

The Twickenham Tribune

Winner - Photograph Competition



The winning photograph for The Twickenham Tribune and Strawberry Hill Golf Club photographic competition, submitted in January - the Diana Fountain at Sunset - is from Dave Ellis from Teddington.

The statue and fountain were designed by Hubert Le Sueur in 1637, a gift from Charles I to his wife Henrietta Maria.

The Diana Fountain was installed in the Privy Garden of Hampton Court in 1656 and moved to Bushy Park in 1713. The fountain was restored in 2009.

Dave and three guests of his choice will enjoy the prize of an 18 hole round of golf at Strawberry Hill Golf Club.

The subject of this month's competition is "Pets and Wildlife". The best photograph will be on the front page of this online newspaper.



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THE LOCAL POSTCARD PAGE

PART 8 – TEDDINGTON 105 YEARS AGO

Our postcard journey pauses in Teddington this week. I am pleased to show these Edwardian postcards from over 100 years ago. Amazingly, the library exterior in Waldegrave Road is pretty much unchanged while the photography shop in Park Road is still there and now trading as a chemists.

The shop traded as William Haine, artist and photographer and this postcard was produced by Mr Haine and used as an advertising card to be sent out to his previous clients. The printed reverse of the card requested that the recipient considered a portrait in time for Christmas which could be sent out as a present to family and friends. Posted at the end of November 1912, this is a fascinating example of an early mailshot!



The postcard of Teddington Memorial Library is c1910. The card was published by local photographer Richard Young. The library opened in 1906 to serve the expanding suburb. It is an example of a “free library”. These were built extensively in the UK around the turn of the century. They were expensive to build and stock and the Teddington Library had as a benefactor Andrew Carnegie (1835 – 1919), a Scottish born iron and steel magnate. Carnegie also funded the building of Twickenham Library the following year.

Inside the library there is a bronze memorial wall plaque to author RD Blackmore (1825 – 1900) who lived in Teddington. Blackmore wrote Lorna Doone which was a best seller in its day and remains in print today. Other library fittings include a regulator clock and a bronze bust of Noel Coward who was born nearby.

THE WEST LONDON POSTCARD CLUB FAIR



“WE’RE ALL LOOKING OUT FOR YOU”

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*10.15am-4pm *Refreshments *Admission £1.00

EASY BY RAIL - Teddington (on Kingston loop from Waterloo).
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From Fulwell, Hammersmith, Hampton Court, Heathrow, Hounslow, Isleworth, Kew, Kingston, Richmond, Sutton, Tolworth, West Croydon.
EASY BY ROAD - From M3/A316.

Enquiries: 01372 725883

Postcards served as the major tool of communication in Edwardian times. They are also a window into the social history of the period. Picture postcard collecting is a flourishing hobby today as the countless millions of cards that were sent around the world portrayed just about any image you could think of. The next local postcard fair is at the Baptist Church hall in Church Road Teddington next Saturday 11th February. There will be some 26 stalls of postcards and paper collectables. Open from 10.15 – 4.00. Admission £1 and refreshments served all day. I will be there with a box or two of local postcards among my stock. Come and say hello!

POSTCARDS WANTED

Cash paid for Old Postcards

& postally franked envelopes.

Required by local collector / dealer.

Please ring Alan to discuss on

07875 578398

If you have any postcards to dispose of, any questions on this subject, or ideas for future articles, please drop me a line at alanwinter192@hotmail.com

TWICKERS FOODIE

by Alison Jee

A closer look at our Asian Cornucopia - Food Sanctuary

Judging by the tremendous response to our recent Chinese New Year competition - the prize for which was kindly provided by Emily Ting owner of Food Sanctuary - Twickers folk are pretty keen on Asian food.



It's hard to believe that it is a year now since Emily opened her store in the former antique and jewellery shop, run for many years by the delightfully eccentric Laurie Ferrari, who was a wizard at fixing clocks and watches.

Malaysian Chinese by birth, Emily has been in the UK now for 15 years and is an accountant by trade. She tells me that she was taught to cook by her grandparents and her mother. "Food in the home environment is so much part of our culture". Food Sanctuary sells an eclectic range of ingredients from all across Asia. Emily has sourced the very best spice mixes, snacks, fresh and frozen dim sum and other delicacies.

