



Now We Are 10 ~ The Archer 1993 - 2003



Issue 1 - The Archer A4 pilot in January 1993

Seems like a long time - a brief history of THE ARCHER

Former Editor, David Hobbs, takes a personal look at ten years of THE ARCHER.

Is it really ten years since that first conversation in the pub that led to the start of THE ARCHER? Have we really printed and delivered nearly one million papers to the residents of East Finchley? Well, it looks like we have and this is what filled those pages.



Issue 2 - March 1993

1993

January

Andrew Taylor founds THE ARCHER. The first issue is a small, A4 paper printed by J.G. Brysons of East Finchley. We call for "someone in every street to be our street representative".

March

The first tabloid issue printed by Eastway Offset - our printers to this day. No photos; Kevin Finn starts his first stint as editor and Andrew Taylor writes that THE ARCHER was launched to "enhance the community atmosphere".

June

We reveal plans for a Red Route through East Finchley and preview the festival. Edna Hobbs explores the murder of "Lord" George Sanger in 1911.

July

The paper gets a "new look" with more photos as Malcolm Griffiths redesigns it. Festival and the campaign to save Finchley Lido covered.

August

More people join and, after our infamous "team building" meeting,

Andrew Taylor leaves. Paul Savill takes over as editor, Kevin switches to advertising and Peter Maslen becomes Chairman. We start our long war on the pigeons. Welch's bar manager Mark Penfold and his handlebar moustache are featured.



Mark Penfold photo by Frank Tytmkow

September

It's the last chance to save the lido and the brothers Chivers celebrate 25 years in East Finchley.

October

Designer Malcolm Griffiths sets up his own paper, the Muswell Record.

December

Early plans for a CPZ, the lido debate continues.

1994

February

Recognition at last! The Guardian says, "Whilst other titles stumble from one issue to the next, East Finchley's community newspaper goes from strength to strength".

March

We get "political" and preview the

Why the strange name?

Deciding to create a new community newspaper is one thing, but giving it a catchy and meaningful name is something else. This was the predicament that a small band of volunteers found themselves in just over ten years ago. A brainstorming session ensued during which a number of ideas were discussed. Many obvious names such as East Finchley Recorder or N2 Echo came up, but were quickly dismissed. We needed something that represented East Finchley, and also reflected the fact that the newspaper was different.

What is different? Well, consider this. THE ARCHER is produced by local volunteers; nobody gets paid for any aspect of the newspaper, except the commercial printing firm that actually produces it on Newsprint. Yet it is written, designed, edited, transcribed, typeset, photographs are taken, meetings are attended, local news items investigated, people are interviewed, advertising is sold and designed, and, eventually, it is pushed through your letter box. Some people believe that we are supported by government or other grants. This is not true. The only source of income is from payments made by local businesses and organisations in return for display advertising, and from the occasional donation from generous readers. So, that is one big difference when comparing THE ARCHER with other local newspapers.

The other big difference is our content. We intended to



Archie photo by David Tupman

be, and believe we are, a cross between a local newspaper and a 'Parish' newsletter. We have no political affiliation, no religious connection and try to represent the views of all the population of East Finchley.

Vive la difference

So, being different, we needed a different name. Late into the evening we started thinking about local landmarks, and eventually the statue by Eric Aumonier,

standing proudly on our tube station came to our attention. No one knew the name of the statue; it was, simply, 'The Archer'. A brief silence ensued, followed by several pairs of eyes lighting up with enthusiasm. The rest is history.

'THE ARCHER' is a different name for a newspaper. Like the organ itself, the name is unusual, local and quirky. Long may it remain so.



July 1994 - The paper gets a facelift.

local elections. Local residents object to plans to convert Park Lodge into a centre for the homeless.

April

We become the official festival newspaper; report on protests against plans for Park Lodge and Daniel Atrill gets a facial. Sunflower competition launched.

May

There's a four page profile of East Finchley, David Tupman writes about our "ship shape tube" station, the editorial team make a personal point about the closure of the toilets in East End Road.

June

Redevelopment of the Lucas site announced.

July

Festival fever, protesters win their battle against the homeless centre.

August

Alison Roberts and Pete Maslen take over production of THE ARCHER and the Cats' Protection League complains about our editor's gardening methods, pointing out that "The anti-cat bazooka is not something we recommend".

Michael Kreisky remembers The Goons and proclaims that "Blue-bottle was here".

October

Helen Davis wins our sunflower competition with her 11-foot high monster. Elsewhere there's more on the Lucas site.

November

Vandals destroy the statue of Henry Croft, the original pearly king in St Pancras.

December

"Support your Local Shops!"



Making a point or taking the pee? May 1994. Photo by David Tupman

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