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PEOPLE & LIFE

LA VIDA TALKS TO BROADCASTING LEGEND BILLY BUTLER!



FOOD & DRINK

MEET THE FOOD SAFETY GURU SAVING HOSPITALITY BUSINESSES



HEALTH & BEAUTY

INSPIRATIONAL SURVIVOR TO RUN MEN'S MENTAL HEALTH HUB



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MUSIC & NIGHTLIFE

THE WIRRAL MUSIC PROJECT TAKING ARTISTS TO THE NEXT LEVEL!



FOOD & DRINK

CITY CENTRE HIDDEN GEM CELEBRATES 5TH BIRTHDAY!

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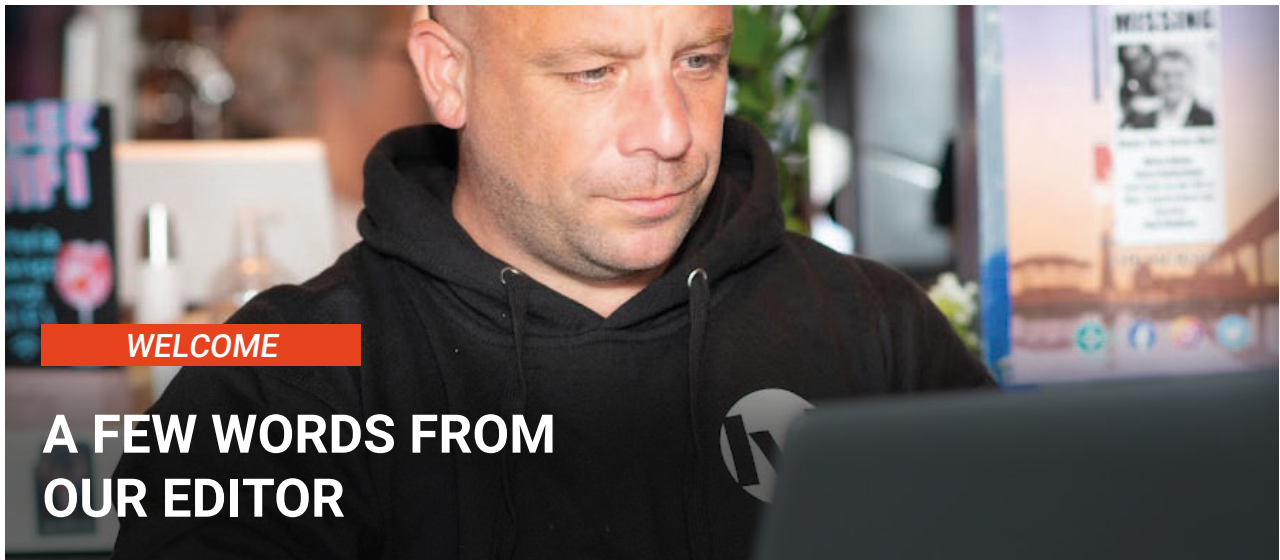
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WELCOME

A FEW WORDS FROM OUR EDITOR

Hey Guys! Welcome to the fourth edition of La Vida Liverpool print magazine! Wow, it feels like ages since our last edition in December 2023! As ever, a lot has happened since the last magazine and I have some very exciting news to tell you all!



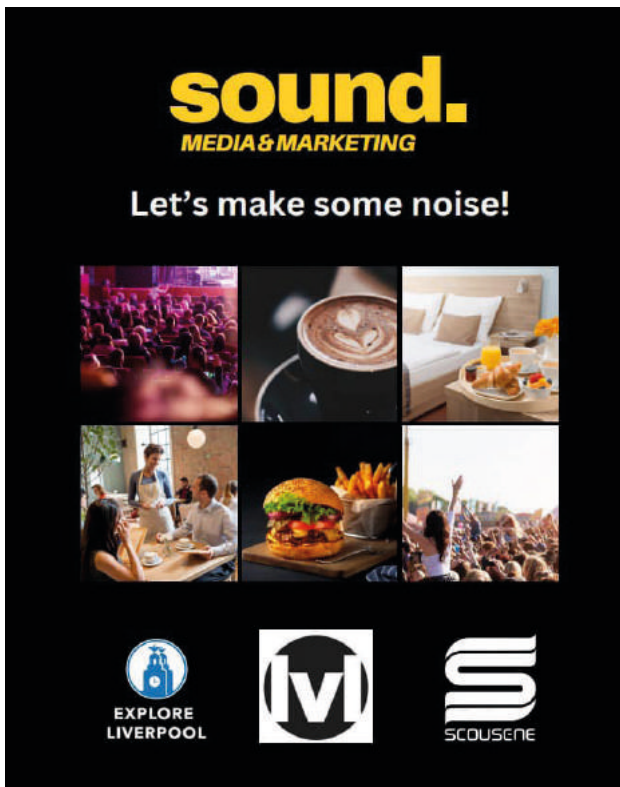
Firstly, for those who are reading for the first time, allow me to introduce La Vida! I created La Vida Liverpool as an online magazine back in April 2018, launching it 6 weeks after my father passed away. The aim was to create a positive magazine that serves to make the region, and world, a better place through positive news. Now, 6 years later, we have a radio show and this print magazine you hold in your hands.

It's been one hell of a journey these past 6 years and I've met some incredible people along the way! Through La Vida Liverpool, I've covered some stories that have made a real difference, whilst doing marketing and PR that has got businesses on the map and taken them to the next level. La Vida Liverpool has helped hundreds of people, businesses, charities and events and is doing exactly what I created it to do. That said, running La Vida all by myself for 6 years has been very tiring!

Now, this is where the exciting news comes in! Drumroll please! For the past few years I've been sending news stories to Explore Liverpool and Scouse Scene, who I presumed was a big operation. A few months ago I arranged a coffee with owner Steven Talbot and it transpired that he, like myself, was running the whole thing by himself. With 60,000 visits to the Explore Liverpool website per month and almost 400,000 followers across all Explore Liverpool and Scouse Scene platforms, I realised that he too had something special.



After many discussions, Ste and I decided to join forces with a complete merger -- combining brands, platforms, services, clientbase, skillsets and manpower. As of May 2024, we present to you Sound Media & Marketing -- delivering positive news throughout the region and offering 360 degree marketing and PR as a one-off big boost or ongoing for a low, fixed monthly fee. What we're offering is a gamechanger and nobody else out there is offering what we are for such a low price. We can't wait to help as many people, businesses, charities and events as possible!



What about La Vida Liverpool? I hear you say! La Vida Liverpool will still be exactly the same -- a positive online magazine, print magazine and radio show. It will just be part of our new super agency and will be an operating arm of Sound Media & Marketing. I have done great things these past 6 years but you can only do so much on your own and by joining forces we will become even bigger -- meaning the positive news, marketing and PR will have even more impact.

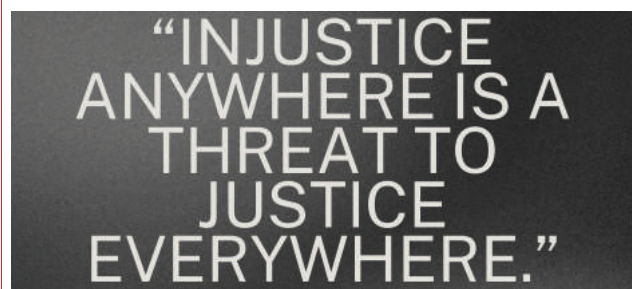


Other than that, there have been some other great successes since the last print magazine. I was honoured to visit Weatherhead High School and give talks to classes about the importance of positive media -- bringing out my inner teacher. It was a privilege to help inspire young minds in an Instagram world of toxic media that

surrounds them. More success was had as student journalist Leah Collins, who had a placement with La Vida Liverpool, went on to gain an internship with CNN. Hopefully she can add some positive news to their organization!



A few months back I covered a story about an amazing group of women who were campaigning for those convicted of witchcraft in the UK to be pardoned. This story reached BBC News and as a result their petition reached the 10,000 signatures required to reach parliament. This is a fine example of the power of positive media and a triumph in a world where the mainstream media mostly serves to bring about fear, anger, hatred and division. The media is a powerful tool and when used in the right way it really can make the world a better place.



Anyway, I hope you enjoy reading this latest print magazine -- our fourth ever edition! Inside you'll find so many boss people, businesses, charities and events -- all of whom are trying to make the world a better place through what they do. There's certainly lots to get through so enjoy reading and, as ever, please pass the magazine on for others to read -- please help spread the positive news!

Cheers guys! Justin Hopper

sound.

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FOOD & DRINK



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MAGAZINE

FOOD & DRINK

LA VIDA LIVERPOOL'S BEST RESTAURANTS OF 2023



In this feature we take a look back on 2023 and the best restaurants we featured last year. Our region is full of gems and here at La Vida Liverpool magazine we love to showcase them. If you're looking for somewhere new to try then check out these incredible independents! Which of these is your favourite and which would you like to try? In alphabetical order....

21st Amendment (Hoylake & Penny Lane)



Home of 5 star Sunday roasts, 21st Amendment's South African superchef, Darryn Jones, shot to fame for his 'sensational' Sunday roasts – with glowing 5 star reviews. Now based at the Hoylake venue, there's Twosdays (2 small plates for £12), Steak Wednesdays, quiz night sharer boards on Thursdays and of course the Sunday roasts everyone has been raving about! Afternoon teas are coming soon too!

21st Amendment Hoylake / The Quadrant, Hoylake, CH47 2EE

Check out 21st Amendment on FACEBOOK and INSTAGRAM 21st Amendment

Amalia (Liverpool City Centre)



Liverpool's multi-award winning Amalia, hidden away on Campbell Square just off Hanover Street, has too many awards to mention such as Best Pizza In England, Best Chef In England and Best Team In England. One of the best Italian restaurants in the country, Amalia offers heavenly pizzas, pasta and house specials. Also, exciting news as they've just opened their sister venue, Amalia Cichetti deli, just around the corner!

Amalia / 2 Campbell Square, Liverpool, L1 5FB / 0151 709 0402

Check out Amalia's WEBSITE at www.amalialiverpool.co.uk and on FACEBOOK and INSTAGRAM

Casa Rima (Halewood)



We discovered an incredible new South Liverpool restaurant – Casa Rima! From the owners of Lark Lane's top rated Al Dente, Casa Rima is a stylish Mediterranean restaurant with so many 5 star reviews since opening in 2023. Thanks to British Kebab

Awards' Chef Of The Year Kemal Coskuncay and multi award winning Turkish Embassy Chef Ali Kavlak, their pizzas, pastas, steaks and specials are going down a storm!

**Casa Rima / 9A Baileys Lane, Halewood,
L26 2XB / 0151 245 8599**

**Check out Casa Rima's WEBSITE at
www.casarima.co.uk**

Karma (West Kirby)



We've featured Karma a fair few times since launching our magazine in 2018 and it never fails to impress! Taking Indian food to the next level, Karma is a third generation family run independent that fuses traditional recipes with a modern twist. A stylish restaurant with a refined menu and dedicated vegan and gluten free menus, Karma has Indian food down to a fine art.

**Karma / 9 Grange Road, West Kirby,
Wirral CH48 4DY / 0151 625 5999**

**Check out Karma's WEBSITE
www.karmaindianfood.com and on
FACEBOOK and INSTAGRAM**

Man Tsuen Ho's (Chinatown)



This new 'super restaurant' in Chinatown has been a huge hit since opening in 2023 – accommodating up to 300 people over three floors and private dining available. Open 7 days a week, the restaurant has countless 5 star reviews already and offers thousands of combinations of dishes, dishes you won't have tried before, an extensive Dim Sum lunch menu and a 'Create Your Own Dish' menu.

**Man Tsuen Ho's Restaurant / 18 Nelson
Street, China Town, Liverpool, L1 5DN /
0151 708 4900**

**Check out Man Tsuen Ho's on
FACEBOOK and INSTAGRAM**

Mt Everest (Liscard)



Wirral's first ever Nepalese restaurant has been a huge success since opening in 2023 – offering Wirral diners mouth-watering authentic Nepalese cuisine alongside Indian classics. Bringing something completely new to the Wirral dining scene, it has been a big hit – with the Nepalese MoMos (dumplings) and Gurkhali Chicken proving particularly popular.

**Mt Everest / 45 Wallasey Road, Liscard,
CH45 4NN / 0151 458 8906**

**Check out the Mt Everest WEBSITE at
www.mteverestcuisine.co.uk and on
FACEBOOK and INSTAGRAM**

Nickel City (New Brighton)



One of the best hangouts in Wirral, Seabank Road's Nickel City is a gem that's just got even better! Nickel City now offers NY deli style sandwiches and specials, tapas and sharing boards, pizzas and top Sunday roasts. Washed down with fine wines and craft beers on draft, whilst enjoying a super cool soundtrack and an ambient atmosphere, Nickel City is a must visit! Refurb and outside terrace coming soon too!

Nickel City / 235 Seabank Road, New Brighton, CH45 1HE / 0151 923 9842

Check out Nickel City's WEBSITE at nickelcitykitchen.org and on FACEBOOK and INSTAGRAM

Pina Loca (Bromborough)



Ever since opening in Bromborough in October 2021, Pina Loca has had a multitude of 5 star reviews – with people travelling from far and wide to visit! A cool Mexican small plates and cocktail restaurant with great service and a top playlist, Pina Loca has everything on point! Well worth travelling to South Wirral for, this gem brings you Mexican small plates and creative cocktails to die for!

Pina Loca / 24 Allport Lane, Bromborough, Wirral, CH62 7HP / 0151 245 3938

Check out www.pinaloca.co.uk and on FACEBOOK and INSTAGRAM

Piri Siri (Moreton)



Piri Siri was one of our best feel-good features of 2023 and an amazing success story. Nepalese civil war escapee Jeevan Kandel has amassed over 500 5 Star reviews across all platforms within a year of opening this quality Mexican restaurant – offering colourful and fun Mexican food from classics such as burritos, tacos and chimichangas to steaks and specials such as lamb chops, swordfish and seabass.

Piri Siri Mexican restaurant / 223 Hoylake Road, Moreton, Wirral, CH46 0SJ / 0151 678 5899

Check out www.pirisirimexican.co.uk and on FACEBOOK and INSTAGRAM

Rokka (Bromborough)



This amazing steakhouse in Bromborough was voted in the Top 7 Wirral Restaurants of 2022 by The Wirral Globe and also in our Best Restaurants Of 2022. Rokka is open 7 days a week and offers breakfasts, lunch, starters, mezzes, burgers, specials and of course the finest steaks imaginable including Tomahawks. There are always some great offers at Rokka and it's the perfect restaurant for date night!

Rokka / 150 Allport Road, Bromborough, CH62 6BB / 0151 334 1904

Check out www.rokkawirral.co.uk and on FACEBOOK and INSTAGRAM

Smoke & Dough (Liverpool One)



This award winning independent at Liverpool One is home to their unbelievable value 'bottomless bbq' deal. The stylish restaurant offers bread and hummus followed by a huge BBQ platter of various meats for just £17.99 – with an unlimited meat option for just £22.99. Without doubt the best bottomless BBQ food option in the city, this amazing offer gives diners an unlimited amount of juicy, tender meats.

Smoke & Dough / Chavasse Park, Liverpool One

Check out www.smokeanddough.co.uk and on FACEBOOK and INSTAGRAM

The Hut (Hoylake)



Wirral's first ever Sri Lankan restaurant, The Hut, opened on Market Street in Hoylake in 2023 and has been a huge hit ever since. Serving mouth-watering authentic dishes that locals have been raving about, at The Hut you'll find incredible dishes cooked with fresh herbs and spices shipped over from Sri Lanka. From Deviled Corners and 'Hoppers' to Mutton Curry and 'Beach Combo', you're in for a treat!

The Hut / 88 Market Street, Hoylake, Wirral, CH47 3BD / 0151 632 0223

Check out The Hut on FACEBOOK

The Good Hood (New Brighton)



With a venue in West Kirby, one in New Brighton and another about to open in Southport, The Good Hood brings you messy, mouth-watering feel-good comfort food such as pizza slabs, fried chicken and burgers, as well as cocktails and desserts. A cool, fun and informal place to eat, drink and hang out with New York style graffiti, The Good Hood has cemented itself as one of the best restaurant brands around!

The Good Hood / 22 Banks Road, West Kirby, Wirral, CH48 0RD / Victoria Road, New Brighton, Wirral / 0151 245 4132

Check out www.thegoodhood.co.uk and on FACEBOOK and INSTAGRAM

The Tapas Kitchen (West Kirby)



Having recently celebrated its 6th birthday with a stunning new menu, this multi award winning and much loved tapas restaurant in West Kirby has consistently ranked high on Trip Advisor and with hundreds of 5 star reviews. The 8 sections of their latest small plates menu include For The Table, Charcuterie, Vegan, Seafood, Inspired, Meat, Arroz Al Horno and Sides – featuring their best dishes of the past 6 years.

The Tapas Kitchen / 95 Banks Road, West Kirby, Wirral, CH48 0RB / 0151 625 8111

Check out www.thetapaskitchen.co.uk and on FACEBOOK and INSTAGRAM

The Twins Flavour (Liverpool City Centre)



The North West's first and only Colombian street food hangout and restaurant, The Twins Flavour brings you a slice of South America in Liverpool city centre. Located on Dale Street, stepping inside is like being transported to Colombia and you'll find authentic delights such as empanadas, picada mixta, papas rellenas and more. A wonderful little gem, there's also a Latin American shop inside.

**The Twins Flavour / 60 Dale Street,
Liverpool / 07933 170273**

**Check out www.thetwinsflavour.com
and on FACEBOOK and INSTAGRAM**



Support our local independents!

Our local independents have had it really hard in recent times – with lockdowns, Brexit, energy prices, 'the cost of living' and other things working against them. There are so many incredible places to eat and drink in our region so when you are able to, go support them! These are some of the best independents we featured in 2023 – which is your favourite and which would you like to try?



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FOOD & DRINK

CITY CENTRE HIDDEN GEM CELEBRATES 5TH BIRTHDAY!

Liverpool’s city centre hidden gem, Queens, is celebrating its 5th birthday! The charming wine bar and bistro, located on the picturesque Queen Avenue just off Castle Street, is quite possibly the definition of a hidden gem – unassuming and situated off the beaten track.



Open 7 days a week and serving quality breakfasts, lunch specials, a seasonal la carte menu, sublime Sunday roasts and an ever evolving specialist wine list, you can make yourself at home at Queens any time or any day of the week. Described by some as akin to a Parisian backstreet bistro, you could be forgiven for losing yourself and completely forgetting you’re in Liverpool city centre.



Whilst life happens at a frantic pace on Castle Street and Dale Street, things are far more relaxed on Queens Avenue – with artisan business including a wine shop and an art gallery. This is where you’ll find Queens

– one of Liverpool’s best kept secrets that offers a warm and intimate dining area, a great atmosphere, a cool private dining space in the basement and a welcoming team.



At Queens you’ll find a carefully curated and refined menu that’s constantly evolving – featuring breakfasts and specials such as steak and eggs, lunches such as pork belly and steak frites and a la carte dishes such as cod loin and ricotta. Meanwhile, neighbouring specialist wine shop R & H Fine Wines supply the selection of wines and their Sunday roasts are simply sublime!



Speaking of their 5 year anniversary, Co-Owner Lucas said: *“Five years ago we opened on a hidden city centre backstreet and when you’re not on the high street with natural footfall, you have to work extra hard to get a name for yourself. People weren’t going to just come to us.”*

He continued: “To open 7 days a week when you’re hidden away from the rest of the

city centre is going against the odds, but fortunately our quality has shone through. Once people come here for the first time they most usually return and tell others about us – it feels great to still be here after 5 years.”



Nestled away on a secluded and quaint boulevard, away from the hustle and bustle of the city centre, Queens is a place to escape to and forget about the stresses of day to day life. Charming and charismatic yet not pretentious, it has become a favourite of many who have discovered it.



One diner recently said: *“This little restaurant offers beautifully cooked dishes accompanied with fine wine. We tried cauliflower steak, pan fried cod, pork belly and chicken. All elements on the plate tasted amazing. It was a culinary experience. Staff were attentive and friendly. I would highly recommend and visit again.”*



Another said: *“The service and ambience in the restaurant were excellent and the proximity to the kitchen with advice on choices being given by the chef was a great experience. We had a mixture of starters between us and then chose lamb, bavette and chicken main courses which were all delicious. The desserts were equally excellent. Queens is a real find and one we will return to as soon as possible.”*



Liverpool's city centre hidden gem, Queens, is celebrating its 5th birthday! The charming wine bar and bistro, located on the picturesque Queen Avenue just off Castle Street, is quite possibly the definition of a hidden gem – unassuming and situated off the beaten track.

Queens / 8-10 Queen Ave, Liverpool, L2
4TXN / 0151 345 6646

TO BOOK A TABLE CALL 0151 345 6646
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MAY 27TH - TEA-TIME SPECIAL WITH DEL SOLO

MAY 31ST - SERIOUS KARAOKEIN' WITH TONY SHERMAN

JUNE 1ST - THE VIBES



JUNE 8TH - NEIL DIAMOND TRIBUTE WITH FEEL DIAMOND

JUNE 14TH - SERIOUS SOLO'N WITH AARON SHERLOCK

JUNE 15TH - ON THE FLY

JUNE 22ND - BEATING SLEEPERS

JUNE 28TH - SERIOUS KARAOKEIN' WITH TONY SHERMAN

JUNE 29TH - WHISKY & WINE



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thelake36@gmail.com

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MAY 31ST - THE TONE JUNKIES

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JUNE 7TH - JERICHO DUO

JUNE 14TH - CROSSFIRE HURRICANE

JUNE 15TH - SILENT DISCO ON THE DECK (EPISODE III) DAY-TIME SPECIAL

JUNE 21ST - WIDE-BALL

JUNE 22ND - DJ ANDY WHITBY - DISCO INFERNO SPECIAL

JUNE 28TH - GLADE

JULY 5TH - CREAKIN' GATES

JULY 12TH - JESSICAS GHOST TRIO



The Ship Inn, 80 Market St, Hoylake, Wirral CH47 3BB

[/theshipinn80hoylake](https://facebook.com/theshipinn80hoylake) 0151 632 4426 theshipinn80@gmail.com



FOOD & DRINK

FORGOTTEN COUNTRY PUB TRANSFORMED WITH STUNNING NEW LOOK!

A ‘forgotten’ country pub has been completely transformed with a stunning new look! The Montgomery Pub & Kitchen in Eastham Village has had a £150,000 refurbishment – with sumptuous decor, new management and a new kitchen team – and has quickly established itself as one of the best country pubs in Wirral.



Nestled away on Stanley Lane in a picturesque little parish in between New Chester Road and Eastham Country Park, The Montgomery Pub & Kitchen is a gem of a character pub with a beer garden and large space to the rear. Thanks to the vision of experienced local landlord Gary Runacus, Matt Croft Stonegate Group and Mark Macdzin the pub is now thriving again and gaining an incredible reputation locally.



Having recruited Head Chef Daniel Billinge to lead the kitchen team, The Montgomery Pub & Kitchen now offers quality home cooked pub food 7 days a week. The refined menu is all about quality – with loaded fries, burgers, steaks and superb Sunday lunches that locals have been loving!



The welcoming tavern brings you premium beers, real ales, fine wines and quality gastro pub dishes cooked using fresh locally sourced produce. Oozing style and charm, there’s an open fire and cosy little snugs – with a vibrant green colour scheme alongside exposed brick walls.