Local office staff enjoy the hot lunchtime specials served each weekday: £5 buys a hot dish of the day, plus rice. Dishes might include Beef or Chicken Rendang or Sambal Prawns. There is a vegetarian option every Friday and new dishes will be introduced this summer. This part of the business has become such a success that pre-orders are now being taken for evening take-home meals too.

Her stock spans Malaysian, Thai, Indonesian, Indian and Chinese ... as well as Korean and Japanese products. Prices are very reasonable and ingredients compare favourably to the large supermarkets. Each item is chosen because Emily herself has tried it and it has met with her approval. "Asian cuisine revolves around a few central pillars - rice, garlic, ginger and a string of essential sauces." Says Emily, "The latter can be used to complement many local dishes from around the region - whether it's a Bulgogi marinade from Korea, classic Japanese Teriyaki or the ever-faithful oyster sauce."

An online store - foodsanctuary.co.uk - as well as a range available via Amazon and Ebay allows people from further afield to try the range. And there is a local delivery service - just pop into the shop and have a chat with Emily to find out more.



WIZ Gallery - Malaysia

www.worldinfozone.com/gallery.php?country=Malaysia



Offers and Competitions

FOOD SANCTUARY ANNIVERSARY COMPETITION

To celebrate the first year of Food Sanctuary Twickenham, Emily is offering Twickenham Tribune readers a great competition prize – the selection of products shown here, plus a voucher for a takeaway meal for two.

To enter, just answer the following question and email it, together with your contact details, to win@twickenhamtribune.com



Question: ‘What is the nationality of the owner of Food Sanctuary?’

Closing date is Friday 17 February.

Photography Competition

Win an 18 hole round of golf for 4 at Strawberry Hill Golf Club

Enter our monthly photographic competition.

Email your photo to win@TwickenhamTribune.com

(include your name and postcode)

All 4 players must play the same round.



Photos of pets or wildlife.

This competition is run in conjunction with Strawberry Hill Golf Club www.shgc.net

STRAWBERRY HILL GOLF CLUB



ADULT GOLF ACADEMY
for returning/new/novice golfers

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For further information:

- Club Manager: Jon Wright 020 8894 0165
- Professional: Peter Buchan 07795 973926

Strawberry Hill Golf Club
Wellesley Road, Strawberry Hill, Twickenham TW2 5SD
Tel: Club Manager 020 8894 0165
Email: secretary@shgc.net
To find out more visit: www.shgc.net





WIN – A BOTTLE OF THIS FABULOUS ALBARINO, COURTESY OF TIM SYRAD WINES

Tim Syrad Wine Tasting has kindly offered a bottle of this delicious Albarino from Martin Codax to the lucky winner of this week's competition. It is 'pale straw' in colour and on the nose fresh passion fruit, pear and citrus aromas rise from the glass. On the palate it is zesty, with good flavour intensity and great freshness on the long finish.

TO ENTER, please email us here at win@TwickenhamTribune.com with your contact details, inc postcode. Closing date is Friday 10th February. Entrants must be over 18. The prize is as stated and no cash alternative is available.



Arts and Entertainment

by Erica White

A reminder that there will be a fundraising **COMMUNITY CONCERT** on Saturday, 4 February at HolyTrinity Church, Twickenham Green/ Doors open 7.30 for 8.00pm start.

Another reminder: Sunday, 4 February, **WEDDING FAIR** for all wedding planners at the Landmark Arts Centre, Ferry Road, Teddington.

Film buffs will be pleased at the announcement that there is to be a new club for especially for them. **TWICKENHAM FILM CLUB** is a new venture, a club run by members for members by members. Films old and new will be shown, selected by members themselves. Membership will be £10 per annum (first film free) and £7 for subsequent films. (For non-members £10 per film). The first film, **MILDRED PEARCE** (1945), starring Joan Crawford with Jack Carson and Zachary Scott, will be shown at Patchworks, Cabbage Patch Pub (near Twickenham station) on Wednesday, 8 February. For further details (enrolling, timings, etc) Visit: www.twickenhamcinemaclub.co.uk

PETER DONEGAN, the talented multi-instrumentalis performer will be joining the band at the Eel Pie Club, Thursday, February 9. Further details: www.eelpieclub.com

Open Coffee Morning at **HAMPTON HILL THEATRE** on February, 10.am-noon. All welcome to tour the theatre, backstage, onstage, and front of house.

Book Half Term Workshops at Orleans Gallery: 020 8831 6000.

Workshops include creating a miniature wilderness with trees, plants and animals, designing and making models of buildings, creating your own board game and much more.



