CHELSEA LOCALS























THE PLEASURE PRINCIPLE

In the mid-19th century Victorian Londoners flocked to Chelsea's riverside to enjoy the wonderful – and sometimes dubious – delights of Cremorne Pleasure Gardens

Cremorne Gardens is a small Thames-side park near the former Lots Road power station. Today's half-acre space is all that remains of an extraordinary – and by night infamous – 12-acre Victorian pleasure garden that was once described by an unhappy local as a 'nursery of every kind of vice.'

In the early 1800s the grounds of Viscount Cremorne's home, known as Chelsea Farm, extended from the Thames to the King's Road. After the Irish peer died in 1813 the estate passed through several hands until it was acquired by Thomas Bartlett Simpson, a wealthy coffee house owner. In 1845 Simpson sub-let to James Ellis, and he developed the land as a place of entertainment and spectacle.

The Pleasure Gardens rapidly became a mecca for Londoners of all classes, with many visitors arriving at Cremorne Pier on the threepenny steamer from the City,. For an entrance fee of one shilling, visitors could swap the capital's dingy, crowded streets for a manicured landscape of lawns, lakes and fountains.

The chief attraction for the crowds was the dazzling array of amusements on offer: these included a Crystal Grotto, a Marionette Theatre, a Hermit's Cave, a Bowling Saloon, a theatre hosting ballet, burlesque and opera, a circus, flower shows, exhibitions and weekly fireworks displays. In addition to these regular attractions there were special set-piece events, such as the 1851 Naval Fête, during which a steamer was blown up in a mock battle.

One of the biggest draws were the frequent displays of hot air ballooning. The Montgolfier brothers came to London to fly over Chelsea

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and a pub named the Balloon Tavern was opened within the Gardens (the premises is now the Lots Road pub). Most bizarrely, in June 1874 Vincent de Groof, known as *L'Homme Volant*, jumped from a balloon at 500 ft in a bat-like contraption of ropes, pulleys and silk wings. His intention was to flap/glide down to earth; sadly, the theory didn't work in practice and de Groof crashed onto Sydney Street and broke his neck.

While the conduct of daytime visitors caused few problems, once darkness fell it was a different story entirely. The Gardens attracted a disreputable audience, as this 1870 account records: 'This is the maddest place in London after ten o'clock in the evening Until that hour, the middle class of London citizens, shop-keepers, tradesmen, and clerks, and their wives and sweethearts have possession of the Gardens; but at that hour they leave the place, and from thence until one and two o'clock in the morning, Cremorne is in the possession of Lost Women and their male friends and abettors.'

Such behaviour inevitably lead to protests from Chelsea residents and, following a vigorous campaign, in 1877 the application for a renewed licence was refused and Cremorne Pleasure Gardens was closed. The site was subsequently sold for construction and, apart from the park, much of it is now covered by the World's End estate.

There is just one other reminder of this area of Chelsea's colourful past. The wrought-iron gates from the old Gardens were saved and re-instated at the entrance to the new park.



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KEEP IT LOCAL

Welcome to the Summer edition of Fulham Locals. The long holiday is fast approaching and, if you are still struggling with the perennial problem of how to keep children happily occupied, we have a timely suggestion...

Chelsea Fine Arts will once again be running weekly drawing and painting workshops for 8-18 year-olds at its studios in Chelsea Wharf and Ravenscourt Park (from 15 July to 23 August). No previous knowledge is required, students learn core techniques in a variety of different media and they can leave with their own framed artwork.

Also in this issue we catch up with Consultant Shoulder and Elbow Surgeon Nick Ferran, who practises at HCA Chelsea Outpatient Centre and at the Lister Hospital. Nick is one of the pioneers of awake surgery – in other words, only using regional anaesthesia for upper limb operations. He explains more about the advantages of remaining conscious throughout a procedure and reveals how many patients, even those who are initially apprehensive, are fascinated to watch him at work.

We welcome all feedback about the magazine and if you would like to be included in our Autumn issue, do get in touch.



Neil McKelvie, Editor

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IT'S ALL IN THE METHOD

Summer holiday drawing and painting classes that allow young people of all abilities to develop their artistic skills

Artist Stephanie Villalba believes that every child, whether they are naturally gifted or an absolute beginner, can learn to draw and paint if they follow a set teaching method and receive personal attention. One glance at the completed and 'in-progress' paintings around the light, airy studios at Chelsea Wharf proves that Stephanie's approach really does work.

Over the summer holidays the Chelsea Fine Arts team of experienced tutors will be running a series of workshops (15 July-23 August) for young people aged 8-18 at their two studios in Chelsea and Ravenscourt Park.