Owner Gary said: *“This pub is a real gem located in a beautiful little area surrounded by cottages and a church that you wouldn’t know existed, we immediately fell in love with it after stepping through the doors. It’s like stepping back in time and its very different to our other venues The Liverpool James Street, The Grenadier Halewood, The Old Sessions House Knutsford, The Canal Duke Astley, The Heather Brow Cloughton Village, The Malt Shovel Neston, Sheridans Wallasey Village and The Plough Inn Lathom.”*

He continued: *“There’s very little natural footfall though and in many respects the pub was forgotten about, to meet the locals*

and become part of the village has been the most incredible times for us. To work with Stonegate and Macdzin to bring it back to life has been a wonderful project and since opening its doors again in November the feedback has been amazing.”



Word has quickly spread about the quality food and drink, with quiz nights on Tuesdays, live music at weekends now introduced too. Already a big hit amongst the people of South Wirral, people are starting to come from far and wide to experience the great food, drink and atmosphere on offer at The Montgomery Pub & Kitchen.

Gary said: *“The pub has a lot of history and was originally called The Stanley before its current name. The great thing about working with Stonegate is that we can help save and regenerate old pubs that have failed or fallen into disrepair. People who know this pub are delighted to see it thriving again and it’s also been great to see people travelling from further afield to visit.”*



There are further plans for The Montgomery Pub & Kitchen to become one of the finest pubs in the region – with community initiatives, private functions, summer events in the beer garden and large carpark to the rear, bottomless brunches and themed evenings. As with all pubs located off the beaten track, the quality and reputation needs to be exceptional to attract people from outside the local area.



Gary explained: *“When you’re based in a hidden away little road like we are, it’s essential we offer something very special for people to travel for. We’re ideally located near Eastham Country Park and Old Chester Road, but unless you know we’re here you’ll completely miss us. We’re hoping our reputation will bring people here from far and wide and so far the signs are great.”*

He summarised: *“We want to be that pub people simply have to visit after a walk in Eastham Country Park and that place people travel miles to for a Sunday roast. We also want to be much more than a pub and somewhere that serves the community. Word is getting out – we just need to keep bringing the quality.”*

A ‘forgotten’ country pub has been completely transformed with a stunning new look! The Montgomery Pub & Kitchen in Eastham has had a £150,000 refurbishment – with sumptuous decor, new management and a new kitchen team – and has quickly established itself as one of the best country pubs in Wirral.

The Montgomery Pub & Kitchen / 47 Stanley Lane, Eastham Village, Wirral, CH62 0AG / 0151 328 1151

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Wirral's iconic pub, The Magazine Hotel, has won CAMRA's Wirral Pub Of The Year! The quaint character pub is celebrating its latest award with a host of exciting new developments, including quality home cooked pub food, a spruced up beer garden, outdoor bbqs and a beer and cider festival announced.



Situated on the banks of the Mersey and steeped in history, The Magazine Hotel has won countless awards and has been featured in The Good Beer Guide. With Steve and Mary at the helm, it offers fine cask ales and is one of the most loved pubs in the region and 2024 is set to be a great year – with the latest award and lots of exciting new additions.



Top chefs Dean Griffiths and Andy Pilling have joined forces to offer quality home cooked food and it's been going down a storm since being introduced. With many years of experience between them, Dean as a top chef at The Wheatsheaf and Andy as Manager of The Queens in New Brighton,

the dynamic duo have brought to the table small plates, pub classics, burgers and sensational Sunday roasts!



There's a 3 for £16 offer on small plates such as wings, pigs in blankets, scampi bits and goats cheese bon bons. There's a wide selection of creative burgers and pub classics such as fish and chips, gammon and steaks, meanwhile the Sunday roasts have been flying out! With 3 courses available for just £18.99, it's really good value! The kitchen is soon to have a revamp and there's be a new menu launch in April.



Landlord Steve Brady said: "I'm delighted that we've won CAMRA's Wirral Pub Of The Year for 2024. I'm really proud of the many awards we've won, including the regional CAMRA awards and being one of their best pubs in the country. Our pub has so much character and is ideally located on the banks of the Mersey but we can't just rely on that – we need to be constantly improving."

He continued: *"I started out as Head Barman in 1998 and became landlord in 2012. I've seen the pub go through so many changes such as different breweries, price and energy cost increases, recessions, lockdowns and even a fire but it's stood the test of time. It was built in 1759 and has so much history – I've kept its character but have made ongoing improvements and adapted with the times."*



Steve's passion for The Magazine Hotel has seen him retain its charm whilst taking it into the 21st Century and he has recently celebrated 25 years at the pub – a fantastic achievement given how tough the industry is. His 25th year there is set to be a wonderful success – with another award to add to 3 regional awards from 2021 to 2022, Wirral community pub 2023 and many others.



In addition to the quality food being served, the gorgeous beer garden has been spruced up ready for the warmer weather. With its new makeover, it will host outdoor bbqs in the summer and a huge beer and cider festival from 4th July to 7th July, not forgetting there's still the regular folk nights on Tuesdays and live music on Friday and Saturday nights.



Steve summarised: *"Winning the award is a great start to the year and we're looking forward to a great summer. The food has proven to be really popular and the beer garden is going to be perfect for al fresco dining during the summer months, as well as bbqs. I'm really looking forward to the beer and cider festival on the first weekend of July too – exciting times!"*



Wirral's iconic pub, The Magazine Hotel, has won CAMRA's Wirral Pub Of The Year! The quaint character pub is celebrating its latest award with a host of exciting new developments, including quality home cooked pub food, a spruced up beer garden, outdoor bbqs and a beer and cider festival announced.

**The Magazine Hotel / 7 Magazine Brow,
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www.the-magazine-hotel.co.uk**

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MAGAZINE**



FOOD & DRINK

CRAFT BEER FESTIVAL WITH UNLIMITED BEER COMING TO LIVERPOOL!



A first of its kind craft beer festival that offers unlimited beer is coming to Invisible Wind Factory on Fri 21st and Sat 22nd June 2024! Craft Brew Festival is now in its second year, after sell out events in Manchester and Birmingham in 2023, and comes to Liverpool for the first time this summer!



The beer extravaganza features 15 different brewers, street food, live music and unlimited drinks for each 5 hour event. From 6pm – 11pm on Friday 21st June and from 12pm – 5pm on Saturday 22nd June, beer enthusiasts will be able to meet a range of different brewers and sample some unique beers brewed especially for the festival.



Tickets for Craft Brew Festival start at £47.50, with Super Early Bird tickets having already sold out, and this includes entry, souvenir glass, festival programme, meet the brewers and five hours of unlimited craft beer! The festival offers extremely good value for money, with many people becoming disillusioned with the token based system of many other beers festivals.



Festival organiser Simon Robinson said: *“As a beer enthusiast myself, I have been to several beer festivals. The one bit of feedback that has consistently stood out is the beer token system. It can work out quite expensive so we thought we’d offer an unlimited beer option instead. The first year’s festivals were a huge success so it’s definitely worked and that’s why we decided to expand this year.”*



After sell-out festivals in Manchester and Birmingham in 2023, Craft Brew Festival is coming to Liverpool and Bristol for the first time in 2024 – with more nationwide events to be announced. A beer lover’s dream, the festival is a celebration of the UK’s vibrant craft beer culture and the two Liverpool events at Invisible Wind Factory are likely to also sell out.



Simon said: *"It's great to be bringing our concept to Liverpool and beer lovers are in for a treat! We're working with some cracking local and national breweries to bring you some top quality beers, some of which will be created especially for the festival. There'll be plenty of great food and live music on offer from local vendors and musicians at the events too – Liverpool, you're in for a treat!"*



Brewers from each brewery will be pouring their own beers at the festival, giving you the opportunity to talk to the brewers about their beverages and find out more about the brewery and how they make their delicious craft beers, ciders and more. The first wave of breweries has been announced – with Cloudwater, Neighbourhood Brew Co, Copper Beech, The Indian Brewery and Siren.

Simon summarised: *"We're living in a changing world where people are after something beyond the norm. We've seen an explosion in craft beers and alternative drinks in recent years, with craft beer micro pubs operating in most cities and towns now, and our festivals aim to capture all of that under one roof in one almighty celebration!"*

A first of its kind craft beer festival that offers unlimited beer is coming to Invisible Wind Factory on Fri 21st and Sat 22nd June 2024! Craft Brew Festival is now in its second year, after sell out events in Manchester and Birmingham in 2023, and comes to Liverpool for the first time this summer!

Craft Brew Festival / Fri 21st June 6pm-11pm & Sat 22nd June 12pm-5pm / Invisible Wind Factory, 3 Regent Road, Liverpool, L3 7DS

[CRAFTBREWFEESTIVAL.CO.UK/LIVERPOOL](https://craftbrewfestival.co.uk/liverpool)



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the biggest worries of every hospitality business owner so I put measures in place to guarantee they get 5 stars if they follow them."



Meanwhile, her client Bon Bakery said: *"Thank you for the food hygiene system you designed for Bon Bakery. It's been a pleasure to have you on site and your professionalism and positivity have been so appreciated! The system has given us more confidence and it's great to have everything in one place and so easy to access and use. It's great value for money and the team feels confident we're doing everything we can to achieve 5 stars."*



A key area where Katy bridges the gap is with hospitality business owners who don't speak English as their first language. Not fully understanding the complex guidelines can often lead to errors that put the business at risk, therefore Katy puts in simple systems and even translates them if necessary.

Katy explained: *"I've worked with some great businesses who are working safely but being marketed down on technicalities because they can't understand the very complex guideline with complicated words."*

I genuinely love what I do – protecting businesses and their customers. Also, I'd like to give a big shout out to First Class Uniforms for my amazing new uniform!"



A passionate foodie, Katy also has a weekly 'Foodie Friday' radio show on Liverpool Live Radio and runs free networking events that connect hospitality businesses with other businesses that can help them. At a time where hospitality businesses are under more pressure than ever, having someone like Katy on their side can be the difference between success and failure.

Katy summarised: *"It's tough out there for businesses with rising costs and it's more competitive now than ever. The newspapers are quick to publish 0 hygiene ratings and in today's world this often results in reputation damage and closure. That's not to say it can't be turned around though – I have taken a few businesses from 0 to 5 and today they are thriving."*

A food hygiene consultant from Wirral is on a mission to save hospitality businesses. Katy Elliott, owner of 5 Star Food Safety, has a unique concept that helps businesses achieve a 5 star food hygiene rating every time – protecting them from closure and ensuring their customers are safe.

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MUSIC & NIGHTLIFE



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THE WIRRAL MUSIC PROJECT TAKING ARTISTS TO THE NEXT LEVEL!

A Wirral arts initiative is revolutionising the local music scene — offering artists and bands a fair deal and taking them to the next level. Events 471 is an exciting new events and artist development concept with an ethical ethos that has hosted no less than 23 events in a year and a half, with over 2,500 tickets sold.



Events 471 aims to be a 'game changer' for the local music scene and far more than just an events brand. Led by mother and son team, Carol Hetherington and Carrick Moran, the idea is to offer local artists 360-degree support — paying them fairly and offering support with photo and video content, social media and more.

What's more, a C.I.C. has also been set up to create projects that will support artists further. 471 Routes C.I.C. is all about broadening its mission to help not just musicians but everyone within the creative industry. There's a strong team behind 471 Routes C.I.C. who are determined to make a change to music, art, and culture across the Liverpool City Region.



Since forming in January 2023, Events 471 has worked with 50 different artists and bands. Each receives a fair split of ticket sales, additional photography and videography, social media support, and a platform on the Events 471 website. The project covers all genres, with inclusivity and diversity at its heart, and there have been some amazing success stories with artists they've worked with.



Linking the best local up-and-coming talent with national and international acts, Events 471 have been a key stepping stone for many local artists and bands. There have been many packed shows at venues such as Future Yard, Start Yard, Northern Powerhouse and Molly's Chambers — with big headliners such as Anika Nilles, Queer House Party, The Beggs Sisters, Everything Yes and Xander & The Peace Pirates.

Events 471 have some big shows coming up such as Summer Solstice at Birkenhead Cricket Club on Fri 21st June featuring the legendary funk outfit Precinct 47, Helen Downey, Grool and DJ No Bed. Meanwhile, Soul Purpose is coming to The Lighthouse Church in Heswall on Sat 22nd June — an evening of soul for Claire House and Wirral MS Society featuring Soul City Voices and Night Shift Collective.

On Sat 29th June, Liverpool's fourpiece

psych-rock outfit BITE are headlining at Future Yard with support from Urban Hours and Sling. To cap off the summer, there's a Lunar Pull Album Party at Future Yard on Fri 5th July – a leftfield Indie rock showcase featuring their latest material. There are also monthly jazz and spoken word nights at Start Yard in Birkenhead, where their office is based.

Events 471's Carol said: *"Events 471 came from a dinner table conversation and we decided to just go for it! We chatted about how it's hard for people to break into the music industry and get work experience. If you do, it's usually for very little or no money. We also spoke about Live music and how people do want to see local bands and artists but it's not very accessible and we want to change that."*

02/05/24	EVERYTHING YES FUTURE YARD
08/06/24	SHINE - BACK TO THE 80S WEST KIRBY ARTS CENTRE
21/06/24	SUMMER SOLSTICE - PRECINCT47 BIRKENHEAD CRICKET CLUB
22/06/24	SOUL CITY VOICES CHOIR THE LIGHTHOUSE CHURCH
29/06/24	BITE, URBAN HOURS AND SLING FUTURE YARD
05/07/24	THE LUNAR PULL ALBUM LAUNCH FUTURE YARD
02/08/24	DOUBLE BUBBLE START YARD
31/08/24	FULL MOON FUTURE YARD
16/11/24	THE BEGGS SISTERS FUTURE YARD

She continued: *"There are definitely gaps that need to be filled and more opportunities needed. We want to bridge the gap between the Liverpool and Wirral scenes (471 is a bus route between Liverpool and Wirral) and also gives up and coming artists the chance to perform alongside big names. We also want to be more than just an events company – supporting artists in many ways and helping them develop."*

Events 471 consists of Carol, her son Carrick who is a talented local musician in his own right, Imogen and a wider team of people who are passionate about music and supporting creatives. Drawing in crowds of 100+ to support local artists and bands that people might not have heard of is a difficult task, but thanks to a collaborative approach all Events 471 gigs so far have been very successful.

Carrick explained: *"It really is a team*

effort and we try to pull artists and bands together to all help promote shows. All 23 gigs at Future Yard, Start Yard, Molly's Chambers and Northern Powerhouse have been amazing and we have an exciting programme for the rest of 2024 – with some really big hitters coming to perform with local talent."

A recent report from Music Venues Trust stated that the number of gigs at UK grassroots music venues was 16.7% lower than in 2019. Audience numbers were also at 89% of their 2019 level and 66 venues had closed during the past 12 months. With many factors such as the cost of living and Brexit impacting grassroots music, projects such as Events 471 are vital to bridge the gap.

Carol summarised: *"How many talented musicians are there out there who haven't made it due to lack of opportunity? We must remember that all the top artists and bands started on their local scene. We want to provide opportunities and help local artists and bands raise their profile, but also help musicians develop as people too. In turn, we hope that this will also support the regeneration of Birkenhead."*

A Wirral arts initiative is revolutionising the local music scene – offering artists and bands a fair deal and taking them to the next level. Events 471 is an exciting new events and artist development concept with an ethical ethos that has hosted no less than 23 events in a year and a half, with over 2,500 tickets sold.

For more info on Events 471 visit
www.events471.co.uk

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ARTS CLUB LISTINGS

01/06/24 - MEXICAN DOGS
19/06/24 - COURTNEY BARNETT
12/07/24 - ROYEL OTIS
20/07/24 - AFTER THE PARK
27/09/24 - HOLLOW COVES
28/09/24 - PIXEY
09/10/24 - DOUGLAS DARE
12/10/24 - SEB LOWE
25/10/24 - NOISY
08/11/24 - HALINA RICE
09/11/24 - AMBLE
09/11/24 - BRADLEY SIMPSON
15/11/24 - KINGFISHER
01/12/24 - THE LUKA STATE
05/12/24 - THE CLAUSE
06/12/24 - THE MAGIC NUMBERS

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- 09 LEEDS THE OLD WOOLLEN
- 15 PAISLEY THE BUNGALOW
- 16 NEWCASTLE THE CLUNY

- 22 HITCHIN CLUB 85
- 23 SOUTHAMPTON ENGINE ROOMS
- 29 BRIGHTON THE ARCH
- 30 CHESTER THE LIVE ROOMS

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- 13 BIRMINGHAM O₂ ACADEMY2
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Sunday 2nd, The Undertakers (6:30)
Friday 7th, The Gee Bees (9:30)
Saturday 8th, The Swillers (9:30)
Sunday 9th, Stolen Property (6:30)
Friday 14th, Amazing Kappa Band (9:30)
Saturday 15th, Sonic Cult (9:30)
Sunday 16th, The Jon Casey Blues Band (6:30)
Friday 21st, Monkey Business (9:30)
Saturday 22nd, The Buffalo Riot (9:30)
Sunday 23rd, The Loving Cup (6:30)
Friday 28th, The Band-Its (9:30)
Saturday 29th, Lovable Rogues (9:30)
Sunday 30th, Mule Train (6:30)

JULY

Friday 5th, The Mysterons (9.30)
Saturday 6th, Jonny And The Radars (9.30)
Sunday 7th, Free Spirit (6.30)
Friday 12th, The Jimmy Mack Band (9.30)
Saturday 13th, The Vinyls (9.30)
Sunday 14th, Old School (6.30)
Friday 19th, The Tone Junkies (9.30)
Saturday 20th, Red Rock (9.30)
Sunday 21st, The Hurricane Blues Band (6.30)
Friday 26th, Sandraiser (9.30)
Saturday 27th, Yue Who (9.30)
Sunday 28th, Mule Train (6.30)

AUGUST

Friday 2nd, Acme Soul Co (9:30)
Saturday 3rd, TBC
Sunday 4th, The Undertakers (6:30)
Friday 9th, The Bite (9.30)
Saturday 10th, The Klubbs (9:30)
Sunday 11th, Mule Train (6:30)
Friday 16th, Amazing Kappa Band (9:30)
Saturday 17th, The Swillers (9:30)
Sunday 18th, Old School (6.30)
Friday 23rd, The Band-its (9:30)
Saturday 24th, The Oil Chickens (9:30)
Sunday 25th, Stranglehold (6:30)
Friday 30th, Sonic Cult (9:30)
Saturday 31st, The Mysterons (9:30)
Sunday 1st Sept, Dr Strangelove (6:30)

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Saturday 25th May 2024



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Saturday, 1st June 2024



ENDLESS LIONEL - Ultimate Lionel Richie Tribute Show

Saturday 15th June 2024



Father's Day 2024 Ricky Tomlinson Asa Murphy Bill Woodland Comedian DJ Mr T Little Ken

Sunday, 16th June 2024



Ultimate Soul & Motown Show - Sheila Diamond plus Soul Legend

Saturday 29th June 2024



Ultimate Tina Turner Tribute - Niqui Brown - As Seen on X Factor

Saturday 6th July 2024



Ultimate Soul & Motown Show - Ebie Isaac's plus Alex Devine

Saturday 27th July 2024



Incredible Billy Ocean Tribute Act - By Dayton Grey

Saturday 3rd August 2024



Ultimate Soul & Motown Show - Lascel plus Elishama

Saturday 31st August 2024



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MUSIC & NIGHTLIFE

WEDDING VENUE OWNERS CELEBRATE 25 YEARS WITH TOP AWARD!

Wirral’s ‘hidden gem’ events venue, The Saddle Club, has scooped an LGBTQ+ award ahead of owners Paul & Isobel Swift’s 25 years at the helm. The historic Grade II Listed venue is renowned for hosting exceptional weddings and events and is also Wirral’s official LGBTQ+ wedding venue.



Nestled away on Roman Road, just off Prenton Dell Road, The Saddle Club is a family run venue that’s oozing with character and charm and has an inclusive policy. The venue is so old it was listed in the original Domesday Book and offers a gorgeous space and garden to the rear for special occasions.



The venue was taken on by Paul & Isobel Swift in 1999 and the pair have hosted in the region of 25,000 events and weddings there – from funerals to parties to weddings. When the same sex marriage laws changed shortly after they took it over, The Saddle Club became one of the first venues in the North West to officially offer same sex marriages and was featured in Pink Pages.



During the past 25 years, the venue has won many awards such as Most Unique Venue & Service, Wakes & Life Celebration Venue and Proprietor Of The Year awards. The venue caters for people from all walks of life and backgrounds and the latest LGBTQ+ award is in recognition of their dedication to LGBTQ+ weddings. It comes in a timely manner, as Paul looks back on the past 25 years of serving the public.



Paul explained: *“It’s been an amazing 25 years and it fills us with joy to think of all the special occasions and memories that have been made here. Looking back, we’ve worked out that we’ve hosted around 25,000 events and weddings – quite staggering really when you think about it! It’s a big extended family here and some people who have celebrated their 18th, 21st, 40th birthdays and then their child’s Christenings here.”*

He continued: *“We have a great team and our General Manager Leah has been*

here for years after becoming one of the youngest licensees in the region. We pride ourselves on treating people like our own and always go the extra mile for people, providing bespoke events tailored to any budget. We also have a policy of absolute inclusivity that we're really proud to have won awards for."



The Saddle Club also offers a very unique kind of wedding. Interestingly, The Saddle Club is also the only venue in England and Wales to offer Blacksmiths weddings over the anvil. The romantic tradition of Blacksmith's weddings involve 'tying the knot' – with the bang of a Blacksmith's anvil sealing the deal – bringing back the traditional, historical way of getting married.



Paul said: *"We've made a great name for ourselves here which is really important considering we're hidden away off the beaten track. You wouldn't know we're here so it's important that we have a great reputation. The awards are really important and something we're really proud of – receiving the latest one on our 25 year anniversary here is the icing on the cake."*



Wirral's 'hidden gem' events venue, The Saddle Club, has scooped a top LGBTQ+ award ahead of owners Paul & Isobel Swift's 25 years at the helm. The historic Grade II Listed venue is renowned for hosting exceptional weddings and events and is also Wirral's official LGBTQ+ wedding venue.

The Saddle Club / Roman Road, Prenton, Wirral, CH43 3BD / 0151 608 0881

TO ENQUIRE ABOUT VENUE OR WEDDING HIRE VISIT THE WEBSITE OR CALL 0151 608 0881

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MUSIC & NIGHTLIFE

LIVERPOOL MAGIC SHOW SCOOPS TOP TRIP ADVISOR AWARD!



Popular Liverpool magic show, Magic On The Mersey, has scooped a top Tripadvisor Travellers' Choice Award on its 3rd birthday! Internationally renowned magician Steve Price has received countless 5 star reviews for his highly entertaining performances that blow people's minds!



The ingenious trickster, a favourite of celebrities, puts on events at Aloft Hotel in Liverpool in between international tours and they've become one of the highest rated city experiences on Trip Advisor. The former Secretary of The Magic Circle and long standing member of The Inner Circle builds comedy into his wide range of tricks – offering something alternative and fun to do in Liverpool.

The incredible shows feature a diverse range of tricks, including water, cards, eggs, watches, balls, ropes, newspapers and more, whilst getting the audience involved in many of the sketches. The Liverpool shows offer great value for money – with front row seats for just £25 and general seats for just £20.