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darryl parkin

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Soft Serenity and Powerful Passion: French Opera

Opera Foundry at Ormond Road, Richmond

Saturday 28th January

Review by William Vine

One of the most exciting, but surprisingly unheralded, events in the recent musical calendar, French Opera, was a cornucopia brimful with operatic delights. From familiar favourite pieces to exciting discoveries, scenes from operas by late 19th Century French composers were beautifully presented, works embracing soft serenity and powerful passion.



Picture acknowledgement to David Banbury

Opera Foundry is described as a Surrey based opera company aiming to develop the talents of individual opera performers through coaching and performance opportunities - a somewhat prosaic statement which gives perhaps the misleading impression that we are here to support fledgling talent, whereas what we in fact had was an evening of mature performance of the highest calibre.

The artistic and musical director Richard Cartmale is a versatile musician who also narrated the evening in an engaging manner, with appropriate synopses where required, though apologising for the technical hitch which deprived us of the intended surtitles. But to my mind the emotional clarity of the singing rendered these unnecessary.

The programme of familiar and lesser known excerpts, from the more frivolous and sentimental to the sombre and tragic, produced a spellbinding evening of bravura performances by mainly young artistes, who - although not (as yet) well-known - deserve to look forward to a glittering future at the top of their profession ...

For full review visit;

www.markaspen.wordpress.com/2017/01/30/soft-serenity-and-powerful-passion-french-opera



Mark Aspen

www.markaspen.wordpress.com

Expressing the art of the theatre critic

FRAMES & DRAINS

Richmond Council has contributed £1.8m to the Restoration of Orleans House Gallery match funding £1.8m provided by the Heritage Lottery Fund.

Last week an original 18th Century window frame hidden away in the Gallery's Octagon Room was unearthed. This week, an eighteenth century brick drain has also been discovered. It is thought that these finds are so significant that the Gallery has commissioned specialist archaeologists to undertake expert digging to see what other artefacts might be discovered.

CLOSURE OF HAMMERSMITH BRIDGE:

11 February until Monday 20 February

Work is being carried out by Hammersmith and Fulham Council and Transport for London (TfL) and is scheduled to start on Saturday, February 11 and end on Monday February 20.

Motorists will be diverted via Chiswick Bridge and Putney Bridge. Both footways will remain open to pedestrians and cyclists who will have to dismount to cross. Pedestrians and cyclists are being advised to take care whilst crossing the bridge as it will be busier than usual.

The following bus services will terminate before the bridge: 33, 209, 283, 419, 485. Passengers can walk across the bridge to resume their journeys. For those less mobile the 72 bus service will be diverted via Chiswick.

The latest bus information is available from TfL at www.tfl.gov.uk/buses or [@TfLBusAlerts](https://twitter.com/TfLBusAlerts) on Twitter.

WHO SAID

“The consultation is a farce. We are being asked to have our say on something that is clearly already decided. The information being presented is flawed – with only one side of the argument being given, no chance to support an alternative and no considerable reference at all to the environment damage that expansion would bring.

“Whilst we are still digesting the information in the consultation, we can already see that their publicity material is selective and inadequate.”

A) A Twickenham resident on the council's Twickenham Riverside consultation

B) Lord True on the government's Heathrow consultation

Answer B

Although it could easily be either!

TWICKENHAM ALIVE FILM FESTIVAL 2017

Thanks to Try Twickenham for their sponsorship



The Twickenham Alive Film Festival is a community-based film festival inviting submissions of short films, up to 10 minutes.

The theme for submissions is 'Where You Live' and the films can be on any aspect of the area, way of life, attractions, culture, sport or environment of the entrants' home area. Entrants in the student category may choose their own theme, which should be explained in the synopsis. Please contact us if you need further clarification.

Films can be of any genre, such as documentary, drama or animation. The central theme is 'Where you live', but there are other categories including travel, sport, animation, music and junior.

To make an entry contact film@twickenhamalive.com or visit www.TwickenhamFilmFestival.com

ONE OF THE FILMS SHOWN IN 2013

This week's film from the Twickenham Alive Film Festival is about the Poppy Factory.

www.twickenhamfilmfestival.com/film_poppy_factory

Filmmaker: Gordon Swire

A short documentary about the Poppy Factory in Richmond and the poignant work they do in preparation for Remembrance Day.