Chelsea Fine Arts' teaching method is founded on the belief that artistic talent is best developed once basic techniques have been learned. 'Without mastering core drawing skills, the ability to create will always be limited,' explains Stephanie. 'Our method is based on showing students how to work from observation. By focusing on tone and line, we encourage them to break down the way they view objects; from these building blocks, they can develop an original vision.'

The classes include a mix of ages with each student taught on an individual basis. All materials are provided (including reference books) and students can even have their work framed. The tutors have been trained by Stephanie to follow the teaching method and the still-life set-ups are composed to concentrate on a specific skill, such as perspective, composition or using complementary secondary and tertiary colours.

'We teach in a variety of mediums because each is relevant to a particular technique,' adds Stephanie. 'For example, charcoal, is excellent for encouraging students to see big shapes and bold tones and ink and pencil help identify textures and line work.'

Stephanie recommends taking a minimum of three to five sessions to make the most of the workshops. 'No previous experience is needed. Often students who come for a week knowing nothing are the ones who progress the fastest. It's wonderful to see their confidence grow and their pride when they leave with their own framed work of art.'

Chelsea Wharf Studio

10 Chelsea Wharf, 15 Lots Road, SW10 0QI

Ravenscourt Park Studio 275 King Street, W6 9QF

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COMMITTED TO CARING

The award-winning MyHealthcare clinic near the Broadway provides high quality, affordable and accessible medical and dentistry treatment

'We opened the first MyHealthcare Clinic in Wandsworth in 2014 and the second here in Fulham in 2018,' says Dr Akash Patel. 'Our philosophy has always been the same: to use state-of-the-art technology to provide the best private medical and dentistry care within a flexible appointment structure and at transparent, affordable prices. Also, we wanted to bring back the "traditional" friendly GP approach that enables patients to get to know their doctor or dentist.'

Akash is the Medical Director of the family-run business, which was named Best Private Healthcare Clinic in London at the 2019 Private Healthcare Awards. 'Our prime focus is on the core GP and dentistry services that people need on a regular basis. We have seven experienced GPs and two practice nurses and my colleague

Dr Theo Sioutis leads a team of eight dentists and three hygienists who cover all procedures from children's dentistry and orthodontics to mouth reconstruction with implants.

'On the GP side we offer general consultations, baby immunisations such as chicken pox which aren't available on the NHS, health screening, travel vaccines and blood tests. If specific advice or treatment is required, we have in-house consultants in disciplines from dermatology and gynaecology to paediatrics and psychology. These specialists take regular appointments here and they are part of the MyHealthcare family.'

Akash trained at Imperial College, worked as a junior doctor at St Mary's, Paddington and practiced as a GP in Brook Green. He is a firm believer in nurturing the doctor-patient

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relationship. 'That's why our appointments are for 20 minutes – that gives us time to understand each case. Patients know that they can always see me – they won't have to start from scratch every time – and they have my contact details and are welcome to ask follow-up questions. That applies to every practitioner.

'When it comes to appointments, we save enough slots in a day to accommodate patients who want to see someone there and then. We are open seven days a week (from 8am Monday to Friday and 10am Saturday and Sunday) with late evenings until 8pm Monday to Wednesday. It's all about convenience.'

A key element of the MyHealthcare ethos is a commitment to providing medical care at a fair price. Hence, in addition to pay-as-you-need treatments, the company has developed an unrivalled variety of excellent value membership plans for GP and/or dental services and for individual, family and corporate patients. In particular, great emphasis is placed on looking after families: for example, if two adults take a combined membership for GP and dentistry, two children are entitled to free care up to the age of 18.

'If there's one phrase that sums up what we do, it is continuity of care,' adds Akash. 'We like to create a bond with each patient and that allows us to talk to them informally. Often those discussions can make all the difference in how we choose to care for our patients.'

New patient offer: Book a GP appointment for £45 (usual cost £75 Monday to Friday and £85 at weekends) or a dental appointment for £25 (usual cost £75).

My Healthcare Clinic also offers:

* Paediatrics * Gynaecology * Dermatology * Podiatry * Psychology * Mother and baby care (fertility testing, pregnancy scans, antenatal and post-natal care, immunisations and infant feeding) * Travel clinic * Diagnostics (blood tests, ultrasound, genetic testing, dental x-ray, iTero and CT) * Occupational Health * Sexual Health clinic * Dental hygiene and cleaning * Orthodontics (including Invisalign) * Dental implants * Cosmetic dentistry

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A CLEAR VISION

Whether glasses or contacts, repairs or eye screening, the experienced team at Aristone Opticians are the local optical specialists

Not many of us choose our future profession based on a Saturday job, but that's what happened to Ritesh, owner of Aristone on North End Road. 'I started at my local High Street opticians when I was 16 years old. I was helping customers with frames and lens and enjoyed it so much that I began thinking about the optical industry as my career.'