Having performed to large audiences internationally, Steve Price is widely regarded as one of the best magicians in the world. His Magic On The Mersey shows are much more intimate in a majestic venue and such is its popularity, he has now expanded into Manchester with regular Magic At The Midland shows.



Exclusive and intimate show at Aloft Liverpool

Fresh off the back of a Floral Pavilion show with Shirley Ballas, Steve said: *"I've been a magician since I was a child and have performed extensively all over the world for over 20 years, but the Magic On The Mersey Liverpool shows are always particularly special. Scousers are always a top crowd and the feedback has been amazing since I started performing here 3 years ago."*



Steve's magic shows truly need to be seen to be believed – the mesmerising showcases leave the audience bamboozled and laughing hysterically with amazement. An ideal thing to do for date night, with family or with friends, it's a night out like no other and something you won't forget in a long time!



One audience member recently said: *“Can’t even find the words to describe how awesome this show is. Steve Price literally left me speechless. Still trying to understand what I saw. I had some great responsibility and Steve tried to include as many of the audience as possible which makes it more fascinating. Even if you have been before it’s worth a return because you will still laugh and leave stunned. Can’t wait to go again.”*

Another said: *“Front row seats to watch a brilliant magic show. You couldn’t get any closer to watch close-up magic and we still couldn’t work out how they were done. Steve was so entertaining as well as very talented and we all got the chance to join in with the tricks. Thanks for a special evening.”*



Popular Liverpool magic show, Magic On The Mersey, has scooped a top Tripadvisor Travellers’ Choice Award on its 3rd birthday! Internationally renowned magician Steve Price has received countless 5 star reviews for his highly entertaining performances that blow people’s minds!

Magic On The Mersey / Aloft Liverpool / Various dates

Check out the Steve Price Illusions website [HERE!](#)

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NEW BRIGHTON'S VICTORIA QUARTER

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PEOPLE & LIFE

HEARN'S HISTORY: THE GROWTH, DECLINE & REBIRTH OF NEW BRIGHTON

In this new La Vida Liverpool feature, guest writer and historian David Hearn educates us on some fascinating local history. With a wealth of knowledge, David gives talks and walking tours on subjects such as the history of Liverpool, wars, slavery, maritime, Liverpool's links with America and more. In this feature he talks us through the growth, decline and re-birth of New Brighton...



In the 70 years from 1830 to 1900, New Brighton grew from being virtually uninhabited into one of the most popular seaside resorts in Britain.

In 1830 James Atherton, a Liverpool merchant and property developer, agreed to buy 170 acres of land that was basically nothing more than sand dunes with a fort, a lighthouse and a few cottages, with a view to turning it into a desirable residential area for wealthy Liverpool business people.



Within three years of Atherton buying the land, a steam paddle-wheel ferry service was introduced from Liverpool to what was starting to be called New Brighton after Brighton, the famous South coast watering hole. This ferry service made it possible for people to live in New Brighton but commute daily to their work in Liverpool and was the catalyst that led to the growth of the area.

Initially it was just the wealthy who bought plots from James Atherton and later his son-in-law William Rowson had fine villas built looking out over Liverpool Bay. A number of these houses remain in Wellington Rd, North Drive and Montpellier Crescent.



From these humble beginnings the area started to grow into not only a residential area but somewhere that people from the crowded, noisy, smelly streets of Liverpool could come and enjoy the fresh sea air. A pleasure pier was opened in 1867 and other catering and entertainment venues followed.



In the late 1880s the Wirral Railway reached the growing resort which enabled visitors from further afield to both visit and stay but it also enabled bricks to be brought into the area which enabled both faster and cheaper construction of houses and New Brighton started to become an accessible area for many Liverpool workers.



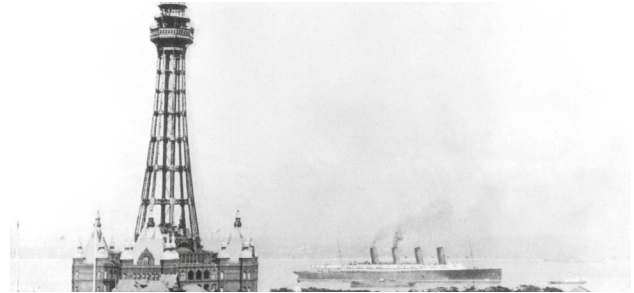
In 1880 The Palace, which offered fairground type attractions, a grotto, a small zoo, an open air skating area and exhibitions, opened. By the 1882 summer season an average of 10,000 visitors per day visited The Palace. The venue was redesigned in the early 1930s and reopened as The New Palace which is still open daily during the summer.

Theatres opened followed by cinemas and a section of the promenade became known as "The Ham and Egg Parade" where the "fast food" of the period was offered by a number of cafes. The promenade from Seacombe to New Brighton was opened in 1901, extended in 1907 and again in the 1930s until New Brighton boasted having the longest promenade in Britain.



In 1891 a Tower had been built in Blackpool and by 1896 a company had been formed to build a similar Tower although even taller in New Brighton. Work started in 1896 and by the time it was completed in 1899 it was the tallest structure in Britain. The Tower and Tower Grounds, became a major part of the resort's appeal to visitors.

At the start of WWI New Brighton Tower was closed to the public for the duration of the war and by 1919 the construction had suffered considerably from lack of maintenance so the decision was taken to demolish it although this was not completed until 1921. However the Tower Building was still fully operation with a ballroom that could accommodate 3,000 dancers. In addition there was also a theatre and a zoo.



The grounds around the building remained and were ultimately extended to provide a funfair including a roller coaster, a cable car to the roof of the building, a big wheel and a "wall of death" where motorcyclists hurtled around a vertical wall at speeds of up to 50mph.

The interior of the ballroom was destroyed by fire in 1956 but it was completely restored and in June 1961 the Beatles played there to 4,000 people for the first of what would ultimately be 27 visits making it second only to The Cavern in Liverpool for the number of Beatles concerts in Britain. Gerry and the Pacemakers, Rory Storm and the Hurricanes, Little Richard and The Rolling Stones were among other groups who performed at The Tower.



In the 1930s when the promenade was extended an outdoor bathing pool was also constructed that was the largest outdoor swimming pool in Europe and, some say, the world. During the first four months after the opening the pool attracted almost one million bathers and spectators. The pool went on to host "Bathing Beauty" competitions and pop music concerts.



After WWII as more people could drive and had cars New Brighton started to suffer a slow decline. The pace of the decline accelerated in the 1960s with cheap flights to Spain and other places where sunshine was more guaranteed than North West England. The Tower Buildings were destroyed by fire in 1969, the Pier, which had been reduced to an amusement arcade, closed in 1972 and was demolished in 1977.

The one time resort failed to attract holiday-makers and even the number of day-trippers reduced following the closure and subsequent demolition of the swimming pool in 1990. A couple of developers failed bring their plans to fruition and the Local Authority replaced half of Victoria Road, which had once boasted a theatre, with residential property.



More businesses left the area and by 2018 much of Victoria Rd was boarded up or derelict until the locally born successful businessman, Dan Davies, formed Rockpoint Leisure and injected £8 million of his own money into breathing new life into the town by re-opening closed businesses and funding many community led improvements as well as creating Britain's largest outdoor gallery of street art.



New Brighton, the town that grew and prospered only to decline and very nearly become a purely residential area, has been reborn and is now once again an area for visitors as well as an incubator for young local people to thrive in music and the arts.

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PEOPLE & LIFE

PIZZA, POOL & MORE AS ROCKPOINT RECORDS TURNS 5!

New Brighton's cool music themed hangout, Rockpoint Records, is celebrating its 5th birthday with some exciting new additions! The vibrant Victoria Road venue was one of the pioneering independents that kick-started the regeneration of the area and has now introduced jerk chicken, woodfired pizzas and a pool table to its diverse offering.



One of the key businesses of Rockpoint Leisure, who have transformed the area with street art and independents, Rockpoint Records has been a go-to destination for music lovers since opening in 2019. With its stripped back brick walls, retro decor, great playlist, live music, record store, tattoo parlour, barbers, cocktail lounge and secret courtyard, it's established itself as one of the coolest bars in Wirral.



Many great nights have been had at the legendary venue, such as the epic gig from big hitters The Mysterines (two of whom have worked there), and countless top local artists have performed there. As the venue

celebrates its 5th year spearheading 'The Victorian Quarter', it has now added jerk chicken from Jerk It, woodfired pizzas from Hella Dough and a pool table to its list of reasons to visit.



Since being introduced recently, the Hella Dough woodfired pizzas have been flying out – with their crispy base, soft dough and create your own option winning over locals. Jerk It's mouthwatering chicken has also been a bit hit, as has the new pool table in the upstairs vinyl record store, whilst there's still Open Mic Thursdays, live music on Friday and Saturdays and monthly Rock N Roll Bingo.



Manager Sue Birkett said: "Whether you come in for a coffee in the daytime or for a few drinks and live entertainment in the evening, there's always a good vibe at Rockpoint Records. We have something for everyone and it's become a real community hub and meeting place for so many people. It's a great place to hang out or sit outside the front or secret courtyard at the back."

She continued: *“The jerk chicken and pizzas have been really popular and everyone loves a game of pool – there’s so much on offer here now. I don’t think many places can say they have front and back outdoor seating, a cocktail lounge, a piano, an upstairs pool room and record store, an in house tattoo artist, barbers, regular live entertainment, chicken and woodfired pizzas. It really is the place to be!”*



The Victoria Road area of New Brighton is going from strength to strength since the Rockpoint Leisure regeneration project. Coupled with the colourful street art, independent businesses are flourishing and recent additions such as Tallulah’s, The Good Hood and Social 114 have made the street’s offering even more attractive.



Rockpoint Leisure’s Founder Daniel Davies said: *“We’ve put everything into making this a great place to live and visit. Unlike other regeneration programmes around the country, this has been a ground up community led project focusing on a local eco system, visitor economy and opportunities for independent businesses to flourish – free from the bland brands that dominate most high streets in the UK.”*

He continued: *“On 24th March 2024 it will be 6 years since I opened a bank account in the name of Rockpoint Leisure and deposited the first £1million with the view of turning the fortunes around of this once great seaside town. To date we have*

spent the best part of £8 million but this wouldn’t have been possible without the breathtaking contribution of Wirral Borough Council totalling £3,000 and four new bins.”



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**Rockpoint Records / 92 Victoria Road,
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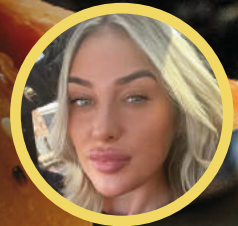
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PEOPLE & LIFE

WHY I MOVED TO NEW BRIGHTON BY DAVID MCHATTIE



My wife and I finally woke up to the opportunity New Brighton offers about 6 months ago. Our friend Daniel Davies had been banging the drum for quite a while. Dan was simply doing what he has done since 2019 - rallying people around the cause. He is dedicated to redeveloping and re invigorating this seaside town; his home town; that, like so many British seaside towns, has been subject to decades of dereliction by successive councils, governments and the allure of foreign travel.



New Brighton is different though, not just because of the tireless work and investment of Dan and his allies but because bit by bit, person by person and business by business, people have woken up to the fact that this seaside town has not only moved forward but that geography alone means there isn't a seaside town with a better chance of a bright future.

I ask you - which other seaside town is but 15 minutes by car or 25 minutes by train or bus from the centre of a city such as Liverpool?

But don't just take my word for it -- New Brighton was included in a recent Sunday Times Top Places to Invest in the UK and Victoria Quarter was the central reason for this. Rough Guides also list New Brighton Beach as one of the best beaches but you

should come see The Victoria Quarter and the beach and experience it for yourself - I am pretty sure you will be hooked too - whether as a tourist, a potential community member, a business or an investor.

There are many reasons why we have chosen to invest in the area and why we left Manchester City Centre to spend our time here but essentially it's mostly about the Victoria Quarter and the sea.

Centred on Victoria Road, this is the hub of New Brighton and its regeneration has created a special vibe. It has by design got a wonderfully independent feel, peppered by art installations which may just be the finest outside art gallery in the world. The street art was one of the place building strategies adopted by Dan who attracted and funded street artists from around the world. A gift which we can all now enjoy.



The sense of community is evident as you wander from eatery to eatery, bar to bar and shop to shop. The alfresco dining and drinking makes a big difference to so much more than just the street scene as does the regular live music curated for visitors and locals alike at Rockpoint Records or Tallulah's Emporium which also offers live Jazz, vintage HiFi DJ's spinning Soul or a fabulous cocktail.

Drinkers are well catered for at Rockpoint Records, The JA (The James Atherton), The Bow Legged Beagle or Homebrew Tap to name drop a few. When it comes to food there are plenty of food choices whether you fancy fish & chips, breakfast, brunch, a Sunday Roast at The Olive Tree, a spot of lunch or an evening meal there is something for you. Grab a touch of Americana from The Good Hood and street artists are now joined by street food with the offerings from Hella Dough and Jerk-It not to be missed.



I am also eagerly awaiting the new addition from Baltic Triangle Founder and Liverpool icon Jayne Casey. Jayne has returned to her roots and is bringing not just her expertise to the party but her business friends.



Victoria Quarter is at the centre of this delightful Victorian built corner of the Wirral Peninsula, it is the hub of the community, a place for the independent, a visual masterpiece of street art and a great place to relax and socialise. It is also by a fabulous beach, a pretty unparalleled seaside pedestrian promenade, the wonderful Vale Park and the fact that it's spitting distance from Liverpool City Centre, Anfield, Goodison and Aintree.

A lot has changed here - it's a place on the up and up and you will be made to feel very welcome as we have been.



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Focal Studios specialises in creating immersive visual experiences. The team fully invests in the vision of their clients by harnessing the power of technology to bring their stories to life. With a wealth of expertise in projection mapping, spatial augmented reality, immersive experiences, and interactive installations, they transform concepts into compelling and impactful visual content.

Introducing a new Creative Technology Hub, 'Focal Point'. Drawing inspiration from New Brighton's original name of Rock Point and the founding company Focal Studios, 'Focal Point' serves as a nod to the past while becoming a beacon for the community's future evolution into a vibrant hub.

Focal Point answers the Wirral and New Brighton's need for collaborative co-working space by meeting the demand for the expanding creative sector. It will empower the community and its members by fostering a dynamic ecosystem that promotes collaboration, knowledge sharing, and resource accessibility. This will act as a fundamental underpinning for many innovators, SMEs and emerging creative entrepreneurs across Wirral, Liverpool and the wider Liverpool City Region (LCR).

Designed across an expansive three-floor layout, we will encourage the use of in-house, industry-standard and emerging technology; such as extended reality (XR, AR, VR), video production, computing, projection mapping and spatial computing, game design, virtual production and many more contemporary technology packages. This is in addition to facilitating traditional office workspaces to maintain a comprehensive offer to all professionals across the region.

The creative technology hub represents a strategic investment for Focal Studios, aligning with its mission to democratise technology and empower communities.

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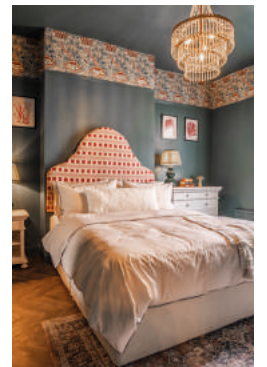
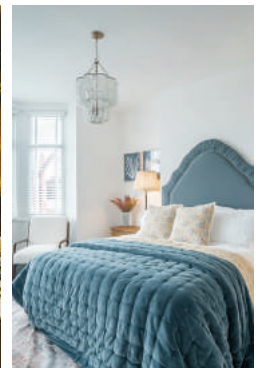
VISION

To establish a dynamic creative technology hub that drives economic growth in New Brighton through the provision of adaptable workspaces, cutting-edge facilities, and opportunities for knowledge exchange and networking

MISSION

To foster economic redevelopment, social mobility, and inclusive growth by creating a vibrant creative tech hub that attracts and retains skilled professionals, facilitating collaboration and innovation within the community.

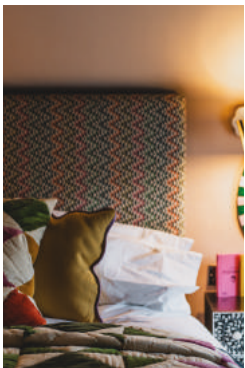




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ARTS & CULTURE

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ARTS & CULTURE

CREATIVE CLASSES & EVENTS AT VALE PARK THIS SUMMER!

New Brighton's picturesque Vale Park is celebrating its 125th birthday and two local business owners, Lindsay Hudson and Lorraine Logan, aim to get people socialising and creative through events and workshops.

Lindsay Hudson runs regular furniture painting and renovating workshops in Vale House, teaching people how to transform old furniture with Frenchic. Lorraine Logan runs Art In The Park and jewellery-making workshops. This year, the two are organising nearly new sales, and craft and vintage fairs. If you're looking for new opportunities in the community, here's what's on...

Paint Club

Every other Monday evening from 5.30pm-8pm at Vale House, Lindsay runs fun furniture painting workshops for all abilities. People bring an item of furniture to paint, all materials are provided and they get to learn a new technique each time. The classes cost just £15 and you get to take away your stunning new masterpiece! Furniture



Furniture Painting Workshops

Similar to the classes, Lindsay runs more intensive workshops on the last Sunday of every month. These run from 10am-3.30pm and go into much more detail so you're able to come away fully skilled! Once again,

you bring an item of furniture to transform and the workshops cost just £65 with all materials included.

Don't fancy it yourself? Lindsay can come out and transform your furniture at home for you! Lindsay offers an upcycling and furniture painting service on commission for anyone looking to revive tired furniture at a lower cost of replacing. This includes kitchens, bedroom furniture, UPVC, front doors and more!



Art In The Park

To bring people together and socialise, Lorraine Logan has hosted the fabulous Art In The Park for five years. Art In The Park is a non-profit initiative that costs just £3 each, which covers room hire. Guest artists attend regularly to run workshops and there are painting trips to places like Port Sunlight and the prestigious Birkenhead Priory. Art In The Park runs every Tuesday, 7pm - 9pm in Vale Park.



Beady Beady Jewellery Making

Celebrating 20 years of jewellery-making workshops and events, BeadyBeady sessions are a huge hit amongst kids and adults. For just £10 your child can enjoy a 2-hour session, making 5 items ranging from keyrings, bracelets, earrings, bookmarks and many more.

Current dates for BeadyBeady workshops at Vale ark are July 13th, August 10th, October 12th, and December 7th. BeadyBeady is also available for youth group bookings and Brownies and Guides. She also has her jewellery for sale in Concept Corner, Seabank Rd, New Brighton. To enquire message Lorraine Logan BeadyBeady on Facebook



Nearly New, Craft & Vintage Fairs

Nearly New Sales, Vintage & Craft fairs are being run throughout the year in Vale Park by Lindsey and Lorraine. Sunday 23rd June from 11 am – 4 pm come down to explore the many different deals at the Nearly New Sale. Each time you can find different stalls, from clothes to toys to home decor. Get amazing prices for stand-out items. Enquire for more dates throughout the year.

On Saturday 4th May and Saturday 22nd June, 11 am – 4 pm, check out the different vendors at Vale Park's Craft Fair to support local creatives. More dates to come throughout the year.

On 29th and 30th June 10 am – 5 pm buy unique furniture, jewellery, clothing and other items at the Vintage Fair. Lindsey Hudson, who runs the event and owns The Vintage Interior Fairy, has a stall with different items and furniture from her travels, including France. If you want one-of-a-kind vintage, get down to Vale Park's Vintage Fair.



Get Creative In Vale Park!

Lindsay and Lorraine's initiatives aim to get people creative and socialising – providing them with new hobbies to combat loneliness and boredom, with a huge mindfulness aspect of the classes. If you're looking to get creative and spark a new passion, then get in touch – and there are few more picturesque places to do it than at the stunning Vale Park!

**Creative Classes & Events / Vale House,
Vale Park, New Brighton, CH45 1LZ**

**TO GET IN TOUCH ABOUT ANY OF
THE CLASSES CONTACT LINDSAY ON
07939536638**

Main image courtesy of Paul Neish



**la vida liverpool
MAGAZINE**

To become part of the positive news revolution call 0151 318 6555, WhatsApp 07445686648 or email lavidaliverpool@gmail.com

ARTS & CULTURE

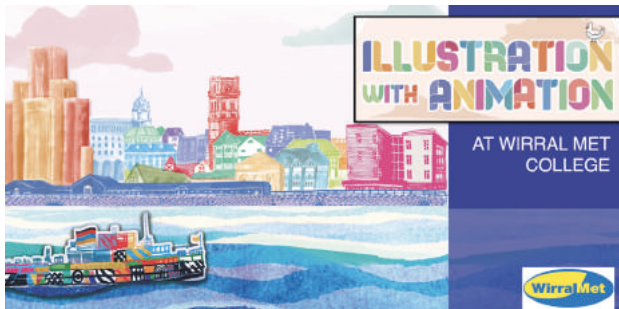


ILLUSTRATION
WITH ANIMATION

AT WIRRAL MET
COLLEGE

APPLY NOW FOR ILLUSTRATION & ANIMATION DEGREE AT WIRRAL MET!

Are you a young person looking for a career in art, graphic design or animation? Or perhaps you're a talented artist stuck in a soulless job and looking to unleash your creativity? Wirral Metropolitan College have opened September 2024 applications for their exciting Illustration With Animation Degree course.



The three-year Illustration with Animation Degree course covers a range of illustration and animation disciplines in the first year, before students hone in on their specialism in years two and three. The BA Hons course takes place over three days per week between September and June for three years, ideal for studying alongside a part-time job, and a student loan is available to those who qualify for one.



Based at state-of-the-art design studios at the Birkenhead college, the creative course can lead to a successful career in illustration, graphic design, art or animation, to name a few. With a blend of lectures, seminars, regular one to one tutorial sessions, briefings, reviews and critiques delivered by a team of creative academic staff, it's a fascinating and diverse course.

Before students go on to focus on their specialism, whether that be art, illustration, graphic design or animation, the first year covers an enthralling mix of subjects. From the history and theory of art to life drawing and external visits, it's a great opportunity to broaden your knowledge and skills before choosing your preferred discipline to complete your Degree with.

Programme Leader Johanna Wilson said: *"The beauty of this course is its diversity and you can develop some new artistic skills in addition to your specialist area. The courses are intimate, with around 10 students each term, and we've had some amazing success stories – with students going on to enjoy their dream creative careers in art, illustration, graphic design, branding, animation and more."*



As part of their Degree course, current students are about to host a huge three week exhibition of art and photography at The Liver Building from Friday 10th May 2024. Meanwhile, other students are hosting a unique 'Town Is Gallery' open air exhibition on Friday 22nd March from 4pm until late at the (old) M&S in Birkenhead Town Centre.

Graduate Hazel Lawton said: *"Before I joined this course, animation was just a dream to me and I had no idea how to go about learning the basic steps or how to get or use most software you need to be an animator. This course has helped me become closer to my dream and I feel lucky to have been part of it."*

The course is open to anyone over 19 who has 5 GCSEs at Grade 9-4 or A*-C. Applications are welcome from mature students, who may lack qualifications but can demonstrate their suitability to study at this level, and there have been students on the course as old as 78. The Degree is validated by University Of Chester and costs £8340 per year, with student loans available and courses fully funded in some cases.



The course is smaller in terms of cohorts so learners get added one to one support on projects – meaning that they get the very best from the teachers. They cater to a lot of different learning needs, so people from various different walks of life are welcomed to apply.