Running time: 6:00 mins



DEFENCE MINISTER VISITS VETERANS AT THE POPPY FACTORY

Defence Minister Earl Howe visited The Poppy Factory on Wednesday 1st February 2017. The Poppy Factory is the country's leading employability charity for disabled veterans and provides a free employability service across England and Wales, supporting those with a medical condition or impairment back into rewarding and sustainable work. The factory also directly employs 27 disabled veterans in Richmond to produce poppies and wreaths for the Royal Family and The Royal British Legion.

Defence Minister Earl Howe said:

“From helping veterans across the country overcome adversity and get back into work, to empowering those who have inspired me here in Richmond today to contribute to such an honourable cause, the magnificent work of the Poppy Factory is a credit to the Armed Forces Covenant and I'm thrilled to see Deirdre [Mills, the new CEO] is driving for even more success.”

Earl Howe spoke with several veterans on his visit, including Gregg Howell, who served in the British Army before being medically discharged in 1988. Gregg said, “I was in a dark place, living on the streets and battling PTSD. Now I have a job, a purpose, and I am training to help others who might find themselves in the same situation. I am forever grateful to The Poppy Factory for helping me get back on my feet again.”



www.poppyfactory.org/help-us-by-giving

TWICKENHAM STATION UPDATE

Solum, the partnership between Network Rail and Kier Property, intend to start work on the redevelopment of Twickenham Station later this year.

A spokesperson for Solum said:

“We are currently finalising the construction programme and look forward to starting work in the coming months.”

The regeneration scheme will provide a welcoming new gateway to Twickenham town centre, with 115 new homes along with shops and restaurants built around a new public plaza. The development will provide a new station, with a significantly larger ticket office, new lifts and stairs and new toilets. The scheme will also provide a vastly improved and pleasant environment for the local community and station users with better interchange facilities, more cycle parking and a new riverside walk to Moormead.

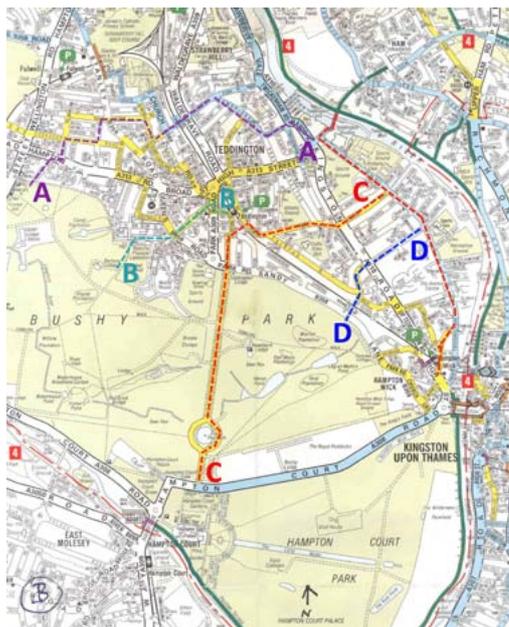
Solum is a partnership between Network Rail and Kier Property that was established to bring private investment into the rail network by generating funds from the development of under-used railway land. It has completed projects at Christchurch, Epsom, Haywards Heath and Walthamstow.



Cycle Liaison Group meeting: the Quietway

By Brian Holder

At the 31st January Cycle Liaison Group meeting, Teddingtonians had an opportunity to challenge the Quietway concept and present the case against the proposed High Street Cycle Quietway, which would cause the loss of at least 23 Residents' and Shoppers' parking spaces, and worse still, make quite unnecessary changes on the High Street rail bridge that would reduce pedestrian safety and create congestion. During the discussions, it became apparent that the Council's consultation processes were completely inadequate, due in the main, to the lack of a credible database of consultees, and the failure to make efforts to make direct contact with Teddington's residents and businesses on an individual basis.



It was made quite clear to the Quietway team that its proposals for the High Street were unacceptable, and would create considerable economic damage to our High Street businesses. We were told that response to the Borough's draft Cycle Strategy was very disappointing, with only 98 responses, 23 of whom were from TW11, 17 from TW1, and 16 from TW2. In contrast, responses to the Quietway consultation were in the several hundreds, with numerous emails and letters in addition to the electronic survey documents. This has made analysis quite difficult, so all the documents, emails, and electronic returns have been handed over to a specialist firm for detailed analysis - results may be available within 3/4 weeks.

