**BOTANICAL GREENS
UNFORGETTABLE UNST**

If it’s quiet, relaxed beauty in a remote location that you’re after – then you’ll find it on Unst. There are only 700 permanent residents - easily outnumbered by the flocks of sheep covering the hills. Unst stretches just twelve miles from end to end, and at just five miles wide, it’s very remote, rural feel comes from these rolling hills, hidden beaches and clifftop walks, where you are more likely to see puffins than people.

You’ll find a variety of heathery hills in Unst (covered in sheep!) and rough, uneven sea stacks beneath stunning cliffs. Within low, rocky shores there are plenty of remote, sheltered inlets – some only reached by boat – plus a plethora of freshwater lochs and farmland to support the demands of the island. What you will not see is a single tree on the island. The salt from the sea and an inhospitable ground mean that no trees can flourish here.

Along this beautiful, varied landscape there is a rich variety of wildlife, plus the famous, purebred Shetland ponies. These equine inhabitants don’t stop with roaming the common grazing lands, they are also often found roaming the roads! It’s not uncommon to have to stop and wait for sheep or ponies to move out of your way; it’s delightfully ‘auld worlde’ and representative of the quiet, laidback way of life on Unst.

If you’re a walker, Unst is one of the best places in Scotland to do this, with its moorland walks, meandering coastal paths and trails, all within stunning scenery. There are lots of trails across this island which have been created especially for walkers of all abilities. Within the Saxa Vord resort there’s also a room dedicated solely for walkers and giving you all of the necessary information. In the Hermaness nature reserve, there are some rare arctic-alpine plants on the Keen of Hamar to see, plus loch-angling and some inviting coastal walks. This is a particularly beautiful spot to visit.





And it's not just aesthetics that recommend this island - Unst is also steeped in centuries of history. The Boat Haven is Shetland's only museum to be dedicated to the fishing history of the island. You can learn about the line fishermen and see examples of their distinctive wooden boats which were in use as recently as the beginning of the 20th century. If that whets your appetite, leaving you eager for more, then you'll find further boat history from a visit to Unst marina in Baltasound which should satisfy. There's also the 'Far Haaf' to see, a replica of the old sixareen (six oars) style boat. The Unst Heritage Centre tells the fascinating story of the islanders' struggle for existence over the centuries and how it has also played an important role in supporting our nation's defences. The remains of a very early, Second World War radar station can still be seen, and the MOD radar is visible from most of the island, resting as it does at the top of Saxa Vord.

AND – SEEING AS IT'S THE VERY FAR NORTH – WHAT IS THERE TO DO IF IT'S BAD WEATHER?

Being this far north, having a choice of indoor activities is a must. You can pick from:

- Belmont, the nation's most northerly stately home which can be viewed by prior arrangement.
- In season, the RAF museum at Saxa Vord sits alongside both a bar, and restaurant, as well as the 'Walkers are Welcome' visitor centre.
- For gin aficionados, the Shetland reel distillery is definitely somewhere to pop into. Visits can be arranged in advance to enjoy its tasting room and to have a tour of the gin-making process.
- For truly rubbish weather days, you can head to the surprisingly modern Unst Leisure Centre which has a gym, squash courts, pool table and heated indoor swimming pool.
- The fantastic Victoria's Vintage Tearoom is the only café on the island but only open at certain times around the tourist season so do your research before pitching up here.

There are two ways of getting to Unst, you can fly - or you can drive. Flights are not direct, but from London you have Heathrow on your doorstep. Flying to Glasgow or Edinburgh and then onto the very tiny airport of Sumburgh on Unst doesn't need to be a hassle. Driving to Shetland is slightly more challenging, involving a nine hour drive to Aberdeen, a 12 hour overnight ferry crossing and then a couple more hours of driving and two small ferry rides to hop from the mainland to the island of Yell and from there to your final destination.