Johanna summarised: *“We’re looking forward to welcoming new applications for September 2024 and helping people unlock their creative potential. You come away with a portfolio that can set you up for a new career doing something you love and it’s been truly life-changing for so many people.”*

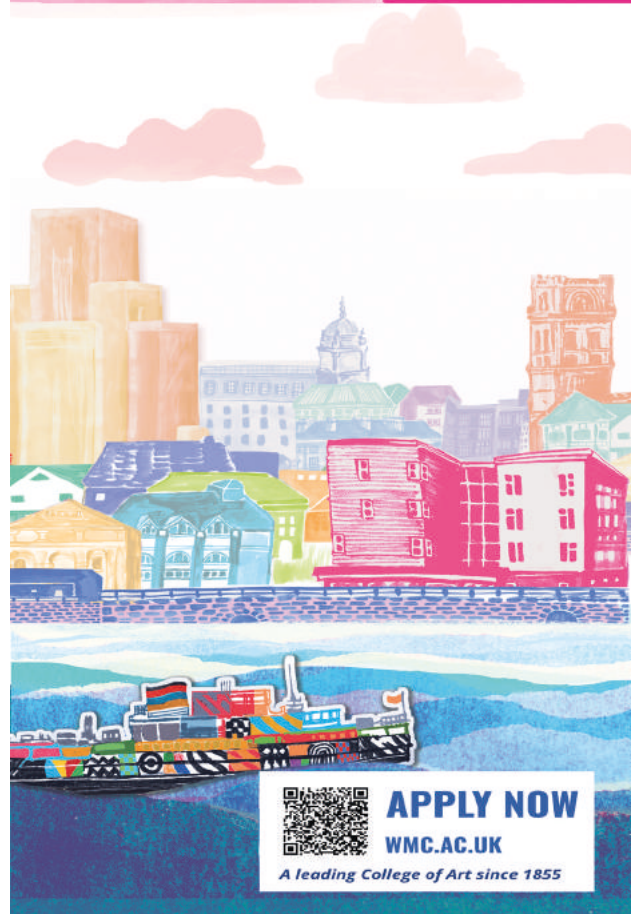


Wirral Metropolitan College have opened September 2024 applications for their exciting Illustration With Animation Degree course. Based at state-of-the-art design studios at the Birkenhead college,

the creative course can lead to a successful career in illustration, graphic design, art or animation, to name a few. Apply today to kickstart your career in the creative arts!



Illustration With Animation Degree course / Wirral Metropolitan College, Twelve Quays Campus, Shore Rd, Birkenhead CH41 1AG / 0151 551 7777



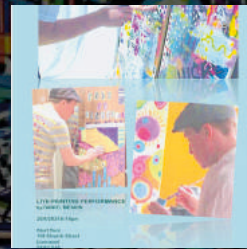
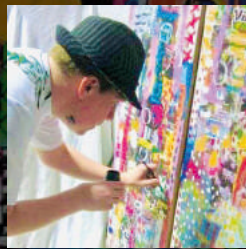
IF WALLS COULD TALK



*Abstract art exhibition from
renowned artist Daniel Meakin*

Start Yard, 108 Church Street,
Birkenhead, CH41 5EQ

26th April – 29th May 2024
Mon-Thurs 9am-4pm and Fridays 9am-8pm

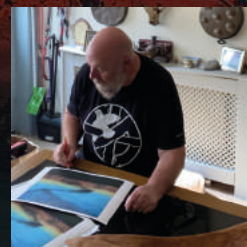


DEREK PRESCOTT ART EXHIBITION

*Landscape and seascape art exhibition from
acclaimed artist Derek Prescott*

Start Yard, 108 Church Street,
Birkenhead, CH41 5EQ

31st May – 30th June
Mon-Fri 9am-5pm



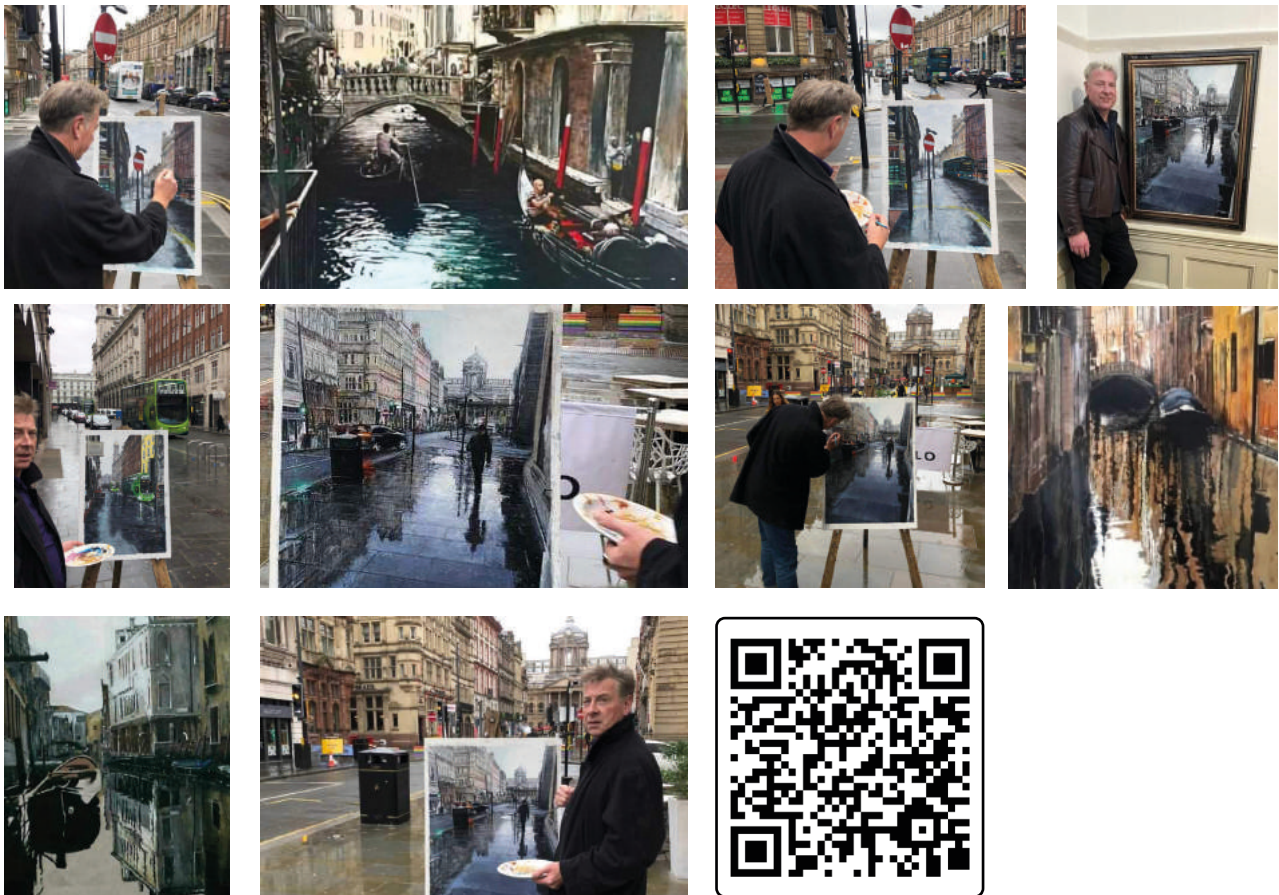


Welcome to La Vida Liverpool's art gallery, where we showcase some of the incredible art from our region's finest artists! From abstract and modern to watercolour and canvass, we bring you ingenious creations from local artists every quarter.



JOE NAGLE

Facebook: Joe Nagle - Artist



To submit your art for future editions please email lavidaliverpool@gmail.com



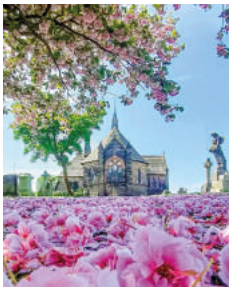
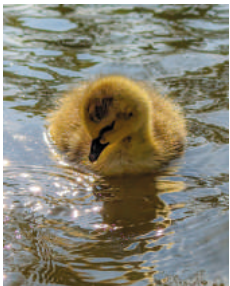
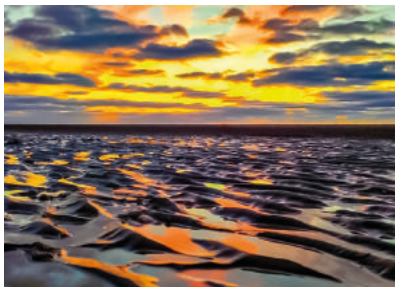
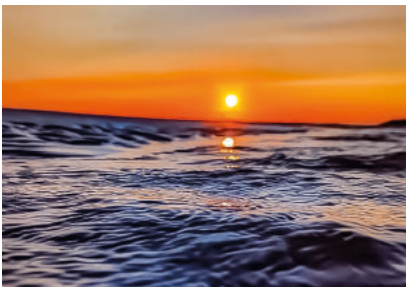
ARTS & CULTURE

PHOTOGRAPHS OF THE QUARTER

In this section we showcase some of the wonderful photographs from local photographers. The Liverpool region is a photographer's paradise -- from urban and industrial backdrops to stunning coastal settings. Our area inspires many local photographers and in turn they inspire us with their captivating captures. So sit back, relax and enjoy this season's selected photographs....

KIMBERLEY PHILLIPS

www.facebook.com/Intuitionphotography1/



To submit your photographs for future editions please email lavidaliverpool@gmail.com

POETS' CORNER

The Liverpool region isn't short of wordsmiths and in this section we bring you a poem from one of our region's greatest wordsmiths. From the poignant and profound to the silly and surreal, here you'll find poetry at its finest...

'Woodlouse Democracy'

The old bathroom tiles are all broken up

- enough to draw blood from sore calloused foot.

Woodlice pour forth from between sodden cracks

- most voted to leave from bathroom to flat.

Some didn't like the look of other bugs,

some hated the taste of the bathroom rug,

some crushed underfoot

- some human to blame, some undecided, some voted remain.

The woodlice, now divided between rooms,

complain that campaigns spoke not of vacuums.

No going back - human locked bathroom door,

no woodlice remain on the cracked tile floor.

At what cost freedom? No longer a slave?

No more humans, no shit, shower or shave.

PAUL NICHOLAS PYKE - SCAN THE QR FOR MORE POETRY

To submit a poem email lavidaliverpool@gmail.com



ARTS & CULTURE

GED SAID



Ged Thompson is a one-man literary force, a world-renowned performance poet, storyteller, author, and a true bard of the oral tradition. His titles including 'Middle Earth Magic' & 'Diaries of A Man Who Believes in Angels' have touched the hearts and minds of readers around the globe, daring them to hope, to love, and to be kind – wherever and whenever they can.



An Overdue Introduction

There's this guy, I've seen him around Old Swan for perhaps approximately 25 years, he's a great big tall fella. When he was younger, he looked like a James Bond villain. He would seem to many a little surly, as he wasn't the friendly type. He always seemed flustered and avoidant of eye contact.

As a male, especially one with the background I have, sometimes you look at fellas and think: He'd be a handful if he turned. I suppose it's natural to assess threats, especially with his behaviour seeming a little erratic, and him being so large. He'd talk to himself at times and seemed to have strange ways of moving.

As the years have gone by he's changed, he seems to have lost weight, become more 'tall-thin' than 'big and imposing'. I think somebody looked after him once upon a time, maybe a parent or family member, and at some point, some time ago, they left him all alone. I think this because he started to not look after himself properly; his clothes became dirty and his teeth started to crack; he took on a bereft and dishevelled look.

And as the years have slowly ebbed away, and as I've traded my youthful ignorance for sagacity, I've realised that this was never anybody potentially dangerous, but a man

who needs a little more help with life than most of us do. A man who faces certain challenges that have probably never been picked up on or diagnosed.

When I was younger, I viewed him as a potential threat (an unknown quantity) but now I see quite clearly that he's just a lost soul. I went from being weary of him to feeling sorry for him. I'd worry about him sometimes when I saw him, with each increment of social decline I witnessed I'd think: God bless ya, lad. I'd think about how so many people of that generation with special needs fell through the gaps in society's safety net.

Today I was walking through Old Swan and one of the cars at the lights must have had Classic FM on. There was this gorgeous solo violin piece playing, and as I looked up, as I scanned across the cars to see who would be playing classical music full blast out of a car window on the mean streets of Old Swan, I couldn't see the car or driver in question. But there, there on the other side of the road I saw him.

It was him, wasn't it? Busking with this old tatty violin, playing so perfectly it could have been a grand master. I walked over to watch him for a while, I was so moved I

nearly dropped a tear. He was absolutely amazing. In-between each piece he'd stomp up and down and say: "Come on, come on!" As if getting himself ready for a fight. I wondered if this may have been why nobody was watching, maybe people found his self-soothing needs a little scary.

I stood there for a while, and when he saw me smiling, he smiled too. We finally held eye contact after such a long time; we found a way to seeing each other. I think he might have needed the acknowledgement today. I think he needed to show people how beautifully he could play, today he needed to be seen by somebody.

Later we talked and I asked him if he was taking donations (as he didn't seem to have a bowl) and he said: "People can just put the money on that piece of cardboard there." I looked down and he was pointing at what looked like a piece of rubbish on the floor that gave no indication that it was a collection plate at all, and I thought: You've not earned a fucking bean here all day, have you lad?

I passed him a fiver and he got so excited he actually kissed me on the head when he hugged me. He ecstatically pushed the note into his wallet. And we talked for a while, and I told him how talented he was, and after 25 years I learnt his name, and that people shouldn't really fear him, and that he plays violin beautifully. Today we finally met each other as humans.



Photos by Beth L Thompson



la vida liverpool MAGAZINE

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Thank you for
choosing positive
news

you are the **master**
of your own destiny
and you hold the
key to your own
happiness. now
stop wasting time
on negativity and go
seize the day!



PEOPLE & LIFE



la vida liverpool
MAGAZINE



LA VIDA TALKS TO BROADCASTING LEGEND BILLY BUTLER!

In this exclusive interview, we talk to broadcasting legend Billy Butler. From DJing at The Cavern back in the day to hugely popular shows on BBC Radio 2, BBC Radio Merseyside and Radio City, the charismatic star has been in and around music and broadcasting for over 60 years.

Showing no signs of slowing down, today Billy hosts a morning show from 10am-1pm every Saturday and Sunday on Liverpool Live Radio – packed with great music, fun and games and special guests. Meanwhile, he's always on some sort of crazy adventure with his beloved Lesley. We caught up with Billy about his colourful career and life...



LVL: Firstly, how are you and what have you been up to recently?

BILLY: I'm fine – problems with walking and usual ups and downs. Not bad for 82! Been to a few shows at The Empire and Floral Pavilion recently – very entertaining as long as you don't buy a drink! Both theatres have a packed spring and summer. I've also been spending time sorting a mountain of music and memorabilia.



LVL: Tell us about Liverpool Live Radio and your show...

BILLY: *Liverpool Live is approaching its 4th year and we have just received our 4th award. We have a very experienced team of presenters from music and chat to local interest and business. The very experienced Roy Basnett covers local happenings and local brand leaders. We have specialised music shows such as Country from legend Ethan Allan, whilst Paul Higgs has a first class sports programme.*

There's the award winning Dysgraceful Show with the unique Miss Grace each Monday for all LGBTQ+ or whatever letters have been added. There's Rock with Smigger on Tuesdays and late night shows with Geoff Webster. Then there's Soul music every Wednesday with John Jessop and Frankie Connor plays Oldies every Saturday.

On Saturdays from 10am I present 3 hours of music, chat and local music and entertainment guests. I present a Unique Covers and Motown show every Sunday – playing cover versions of big hits and Motown classics – and include the world famous Hold Your Plums quiz show. Of course, we can't forget the breakfast show each weekend before me, with the big fella Rod Keay.

Our female presenters Claudine Hope and Claire Campbell are really dynamic as presenters. From our line up from 6am with the likes of Rob Charles, Roy Basnett, John Jessop and Shaun Tilley, we're the most experienced team around. We all owe it all to the Station Manager Rod Keay for setting up the station and everything he does.

LVL: How does it compare to other radio stations?

BILLY: *Unlike Radio Merseyside, we do not have the vast avenues of news and entertainment resources. None of our presenters have a producer – they arrange their own guests, features and select their own music. Our outside broadcast van is the biggest on local radio and attends many big events.*

LVL: Looking back at your career, what would you say are your most memorable moments?

BILLY: *So many memorable events winning many radio awards, presenting many TV shows, Hold Your Plums being the biggest selling DVD when issued and having the biggest Sunday audience in the North West. Selling 58 Pontins events out and many Empire, Floral Pavilion and Philharmonic events for the station.*



Then there's playing football at Goodison and Anfield and being awarded the Citizen of Honour by the Liverpool City Council. But I think also a very finest honour was a letter from a BBC programme head congratulating me on the way I presented my programme during the Hillsborough disaster.



LVL: What interviews have stood out the most?

BILLY: *Impossible to select as there are so many famous local and international show business stars I've interviewed! Some standout ones are Elton John, Paul and Ringo, Eartha Kitt, Joan Collins, Hulk Hogan, Alex Ferguson, Dave Hickson, Richard Todd, Harold Wilson, Roger Moore, Patrick McNee, Diana Ross, Lee Oswald's wife Marina, Wilson Pickett, Stevie Wonder, Slade, Status Quo.*

There are have been so many local TV and music stars but my most memorable is The Lone Ranger (Clayton Moore) and Batman (Adam West). Also at one event I interviewed the original Riddler, Robin, Catwoman and The Joker, as well as The Hulk.

LVL: What's your secret to success and being so good at what you do for so long?

BILLY: *I'd say knowing the area and the listeners – knowing their likes and dislikes. Meeting as many listeners as possible. Being honest in stating your opinions on air, loving your job and making sure you research your guests and subjects. Always be accessible and have friends and management around you who who believe in you.*

LVL: Lesley must be a great influence right?

BILLY: *Lesley is my rock – her humour, her love and affection and most of all her encouragement and belief in me. She has blossomed so much as a personality and I owe all I am to her – I'm a lucky man.*

LVL: You guys are always so happy and have so much fun together – what's your advice for a happy relationship like yours?

BILLY: *Laugh together, cry together, hold hands and tell each other you love each other.*

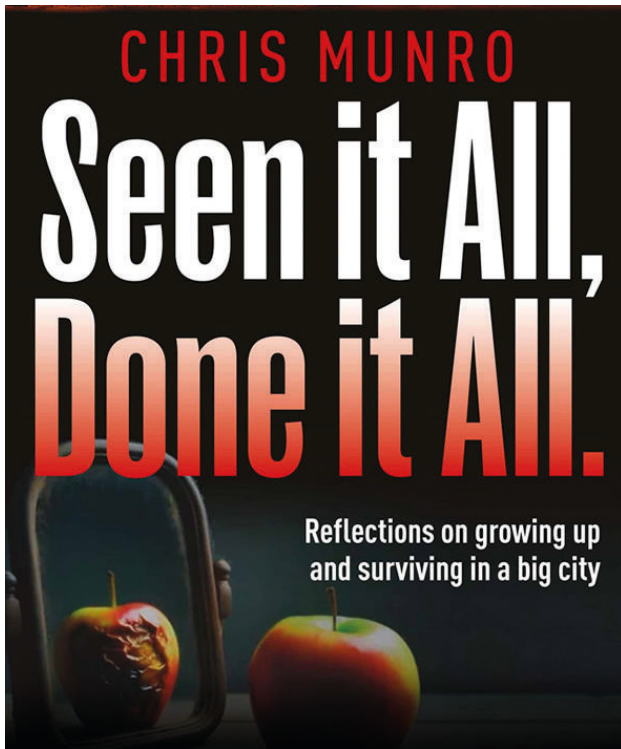
**TUNE INTO BILLY'S SHOW
EVERY SAT & SUN AT 10AM!**

PEOPLE & LIFE

85-YEAR-OLD CANCER SURVIVOR PUBLISHES 'PROFOUND' AUTOBIOGRAPHY!



An 85-year-old from Liverpool has published his 'profound' autobiography after surviving cancer three times. Local legend Chris Munro's captivating life story reveals a fascinating insight into growing up in Liverpool slums, crime, gambling, winning it all, losing it all and survival against all odds.



Seen It All, Done It All is the story of a man who has literally done just that. Chris Munro's memoirs will make you laugh, cry and shake your head in disbelief – capturing the brutal realities of growing up in post-war Liverpool and living a dramatic life of highs, lows and everything in between.

Starting with his tales of begging, selling pigeons and crime in the slums of Vauxhall Road, Scotland Road and later Cantril Farm Estate, Seen It All, Done It All takes you on an epic journey through Chris' eventful life. From thieving and crime to borstal and jail, it's a journey of survival and self-discovery.



Chris' eventful story includes football, working as a doorman, rubbing shoulders with celebrities, travelling the U.S, becoming a millionaire only to lose it all, charity work, tragic loss and life-changing revelations. Oozing with thought-provoking pearls of wisdom, the auto-biography came about after Chris beat cancer for the third time.

Chris explained: *"I initially had prostate cancer back in 2003 and have since had thyroid cancer twice. I've beat it every time and after the third time I decided to finally write my auto-biography. My life has been so eventful and people have always said I could write a book so I decided to finally do it. You may not believe some of the things in my story but it's all true – as crazy as some of it is."*

He continued: *"Growing up in the post-war slums was very brutal and I don't hold back when re-living the tales. I'm not proud of my life of crime but that said the good deeds and charity work I've done far outweighs the bad. I've gambled, built up multi-million pound empires from nothing and lost it all again – there are certainly lots of lessons to be learnt from my story."*



Seen It All, Done It All will entertain, shock and inspire all at once. Labelled 'Miracle Man' by doctors, Chris Munro is a force of nature with a thousand stories that have all finally been penned – thanks to the inspiration of surviving cancer for a third time. One thing for sure is he is not slowing down any time soon.



Chris said: *"A psychic once told me I'd live to 94 and at the time I thought she meant 1994! The kind of life I've lived I'm lucky to still be here but you've got to keep going and even at my age I still look to the future. I've certainly lived a full life and seen a lot in my life and I hope that the book will entertain people, whilst inspiring them and teaching them the things I've learnt."*



Having raised tens of thousands of pounds for many charitable causes during his life, Chris is donating money from his book sales to the RNLI due to their bravery and also to breast cancer research – something his wife tragically died of at the age of just 37.

Chris' book was edited by prolific local writer Peter Etherington and has been published by Liverpool Books Online – an ethical publishing company ran by Susan Westoby that gives writers a fair deal and has produced Times Best Sellers such as *Memoirs Of A Liverpool Stripper*. In addition to Chris donating profits to charity, Liverpool Books Online are donating to Mr Old Hall Street and the Liverpool homeless.