So the good news is that no decision will be made for some time, and even better news, is that it is no longer the case that changes cannot be made because it is a TfL scheme - Councillor Buckwell made it clear that the High Street is the responsibility of Richmond, and the final decision will be made by Richmond. We support that situation as we believe that our case for minimum change to current layouts is not only unanswerable, it has universal support. I think that the Ham residents who were at the meeting were still quite keen on the Quietway, but eventually seemed to accept that the case for the Teddington section of the Quietway as proposed was very weak. On the other hand, the Richmond Cycling campaign representatives still want the Quietway as proposed, we obviously beg to differ.

Just a reminder about the facts, only about 5% of cyclists (about 200 per day) passing through and around Teddington arrive over the bridges from the Ham direction, and less than half of them go up the High Street, so it is ludicrous to turn Teddington's High Street upside down for with no measurable benefits for anyone - including cyclists. There is certainly no need for removing at least 23 residents' and shoppers' parking spaces, and even less justification for making any changes to the road layouts between Elmfield Avenue and Church Road, especially the removal of our ultra-safe staggered zebra crossing which makes crossing so much easier for the young and less mobile elderly, plus of course, families with pushchairs. There is more than ample spare capacity



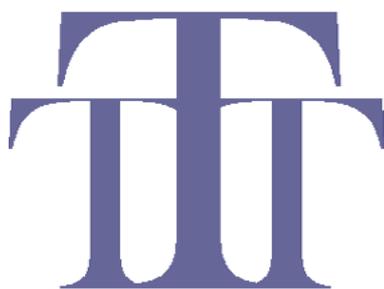
for cyclists over the rail bridge, as over 800,000 passed over the bridge in the 2011 Olympic Test Year, and an astonishing 1.1 million in the 2012 Olympic Year. As far as I am aware, without any accidents - I did ask the QW team for details any cycle accidents but was not given any. About 21,000 vehicles pass over the bridge each day - so can hardly be considered to be a genuine Quietway.

The only changes required are the three that have been requested by the Teddington Society for many years:-

1. Extension of the off road eastern cycle path down to Station Road
2. Extension of the off road western cycle path down to Church Road
3. Re-instatement of the Olympic/Tiger/mini-Holland cycle path across Park Road which provided a safe crossing to Broad Street parallel to the present zebra crossing.

There is also the long term objective of making the southern footbridge at Teddington Station fully accessible for cyclists so that the High Street rail bridge can be avoided altogether by everyone who wants to cycle to various parts of Bushy Park - if that is done, a proper fully functioning Quietway directly to Chestnut Avenue can be put in place .

Brian Holder, Leader Teddington Society Roads & Transport Group, 1st February 2017



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HAVE YOUR SAY

STEP BACK FROM TWICKENHAM RIVERSIDE

Teresa Read

At the Twickenham Leader's Question Time Cllr Lord True said towards the end of the meeting "we own the land" – referring to the disputed site on Twickenham Riverside. By "we" I am sure Lord True included all those present at the meeting as "council land" is registered in the name of the Mayor and the Burgesses.

The mayor is appointed every year but who are the burgesses? The burgesses are the citizens of the town and borough so that includes those of us who live here with full rights of citizenship.

With regard to Twickenham Riverside, parallel to the town centre, there has been controversy over the site for decades. Should its final fate be decided by the few or should the present administration listen to the thousands of burgesses who do not agree with their plans? Some might suggest that we are being asked to have our say on something that is clearly already decided; there is no chance to support an alternative.

Perhaps it is time that the councillors for the Richmond side of the river who make up the majority of the Council's Cabinet stepped back and listened to the burgesses of the local towns.

It is doubtful that this will happen; at a recent Cabinet meeting where a decision was made to go ahead with pre-planning and planning for this controversial riverside site, as well as other significant decisions, the Cabinet took around eighteen minutes to approve them all – it could appear to the observer that the vote had already been decided.

It seems that once a political party gains a majority there is no effective argument or opposition with important decisions in the hands of the few, ignoring the burgesses who look on from outside.

Also see Flatpack Democracy in Edition 10

COMMUNITY ARTS CENTRE or Twickenham's White Elephant?

Julie Hill

I can't remember what name was chosen for the new build "Arts Centre" in front of the Brewery Wharf development, but perhaps "The White Elephant" may be a fitting one?

The St James Group Deed of Agreement dated 4th March 2014 makes interesting reading – for those who can spare the time to wade through 153 pages of it...