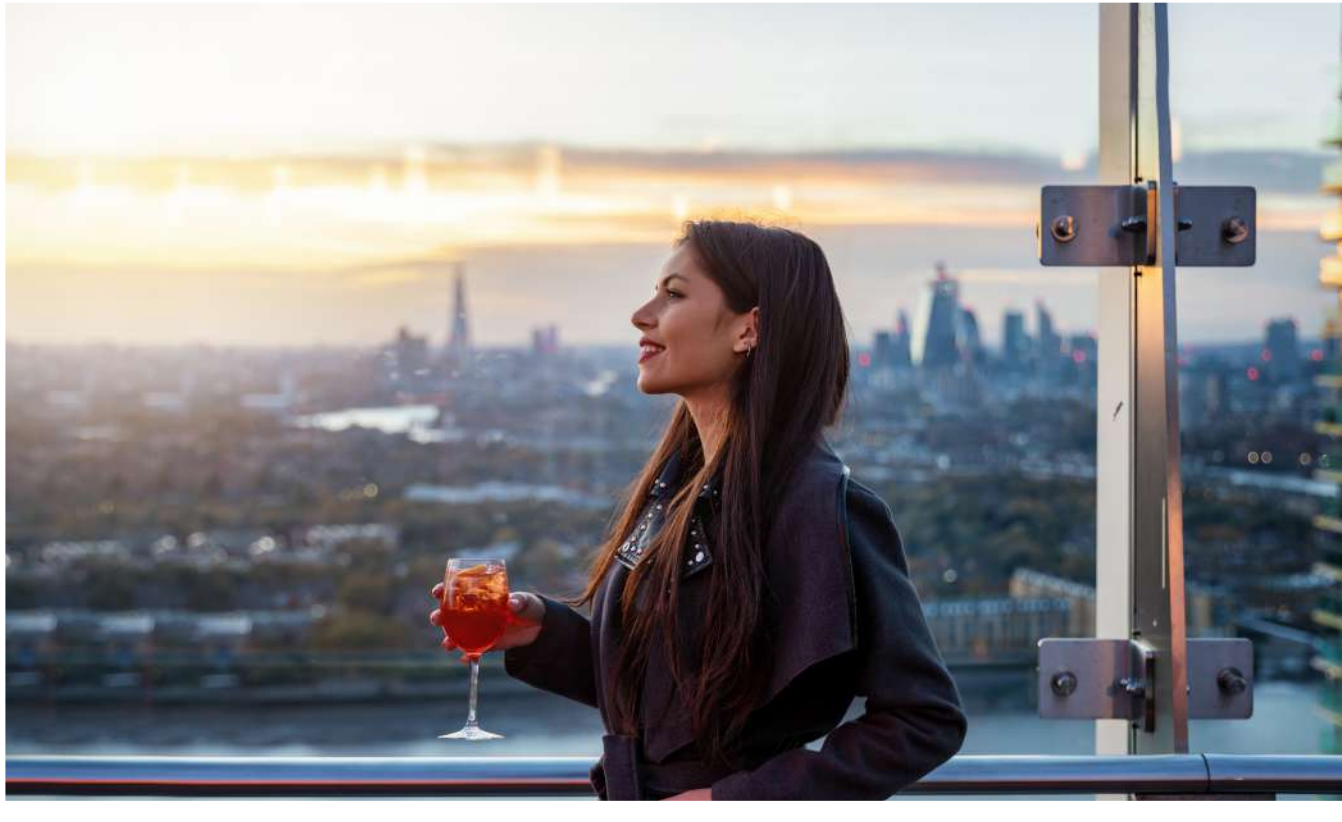
Unst is easily the most beautiful jewel in Shetland's remote crown.



Rooftop Bars with Joyous Views

London is one of the most exciting places in the world with incredible views. We've searched the Internet for the best rooftop bars with joyous views. Here's a look at our favourite findings.

Written by Amy Poole



JIN BO LAW

You can find Jin Bo Law on the 14th floor of Dorsett City Hotel, and this bar provides a floor-to-ceiling view of London. Set out onto the rooftop terrace for a joyous experience of the Tower Bridge, the Gherkin, and much more. With outdoor seating, Jin Bo Law provides a beautiful setting on a clear, summer's day.

The endless list of cocktails makes this bar even more spectacular. For example, the Eye of the Buddha contains Bacardi white, yuzu juice, simple syrup, Prosecco, and Yuzushu sake. Also, City Sky Line is a must-try with Campari, Martini Rubino, yuzushu Sake, and orange bitters.

MADISON

Madison is the epitome of what a London bar should represent. Step onto the top floor of New Change shopping centre to elevate yourself in supreme beauty. This is one of the biggest rooftop bars in London which offers numerous terraces to explore incredible views of London's skyline. You don't need blazing heat to head outside, as the terrae is equipped with umbrellas for an all-year-round experience. Aside from the spectacular views, Madison has an in-house DJ, live music sets, fruity cocktails and an incredible menu. This rooftop bar has plenty of events and performances on – which are often carried out onto the terrace. Check out their website to keep up-to-date with the latest events.