Susan explained: *"After self-publishing my book, Saxon Falcon, and winning Best Self Published Fiction with Writers News, I set out to help other writers get their stories out there too. There are so many talented writers and people with a story to tell – it's an honour to share them with the world. Chris Munro is one of them and we're excited to be releasing his profound life story, whilst donating to charity at the same time."*

Seen It All Done It All / Chris Munro

VISIT liverpoolbooksonline.co.uk/seen-it-all-done-it-all.asp TO PURCHASE THE BOOK FROM LIVERPOOL BOOKS ONLINE

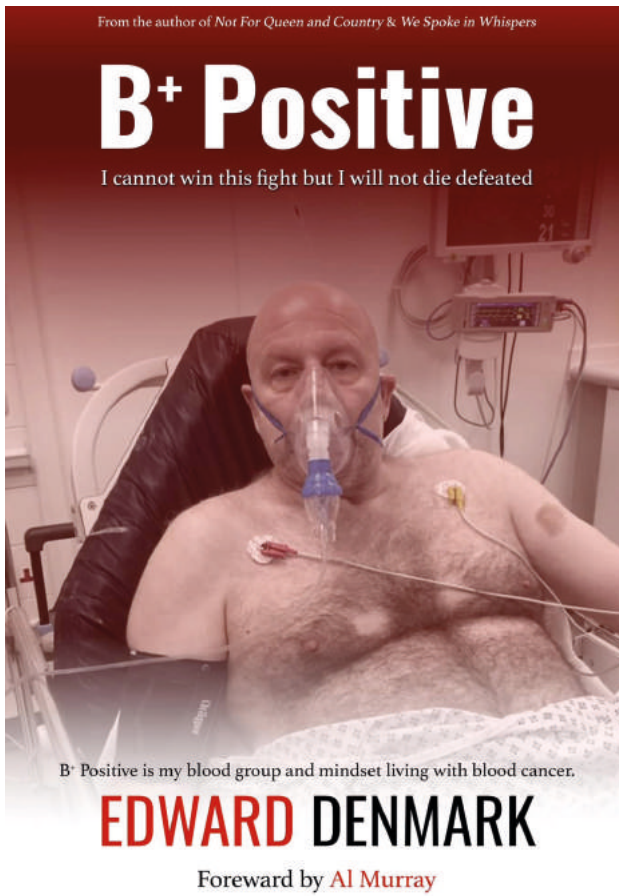
For more from Liverpool Books Online visit the liverpoolbooksonline.co.uk

PEOPLE & LIFE

AUTHOR RELEASES COMPELLING BOOK ABOUT CANCER JOURNEY



Acclaimed author Edward Denmark has released a compelling book about his battle with terminal cancer. *B Positive* is a profound and inspiring account that takes the reader on a deeply touching journey through diagnosis, treatment, the secrets of survival and finding solace and humour in the depths of despair.



Following his critically acclaimed book about his difficult upbringing, *We Spoke In Whispers*, and the equally successful *Not For Queen And Country* about his time served in the British Army, *B Positive* completes his trilogy. Written with brutal honesty and no holds barred, the book documents his gruelling battle with living and dealing with terminal cancer.

A book that will change your perspective on life forever, *B Positive* follows Edward's diagnosis of incurable multiple myeloma, coping with treatments, extreme sickness and fighting a battle every day. With the aim of inspiring and helping people appreciate the value of life, his story is sprinkled with pearls of wisdom, humour and ways to stay resilient and positive in the darkest adversity.



Re-assessing life and what truly matters, Edward reminds the reader of the importance of cherishing every moment and living each day as if it were your last. An author, motivational speaker and peace advocate featured by international press, Edward Denmark is a force of nature who has saved his most profound work for this latest masterpiece.



Edward said: *“Whether it be surviving an upbringing of poverty, fighting in war or battling cancer, I have always remained positive. Everything in life comes down to mindset and mine has served me well – put it this way, I have far outlasted my life expectancy from the doctors. Rather than feel sorry for myself, I feel it is my duty to share with others my experience with it – in the hope that it helps them too.”*

He continued: *“My aim is to remind people of how precious life is but to also give them the inspiration and tools to cope mentally with sickness, pain and extreme adversity. I also hope that the book may be of assistance to anyone in a similar position to me – the one thing we do have control of is our attitude and that can be the difference between life and death.”*



Despite having debilitating terminal cancer, Edward has released three books, given numerous motivational talks and has travelled to Argentina to campaign for the justice of Falklands War veterans, his former enemy. A man who simply won't be defeated, he took on the Argentine government for not recognising their war veterans and his story is one of utter defiance in the face of death.



Publisher Susan Westoby from Liverpool Books Online said: *“We've been publishing books for local authors for many years now, some achieving Times Bestseller status, and once in a while I'll come across a particularly*

special story that has the potential to make a real difference in the world. This is one of them. I truly hope this gets out as far and wide as possible so that it helps and inspires as many people as possible.”



B Positive is available to purchase via the Liverpool Books Online website and is available via kindle and Amazon. Ethical publishers Liverpool Books Online, who give writers a fair deal, are also donating 10% of the book sales to Mr Old Hall Street and the Liverpool homeless.

B Positive / Edward Denmark

VISIT www.liverpoolbooksonline.co.uk/b-positive.asp TO PURCHASE THE BOOK VIA LIVERPOOL BOOKS ONLINE

For more about Edward Denmark visit www.edwarddenmark.co.uk



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MAGAZINE

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PEOPLE & LIFE

APPLY NOW! FREE BUSINESS GROWTH PROGRAMME FROM LEADING EXPERT!

A leading business growth expert from Wirral is offering a Free Growth Accelerator programme to 3 'special' businesses in Merseyside. In partnership with La Vida Liverpool magazine, Martin Hawthorne is offering a free 12 month transformative programme that will take the 3 lucky businesses to the next level.



With over 30 years' experience in business growth and franchising, Martin Hawthorne has an eye-watering portfolio. Advising businesses with 15,000 employees all the way down to the self employed, he has owned businesses and has been a CEO of a 200+ store retail business.

One of his significant case studies is taking a company from £11M loss to £1M profit in 18 months and he has acted as Business Development Adviser to a national retail chain of over 2,500 stores. Just a few examples of his work, Martin is a hugely respected business mind and one of the best in his field.



Having enjoyed vast amounts of success in his career, Martin is now offering his expertise free of charge to local businesses via his Free Growth Accelerator. If successful, you and your business will receive 12 months of Martin's guidance – covering business strategy, analysis, processes, marketing, finance and his professional network.

12 MONTHS FREE SUPPORT

No Catch, 12 Months Support To Accelerate Your Business

FOR UP TO 3 BUSINESSES

Every Part Of Your Business Examined, Improved, Streamlined & Given Expert Knowledge & Support

Includes

- ✔ Strategy Development
- ✔ Professional Introductions
- ✔ Creative Marketing
- ✔ Cost Reduction
- ✔ Financial Analysis

Minimum Requirements

Wirral / Merseyside Based
Currently Trading
Ambitious and Eager to Learn

To be considered for Martin's free support programme you must be based within the Wirral/Merseyside area and have the desire and willingness to learn in order to take your business to the next level. Only 3 carefully selected businesses will qualify for the free programme but other great businesses that don't quite make the cut can still qualify for his 'pay on results service'.

Martin is that confident in what he does, he only charges the businesses he works with an agreed percentage once the results

have been delivered. He puts his money where his mouth is and will only charge when the business growth target has been met. So, even if you aren't one of the lucky 3 businesses, you could still benefit from his wealth of knowledge and 'no win no fee' service.



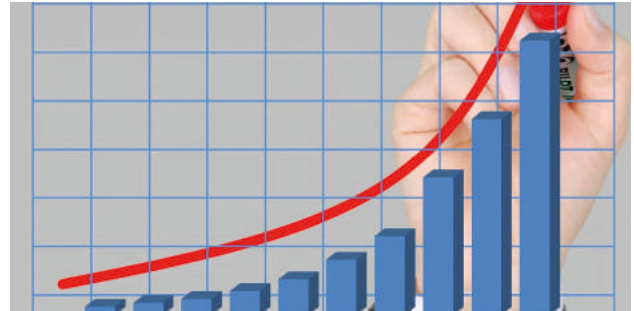
La Vida Liverpool magazine owner Justin Hopper said: *"It's a great honour to be teaming up with Martin to offer local businesses this incredible opportunity. Martin is a mastermind when it comes to business strategy and growth, with a wealth of experience and knowledge, and I can't stress enough how beneficial his support and guidance will be for the businesses who get to work with him."*



Whether you're a sole trader with a unique business who can't quite take that next step or a successful SME that would like to go nationwide or franchise, this could well be the key to unlock your full potential. With nothing to lose and absolutely everything to gain, it's an opportunity that could be a game changer for you and your business.



Martin said: *"It's great to be teaming up with La Vida Liverpool to offer 12 months of free support to businesses local to me. I know how hard it is out there, particularly in this challenging climate, so I'm excited about this project and helping people achieve their business goals. Even if you apply and aren't one of the lucky 3 businesses, if I like what you do I might be able to work with you on a pay on results basis."*



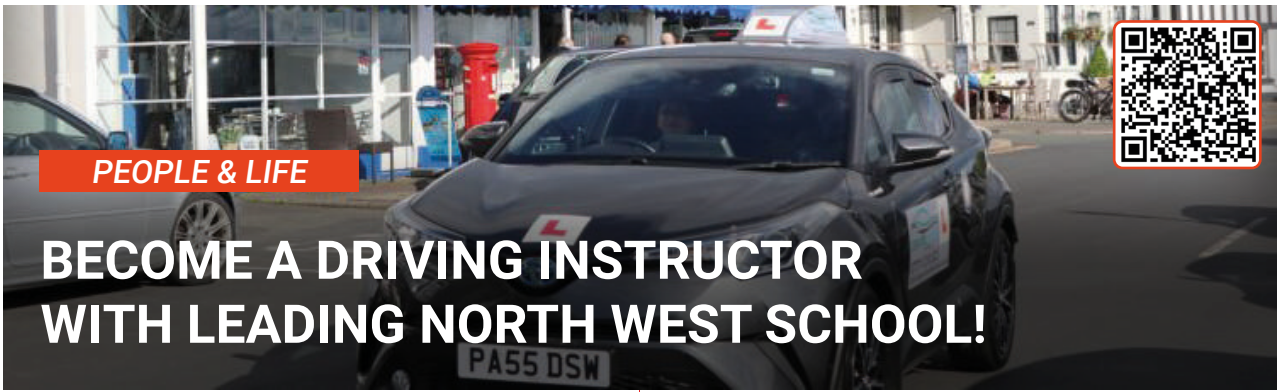
Leading business growth expert Martin Hawthorne is offering a Free Growth Accelerator programme to 3 'special' businesses in Merseyside. In partnership with La Vida Liverpool magazine, Martin is offering a free 12 month transformative programme that will take the 3 lucky businesses to the next level.

VISIT WWW.BETTERINBUSINESS.CO.UK/FREE-GROWTH-ACCELERATOR TO APPLY TO THE FREE GROWTH ACCELERATOR PROGRAMME

For more information about Martin and what he does visit his [WEBSITE](#)



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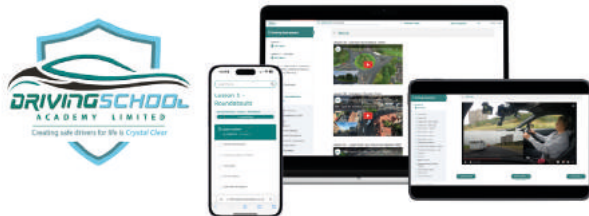


BECOME A DRIVING INSTRUCTOR WITH LEADING NORTH WEST SCHOOL!

Opportunities are available for people to become driving instructors with a well-established driving school. Driving School Wirral, Liverpool, Chester and Halton, are one of the highest-rated schools in the North West – with some of the highest pass rates around.



Carol Hetherington and Caitlin Godfrey have spent the last 4 years creating, testing and further developing an e-learning platform to compliment the driving experience for both learners and instructors. The team at Driving School Wirral, Liverpool, Chester & Halton are now ready to train people to become the next generation of driving instructors using this revolutionary online platform.



To reach expert standard as an Instructor you will have to complete training at home, in the car, and in a classroom setting. As a driving instructor with Driving School Wirral, Liverpool, Chester and Halton, you will receive the highest level of training – with a remarkable 90% qualification rate for instructor training and rescue training.

Nationally the average qualification rate is as low as 8%.

Another key industry statistic is the number of people who once qualified remain in industry which is as low as 12% in some areas. Everybody Carol has trained and qualified is still in the industry and teaching. Whilst training you will not only have access to their ground-breaking new e-learning portal, but also to expert knowledge and best practices when teaching someone to drive and train.



When it comes to learner training, Driving School Wirral, Liverpool, Chester and Halton have a simple step-by-step system. Learners work through a structured syllabus – working through different levels of complex situations until they have fully experienced a wide variety of complex situations requiring sound judgement to become a safe driver for life.

This structured and well-tested approach for almost 15 years has led to a high pass rate and their new interactive e-learning portal is set to be a game changer for both learners and instructors and those wishing to become instructor trainers. The driving school also has an inclusive policy and is additional needs friendly – supporting learners with a range of conditions.



The schools have countless 5-star reviews, with one stating: *“Andrew was a brilliant instructor for our autistic son. He was understanding, supportive and above all patient. He went above and beyond to support him in the areas he was finding tricky to master. Was definitely a marathon for them both and not a sprint but resulted in a first-time pass. A huge step for our son towards him achieving more independence.”*



Driving school’s owner Carol Hetherington said: *“We pride ourselves in setting the standard in driver and instructor training. We have a great team of instructors throughout the North West but we’re now ready to grow further and are seeking the right individuals to join our team of quality instructors who would want to succeed and truly make a difference.”*

She continued: *“We have a great culture of inclusivity and flexibility and we pride ourselves on quality and customer service – with some of the best learner and instructor pass rates in the industry. It’s a fantastic opportunity for the right person – with full diary management, fantastic earning potential and working hours that suit your needs.”*



If you join Driving School Wirral, Liverpool, Chester and Halton you will have a new career, a new lifestyle and the backing of a team with years of training and development experience. You will not only make a difference to road safety but have a great work-life balance and a regular steady income.

Carol summarised: *“The level of dedication required for private practice in order to qualify through this training model should not be underestimated. We’re very meticulous and thorough, hence our high pass rates for new instructors, but we guarantee a position within our driving school teams once qualified and the new lifestyle will change your life.”*

Driving School Wirral / Unit 12, Start Yard, Church Street, Birkenhead, CH41 5JA / 0151 542 5030

TO ENQUIRE ABOUT BECOMING AN INSTRUCTOR CALL 0151 542 5030 OR VISIT www.drivingschoolwirral.co.uk

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Photos courtesy of Pipsqueak Media



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PEOPLE & LIFE

MULTI AWARD WINNING POPCAT'S MUSIC TIME CELEBRATES 10 YEARS!

Multi-award winning music and movement group, Popcat's Music Time, is celebrating its 10th birthday! Since its inception in 2014, the music group for toddlers and babies has helped countless young children develop – with franchise groups throughout Merseyside and Cheshire that create opportunities for women to run their own businesses.



Popcat's Music Time specialises in delivering fun, interactive and educational music classes that stimulate young minds, teaching them communication skills, socialising, expression, language, mathematics and more. At an affordable £6 per child on a pay per class basis, the concept has taken off in a big way – with classes in 14 areas throughout the North West.



Now nurturing around 7,000 young children per month throughout Merseyside and Cheshire via the various classes, Popcat's Music Time has become a very successful franchise. With 21 franchisees, the concept has provided people who are passionate

about child development with businesses that they can run around their own schedule.



With countless 5 star reviews and awards such as Education Franchise of the year 2022 and 2023 and a national innovation award, Popcat's Music Time bridges the gap in child development and gives young children a head start before they begin primary school. Founded by fully qualified and experienced primary school teacher Catherine Williams, it's become a big hit amongst children and parents alike.



Catherine explained: "It's been an amazing 10 years of fun and education. When I created Popcat's Music Time in 2014, after years of being a primary school teacher, it was a big risk but something I was passionate about doing. I honestly never

envisaged it would grow into such a big thing with thousands of children, parents and franchisees benefitting from it every month."

She continued: *"Music is such a great way of learning and the classes are high energy and led by fully trained class leaders who are passionate about child development. The feedback is always incredible and it fills me with pride to see this concept grow and grow as we reach the 10 year milestone."*



Catherine's idea came about after realising that many children begin school underdeveloped. In a recent survey from the NAHT headteachers' union and the Family and Childcare Trust, it was revealed that children are increasingly likely to arrive at primary school unable to speak effectively or use the toilet independently.

Almost a quarter of heads said that more than half their reception class were "not ready" for school, according to the survey of 780 school leaders. Speech and communication skills were the most common difficulties, with 97% of headteachers saying they were an issue. Through Popcat's Music Time, Catherine and her ever growing team of franchisees bridge that gap and educate children in a fun way early on.



Catherine explained: *"When some children start school they can be almost 12 months behind the other children due to the month*

they were born. The early years of 0-5 are vital for child development and music is one of the best ways to learn, with rhythms and repetition, so that's why I started Popcat's – to combine music and fun to help stimulate learning prior to formal education."



After 10 years of success and a proven model that works, Popcat's Music Time is planning to expand further in 2024 – taking the concept into other regions throughout England and Wales. With child development a hot topic for the Department Of Education, the early years fun and learning through music concept could well become national.

Catherine summarised: *"Once children get behind in education it can be really difficult to catch up. Those early years are so important and through Popcat's we have a fun solution – the children love it and the adults do too, whilst it also gives people a business they can work around their lives. People can earn thousands a month from it making a real difference. It's magic!"*

Multi-award winning music and movement group, Popcat's Music Time, is celebrating its 10th birthday! Since its inception in 2014, the music group for toddlers has helped countless young children develop and now has franchise groups throughout Merseyside and Cheshire – creating many business owners in the process.

VISIT WWW.POPCATS.CO.UK AND FIND A CLASS NEAR YOU OR BECOME A FRANCHISEE

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PEOPLE & LIFE

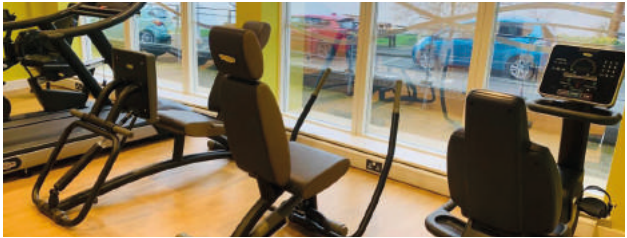
THE WIRRAL RETIREMENT VILLAGE 'LEADING THE WAY' IN CARE!

Wirral's Merchant Navy retirement village, Mariners' Park, is 'leading the way' in quality care and state of the art facilities. The impressive site, located on the banks of the Mersey in Egremont, is soon to celebrate 160 years with a new apartment block – adding to its current offering that includes a bistro, snooker room, gym, salon, beauty spa and more.



Whilst locals will have driven past the complex countless times, few will be aware of the great work that goes on at Mariners' Park. Founded some 160 years ago, it now forms part of the care and support services provided by the Nautilus Welfare Fund – a registered charity that offers a range of specialist services to support retired seafarers and their dependants in need.

That includes a variety of independent living accommodation, a care home and home care services. The specialist accommodation means retired mariners and their dependants can be surrounded by like-minded neighbours, and have access to a full range of support services to enable a long, safe, and happy retirement. The



Mariners' Park Estate comprises 123 homes – including apartments, bungalows and houses, and a 36-bedroom Care Home, set in 16 acres of idyllic parkland with stunning views of the iconic Liverpool skyline. With stunning grounds, a bowling green and lots of activities on site, Mariners' Park has a 360 degree approach – from independent living residents to those requiring palliative care.



The real magic is what happens on a day to day basis, however, with over 100 experienced and caring staff who go the extra mile for the residents. With high CQC, Council and carehome.co.uk ratings, the team are adored by residents and families – resulting in them being Finalists in the National British Care Awards on more than one occasion.



Director Andrew Jones said: "I'm thoroughly proud of the team here and all that they do on a daily basis to give our residents the best quality of life possible during their twilight years. You can teach people

anything, but you can't teach someone to care. We have lots of processes and procedures, as you'd expect, but it's the relationships the staff have with the residents and often the little things that make the real difference."

Meanwhile, Manager Grace Holley said: *"It's a wonderful place to work, not just due to the amazing location but for the environment and ethos here. There's always a great atmosphere on site and we have a fantastic team who genuinely care. The relationships we have with the residents are really special and you get to learn a lot from them about their days at sea."*



Some of the residents have fascinating stories from their seafaring days, such as their relatively new resident Bert. The 90-year-old recently moved back to Wirral from California and was Captain of John Wayne's Wild Goose yacht back in the day – becoming close friends with the legendary actor and stars such as Julie Andrews. A former bodybuilder, he uses the on site gym regularly despite his old age.



Resident Sheena, 90, said: *"I've been here for 70 years now after moving here with my parents in 1955. I loved it that much here that I decided to stay but to see how it's developed with all the facilities is amazing! I wouldn't want to be anywhere else – the staff are lovely and do anything for you and although I still have my freedom to get out and about, I have security here and no worries."*

Meanwhile, Anne said: *"I will have been here for 16 years on 1st March, after moving with my husband who was a Dockmaster in Liverpool. I didn't want to move here at first but he wanted to know I'd be safe and looked after after he went. He is sadly not with us but I'm glad we moved here – the staff are always there for you, there's a great community feel and there are lots of events and things to do."*

The village consists of independent living cottages and apartments, whilst there's supported living, a care home, dementia wing and palliative care. With their 360 degree approach, Mariners' Park can cater for most and the new apartment complex currently being built will make it the largest retirement village complex in Wirral.

Director Andrew Jones summarised: *"Many people drive past us every day but aren't aware of what we do and the great work that goes on here. There's no place quite like it that offers such a range of care services and facilities in such an idyllic location. As a charity, we also have case workers across the country helping ex Merchant Navy personnel. If you know anyone who has served, get in touch to see how we could help."*

Wirral's Merchant Navy retirement village, Mariners' Park, is 'leading the way' in quality care and state of the art facilities. The 180 property site, located on the banks of the Mersey in Egremont, is soon to celebrate 160 years with a new apartment block – adding to its current offering that includes a bistro, snooker room, gym, salon, beauty spa and more.

**Mariners' Park Retirement Village /
Egremont, Wirral, CH44 0HN / 0151 346
8888**

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**For more information on Nautilus and
their work visit www.nautilusint.org**

PEOPLE & LIFE

LIVERPOOL CHARITY SEEKS 2,000 KIND PEOPLE TO JOIN EXCITING INITIATIVE!



A special charity is reaching out to the kind people of Liverpool to join their lottery initiative. Bradbury Fields is a 360 degree support service that helps bridge the gap for blind and partially sighted people, and by joining their weekly lottery you can help change lives whilst being in with a chance of winning £25,000 each week.

The Bradbury Fields Lottery



Support us and you could win £25,000

Bradbury Fields, who supply vital services to blind and partially sighted people, have an All Weathers Lottery that costs people just £4.34 per month for the weekly draws. Their lottery offers far better odds of winning compared to the National or Health Lotteries – with prizes of up to £25,000 every week and money raised from it helping the local charity in a big way.



With funding becoming more and more difficult for charities to attain, charities such as Bradbury Fields are finding more creative ways to raise funds. The Bradbury Fields Lottery aims to get 2,000 new people subscribing monthly in order to purchase new technology that will help their service users get more independent using the internet.



Based in Knotty Ash, the charity helps around 5,000 local people each year. Its aim is to help blind and visually impaired people live as independently as possible and they do this via signposting, providing technologies and tools and also having a wide range of services at their hub – from sports to holistic therapies to activities.