Unsurprisingly, there are many S106 Agreements, which are basically clauses specifically to excuse away departures from planning policy.

As part of the planning agreement, St James Group was required to construct a community building. Quite why I do not know, as one would have thought that more genuinely affordable housing would have been preferable? We already have The Landmark Arts Centre whose main source of income generation is from letting out space and the expansion of Richmond College will see a cinema and many other facilities that can be hired by community groups.

I have no idea who came up with the specifications for the community building and the Council has been unsuccessful in finding anyone to manage and run the facility. Given the sheer size and scale of it and the fact that it has to generate some form of income and profit, it is no wonder people are not queuing up to rent space. A grand total of 23 car parking spaces has been allocated to the facility, so anyone hoping to hire a room for an event would have to ensure guests found alternative methods of travel.

The Council has been in talks with St Mary's University in Strawberry Hill and it seems that the University is willing to take over the management in return for use of the building – or most of it – for its students.

So basically, the grand vision of this bustling Arts Centre at the gateway to Twickenham is fading away and in reality, it will be nothing more than an off-site extension of the University.

All things Cuba this Valentines at Crusader Travel where they are having a Cuba Event to tie in with the Valentines Fayre in Church Street on the 11th. All package holiday bookings to Cuba made at this event or until the 14th of February will receive a discount of £50! Plus there will be Cuban Cocktails from Last Try Wines, experts from Cuba Holidays, plus a wide range of literature and other information on Cuba to inform and entice you!



CUBA

11 February 12 midday till 3pm
Crusader's Cuban Open House Party

BROCHURES CUBAN COCKTAILS EXPERT ADVICE
CUBAN COCKTAILS EXPERT ADVICE BROCHURES



[Click poster for more information](#)



Four local authorities acting together with Greenpeace were refused permission to get a full hearing of their legal challenge to the Government's 'preferred option' of Heathrow's third runway

The judge said that only a decision in favour of a 3rd runway could be challenged and that such a decision has not yet been made. The Government has only announced that a 3rd runway is its preferred option. It will not become Government policy until after Parliament has approved the National Policy Statement. Parliament is expected to be asked to vote on that statement late 2017/early 2018. That decision could be challenged in the courts.

But life goes on here in these shark infested waters. The next item on the Jaws agenda is night flights. Yes even more than there are at the moment!

Meeting on Night Flight Consultation

Thursday 9th February 7.30pm

Sugden Hall, Station Road, Teddington

(Next door to Christ Church and opposite Teddington Business Park)

The Department for Transport have formally released the Consultation into night flight scheduling for Heathrow covering the next 5 years. Once TAG have reviewed the consultation, we will provide details of our opinions on this consultation and TAG'S planned response. Please keep an eye on our website www.teddingtonactiongroup.com



The consultation can be found here.

www.gov.uk/government/consultations/night-flight-restrictions-at-gatwick-heathrow-and-stansted

COMMENT FROM ZAC GOLDSMITH ON HEATHROW RULING

Zac Goldsmith, the campaign spokesman for the following councils in the campaign - Richmond, Wandsworth, Windsor, Maidenhead and Hillingdon – commented that the decision was a technical decision on the process "... and has no bearing on the strength of the case against the Government and Heathrow. It means we will have to wait to demonstrate in court that a green light for Heathrow is irreconcilable with even our most basic obligations to tackle noise and air pollution. In effect, the decision has merely delayed the inevitable legal challenges which will stop the 3rd runway going ahead, and I hope that the Government will re-think before then to avoid wasting vast sums of public money on a project that will never get off the ground."

The Secrets to Keeping your New Year's Resolutions on Track



Health and Exercise Scientist at St Mary's Paul Hough has written his top tips for keeping your new year's resolutions on track. You can follow Paul on Twitter at [@the_hough](#)

Most people will recognise statistics such as 'only one in eight people actually maintain a New Year's resolution for an entire year' (Shapiro, et al. 2014). This is the case with health and fitness resolutions whether it be exercising more or improving diet, a new year's resolution rarely lasts beyond the end of January. One of the reasons for poor adherence to health and fitness resolutions is the 'all or nothing' approach.