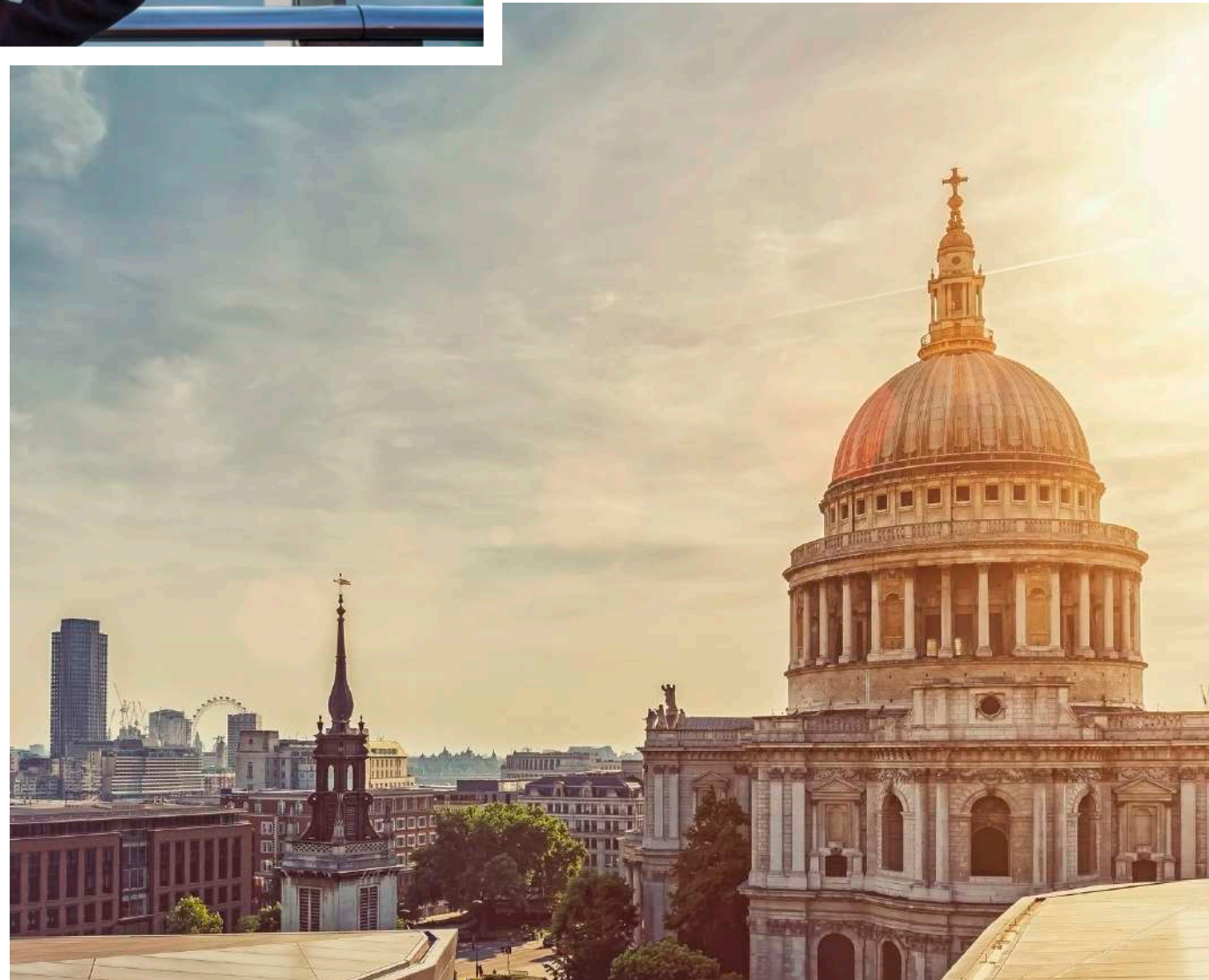


THE ROOFTOP ST JAMES

The Rooftop St James is a beautiful bar with incredible views of London. Unlike the above two rooftop bars, The Rooftop St James is a more relaxing atmosphere, and great for after-work drinks. No matter the time of year, there are outdoor heaters and blanket selections to keep you warm whilst enjoying a cocktail. This bar pulls out all the stops when it comes to special occasions. Consequently, this bar is the perfect spot for a family gathering for events such as Mother's Day. Combine the skyline views with a delectable cocktail, such as the Pink Dragon. This consists of dragon-fruit-infused vodka, plum liqueur, lime and egg white. Alternatively, the Skyline cocktail includes pisco, pink grapefruit, lavender bitters, raspberry and egg white.

SKY POD

Sky Pod has a dining rooftop space which offers beautiful views of the city. The Sky Garden offers free access to everyone, and is a great destination after a tough week. It features a vibrant, open space for with a unique viewpoint of London. The architecture of this bar is stunning and enough reason to visit the rooftop bar. The bar operates a smart dress code and doesn't allow sportswear, trainers, or flip flops. However, during the summer, guests are allowed to wear smart shorts, so bear this dress code in mind when attending.



SPRING Clearing

Maybe it's the turn of the season, maybe it's Marie Kondo's mission to 'spark joy' amongst the masses, or maybe it's just because flats in London are too damn small, but we're all on a mission to declutter. Whether it's your wardrobe, your workspace or your brain getting a tidy, take a look at our top tips for sustainable and ethical spring cleaning.

Written by Louise Henry





TRAID YOUR OLD CLOTHES

Let's start with a shocking statistic; 23% of Londoner's clothes are unworn. Chances are, there's at least something in your wardrobe that falls into this category. Now, there's nothing groundbreaking in suggesting a charity shop, I know. TRAIID however, is a charity working to stop clothes from being thrown away. Your unloved gems are sold in their charity shops, but any waste is turned into funds and resources to reduce the environmental and social impacts of our clothes.

<https://www.traid.org.uk/>

UPCYCLE YOUR BRAS

I'm yet to meet a woman that doesn't still have an ancient bra or two lingering in the bottom of her underwear drawer. Thanks to Bras for Breast Cancer though, there's no excuse. Their bra recycling scheme takes unwanted or unloved bras to raise vital funds for pioneering breast cancer research. Textile recovery programmes support the distribution of bras in parts of African countries, where bras can be too expensive to produce locally. Find your local bra bank using the link below.

<https://www.againstbreastcancer.org.uk/recycling/bra-recycling/>



MAKE YOUR SUITS WORK HARDER

Wardrobe full of blazers and work pants? By donating your unworn work clothes, you can support unemployed women find the perfect job. As well as boosting self confidence with new outfits, Smart Works also provide interview training so good, that 1 in 2 women they help get the job. They're always in need of interview appropriate clothing in all sizes, particularly in size 16 and upwards. Find your local Smart Works donation point below.

<https://smartworks.org.uk/get-involved/donate-clothes/>

OXFAM YOUR OLD PHONE

One person's trash, is another person's poverty-busting, cash-raising, life-changing treasure. Old electricals can be a nightmare to dispose of, however at Oxfam, you can recycle old iPods, tablets and more either in store, or online.

<https://www.oxfam.org.uk/donate/other-ways-to-donate/recycle-with-us>

GIVE YOUR CHILDREN'S BOOKS A SECOND LIFE

Based in West London, the Children's Book Project distribute thousands of new and gently used books to children and their families across the city. If your little ones have grown up or moved on, clear a space on your bookshelf for someone else to enjoy. Every book donated is cleaned and sorted by age and topic before being selected for distribution.

BAG IT UP

We all know the damage that plastic bags can do, but did you know that most supermarkets recycle plastic bags, alongside other plastic wrapping and films? Recycle Now is an excellent site that allows you to search products by postcode, detailing how and where they can be recycled.