Fundraising Co-Ordinator Louise Miller said: *“The landscape has changed since Covid and there are so many charities going for the same pots of money. We therefore need to adapt and reach out to the community for their support. That’s not easy at the moment with the cost of living issues, so we thought an affordable lottery would be a great idea.”*

She continued: *“So many people play the lottery, buy scratch cards and put a bet on and let’s be honest, the odds aren’t great. By choosing our lottery, which is less than £5 per month, you will be helping fund new*

technology that will change people's lives — with better odds of winning and the chance to win £25,000 every week. If we can get 2,000 people signed up it will be a game changer for all our service users."



Bradbury Fields was founded in 1857 and is one of Liverpool's oldest charities. Its Knotty Ash hub became the first of its kind centre in the UK and through rehabilitation, signposting, employment services, on site eye clinic, transcription services, training and health and wellness, it bridges the gap for blind and partially sighted people in a huge way.



Louise said: *"We offer such a wide range of services to help blind and visually impaired people live as independently as possible. Things such as technology to help people get online costs money but changes lives, therefore our lottery is a vital source of additional income to help fund these things. If you can sign up you'll be making a difference and you could win some money that will do great things for you too!"*



A special charity is reaching out to the kind people of Liverpool to join their lottery initiative. Bradbury Fields is a 360 degree support service that helps bridge the gap for blind and partially sighted people, and by joining their weekly lottery you can help change lives whilst being in with a chance of winning £25,000 each week.

**Bradbury Fields / The Bradbury Centre,
Youens Way, Liverpool, L14 2EP / 0151
221 0888**

**TO ENTER THE LOTTERY FOR £4.34 PER
MONTH VISIT
allweatherslottery.com/bradbury-fields/**

**For more information on Bradbury Fields
visit www.bradburyfields.org.uk**

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PEOPLE & LIFE

LINDA B: COMBATTING LONELINESS IN TODAY'S SOCIETY

Welcome to our quarterly feature from our resident life coach, Linda B! Linda B is a leading international life coach from Iceland and is a LET Communication Consultant, Trauma Resiliency Model expert, Former President of the Icelandic Coaching Federation and Board of Icelandic Women's Business Association.

We met Linda whilst working with global charity, The Unity Of Faiths Foundation, as she was one of their Ambassadors. Linda is an inspiring woman with a wealth of knowledge about social issues and she is also a published author. Her latest book, *Book Of All Seasons*, is a book of useful life advice and quotes and has been met with critical acclaim globally. Here's her latest La Vida feature....

According to researches done around the world we are facing a new epidemic – loneliness. Everywhere I looked for statistics I could see numbers concerning loneliness that sent a chill through my spine! In UK and Japan they now have Ministers Of Loneliness and that just tells me that this is a growing problem in a world that has never been so connected but at the same time so disconnected!

The Campaign To End Loneliness organization reports that over 9 million people in the UK often or always feel lonely, and around 1 in 4 people say they feel more isolated during the winter months. In a survey conducted by the BBC, over 55,000 people in the UK participated – revealing that loneliness is prevalent across all ages. The survey found that young adults aged 16-24 and adults over 75 reported feeling the loneliest.

Loneliness is not just a concept or a feeling, it has health consequences and can have a great impact on mental health and also lead to a variety of negative

consequences. Research has shown that people who experience chronic loneliness are at an increased risk of developing depression, anxiety and other mental disorders, and that sleep quality appears to worsen with loneliness. Loneliness has also been associated with an increased risk of cardiovascular disease and cognitive decline, as well as depression and anxiety.



I think that we are too occupied and stressful today and we are forgetting the things that really matter in the end, and it's even funny to know that we are more isolated than ever before in spite of the world wide web. To change the situation I think that Fred Rogers was so right when he said "There are three ways to ultimate success: The first way is to be kind. The second way is to be kind. The third way is to be kind."

And I like to add, be kind and give your time to those you think might need it the most. Today we are so busy that we don't have any time to spend on our parents or elderly people in our family which is so sad because perhaps the only thing that matters in the end is what we did to make life happier for the people we love, and to show kindness to our fellow man.



So how can we change this situation?

- 1. Promote and prioritize social connections*
- 2. Foster an inclusive society*
- 3. Provide mental health support and resources*
- 4. Promote an active and healthy lifestyle*
- 5. Improve public transport and infrastructure*
- 6. Encourage volunteering and civic engagement*
- 7. Increase education and awareness*
- 8. Utilize technology*
- 9. Support intergenerational activities*
- 10. Encourage empathy and kindness*

We ourselves can do so many things to make our lives a little less lonely. We can reach out to our community and join all kinds of activities where we can perhaps find new friends. We can also find an online game or a chat group we can join etc.

We can practice self-love and also stay positive and we can encourage ourselves to step out of our comfort zones and to do some charity work in our community, that might ease our loneliness in a big way. So my dear reader, what we all should bear in mind if we want to see the loneliness statistics go down is to never let anyone dine alone and we should reach out to help where ever help is needed.

CHECK OUT LINDA'S BOOK OF ALL SEASONS ON AMAZON! FOR A FREE LIFE COACHING CONSULTATION CONTACT HER ON FACEBOOK!



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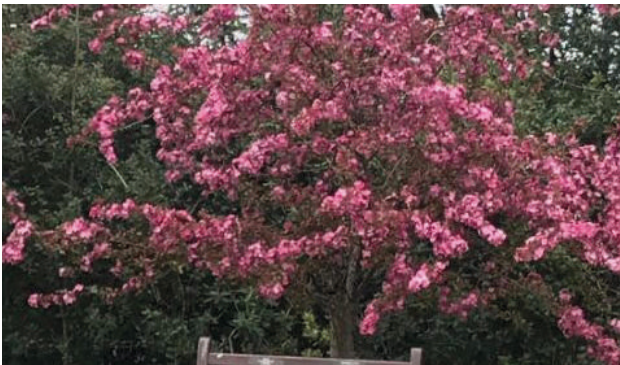
DIARY OF A TAROT READER



Every now and again something happens that you can't explain you couldn't have known, something that you couldn't have guessed but, that brings comforting evidence and comes in the most ordinary but priceless ways.



I've been reading for Barb for a good few years. This lady is simply beautiful both inside and out. Barb is so very elegant with the brightest blue eyes and a keen clever mind and ready smile. But her soul mate John went before her years earlier and to this day she mourns his loss. The moment she sat down in front of me I knew it was her birthday soon and that there was travel (a cruise no less to the Mediterranean coming up for her soon) Barb always asks for her children and grandchildren just wanting that little reassurance that all would be well.

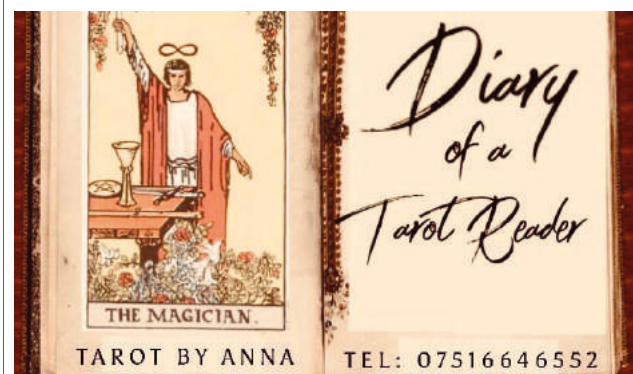


But then I saw a tree and I knew the tree was significant to her hubby (at this point I didn't realise just how significant) as a beautiful blossom tree was playing out in my mind. Now Barbs husband had been a keen gardener with a number of trees in her

garden he had tended with love and care. But I knew these weren't the tree, as Barb sat and wracked her brain to place it. There was something unique and special about this tree, it's blossom in spring beautiful, its legacy far more important than simply a memory from the past. I was trying to find more then it came to me, Boom "Frankby - OUR tree in Frankby!" I relayed the message as poor Barb sat before me stunned. Many years ago her husbands sister had planted a tree as a living memorial of Barbs husband John in Frankby Cemetery in Wirral. Barb had buried his ashes under the said tree, but unable to bare to be parted from him she later retrieved the box containing Johns ashes and he's now at rest in Barbs home.

The tree was a living legacy for generations to come, planted in love and admired by Barb and her and Johns children for many years as they go about their daily lives. This beautiful Crabtree blossoms in spring and fruits in autumn a lasting a fitting forever giving tribute to the wonderful husband and father and brother that was John.

Coincidence, maybe? Maybe many people have planted trees in cemeteries over the years, maybe it was a long since forgotten fad. But I like to believe that that message of comfort was from Barbs lovely husband John specific in both form and location, just a little bit of evidence and comfort that the soul and the love lives on.

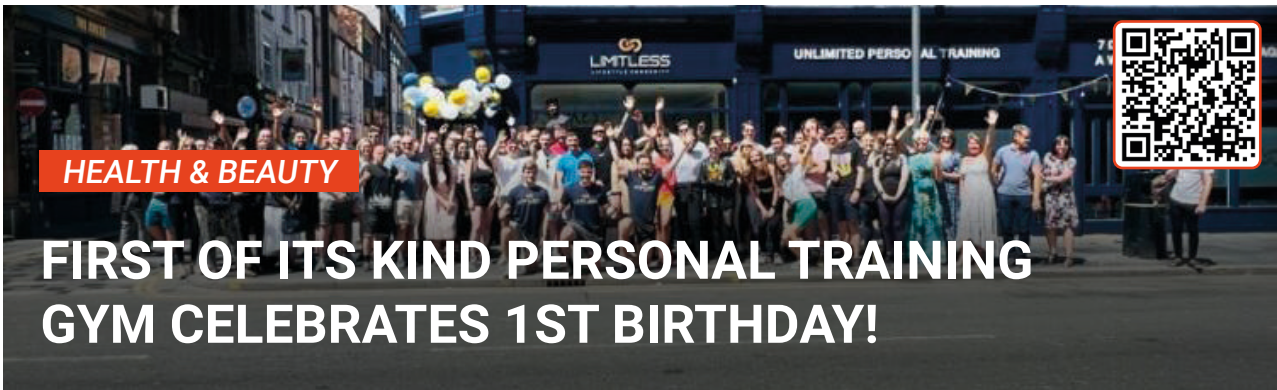




HEALTH & BEAUTY



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HEALTH & BEAUTY

FIRST OF ITS KIND PERSONAL TRAINING GYM CELEBRATES 1ST BIRTHDAY!

The UK's first of its kind personal training gym, Limitless Lifestyle Community, is celebrating its first birthday this June!

The Dale Street gym, famed for its unlimited personal training concept that changes lives, is giving away free birthday cake protein shakes and a free body scan to members of the public from Mon 3rd – Fri 7th June to celebrate. All you have to do to claim your free shake is pop in and show a copy of this article on your phone!



Limitless Lifestyle Community offers unlimited personal training 7 days a week, as well as a 24/7 support group, a sustainable nutrition plan, stretching classes, circuits, massage treatments, a wellness cafe, social events, a run club, challenges, retreats and more. Since opening in June 2023, membership has increased from 27 members to 80 members – with 6 full time employed personal trainers.



In addition to changing people's lives through a sustainable approach, the community has been on a 3-night retreat, had various community events, numerous hikes across the UK and ran multiple half marathons. Members have also recently embarked upon the Yorkshire 3 Peaks Challenge and a parachute jump – raising over £8,500 in total for Alder Hey Children's Hospital.



One of the fastest growing gyms in the North West, Limitless Lifestyle Community has big plans for the future – with a second facility, more personal trainers and another membership drive scheduled soon. In the meantime, Founders Alex Sloan and Levi Osborne are celebrating its 1st birthday with the free protein shakes and free body scan giveaway from Mon 3rd – Fri 7th June.



Alex said: "It's been an incredible journey so far and our first year here on Dale Street has surpassed all our expectations. We knew we had a winning concept, offering unlimited personal training and a community with so

many added benefits, but the growth has been unreal and it's been a huge success – with incredible feedback and 5 star reviews.”

Levi added: “We have created a really special community here, with good people who want to become the best version of themselves. It makes us feel unbelievably proud when we look back on this past year and what we've achieved, so to celebrate we're giving away free protein shakes to the general public Mon-Fri on our birthday week, 3rd June. People can also come in for a free body scan and health assessment.”



The idea of Limitless Lifestyle Community is to promote sustainable change rather than a quick fix and to change people's lives through a better lifestyle and ongoing self-development. This ethos has resulted in some life-changing case studies from people of all walks of life in their inclusive community.

Member Stephen said: “*Limitless wasn't just a gym; it was a revelation. With expert trainers and a supportive community, I found myself becoming more accountable. Bad habits were replaced with positive ones and my technique improved significantly. The community aspect was a game-changer, especially as a remote worker starved of social interaction. Limitless offered that and much more. My life has transformed!*”



Liverpool's first of its kind personal training gym, Limitless Lifestyle Community, is celebrating its first birthday this June! The Dale Street gym, famed for its unlimited personal training concept that changes lives, is giving away free protein shakes and a free body scan to members of the public from Mon 3rd – Fri 7th June to celebrate.

Limitless Lifestyle Community / 89 Dale Street, Liverpool, L2 2JD

FOR A FREE CONSULTATION & BODY SCAN VISIT limitlesslifestylecommunity.com/limitless OR MESSAGE 07803507095

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HEALTH & BEAUTY

WIRRAL WELLNESS FESTIVAL RETURNS BIGGER & BETTER!

A huge two day wellness festival is coming to Birkenhead Park this June! After the success of its first event last year, Wirral Wellness Festival returns on 15th and 16th June – featuring expert speakers, live fitness classes, food trucks, live music & DJs, 100+ market stalls, fun fair and fitness activities for children, support for self development, mental well-being and more!



WIRRAL'S BIGGEST WELLNESS FESTIVAL
15TH & 16TH JUNE 2024
BIRKENHEAD PARK

WEEKEND HIGHLIGHTS
 YOGA | BREATHWORK | KETTLEBELL WORKOUT | HIIT FITNESS CHALLENGES | SOMATIC DANCING

SATURDAY LINE UP MUSIC BY **DUX DEFENDERS**
 MARTIN BONE | MEDITATION & LIFESTYLE TACTICIAN
 AARON HILL | EX SPECIAL FORCES & RESILIENCE COACH
 ANTHONY FOWLER | OLYMPIC BOXER & FOUNDER OF SUPREME CBD

SUNDAY LINE UP MUSIC BY **DECADERS OF DANCE**
 NEIL PARSLEY | OLYMPIC & ENGLAND FOOTBALL PERFORMANCE COACH
 DANNY ROBERTS | GLOBAL UFC FIGHTER
 SEAN CONWAY | RECORD BREAKING ENDURANCE ATHLETE

Sponsors: Pure Radio, OXTON, Mind Wirral, WIRRAL BOROUGH OF CULTURE 2024, METAL MONKEY, THE U.S., APEX

Taking place on Fathers Day weekend to focus on men's mental health the ethos of wellness, health, community and connection, the festival is the biggest of its kind to be hosted in Wirral – with thousands of people set to attend over the two days. Its aim is to bring people together to support physical and mental health – with an abundance of things on offer throughout the weekend to do so.

Sponsored by Win Win Water & Supreme CBD and in partnership with Birkenhead Park that has recently secured Heritage Status, Wirral Borough Council and Wirral Mind Charity, over 100 businesses and practitioners are involved in this year's two day extravaganza.



From live music and inspirational speakers to activities from Merseyside's top fitness instructors with taster classes such as yoga, breathwork, kettlebell workouts, HIIT, fitness challenges and somatic dancing, there's so much on offer and something for everyone.

From a huge market to browse and nutritious food trucks to wellness treatments and therapies, the festival is all about nourishing the body, trying something new and connecting with yourself and others. Day passes are just £12.50, or just £20 for the weekend, and children under 12 attend for free – all pre-ordered tickets via Eventbrite come with 3 months free subscription to Martin Bone's meditation app.



Co-Organiser Ellie Ferguson said: *“Last year’s inaugural event was a great success but this year’s full two day festival is going to be even bigger and better with so many wonderful practitioners and businesses involved. It’s by far the biggest event of its kind to be hosted in Wirral and it’s something that’s so needed in today’s society.”*



Co-Organiser Becky Jones, who will be hosting a live yoga class said: *“This kind of thing is so needed and we encourage anyone from all walks of life to come and get involved – whether you’re an 8-year-old or an 80-year-old there’s something fun and nourishing on offer for you. We encourage families to join us for Father’s Day to spend quality time with the family. We can’t wait to welcome you all!”*



She continued: *“We’re living in a world where mental health issues are on the rise, so through our festival we invite people to re-focus on wellness and come together to promote it. Birkenhead Park as an aspiring world heritage site is a beautiful setting for it and it’s going to be a fun-filled weekend of goodness for all the family. We really excited for it!”*



A huge two day wellness festival is coming to Birkenhead Park this June! After the success of its first event last year, Wirral Wellness Festival returns on 15th and 16th June – featuring expert speakers, live fitness classes, food trucks, live music & DJs, 100+ market stalls, fun fair and fitness activities for children, support for self development, mental well-being and more!

Wirral Wellness Festival is a strictly alcohol-free event, committed to a sober, safe and inclusive environment. Official radio partner, Dune Radio, will be broadcasting live from the festival in what promises to be a wellness extravaganza like to other in the stunning Birkenhead Park.

Wirral Wellness Festival / Sat 15th & Sun 16th June from 12pm / Birkenhead Park, Wirral

HEALTH & BEAUTY

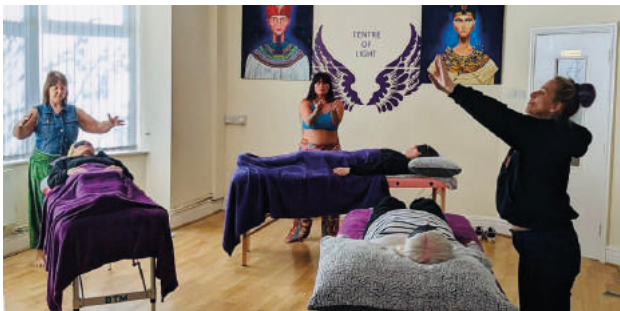
MY EXPERIENCE WITH PELLOWAH ENERGY HEALING



Here at La Vida Liverpool magazine, we cover a wide range of things – from restaurants, pubs and bars to events, wellness and wellbeing – but some things really do require first hand knowledge in order to write with any credibility. When I was asked to cover Pellowah energy healing, the only way was to experience it myself...



Pellowah can be described as ‘the best healing modality you’ve never heard of’ and is a lesser known energy healing technique first taught in 2003 by Founder and Channel: Australian spiritual teacher Kachina Ma’an. It is said to connect and activate 12 strand DNA and bring about a shift in consciousness. Some recipients speak of outer body experiences – travelling through dimensions and receiving profound insights.



Pellowah energy healing works specifically with an individual in connection with their higher consciousness to remove blockages, shift consciousness and bring about lasting positive change. It is delivered both in

person and from a distance, with the vast majority of sessions being done distantly.

Whereas some may be sceptical, the practice has exploded internationally, with around 8,000 practitioners globally and over 500 in the UK & Ireland since it was introduced here in 2018 by Julie Parker.



There are also hundreds of teachers globally and 12 active teachers in the UK, who facilitate the Pellowah Level I and II workshop, which qualifies participants to deliver Pellowah sessions. One of these UK teachers is Anne Lloyd, who founded Pellowah Healing Liverpool in 2019 and has delivered the healing to many people whilst teaching 14 students how to become a practitioner.



Anne told me: *“Pellowah, meaning ‘a radical shift in consciousness’, operates on various levels, delving into the body’s meridians and the chakra system. Through this energy modality, it is possible to attain relaxation, calmness, clarity, expanded intuition and*

profound change. The transformative effects extend to DNA activation, aligning our consciousness with the evolving world around us.”

She continued: *“Pellowah calls to us when we are ready for change. The shift in consciousness enables a profound understanding of one’s self, one’s place in the world and the optimal path to fulfil life’s purpose. Pellowah inspires creativity and unlocks inner knowledge by connecting our minds to our higher selves – the repository of our true essence, talents, wisdom and life purpose.”*

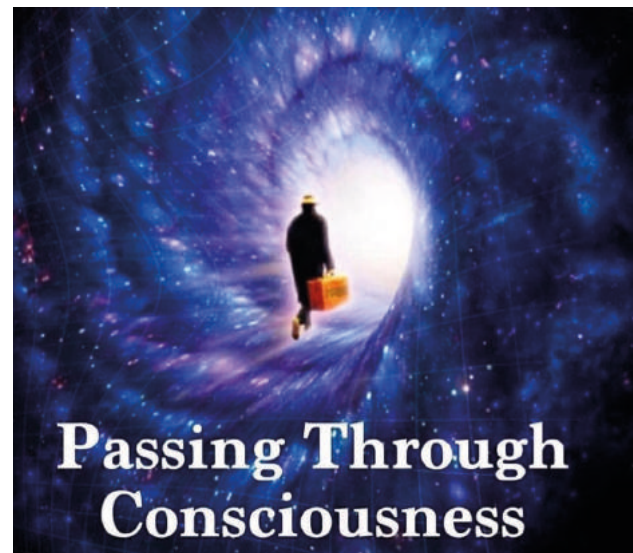
“The key to growth is the introduction of higher dimensions of consciousness into our awareness.

– Lao Tzu

After hearing about some of the profound experiences and testimonials from others, I decided to give it a go myself – how on earth could I write about this without experiencing the energy healing first hand? When I was told that it would be from a distance, with me lying on my bed at home in the dark and Anne miles away, I must admit I was as sceptical as I was intrigued.

My first Pellowah energy healing happened on a Wednesday night. Anne gave me the instructions to lie on my bed in darkness and with no distractions – I’ll be honest it felt pretty weird and I was wondering what she was doing, miles away from me. Then, around 10 minutes into it, things got really weird! I could feel sensations within me and could hear a strange whirring, pulsating sound – like another frequency.

This feeling continued and I could feel things happening in my stomach, which had been sore that day (suspected gluten intolerance). I eventually drifted off to sleep and that night I had the craziest lucid dreams – about being in a room that was another dimension and wild beast like creatures. My dreams were powerful and felt like I was having outer body experiences.



The next morning I was totally wiped, despite sleeping for almost 12 hours, but the following days resulted in lots of clarity and exciting business developments happened for me. I don’t know what it did to me but something powerful definitely happened! Strangely, I was feeling run down with a wheezy chest when I lay down for the treatment, but this onset of illness completely disappeared afterwards.



Fascinated by this experience, I asked Anne for another treatment – now knowing what Pellowah was. The second time was much more physical. This time with Anne working in person, as her energy work kicked in I could feel strange movements within my head and body. It was almost as if energy was moving within my forehead and stomach – bizarre sensations I’d never felt before!

Again, I drifted off towards the end of the treatment and felt pretty wiped afterwards. After more wild and vivid dreams that night and a 12 hour sleep, I went about my usual busy days and had a few business meetings the next couple of days. Whether this is anything to do with Pellowah, I am unsure, but a few people were compelled to project their life stories onto me for hours and people seemed drawn to me.