Many people choose the 'all or nothing' approach, whereby they invest as much time, effort and (in some cases) expense in achieving their health/fitness goals. Recent diet programmes '[How to lose weight well](#)' (Channel 4) and '[Save money: good health](#)' (ITV) involved participants undertaking various diets to lose weight, which epitomises the 'all or nothing' approach. Both programmes demonstrated that the (insert name of diet here) indisputably works in the short-term. However, as with all lifestyle changes, the change is only as permanent as the behaviour i.e. the participants in those programmes lost weight through changing their diets, but they will put the weight back on (possibly even more than they lost) if they return to the behaviours that caused the weight gain in the first place (Fothergill et al., 2016).

Human behaviour is a complex and nuanced subject, which is why it is difficult to recommend a single behaviour change strategy for everyone. Most individuals who start a diet/exercise programme improve their health and fitness. However, maintaining the positive behaviours (e.g. regular exercise, good quality diet) permanently is more challenging. Nevertheless, there are strategies that can help people maintain their positive lifestyle behaviours:

Goals

Most people are aware of the importance of setting goals, but adopting some sort of strategy to achieve a goal can be beneficial. When I worked in the fitness industry, I was often surprised how many clients joined the gym in January without having any a specific goal for starting an exercise regimen. This is akin to going into a shop without having anything specific in mind to purchase. Whilst you might buy something you like, there is also the possibility you could buy something you didn't want/need, or not buy anything at all. The later possibility is the typical outcome of exercise programmes that have no goal... nothing.

One of the most recognised goal setting systems is the SMART strategy, which is designed to increase focus, motivation and resilience (Greaves et al., 2011). The acronym stands for: Specific, Measurable, Achievable, Relevant and Time Centred.

Example of applying the SMART principle

John (age 40, currently sedentary) has set a new year's resolution to 'improve fitness'.

Specific: The goal should be as specific as possible. John's goal to 'improve fitness' is admirable, but it lacks focus and is too ambiguous. Therefore, it is important to consider what type of fitness John would like to improve and also if this goal is dependent on achieving other goals, such as decreasing body fat. For example, if John cites that he would like to be able to walk up a flight of stairs without getting out of breath, then he needs to improve his cardiorespiratory fitness.

Measureable: Once a specific goal has been identified, an objective method or test to measure the goal should be identified. This enables the goal setter to regularly monitor his/her progress, which can enhance motivation. Ideally, the testing method should be reliable and objective. In the example above, John could time how long it takes him to walk a set distance (e.g. 1 mile). He could monitor this on a monthly basis to establish if he was able to walk the distance in less time than before, which would indicate an improvement in cardiorespiratory fitness.

Tests do not have to be complicated or involve expensive equipment. An individual with a goal to 'lose body fat' could, instead, set a goal to decrease waist circumference by 2 inches, as a decrease in waist circumference is a fairly reliable method to indicate a reduction in abdominal body fat. The individual could monitor progress by measuring his/her waist circumference on a monthly basis using a simple tape measure.

Achievable: It is important to set practical goals that you can realistically achieve. Many goals, particularly New Year resolutions are not achieved because they are impractical and/or unrealistic. It is important to ask yourself 'can I sustain this (diet, exercise regimen etc.) permanently?' If you are unsure, it is a good idea to reassess your goal. In the example above, John wants to improve his cardiorespiratory fitness. However, setting a goal

to exercise everyday might be difficult for him to achieve initially. Therefore, breaking the long-term goal into more manageable, short-term goals is wise.

Relevant: It is important to adopt behaviours that are relevant to your goal. In order for John to achieve his fitness goal, he needs to increase his levels of physical activity, particularly endurance type activities (e.g. walking, jogging, cycling etc.). A common reason why New Year's resolutions fail is because people have too many! In general, it is a good idea to focus on a minimal amount of behaviours to modify at one time until the behaviour becomes a habit.

Time Centred: A timeframe should be set to achieve and regularly monitor the goal (see measurable discussion above). For instance, John could set a 2 month time frame to achieve his goal and then modify the goal using the same SMART process.

Sharing

In addition to using the SMART framework above, sharing goals can also be an effective strategy for some individuals. For example, letting family and friends know about your goal can be motivating and may also encourage others to support you or even join you in the process. Indeed, trying to change habits independently can be difficult. For instance, if you wish to decrease sugar intake, it becomes more challenging if a partner or work colleague eats sweets and cakes in front of you!

Accept relapses

Positive behavioural habits can take a long time to achieve. Therefore, an occasional lapse is inevitable and should be accepted as part of the behaviour change process. It is important to remember that positive lifestyle changes, such as exercising and eating well, should be permanent changes, not just for January.

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