<https://www.recyclenow.com>





Your Spring hit list

THE ACCESSORIES THAT WILL TRANSFORM YOUR WARDROBE

Written by Chloe Laws

As we collectively peel our tights off, fill our vases with daffodils and start ordering iced coffee, it becomes apparent that Spring has well and truly arrived. So, naturally, it's only right that our wardrobes get a refresh - because why should our interiors have all the fun during the annual spring clean? But, rather than splashing out on a whole new capsule collection you'll only wear for a few months, the savvy shopper will know it's all about the accessories. Welcome to our Spring Hit List of items that will make any outfit work and transition perfectly into the new season.



Head First

BY Anthropologie



Headbands are a failsafe this Spring/Summer'19, but not how you know them. Rid your mind of any negative connotations, because headbands aren't just for the playground now. Studed, embellished and beribboned - they're a statement maker that will effortlessly update a monochrome outfit. The best bit? They'll look great during Wedding season too. From Anthropologie's on-the-classic-side polka dot band to a WOW-worthy piece from BENOÎT MISSOLIN - whatever side of the style spectrum you fall on, there's a headband made for you.



The Instagram Fave

BY Zara



Hairclips have become a cult trend amongst Instagram influencers and their impact is spreading. Jazz up your hair with maximalist hairclips - the only rule is that you can't wear too many at once. Layer them up and clash designs, this trend isn't for the shy and retiring. We love Zara's pack, that saves you having to buy individual clips to create a collection.



In the Bag

BY Mango



The easiest way to give classic culottes, plain tee and blazer look a Spring edge is to add a new bag. We love the net trend, perfect for mooching around markets on the weekend. Not your bag? (pun intended) Then why not opt for a mini number, as inspired by the Dior and Vivienne Westwood catwalks.



Bag Hair Day? No Worries

BY Oasis



Bucket hats can stir up dread in most adults - they can look more at home at a festival than day-to-day city life. That's all changed for SS19 - thanks to Cos - the bucket hat has had a grown-up makeover. Practical and chic, this is a must for those bad hair days. Bucket hats are a marmite trend, we get it, so if that's not to your taste then look to Oasis for their statement wide-brim sunhat, it'll look great during Spring and can be worn again on holidays in the coming months.

Spring Back

Using process improvement methodologies to keep the fire burning on our New Year resolutions.

Written by Emma Kirsopp

It's spring and a new financial year is once again upon us. I'midling away a long weekend in the sun and this short spring break is a perfect time to look ahead and perhaps set some productivity goals for the coming tax year. However, as the bells of a nearby cathedral mark another passing hour, I am also reflecting on certain other resolutions that I made, wondering if I will stay the course.

Last January is a distant memory. Another shell-shocked year came to an end and I found myself making those same old promises to myself, like placing a message in a bottle and setting it adrift to be reflected on (or forgotten) somewhere in December. But what if this is the year that things change and I keep my resolutions?

I work as a freelancer and enjoy what I do; the work is intense and rewarding in equal measure and I begin each day as early as I can, eager to be the most prepared person in the room. Yet somewhere along the way I ran

out of time. I blinked and the calendar had turned. On the surface, the year had been a good one, like the year before it, full of productive work and career opportunities. But what did I actually do?

Not so long ago I was someone who found space during my week to pursue hobbies. I made art, I wrote for pleasure and even devoted time to a language class. I did things other than 'work'.

Gradually though, I was engulfed. Unable to switch off, I applied myself to a routine that commenced earlier and earlier. Everything else was squeezed around those extra hours at my desk, or discarded altogether, until I was in a state of perpetual frustration (though I would never admit to feeling this way).

By mid-December I had small a health crisis. Completely strung out, my body was trying to unplug me from the constant state of work. I took the message as intended and resolved to break this cycle before I did real damage to myself.

At a loss of where to start this 'great change', I decided to apply basic principles of process improvement to find ways to step back and reconnect with things I had repressed in the name of 'productivity'.

Process improvement can be summarised as 'proactively identifying, analysing and implementing change to a process (or situation)'. It is a large topic and there exist several methodologies, so I chose to follow a simple four-stage cycle of 'identify, plan, execute and review'.

The first stage, identify, provides an opportunity to analyse the problem, which in turn may illuminate some possible solutions.

I listed the activities of my daily routine, from first thing in the morning to last thing at night. This allowed objective analysis and though the problem was obvious to me, the exercise certainly exposed a lack of balance, where 'productive work' was prioritised over everything else. For the planning stage, effective process improvement is about making incremental changes that can be easily applied and assessed, rather than attempting one enormous upheaval. Identifying the problem allowed me to focus on a single measurable aspect, something within my control.

Addressing the excessively early starts, my plan was simple: begin my working day two hours later than the current schedule, in the hope that the spare hours would bring some space back into my week.

The execution stage involves the implementation and communication of the plan. For me, this meant notifying my clients of the new working hours and investing that time in myself.

The review stage is a key step in the process improvement cycle and would ultimately keep me accountable my resolution. In process improvement the journey is never complete and regular reviews are required to ensure the plan is being implemented effectively. In my case, would the new schedule provide me with adequate space, as intended, or would I need to make some adjustments to the plan?