Anne told me following the experiences: *“Whether I am working in person or from a distance, the Pellowah energy uses me as an instrument to achieve what is necessary to bring about the change agreed between the higher consciousness of the recipient and Pellowah. Some experience profound shifts after one session, other may be called to explore further, guided by their evolving needs and inner wisdom.”*



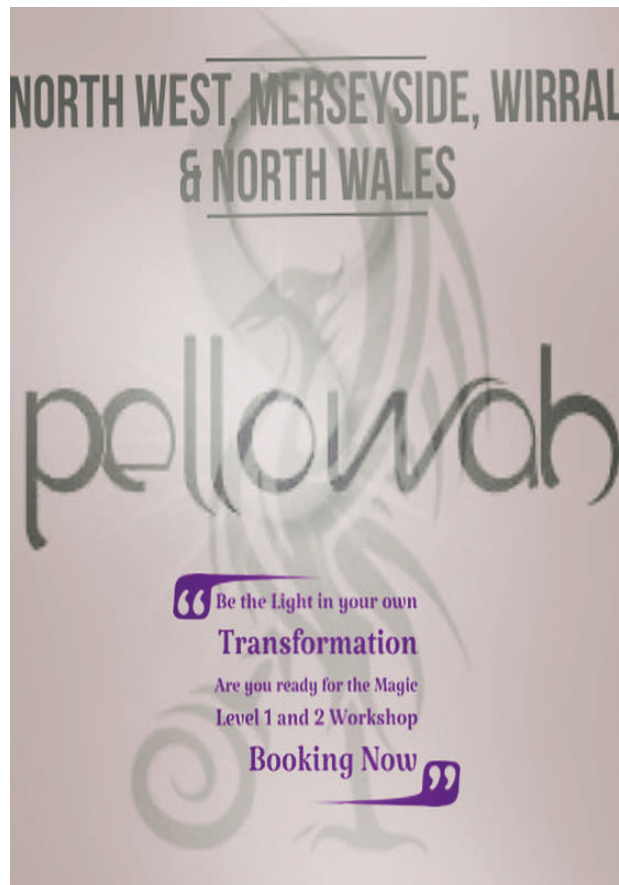
For me, there are three types of people – those who believe, those who are open to the possibilities and those who will never believe something unless they can physically see it as concrete. I am definitely one who is open to any possibility in this realm and truly believe in energy forces.

What I can say is I know what I experienced through Pellowah and things definitely happened within me. There have been big shifts and things happen for me in my life since – such as meeting my new business partner days later and going on to form a new super agency, Sound Media, that this magazine is now part of.



Pellowah Healing Liverpool provides workshops in Liverpool, Wirral, and North Wales. Workshops, for up to 10 participants, are flexible and for an immersive experience a full 3-night residential retreat is also available. Following the workshops, participants gain admission to a growing Facebook support group, fostering a community where stories are shared, questions are answered, and personal growth thrives.

Anne summarised: *“Pellowah is growing in popularity and I offer treatments for £40 or two day workshops to become a practitioner. People say it’s ‘the best healing modality that you’ve never heard of’ but the way it’s growing it could become as well known as reiki. Everything is energy and people are becoming more open to alternative healing methods – but you need to be open to receive it of course.”*



Anne Lloyd runs Pellowah Healing Liverpool and offers Pellowah energy treatments both in person and from a distance. She also offers two day workshops for anyone interested in becoming a practitioner and works on a free consultation basis to everyone in order to see if it aligns and is suitable for them.

VISIT PELLOWAHHEALINGLIVERPOOL.CO.UK FOR MORE INFO, A FREE CONSULTATION OR TO BECOME A PRACTITIONER

Follow Pellowah Healing Liverpool on FACEBOOK

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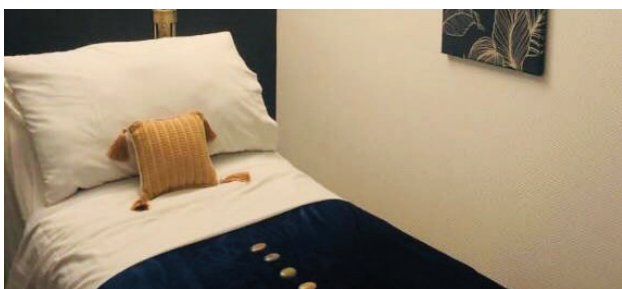
HEALTH & BEAUTY

ROOMS AVAILABLE TO RENT AT WIRRAL WELLBEING CENTRE!



Calling all therapists and practitioners! Treatment rooms are available to rent at Central Park Wellbeing Centre in Wallasey! An oasis of tranquillity and calm, the centre offers six beautiful rooms and a larger space for circles and workshops – perfect for wellbeing and beauty practitioners.

The warm and welcoming rooms are available for a flexible hourly rate or for a low fixed price per day including a receptionist, waiting room and tea and coffee. Offering great value, the daily rate works out lower than the cost of a single treatment for most practitioners, whatever the field.

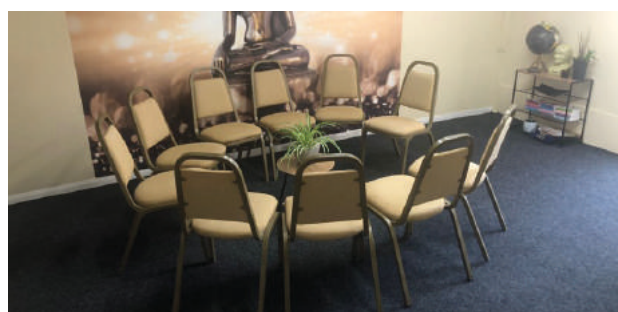


Central Park Wellbeing Centre offers life and well-being coaching, meditation, breathwork, Emotional Freedom Technique, hypnotherapy, counselling, reiki, angelic healing, quantum touch healing, sound therapy, cupping, tarot and oracle readings, massage, reflexology, aromatherapy, beauty therapies and aesthetics. Any wellbeing or beauty practitioner with similar practises is welcome.

Central Park Wellbeing Centre is located at 204 Liscard Road and offers a wide range of therapies and treatments – those renting space there join a team of likeminded practitioners who have years of experience between them. It's a great opportunity to be part of a lovely team who all have wellbeing at the heart of what they do.
Central Park Wellbeing Centre Owner,



Anna, said: "We have a great little team here, some who use the rooms on a regular basis and some occasionally. Whether you're a wellbeing practitioner, a mental health practitioner or a beauty therapist, we can cater for you with flexible hourly rates or set days. We're looking forward to welcoming you and your clients."

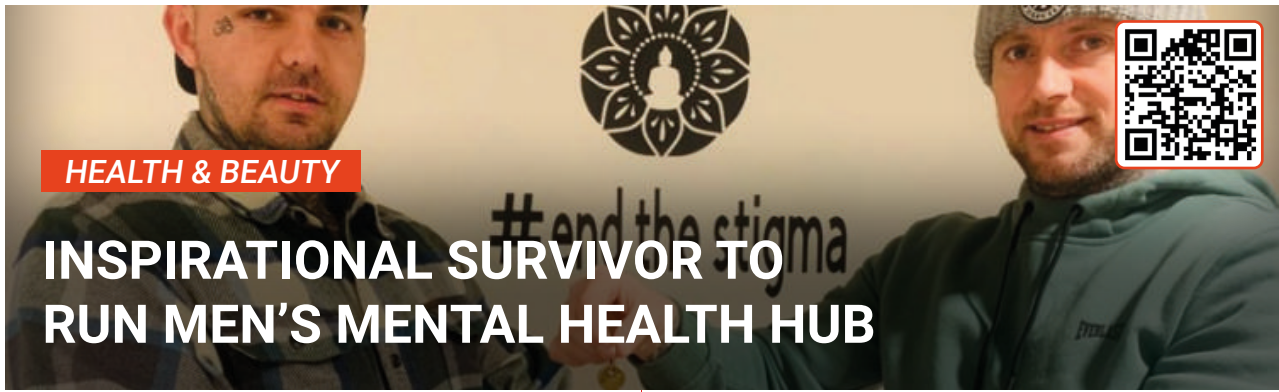


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Central Park Wellbeing Centre / 204 Liscard Road, Wallasey, CH44 5TN

TO ENQUIRE ABOUT ROOM HIRE CONTACT 07516646552

Check out Central Park Wellbeing Centre on FACEBOOK!



HEALTH & BEAUTY

INSPIRATIONAL SURVIVOR TO RUN MEN'S MENTAL HEALTH HUB

An 'inspirational' survivor has taken on the running of Liverpool men's mental health hub, Inner Guru's The Hub. Chris Jervis, 34, overcame a traumatic childhood, breakdowns and self harm, and is now on a mission to help other men through a wide range of support and services at The Hub.



Based at Parkinson Road in Walton, Inner Guru's The Hub was opened by Lewis Powell in March 2022 – offering men support and courses in order to increase their mental, emotional and spiritual wellbeing, as well as having a gym, a sauna and cold water therapy. The daily running of the hub will now be taken on by Chris Jervis, who has dedicated his life to helping other men avoid crisis.



As a child, Chris grew up in drug dens – witnessing shocking things such as prostitution and hard drug taking – and as a young child he had to beg to fund adults' drug habits. He was bullied in school and when his mother died of a drug overdose his life spiralled out of control into adult

life – resulting in deep depression, a breakdown in a job centre, self harm and suicide attempts.



Chris eventually found solace in men's sharing circles, breathwork and getting out in nature on treks. For the past two years he has become qualified in many mental health and wellbeing practises and has become trained as a mountain guide. He created Primal Mentality and has helped many men through sharing circles, breathwork, meditation, cold water therapy and hikes.



Chris said: "I'm delighted to be managing *The Hub* and look forward to helping as many men as possible – bridging the gap and preventing them from getting to the stage I did. The men's mental health crisis is very real – just over three out of four suicides (76%) are by men and suicide is the biggest cause of death for men under 35. Men are suffering out there and so many don't know where to turn."

He continued: *“I was lucky because I found a community of men in Liverpool through The Hub. I’m still healing but have set out on a mission to help as many men as possible and we’ll be offering a drop in centre, fitness sessions, cold water therapy, sauna therapy, breathwork, sharing circles, hikes and more. We’re looking to create a safe space and a community in which men can heal their traumas.”*

Under Chris’ management, The Hub will offer a free drop in centre with coffee, support and signposting to professional help if required. Wellness Wednesdays at 7pm will offer circuit training, cold water therapy and sauna, meanwhile there’ll be Primal Mentality on Thursdays with breathwork, meditation and sharing circles. Meanwhile, there’ll be regular community hikes, days out in nature and retreats.



The Hub’s Founder Lewis Powell said: *“It’s great to have Chris running The Hub – he’s an inspirational man and if there’s anyone who understands men’s mental health it’s him. Unfortunately, due to the pressures of today’s society the crisis is worsening and suicides are on the rise. NHS mental health waiting lists are over 12 months long and this is why places like ours are vital to bridge the gap.”*

Both Inner Guru’s The Hub and Chris’ Primal Mentality are CICs however funding isn’t easy to come by, with many organisations challenging for limited pots. The team have set up a Just Giving page to raise money to provide free support and therapy to Merseyside men that will in turn ensure that the centre is sustainable and covers its running costs.

Team Member Rob Collier, also a suicide survivor, said: *“We have a very special hub here and we’ve helped many men these past two years, but as the mental health crisis is getting worse we need to step up even more. We need funds to help as many men free of charge as possible and to keep the place running and we need to make ourselves known as a place where men can come for support in a non clinical environment.”*



The team at The Hub are calling out to any men seeking support to get in touch – the first step of healing is to reach out and Chris Jervis is a fine example of that. It is also calling upon members of the public to pledge a donation to their cause or if there are any groups or practitioners who would like to hire their space for a reasonable cost, that too would help.

An ‘inspirational’ survivor has taken on the running of Liverpool men’s mental health hub, Inner Guru’s The Hub. Chris Jervis, 34, overcame a traumatic childhood, breakdowns and self harm, and is now on a mission to help other men through a wide range of support and services at The Hub.

**Inner Guru’s The Hub / Parkinson Road,
Walton, L9 1DL / 07593962767**

**TO GET IN TOUCH FOR SUPPORT
CONTACT 07593962767 OR VISIT
<https://tinyurl.com/bdufyc2y> TO
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SUPPORT**

**For info about courses and what’s on
visit www.inner-guru.co.uk/the-hub. To
enquire about hosting events and renting
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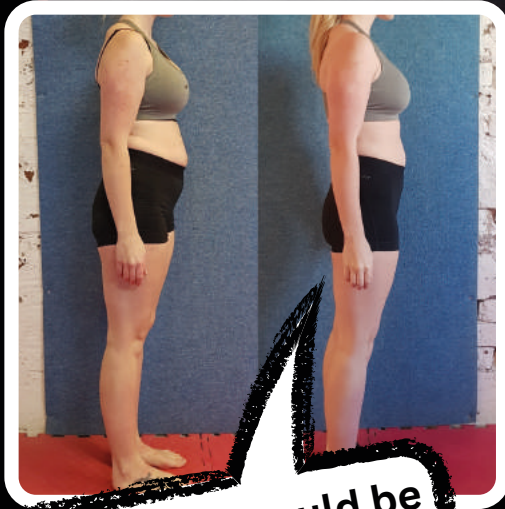


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5 'MIRACLE' CHRONIC PAIN CASES FROM THE VENARD CLINIC!

Despite what they have been told previously, the smart and savvy will not allow chronic pain to be a life sentence. Ranging from — sciatica, migraines, lower back pain, disc issues, unsuccessful surgeries, hip pain, rotator cuff problems, knee issues, plantar fasciitis, ankle pain and sprains.

Having already spent thousands of pounds on treatments with minimal success, needing regular maintenance sessions and daily exercises to stop the issue from getting worse. To name a few. Where most would have just accepted the pain, downgraded their lifestyle and dreams to fit the pain.

The smart and savvy continue their search. They refuse to reduce their quality of life. They have big goals to tick off. They want to live their life to the fullest on their terms WITHOUT never ending maintenance follow ups and daily exercises. To be able to look back and say 'WOW! We achieved all this'. Rather than 'I wish we did that'. Here are 5 notable success cases that many thought would be impossible:

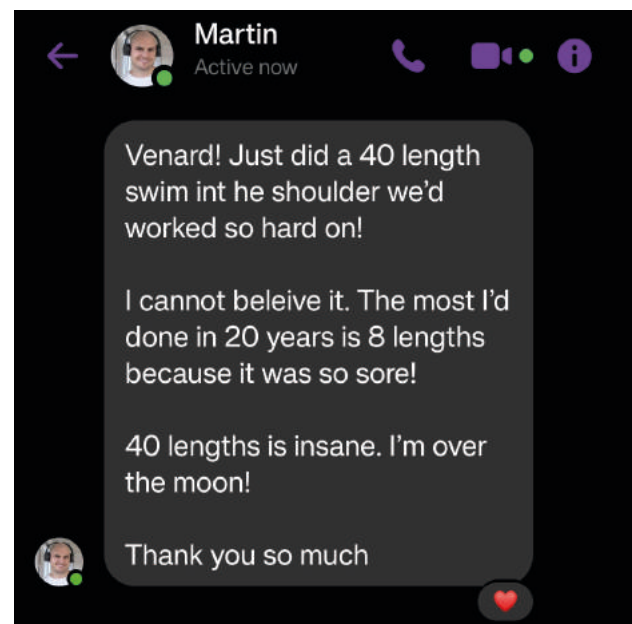
Martin

Since a young child, Martin loved to stay active — from playing out until the street lights come on to various sports, surfing and swimming. Until a failed shoulder surgery in his teens put an end to this. When the best surgeon in the region said nothing else could be done and to basically live with the pain? He was heartbroken.

After a consultation, Venard found the real cause was actually compensation from old knocks, bumps, falls and concussions to his

head. With any type of head trauma, the neck and shoulder muscles kick in overtime to keep the head stable so his eyes and vision system remain as level as possible.

Venard treated his eyes and old concussions and 90% of his issues cleared up. After clearing the shoulder scars and fine tuning the remaining 10% with his shoulder, he's now back to swimming and surfing pain free.



James

After 12 months of zero progress from plantar fasciitis treatments, James reached out for a solution. Using a comprehensive assessment process, Venard found his foot problem was actually an eye coordination issue leading to his body compensating. This impacted how his muscles activate and move. Resulting in the plantar fasciitis.

By repatterning how the eyes coordinate when he moves them, this reset the dysfunction and all the muscles that were

not working well returned to normal function again. With his busy schedule, he opted for the Same Day Turnaround Clinic requiring only one session for long lasting results. Over a year later from one session, he is still pain free and has his life back.



James Griffith

★★★★★ a day ago NEW - Edit Delete

After 12 months of suffering from Planiar Fasciitis and not finding any solution, I was given Venard's contact details from my PT who had a client visit him previously, with instant results. A consultation visit and 1 session later, the relief was instant. I couldn't believe that after 12 months of suffering and numerous visits to the osteopath could ultimately be solved in a just a couple of hours. This was 12 months ago now and to this day, I am completely pain free. Venard is a great person to work with. I read his reviews and can genuinely relate to them all as it's just genius work that he does! Highly recommended!

Alex



Alex was not asking for much. Simply to be the best Dad and partner he could be. Alex suffered with a torn and bulging disc in his back for 14 years and wanted a normal life again. Having already seen multiple clinics over the years, wasting thousands of pounds with no results, he was sceptical.

After a chat with Venard, he booked in for the assessment session. In that session not only did he see in real time the increase in strength and flexibility possible for his back, he felt the difference as well. Venard mapped out his symptoms and history and found his lower back to be compressed, tight and weak muscles.

Venard treated old rugby injuries and surgeries which were found to be the cause. His results? Going from unable to stand for a few minutes doing chores to cleaning the whole house. Being able to stand and watch his son play a whole game of football where previously he would only watch the last 10 minutes. Previously only being able to walk his dog 10 minutes twice a week to at least 30 minutes twice a day.

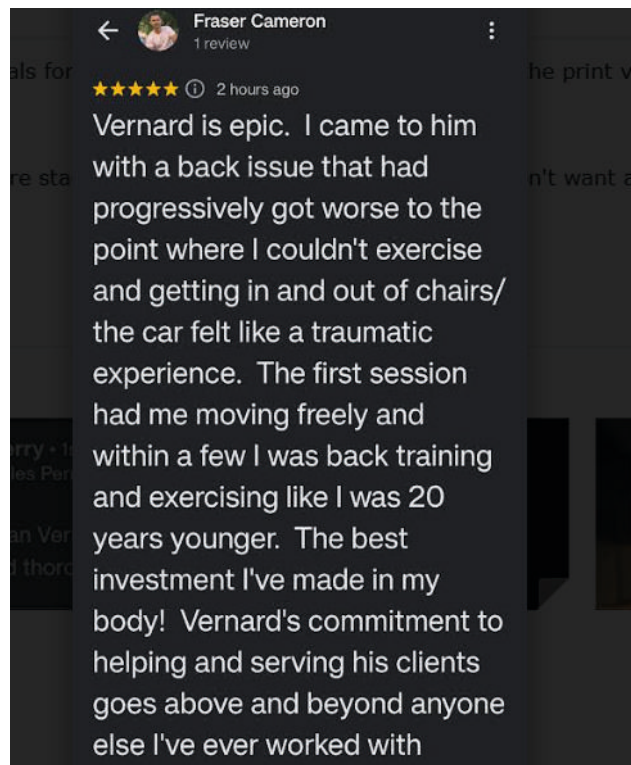
Les

Roofer Les loves sailing on the weekends. Unfortunately, chronic knee pain meant he could not partake in this activity as he was unable to kneel or crouch. Using the same framework as the above cases, Venard found the knee issue was caused by an old foot injury as a teenager.

Venard repatterned his nervous system of the foot that was sending incorrect signals from the old injury. Now the foot feels safe and normal, the knee did not have to compensate anymore and freed up. He was pain free. Today, seven years later, he is still pain free and sailing around the world.



Fraser



Move and feel 20 years younger? Entirely possible. The stress and fatigue of the chronic lower back pain made Fraser feel and move older than he was. Local therapists could not find the cause and told him that he would have to live with this for the rest of his life.

Venard mapped his issue out to old knocks, falls and scars that were causing all the havoc to his lower back. Immediately from the first session he was moving freely and within a few sessions he was back to training and sprinting like his younger self. All pain free. Fraser is based in New Zealand and this case was done all exclusively remotely over video across 11 hours difference.



Book A Free Introduction Call Today

Just because time is constant, does not mean the pain also has to be. For those who are serious about getting their life back and want results like the above, book in through the website for your complementary 30 minute call to discuss your issue or email info@thevenardclinic.com. Due to a busy clinic diary, for faster response, website and email is preferred.

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HEALTH & BEAUTY

LIVERPOOL'S LARGEST DOG ADVENTURE PARK EXPANDS!



Liverpool's largest dog adventure park, Zoomies Zone, is expanding with two new fields after the overwhelming success of its first year. The private hire dog park in Halewood was designed to offer dog owners a fun, safe space for their dogs to run free and has become such a hit that it's needing to expand.



The current two-acre space features a meadow, rainwater pond and stream, obstacles, toys and things to explore – available for private hire 7 days a week in 30 minute or 1 hour sessions. Providing owners with peace of mind, their dogs can play and explore without the worry of them running off or having altercations with other dogs. Since opening in August 2023, thousands



of dogs have enjoyed the South Liverpool adventure park – with people traveling from far and wide with their dogs. Now, due to demand there will be three fields – the existing Adventure Park and new Activity and Action Parks.



The common theme is that all 3 parks are blessed with mature trees, providing interest for the dogs and shade in warmer weather. The new Action Park will also have a selection of agility style apparatus and obstacles suitable for larger dogs, whereas the new Activity Park has been designed specifically for smaller dogs.



Owner Anne McKenna said: *“As an owner of four dogs, I often found it difficult taking them to public spaces – even if you keep your own dogs on lead, I would often encounter other dogs off lead, many with poor recall. Poor recall and reactivity is the primary reason why secure dog parks have grown considerably in popularity in recent years, but many of our customers visit just to enjoy relaxing stress free fun with their dog.”*

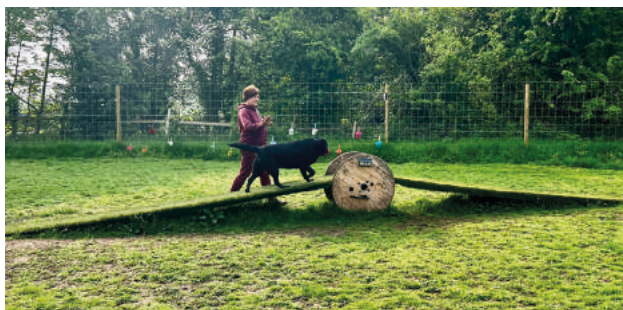
“We ask our customers at the booking stage to indicate their reason for booking Zoomies Zone as it is interesting to look at the figures. Other reasons given are multi

dog families, owners with mobility issues, pregnant ladies and female dogs on season.” Anne continued: “The idea was to create a fun, safe space where dogs can explore and run free without the stress for the owner of them running off or getting into trouble.



Our Adventure Park has a 2 meter high deer style fencing around the perimeter with rabbit fencing to the lower sections and a car park for easy access – it’s been extremely popular.”

“The support of Knowsley Council planning department last year has given us the confidence to expand. As we would like each Park to offer something different we are incorporating new ideas, such as sand pits, paddling pools, and much more!”



Zoomies Zone has received many 5 star reviews during its first year, with visitors stating it’s relieved a huge amount of stress from taking their dogs for a walk. The expansion makes it the largest of its kind in Liverpool – with 3 fields that cater for any breed, size, or personality of dog in a safe environment.



One customer recently said: “This is a great place to have a fun time with your dogs! Whether you have a nervous, reactive or just a fun loving dog, this is ideal! There is a combination of field, woodland and even a giant puddle the dogs can play in. There’s even some seating for the humans to have a rest whilst the dogs go and explore. Highly recommend this place as do my two dogs!”

Another said: “Our 5 huskies had a wonderful time at Zoomies Zone Liverpool, the park is a lovely spacious area with plenty of trees for shade and lovely thought out seating areas, it is fabulous to have these facilities available especially for dogs who cannot be let off the lead in public spaces. Thank you Zoomies Zone, we will be back.”



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**Zoomies Zone / North End Lane,
Halewood, Liverpool, L26 5QB / 07543
621041**

**VISIT www.zoomieszoneliverpool.co.uk
TO BOOK A SESSION WITH YOUR DOG**

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HEALTH & BEAUTY

BRAVE MUM WINS HUGE SECRET WEAPON SERUM COURT CASE!



A mother from South Liverpool has won 'The Secret Weapon Serum Scandal' after years of fighting, but could lose over £300,000 despite winning a huge court case twice, one in the Lower Court and the other in the High Court of Appeal.

Georgina Tang, 60, is the owner of multi-award winning natural organic skincare brand, Yours Naturally Naturally Yours. She recently won a ground-breaking case against Kate Mclver Skin Limited but stands to claim back just a fraction of the amount spent fighting to reclaim her invention that Kate Mclver Skin falsely claimed to create.



Despite succeeding in the claim of 'Reverse Passing Off' and Copyright Infringement after five long years of legal battle, the legal costs have put a huge strain on Ms Tang's business and her family. After spending around £310,000 on legal costs so far, including a recent appeal from the Defence that almost plunged her into financial ruin, she has been awarded just £48,000 by court for the appeal application having spent around £96,000 on that.



Georgina is a well known pioneer of results-driven skincare and haircare products within the beauty industry. She has created many 'miracle' formulas that have had profound results on people through her multi-award winning brand. One of these products was her 'Elixir' antiaging serum that was used by the late Kate Mclver when she was having chemotherapy in 2017.

Georgina created Elixir aka 'Miracle In A Bottle' in 2015 after having great success with other "skin-kind" products for her son Alessio when he had chemotherapy. One night when she kissed him goodnight, she found lumps of hair on his pillow – breaking down and crying, she was absolutely determined to make haircare products to aid hair growth and Alessio now has a full head of hair.

In 2015, at 52, Georgina wanted to create an antiaging formula for her own skin as she couldn't find one that was effective on the market. Due to the profound success of her new Elixir, she supplied to beauticians and retailers including Kate Mclver – who became a 'white label' client.



White label arrangement began in 2018, with Ms. Mclver using Georgina's product name "Elixir" and later changing it to Secret Weapon. Completely unbeknown to Ms Tang, Ms Mclver started to misrepresent

that she created Elixir aka Secret Weapon whilst she had chemotherapy – even stating that she made it in her own back room with her very own hands.

Kathryn Orr, then Marketing Director of Kate Mclver Skin, terminated their working arrangement with immediate effect on November 30th 2018 – launching Secret Weapon Limited Edition based on Elixir the very next day. Kate Mclver's 'Secret Weapon' shot to fame with the fake story and was championed by influencers and celebrities such as Lisa Snowdon, Danielle Llyod, Trinny Woodall and Alex Gerrard.



Kate Mclver engaged Pelham to produce two serums based on Elixir. On this, Judge Hacon wrote: "The message presented by KMS in respect of both REFORMULATIONS was that it was the same serum as had been sold as the Elixir serum. In my view, Ms Mclver and KMS remained very attached to the attractive story of Ms Mclver's having created their serum because of her efforts to recover from the effects of chemo."

He went on to say: "They continued to state that this was the serum they were selling. This is supported by Kathryn Orr's interview for the Ladies Of Liverpool podcast, the prominent use of ORIGINAL on the packaging and the repeated use of the Danielle Lloyd photos to promote the product."



On 20th April 2023, Judge Hacon in the Intellectual Property Enterprise Court in Manchester declared the case victorious in the favour of Ms Tang. The case has since been dubbed 'The Secret Weapon Serum Scandal' and has been subject to various coverage in the press, however the appeal from the defence extended the case further and left Ms Tang on the verge of financial ruin.

Judge Hacon wrote: "*But while her story of being driven to create a serum to cure her bad skin was presumably attractive from a MARKETING point of view, IT WAS NOT TRUE. The implied published statement as I have found it to be, that Ms Tang did not create the Elixir serum, WAS FALSE. On the evidence available I have no doubt that Ms Mclver KNEW that her statement WAS FALSE. Malice is established.*"

Currently over £300,000 down despite winning, it is particularly damaging to Ms Tang. She founded her company due to her son Alessio, who has severe complex needs such as Autism, Attention Deficit Disorder, learning difficulties and communication difficulties to name just a few. She had hoped her business would leave a nest egg for him when she's gone, but that now remains in jeopardy.

Ms Tang said: "*This long legal battle has taken its toll not just on my mental health but also on my family's financial stability. I've had to cash in my pensions, we've sold my husband's car, we've had to live without heating despite my son Alessio being immune compromised so he feels the cold more than the average person.*"

"*We've had to eat expired food for free from Zero Waste Liverpool by queuing out in the cold for hours. I have to offer water to Alessio instead milk and cut down on his food, especially fruits which he loves. He needs a healthy balanced diet due to his complex medical health conditions.*"

"*It has been so tough that I've found myself in tears, as well as wanting to end my life on occasions, especially during October and November 2023 where I had to find...*"

£50,000 for legal representation fees. I got so depressed, especially after the rejection from my bank for a re-mortgage loan."

"I felt so hopeless and couldn't see a way out until I got an online personal loan approved. Then the lump sum of my occupational pension came through, however this money was planned to pay off part of the house mortgage. I now have £65,000 of loans to repay. Such stressful times as I worried sick about my business would collapse without money but most of all, losing our home! I feel utterly guilty for putting my family in this impossible situation."

Georgina continued: "I actually won 4 legal battles against KMS, so far I received £8000 from KMS for winning the debarring application. Also I have been awarded £48,000 for the appeal and around £5000 – £7000 for the security costs application but KMS failed to pay on the deadline set by court, therefore my legal team has commenced a winding up petition against them."



"But that's not all. I need to find money to fight again to recover the £210,000 spent on winning the Lower court application, however I don't know how much I can recover if any from KMS. Therefore I could be down by over £300,000 and my family has suffered terribly so that I reclaim my invention back from Kate Mclver."

This is a legal history breaking case on "Reverse Passing Off" being the first ever case won by a trial, setting the foundation for future cases. Even more ground breaking is that it won not once but twice by trial! Georgina has demonstrated the strength and resilience of a warrior, despite fighting an uphill legal battle with her legal team.

Her Lawyer, Kate Irvine-Yates, said: *"I am unbelievably happy for you. You have shown such resilience and strength of character throughout the claim and the appeal. I stand in awe of all my litigation clients who engage in claims because it is a time of real stress and very high stakes. You have endured not only a claim but the appeal too and you deserve to have your strength recognised. You have been a force to be reckoned with and I am delighted that you have triumphed."*

Throughout the process, Ms Tang had offered mediations in order to agree on an out of court settlement but these offers were rejected by Kate Mclver Skin. Instead, the legal battle was dragged on for years – leading Ms Tang on the verge of financial ruin.

Ms Tang explained: *"Why would anyone do something like this to an honest person like me? I am now having to fight them over court costs and compensation as I cannot be out of pocket like this. Honestly, I will be very lucky to walk away without a huge loss – where is the justice in that?"*

Yours Naturally Naturally Yours by Georgina Tang

For the YNNY online shop or to enquire about becoming a stockist visit Georgina's WEBSITE www.ynny.co.uk

Check out Yours Naturally Naturally Yours on FACEBOOK!

Check out Yours Naturally Naturally Yours on INSTAGRAM!

For the full Judgement on the case visit <https://tinyurl.com/256mwkjj> For the High Court Of Appeal Judgement visit <https://tinyurl.com/yc3ksmdx>

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FASHION

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FASHION

WIRRAL WEDDING DRESS SUPPLIER CELEBRATES 40 YEARS!

Wirral's longest standing wedding dress supplier, Jeanie MacLeod, is celebrating 40 years in the industry! Owner of Wild Thyme Creations on Mill Lane in Liscard, Jeanie makes beautiful bespoke wedding dresses from her own workrooms – and has supplied around 15,000 dresses to brides during her long career.



Offering stunning bespoke dresses for incredible value, Jeanie is the only supplier in Wirral of her kind – providing all services in house independently. Having developed an exceptional reputation for quality, service and price, she has created bespoke dresses for celebrities, pop stars, footballer's wives and for three generations of some families.



Working to the customer's personal requirements, Jeanie designs dresses according to style preference and budget. Renowned for her attention to detail and creativity, she has pioneered red wedding dresses and her own range of accessories.

Her Opulence store was Wirral's only award winning bridal studio and came Runner Up in the prestigious Bridal Industry Awards for the whole of the UK.



Throughout Jeanie's 40 year career, she has met some friends for life – with her dresses being the focal point of thousands of weddings and creating magical memories for people that they will cherish forever. In 2017 Jeanie actually decided to retire, but her love of what she does soon brought her back out of retirement.



Jeanie explained: "My passion started at the age of 6 when my mum bought me my first sewing machine after seeing my love of fashion. By the age of 10 I had designed my mother a whole new wardrobe of clothes. I went to Laird College and started my own business when I was 18. I opened my first shop on Seabank Road and word of mouth soon took effect after I sold my first wedding dress."

She continued: *"Within 6 months I had to move to a bigger premises on Wallasey Road. I've since had shops in Hoylake and West Kirby and Opulence was the biggest in the area spread over two floors. I decided to retire in 2017 and enjoyed having more time after working so hard for so many years, but soon missed the lovely customers and being part of people's special day. I couldn't imagine doing anything else."*



Opening her boutique shop on Mill Lane in Liscard, Jeanie is as popular as ever – offering beautiful bespoke dresses tailored to people's style preference and to their budget. She continues to be Wirral's leading choice for experience, quality, variety and affordability – with gorgeous dresses for as little as £495 and her couture collection for under £1,500.



Jeanie summarised: *"With many wedding suppliers they are tied to the designs on their rails but our collection is totally interchangeable which means I can give a very personal and bespoke service. Choosing a wedding dress is a huge thing so I always make sure that it's an absolutely magical and fun experience for every single person. I really do love what I do and will keep on making dresses for the rest of my life!"*



Wirral's longest standing wedding dress supplier, Jeanie MacLeod, is celebrating 40 years in the industry! Owner of Wild Thyme Creations on Mill Lane in Liscard, Jeanie makes beautiful bespoke wedding dresses from her own workrooms – and has supplied around 15,000 dresses to brides during her long career.

**Jeanie MacLeod / Wild Thyme Creations
/ 73 Mill Lane, Wallasey, Wirral, CH44
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FASHION

CRAIG'S STUNNING MEMORIAL JEWELLERY THAT PEOPLE 'CHERISH FOREVER'



A Wirral jeweller has been creating stunning memorial jewellery that people 'cherish forever'. Craig Hardman, 39, lovingly creates bespoke rings, necklaces, bracelets, pendants and earrings for people – encapsulating the ashes of loved ones into coloured glass so that they're with them at all times.



Through his company, Design With Clarity, Craig provides people with beautiful jewellery containing a small amount of the ashes of their loved ones in bespoke handcrafted glass – from people to pets. With 14 different colours of glass and using precious metals such as sterling silver and gold, whilst also offering synthetic birthstones, cubic zirconia and diamonds, the range of his very personal service is endless.



Based at his workshop in Hoylake, Craig is the only jeweller of this kind in the North West – as well as offering his standard jewellery and repair services that he's been doing for 23 years. A master craftsman, Craig puts lots of love and care into each individual piece – knowing how much they mean to people.



Craig's jewellery isn't as expensive as you'd think either – with pieces from just £185 and memories that last forever. Since offering the wonderful service, Craig has had many clients taken aback with emotion in some particularly touching customer cases.



Craig explained: *"The decision to commission a piece of jewellery containing ashes is a deeply personal one, and I approach every project with empathy and sensitivity. My goal is to create a very special piece for someone that not only honours their loved one but also brings them comfort and peace."*

He continued: *"I've had some really powerful cases with customers. One client had her grandfather's ashes encapsulated into a pendant and wore it when she got married – she told me it was like he was walking down the aisle with her. They really are far more than just pieces of jewellery – it's like people's loved ones are with them at all times."*



Design With Clarity works by requesting your free order pack online – where you choose the glass, colour, metal and design and send it back along with a small amount of the ashes of your loved one via the measurement spoon provided. Once Craig has created your special piece, it is sent to you with free special delivery signed for and a guarantee.

Craig summarised: *“It’s a privilege to be providing people with this beautiful service. It’s a lovely gift to offer someone too and even if people don’t have ashes, I can still create a bespoke piece for them. It also means a lot to me to repair people’s precious jewellery that’s been damaged – something I’ve been doing for 20 years now. I really do love my job!”*



A Wirral jeweller has been creating stunning memorial jewellery that people ‘cherish forever’. Craig Hardman, 39, lovingly creates bespoke rings, necklaces, bracelets, pendants and earrings for people – encapsulating the ashes of loved ones into the pieces so that they’re with them at all times.

**Design With Clarity / Unit 6 Links
Business Park, Carr Lane, Hoylake,
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TRAVEL

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FROM HIGH SCHOOL DROPOUT TO HIGH FLYER IN VEGAS!

A high school drop out from Wirral with no GCSEs is now a high flyer in Las Vegas, working with celebrities, sports stars and thousands of holidaymakers. Joel Gilbert, 37, founded his VIP concierge and tourism business, Upbeat Vegas, in 2014 and provides adventure seekers with 5 star experiences in 'Sin City'.



Joel launched his business after spotting a gap in the market – realising that so many UK tourists visit Las Vegas without knowing anything about the fast-paced and ever changing life there. Through Upbeat Vegas, Joel and his team provide people with bespoke itineraries, hotels, excursions, upgrades, VIP access to restaurants, venues and events and more.



Originally starting out as a nightclub rep, Joel created the unique concept to ensure tourists get the best Vegas experience for the best industry value without being ripped off. His business boomed and he now has a team of 10 staff – working with the likes of Charlie Sheen, Joey Essex, Jesse Lingard,

Mark Noble, Darren Till and many other celebrities. He has now helped in the region of 5,000 holidaymakers.



Known as 'your guy on the ground' who will give you the passport to the ultimate Vegas experience, Joel has come along way since he was told he would amount to nothing as a teenager. After his father walked out when he was young, he rebelled as a youth and achieved one D, Es, Fs and a U grade at GCSEs – with little hope of a successful career.

Joel, originally from Birkenhead, Wirral, explained: *"My Dad left when I was 2 and I never saw him again. He never contributed to child support either so my mother had to work multiple jobs and I was always dressed in hand me down clothes and was given toys from friends and cousins until I was a teenager."*

He continued: *"We moved to Hertfordshire and struggled to concentrate in high school – I was even suspended a couple of times. Multiple teachers wrote me off and told me straight I'd never amount to anything. I was always a young entrepreneur though – I painted lines on football pitches for money as a teen and sold sweets to kids in school. I left school straight after GCSEs and got a job in a supermarket."*



Joel soon became disillusioned with life in the UK and landed a job as a holiday rep in Greece during a lads holiday. This led to holiday rep jobs in Ibiza, Tenerife, Australia, Asia and then finally Las Vegas –where he witnessed so many British tourists going to dodgy places, getting ripped off, losing money and having bad experiences.

Joel explained: *“It was painful, having to catch a bus an hour into town in the freezing cold 6 days a week, to then have to work in a freezer for most of the day. I’ve nothing against the job but I was depressed at having no qualifications or prospects – with teachers convincing me I would go nowhere in life. I went on a lads holiday to Greece and ended up staying there but it was Vegas that changed my life forever.”*

He continued: *“Working as a nightclub rep, I talked to so many tourists. We all love The Hangover movie but things can go wrong here. I developed a great knowledge of life here and all the dos and don’ts so I created Upbeat Vegas to save tourists time, hassle and money – 10 years later we have thousands of happy clients. We have the inside knowledge and provide people with luxury 5 star experiences at industry prices.”*



Love Island’s Sam Bird said: *“Picked up in a limo with loads of drinks, taken straight to the Vegas sign and then onto a Dancefloor table. No waiting in lines. VIP treatment and an unreal location. Next day we had a*

cabana sorted at Wet Republic. Joel proper hooked us up! If you want to do Vegas the right way, you have to go to Upbeat!”



Joel summarised: *“It’s funny how life can turn out. My teachers labelled me as naughty and drilled it into me that I would amount to nothing without qualifications. I ended up believing that but was determined to prove them wrong – and prove my Dad wrong for walking out too. Sometimes I have to pinch myself when I’m hanging out with stars such as Floyd Mayweather and 50 CENT – it’s crazy!”*

He continued: *“I saw a gap in the market but honestly didn’t expect the business to boom like this! We have so many 5 star reviews and most of our business comes from referrals from people who have had an epic time through us. We’ve even been featured by FOX News, Digital Journal and others. My advice to others is don’t let your qualifications define you and just go for it!”*

A British high school drop out with no GCSEs is now a high flyer in Las Vegas, working with celebrities, sports stars and thousands of holidaymakers. Joel Gilbert, 37, founded his VIP concierge and tourism business, Upbeat Vegas, in 2014 and provides adventure seekers with 5 star experiences in ‘Sin City’.

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Courtney Ross, Wirral

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Stargazers Campers – Absolutely Great!!

Mark's campervan was spotless and had everything we needed. Mark was friendly and helpful and went beyond what he was required, offering some extra services that we needed. He also gave us lots of local tips and was available when we had questions. I highly recommend Stargazers!

Gwen Lettis, Cork, Ireland

★★★★★

Amazing host - highly recommend!

Mark was an amazing host. Leading up to our trip he communicated well. He went over and above during our trip to help us in anyway possible, including picking us up and returning us to the train station. The van was absolutely perfect. It was super clean and had anything that you would need. We traveled almost 3 weeks in the van, and really enjoyed the experience! I would highly recommend renting and we will definitely rent ourselves again.

Chris Zeimer, Santa Rosa, USA

www.stargazerscampers.com



SPORT

A black silhouette of a city skyline, including various buildings and structures, positioned above the magazine title.

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MAGAZINE



SPORT

JUNIOR PLAYERS WANTED AT WALLASEY RUGBY CLUB!

Junior players of all ages are wanted at Wallasey Rugby Club, in response to the decline in rugby participation in England. With rugby participation down by 67% and child mental health and obesity major issues, the club is calling for kids to get off their computers and onto the pitch in a big recruitment drive.



The Wirral club have sessions for all ages every Sunday from 10am that consist of a warm up, training, a match and food and drink afterwards. There's a big emphasis on inclusivity, teamwork, positive mental health, discipline and respect – teaching children important life lessons – whilst the rugby is taken place in a controlled, regulated and safe environment.



Children can join for just £8 per month, with £5 per additional child, and family memberships start from just £10 per month – giving parents access to club events, venue hire and hospitality discounts. The club has a great sense of community and junior players enjoy it so much that no child has left since joining – such is the sense of belonging and togetherness.

Together with local clubs such as Prenton RUFC and Oldershaw, Wallasey Rugby Club is leading the way in the drive to increase junior rugby participation. Their aim is to tackle the child mental and physical health crisis through rugby with the key message to parents being that safety is paramount at all times.



Wallasey Rugby Club's Youth Coach, Tom O'Donnell, said: *"There's a worry amongst parents that rugby is dangerous but our youth rugby is controlled and regulated – with tag rugby up to a certain age. I'd say junior rugby is safer than football in many respects and it's less toxic – with a bigger emphasis on discipline, respect and fair play."*

He continued: *"We welcome children of all abilities and backgrounds – we've had many additional needs children train and play with us and there's a great sense of camaraderie. It's an opportunity for children to get off their devices, get fit and become part of a community – we teach them qualities that will set them up for life, whilst they get to meet new friends."*



Although it has been debated in the media whether rugby is dangerous for kids, experts believe it's the best discipline parents can offer to a child or teachers can offer to students. Parents of Wallasey Rugby Club's junior players have reported great improvements to their children's mental, emotional and physical wellbeing since joining the club.



One parent said: *"I can honestly say Harrison's confidence has improved massively. He couldn't walk until he was about 4 years old so has always been reluctant to join in with sports but always wanted to – this has helped massively!"*

Another said: *"Since Frankie left playing football and decided he wanted to learn rugby his confidence has grown and I've never seen someone so happy to get out on the field with all the lads, most of which are bigger than him, and just get stuck in. They have all connected so well and are a big group of pals."*



Wallasey Rugby Club have begun their recruitment drive for the new season, starting in September 2024, and are offering parents the chance to bring their child or children along for a free trial. Children will be able to get a feel for the game and the club – in a warm, welcoming and inclusive environment.

Tom O'Donnell summarised: *"It's time to combat the very real issues of child mental health problems, obesity and disorder and there's no better way to do so than through rugby. The sport helps them develop as young people and the whole family can become part of something bigger here at the club."*



Junior players of all ages are wanted at Wallasey Rugby Club, in response to the decline in rugby participation in England. With rugby participation down by 67% and child mental health and obesity a major issue, the club is calling for kids to get off their computers and onto the pitch in a big recruitment drive.

**Wallasey Rugby Club / Cross Lane,
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Prenton RUFC are launching a Crowdfunder to help fund their Community Hub development – a project that will develop their site to that it can benefit the wider community. The Wirral rugby club are calling for members of the public to get involved – with some incredible rewards on offer for donating.



Through the Prenton RUFC Community Hub, the club has been offering kids clubs, fundraising and community events, a community garden and more, whilst acting as a space to be used by local community groups. In addition to using rugby as a tool to combat issues such as obesity, mental health problems and isolation, Prenton has become 'more than just a rugby club.'



The club now aims to develop its existing site and facilities to include a community cafe, gym, events space and football pitches for the wider community to use. Backed by the RFU and Sport England and championed by top rugby figures such as Jason Leonard and Matt Dawson, the project stands to act as a flagship for rugby clubs across the UK but requires support from the local community.

By donating to the Crowdfunder you will not only be helping Prenton RUFC help the community for many years to come, you will also have the chance to claim some amazing prizes. The Crowdfunder has rewards such as signed rugby memorabilia, tickets to matches, free venue hire at the club, sponsor boards, meals out, many prizes from local businesses and more.



Prenton's Brian Elkerton said: "We have been doing some fantastic work during the past few years, hosting community events and kids clubs, raising tens of thousands for charity, working with community groups, the Community Payback Team and more. We've been a hub in every sense of the word – bridging the gap in a massive way."



He continued: "We've just partnered with National Grid for a big conservation project here but we've been wanting to take the site to the next level for some time. We have backing from Wirral Council, Sport England and the RFU to develop the site and create state of the art facilities for the community but need support of the general public to donate to our Crowdfunder and make this dream a reality."

Prenton's Crowdfunder will be starting in June and running for 8 weeks. It aims to raise £45,000 in order to complete the first phase of the development which will involve knocking down the old changing rooms, creating new ones and extending the venue's main community space. Rewards are on offer for anyone who donates.

Prenton RUFC Community Hub / Prenton Dell Road, Prenton, CH43 3BS

FOLLOW THE PROJECT AND DONATE TO THE CROWFUNDER VIA FACEBOOK

Check out more videos and info at <https://www.youtube.com/@PrentonRUFCCommunityHub/videos>

For more information or to get involved contact Brian Elkerton on brianelk@live.co.uk



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