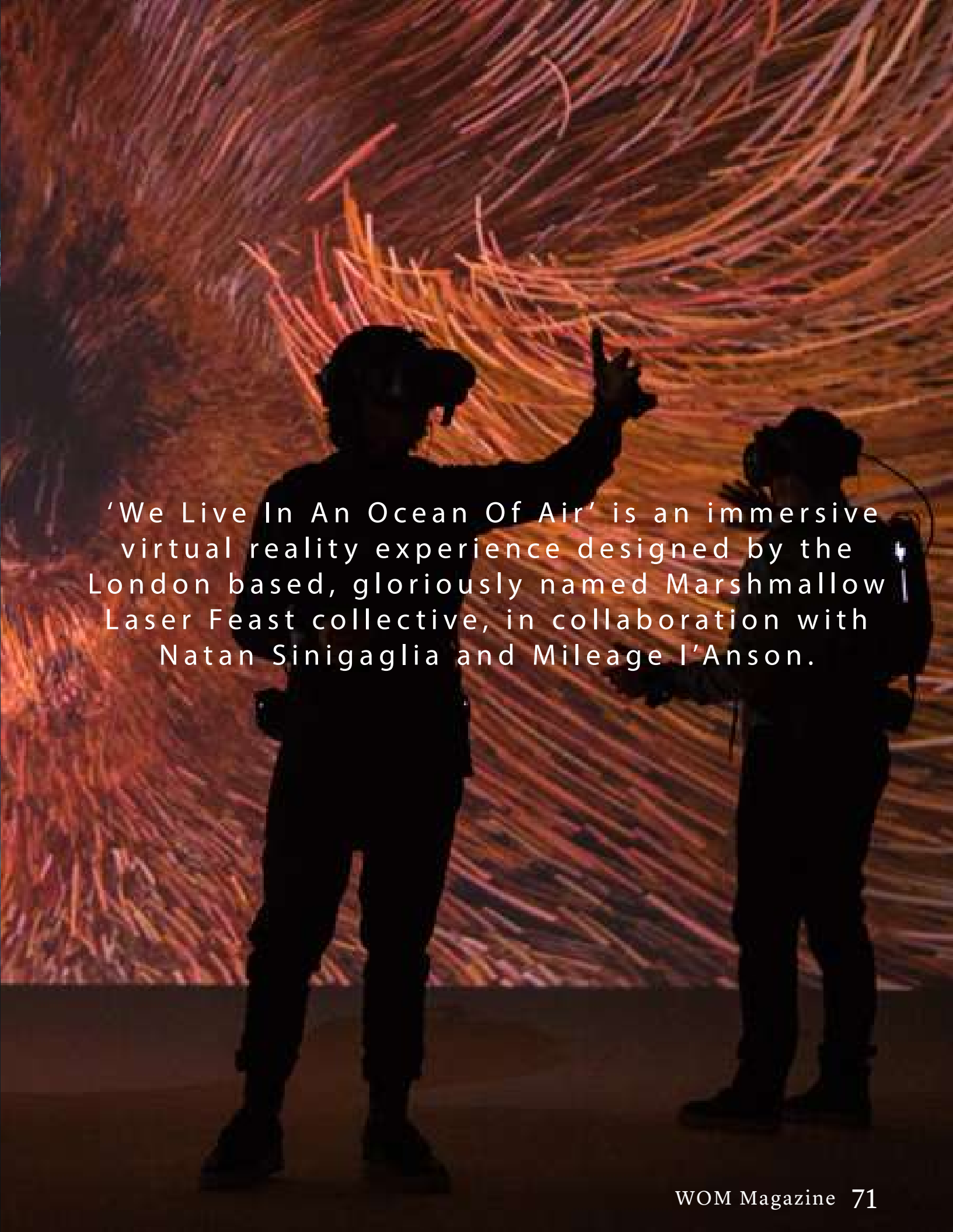
Reflecting on the months since January and those that lie ahead to December, I can see that applying process improvement has provided the foundation for the change I need, allowing me to slowly restore balance in a way that does not further exhaust me and force me to abandon my resolution before the end of spring.

Process improvement is only as effective as its application. Ensuring I regularly review and adjust my plan as needed will keep me focussed on those incremental changes that enable me to nurture things I had left behind. I still have a long road ahead but I can be hopeful, for the first time, that I will keep the fire burning on my resolution and stay the course to December.



We Live In An Ocean Of Air'

Written by Rona Smith



'We Live In An Ocean Of Air' is an immersive virtual reality experience designed by the London based, gloriously named Marshmallow Laser Feast collective, in collaboration with Natan Sinigaglia and Mileage I'Anson.

On arrival at the show, you congregate in front of the installation where the previous group of participants are exploring the VR world through headsets. These visitors bring to mind scuba divers as they interact with the environment that only they can see, their headsets and computer packs resembling masks and oxygen tanks. Furthermore, oblivious to anything outside of the strange new world they inhabit, they appear to swim through the air, arms outstretched in front of them, moving slowly and fluidly. On a giant screen behind them is a glimpse of the kind of swirling, trippy imagery that awaits you. It's an enticing and mysterious scene, as much a part of the exhibition as the VR experience itself.

When it's your turn, you are furnished with a headset and computer backpack and instructed to take a deep breath to activate the technology. Your breath and the breath of your fellow passengers is visible as hundreds of beautiful glowing red and pink dots that dissipate into the air in front of you. Look down and the blood vessels in your hands and arms glow red as you move your limbs. The lush scents of alpine wood and grass are pumped through the environment as you are transported to an ancient, verdant wonderland.

A peaceful landscape of woodland and distant meadows surrounds you and a giant

sequoia tree looms majestically in its centre. Photosynthesis is at work as the tree turns your red particles of carbon dioxide to blue and purple dots of oxygen. It is too tempting not to attempt to enter the massive sequoia by simply stepping through its wall of bark. Inside you become entwined within its abstract, coiling network of glowing, coloured roots as you rise upwards through its trunk. As you twist through its magnificent swirling core, the temperature rises and the scent of wood intensifies. The experience is an awe-inspiring blaze of colour and an absolute delight.

Through the visual manifestation of breathing, the installation reminds us of our profound connection to plants, trees and our natural environment at large. It asks us to consider our relationship with the natural world and our place within it. The installation is a moving and delightful encounter with a living, breathing woodland, and a deeply peaceful experience.

Rona Smith is an artist based in Crystal Palace working in sculpture and public art. She has three permanent public works in London in New Burlington Mews, Regent Street, Lumen United Reformed Church, Bloomsbury and Z Hotels, Soho. Her work is online at www.ronasmith.co.uk and her sketches and models on Instagram @ronasmithartist.



Trending Talk

Written by Sarah Haynes



Fashion

The fashion world is made up of cycles. One era embraces cheesecloth, and the next puffball skirts and leg warmers. How different can you get? But what we can rely on is that these fashion trends will come back round again one day. And what does this mean? It means that you can legitimately rifle through your granny's wardrobe looking for outfit inspiration. Now there's a sentence you never thought you'd see!

CHOKER NECKLACES. These were the de facto piece of neck jewellery back in the 90s. Worn with

every outfit, no fashion girl would be seen without one. And now they're back again, bang on trend. Available in virtually any colour, any size, any design, you're guaranteed to find the one to blend in with your look.

RIPPED DENIM. This one is getting dizzy, it's been round in so many circles! About every 5-10 years, denim rears its hardy head again. A favourite among cowboys and City girls alike, jeans can be worn ripped, as a jean jacket, or – for the faithful – the double denim combo. Today's fashion scene is no exception and denim has won its place in every fashionista's heart. However, it's not just fashion that has come full circle to be ever-so-popular again. Just look at the Beanie Boophenomenon. These cute cuddly toys made their debut in 1993, going

on to be endorsed by McDonalds in 1997, as they gave one away with each of their iconic Happy Meals. And now in 2019 you can see these guys hitting the shelves again. With their large, endearing eyes, you can find a Beanie Boo replica of just about every animal you can think of to create your very own Animal Ark.

Retro appliances

That's right, never has old style stuff been so cool. People in the 60s, 70s, 80s were clamouring for a new era of more sophisticated electrical equipment and eagerly gathered up every new-fangled thing that came onto the market. And now, never have we lived in such an electronically advanced era. We even have cars that

can drive themselves, for goodness sake! And, yet, when we look at household appliances these days, we could be forgiven for thinking that we've wandered a few years the wrong way; retro is all the rage. Take the good **old rotary dial telephones**. Shunning the smooth, responsive surface of the omnipotent iPhones, these telephones go way back to a more simplistic age. Nowadays, those wanting to be 'in vogue' can display one of these on their Art Deco hallway table and be confident that they're right on trend.

Revival Radios

There are a lot of fantastic, retro styled radios on the market, one for every budget. These iconic items may look like they've stepped straight out of the 1950s, but you can listen to DAB/DAB+ and FM stations. If you want to rock the retro style, then this radio won't look out of place in a thoroughly modern kitchen.

5 IMPRESSIVE Wonders of the Uk that should definitely feature on your bucket list

One of the best things about living in London is how quickly you can get out. As the weather begins to turn, weekends are the perfect time to make the most of the longer days with some of Greater London's best walks.

Written by Sarah Haynes

Stonehenge

This is perhaps one of the world's most recognised Wonders. Standing proudly on Salisbury Plain in Wiltshire, the reason behind this mysterious collection of stones is still unknown. The stone they're constructed from does not occur naturally in Wiltshire; therefore they must have been moved many miles, thousands of years ago. Quite how this impressive feat was managed is still a mystery. What we do know is that those Neolithic builders designed Stonehenge to salute the sun on the summer solstice, so it's clearly a work of purpose and intelligence. You can't get right up to the stones any more but seeing them from a short distance does not detract from their absolute magnificence.





Cheddar Gorge

For those not in the geological know, a gorge is a narrow valley between mountains or hills and typically has a stream running through it and steep, rocky walls enclosing it. It's very similar to a ravine, or a canyon.

Cheddar Gorge is the biggest of its kind in the UK and its dramatic cliffs lead on to incredible views, reaching a height of 450 ft. But if the thought of a height does not fill you with delight, then you can also head underground to explore the stunning Gough's Cave, sitting neatly under the gorge.



Windsor Castle

Now this one is very definitely famous worldwide, but as a Wonder it belongs solely to the UK. The long recognised home of the British Royal family, it remains to this day the Queen's favourite weekend home. For 950 years, this fortress and royal residence has been hosted by the leafy county of Berkshire and it sits looking down majestically onto the town of Windsor. It's the largest inhabited castle in the world, and its evolution and growth over the centuries have seen it now covering 13 acres.

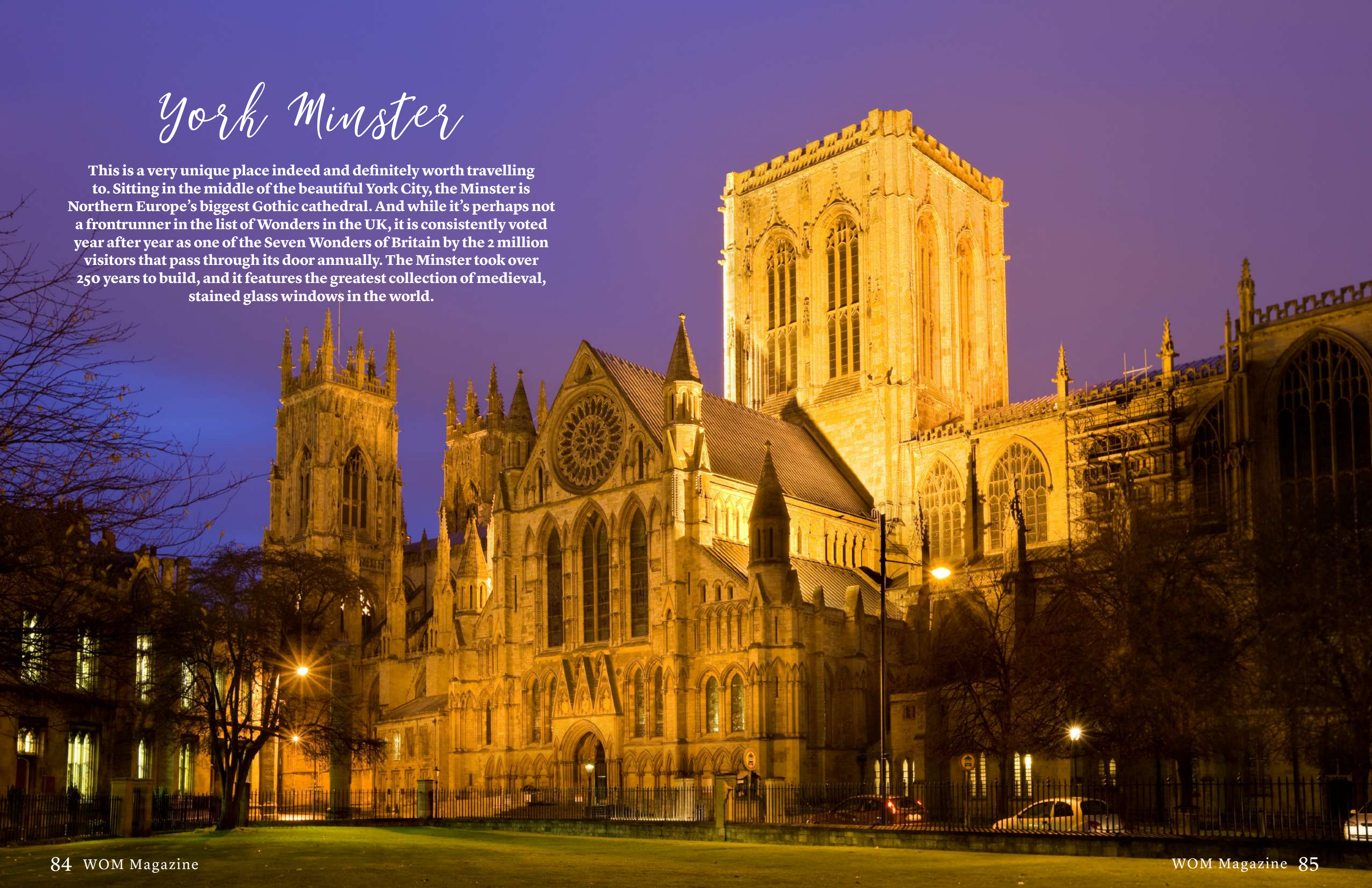


Durdle Door

Formed over thousands of years by the natural process of coastal erosion, this giant rock arch is not just famous in the UK; it's known worldwide as a geological Wonder. It's situated in the beautiful county of Dorset, and sitting close to the shore means that the views of the Durdle Door are incredible, especially if you walk up the hill to enjoy the sight of the majestic Jurassic coast. There is also a beautiful beach for the warmer months, ideal for family picnics, or perhaps a dip in the Atlantic sea if you're feeling particularly brave!

York Minster

This is a very unique place indeed and definitely worth travelling to. Sitting in the middle of the beautiful York City, the Minster is Northern Europe's biggest Gothic cathedral. And while it's perhaps not a frontrunner in the list of Wonders in the UK, it is consistently voted year after year as one of the Seven Wonders of Britain by the 2 million visitors that pass through its door annually. The Minster took over 250 years to build, and it features the greatest collection of medieval, stained glass windows in the world.



Upcoming Theatre Shows in London

London is infamous for its array of shows. No matter if you're looking to laugh, cry or feel moments of lust, there's a production for your emotion. We've scoured the Internet and searched for the best upcoming theatre shows in London this spring.

Written by Amy Poole



WAITRESS

Location: 409-412Strand, London, WC2R 0NS
When: February – 19 October 2019
This Broadway hit tells the story of a pie-maker named Jenna who wants to leave her small, boring town and marriage and live her dreams. But, fear is holding her back. Although she loves her career, she’s searching for an opportunity to escape her norm. When she discovers a baking content in a county close to her town, she has the chance for a new start. But, will she seize the moment, and where will this take her? This theatre show is a slice of heaven, based on a 2007 book by screenwriter Jessie Nelson, and featuring songwriter Sara Bareilles.

9 TO 5 THE MUSICAL

Location: Savoy Theatre, Strand, London, WC2R 0ET
When: 14 March – 31 August 2019
This hilarious production pays tribute to Dolly Parton’s hit single, 9 to 5. This musical shows the lives of three colleagues who are pushed to their limits because of their sexist boss. Throughout the remaining scenes, they create a plan to kidnap their supervisor and turn the workplace around. 9 to 5 shows how Doralee, Judy and Violet, create a completely different atmosphere in the workplace and gets hilarious when the CEO unexpectedly shows up. This stars Louise Redknapp, Caroline Sheen, Amber Davies, Natalie McQueen, Bonnie Langford and Brian Conley.



Three Sisters



Small Island

THREE SISTERS

Location: Almeida Theatre, Almeida Street, London N1
When: 8 April – 1 June 2019
Three Sisters is a show which was first performed in 1901 with a deeper outlook than the above productions. It follows the idea of living your life all over again, but being fully aware that it’s your second time. What changes would you make? In a small town, three sisters wait for their new lives to begin. But, is it so they can live beautiful moments all over again, or change their life choices? The cast includes Pearl Chanda, RiaZmitrowicz, and Patsy Ferran.

SMALL ISLAND

Location: National Theatre, Upper Ground, Lambeth, London, SE1 9PX
When: 17 April – 31 July 2019
Small Island is a must-watch this spring. Similar to Three Sisters, this production has a deep meaning which will leave you inspired when you leave the theatre. Set through the Second World War to 1948, it follows the lives of lives all connected in some way, longing to escape. One woman dreams of moving out of Jamaica, another wants to become a lawyer, and the other woman wants to head overseas. The cast includes CJ Beckford, Jacqueline Boatswain, Cavan Clarke and many more talented actors.

THE GREAT GATSBY

Location: Gatsby’s Drugstore, 84 Long Lane, London, SE1
When: 1 June 2017 –4 April 2019
If you’re looking for a theatrical experience, then The Great Gatsby is a great choice for you. Try a show which is different to what you’re used to, and become thrown into a world with 1920’s jazz, cocktails and a tale of love and alcohol. It’s a heart-racing production based on the jazz-age novel, The Great Gatsby. On your way out of the theatre, you’ll want to dance and kiss your loved one.



9 to 5



Great Gatsbby

The Best Things on TV this Spring

While the nights are getting marginally lighter and the days a little longer, we're still not quite into the height of Spring. We're still experiencing chilly winds, fluctuating temperatures and rainy spells, which means one thing – nights in front of the telly. After a long day at work, there's nothing better than reaching for a cup of tea (or glass of wine, depending how your day went) and sticking on a good programme. We've curated a list of the best that Spring has to offer us, so grab a blanket, a pair of cosy socks and settle in.



QUEER EYE

Netflix's cult series is back for its third season, and we're overjoyed about it. If you haven't watched the previous episodes, the premise of the series is basically five gay men from America who travel around the country looking for people that need their help. They've got Bobby on interior design - transforming lacklustre homes, Karamo on culture - building confidence where its lacking, Antoni on food - showing us how to cook up a storm, Jonathan on grooming - polishing up those who need help, and Tan on fashion - kitting people out with sharp new clothes. It's heart-warming, it's emotional, it's a must-watch.

Watch on: Netflix



KILLING EVE

Unless you live under a rock, you'd have found it almost impossible not to hear excited conversations about Killing Eve happening at lunch time in the kitchen, on buses and online. Taking the world by storm in 2018, the hit tv drama saw Sandra Oh's Eve locking heads with wily assassin Villanelle, played by Jodie Comer. The darkly funny, often creepy, tv series is back for its second season on the 7th of April on BBC America. We're donning our pink tulle dresses and getting ready for what's set to be an explosive follow up.

Watch on: BBC America, 7 April

CHEAT

If you haven't heard of Cheat, where have you been? Cryptic adverts for the four-part drama have been popping up in magazines and on the tube line, and they've piqued our interest. Cheat follows a lecturer who suspects a student of cheating on her dissertation, and the events that follow are chilling. A psychological drama at its best, student Rose makes it her mission to get her own back on lecturer Leah, and we slowly uncover secrets about both protagonists that we couldn't have imagined. **Watch on: ITV**



WOM

M A G A Z I N E

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In our fast-paced digital world, time is money, and there's no reason to sugarcoat the fact. At Word of Mouth Magazine, our sole mission is to equip your business with the tools of the trade needed to keep your online presence in the spotlight, 24/7. Social media marketing is perhaps THE most successful way to interact on the web. But to be able to influence people and leave them hungry for more means you must be able to capture their attention from the outset and maintain their interest with vibrant and relevant ongoing content.

Facebook, Twitter and Instagram are 3 top networking platforms to establish a strong brand identity, showcase your business and gain more valuable customers. Additional platforms that may also prove very relevant to your business include google+ and youtube, a little underutilised, these roads less travelled are an absolute must for search engine optimisation. If you want to raise your social profile, build brand awareness and loyalty with your customers, we are here to take the process off your hands..

For more information on how we can take over the management of your social media accounts, please email us.

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Blog Management Services

Are you constantly thinking about exciting ways to establish trust with your on-line visitors? Blogging is a cost effective avenue to explore if you want your brand to stay ahead of the content curve, without getting lost in cyberspace. Google SEO rankings are worth their weight in gold when it comes to promoting products and services across the web, so it makes sense to use blogging to benefit your business wherever possible. Now more than ever there are a million and one reasons to go down the blogging route, including relationship building, building trust through resourcing, lead generation and SEO to name a few. High quality blogs are great if you want to add a personal touch to your business or brand. Blog posts can be written for many purposes - to inform, educate, promote or entertain your online audience as you encourage them to check out what else your website has to offer. Well crafted blogs provide the perfect platform to showcase your knowledge on a particular industry, niche or subject. Blog content serves to position your business online as an authoritative entity.

Maintaining an active voice with current blog content helps to drive more traffic towards your website. As a result, an increased number of online visitors often leads to more customer purchases and repeat business.

For more information on how we can take over the management of your Blogging for business, please email us at sales@wommagazine.co.uk

Contact Word of Mouth Magazine and Unlock the Full Potential of Your Business

To advertise your business directly with our social media campaign service, or to be featured in one of our future issues, please call our 24 hr answering helpline on 0843 7130 0432.
We will return your call by the next business day.

Alternatively, you're welcome to email our sales team directly:
sales@wommagazine.co.uk