Ritesh bought Aristone nine years ago. 'This building has been an opticians for 60 years, so we're part of the Chelsea and Fulham community! I did consider a new name, but when I heard people talking about "Aristone" rather than "the opticians" I thought why change it.

'We are a small team, we've all been here at least five years

and we're proud to be an independent family opticians. We have grandparents and children from the same families who come to us knowing that they'll see a familiar friendly face.'

Providing a personal service is key to Ritesh's approach. 'Of course, there are set processes to follow with every eye test. But we never know what issue will arise (we also carry out glaucoma and diabetic screening) or how a customer will respond. That's why we always tailor what we do to the individual.'

All Aristone glasses are made on site. 'We have a lab upstairs so we can offer a same-day service (that also applies to repairs); customers can come for an eye test and leave a few hours later with their new pair of glasses. We stock a huge choice of frames (over 800) split evenly between designer and non-designer makes.

'We also have a wide range of contact lenses. Most importantly, we take the time to sit down with customers and show them how to put the lens in and look after them properly – and we're always here to help if there are any problems.

'Whatever the service, I believe that if someone has a positive experience with us they will come back and recommend us to others.'

Aristone Opticians 356 North End Road, SW6 1LY 020 7385 9772 aristone.opticians@gmail.com www.aristoneopticians.com

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THE WIDE AWAKE CLUB

Shoulder and Elbow Consultant Nick Ferran is a passionate advocate of awake upper limb surgery

'It's an extraordinary experience. I was pain-free and fascinated by the process. I was aware of him doing it, but I couldn't feel anything.' Rikki Stein is describing an operation to repair his torn shoulder tendon performed by Consultant Shoulder and Elbow surgeon, Nick Ferran. The reason for Rikki's evident 'surprise' was that he was awake throughout the entire procedure.

'Many patients are a little nervous about awake surgery – that's only natural,' says Nick, who practises at HCA Chelsea Outpatient Centre. 'However, once I've reassured them that they won't feel pain – we use very effective ultrasound guided nerve blocks and extra sedation if required – and explained the benefits of remaining conscious, any anxiety is usually allayed.

I believe the road to recovery starts with a correct diagnosis. So, when the evidence suggests physiotherapy and injections will achieve results, I always try that route first.

'If, however, surgery is appropriate, then the advantages of staying awake are clear: it means avoiding the risks of a general anaesthetic – they are rare but significant – and, more

commonly, post-operative nausea. Also, the pain relief can last 24 hours, patients leave hospital faster and, in some cases, rehab can begin straight away.'

During the operation Nick explains exactly what he is doing and patients can watch on screen. 'There's no blood, so even those who are squeamish to begin with often start asking questions. Interestingly, I've found that awake patients have the confidence to crack on with rehab: they don't have to wait two weeks until their stitches come out to understand what I've done. They have a head start.'

While patients can choose to have a general anaesthetic if they wish, Nick now finds that most prefer the awake option. 'The best testament is that if they return for another surgical procedure, they actually ask for it.'

Nick describes his working methods on his youtube channel (tinyurl. com/ShoulderTube).

His specialities include:

- * Clavicle, elbow and shoulder fractures and degenerative conditions
- * Rotator cuff tears
- * Frozen shoulder
- * Ulna Nerve compression
- * Tennis and Golfer's Elbow

Nick Ferran @ Shoulder & Elbow London

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LOOK AND FEEL FABULOUS

New treatments, the latest equipment, a relaxing environment... Dr Hala delivers the best specialist aesthetic and beauty care

Dr Hala Mahfoud's successful health and beauty clinic is founded on a clearly defined treatment philosophy. 'We know that no two people are ever the same,' she says. 'That's why we always take the time to get to know each patient and then devise a bespoke approach that fits their specific needs.'

After studying medicine in Syria, Dr Hala came to the UK in 1997, working as a Consultant in Obstetrics, Gynaecology and Sexual Health for the NHS. She opened her clinic on New Kings Road in 2017 with the vision of building a doctor-led service that offered professional aesthetic and wellbeing treatments in a safe, comfortable environment.

Over the last two years Dr Hala has introduced a wide range of exciting new options – among them Mesosculpt, CO2 laser resurfacing and Aquagold micro-needling – and, in the process, invested in the latest

medical equipment. 'The scope of our facilities means that we're able to tailor how we work according to every patient's age, the nature of their condition and their budget – and we can do it all under one roof.'

Dr Hala herself conducts all the new Mesosculpt treatments. 'It's a very effective way of reducing facial fat pockets, for example under the eye, around the cheeks or below the chin,' she explains. 'A series of precise, painless injections target the problem area; the result is that loose skin is tightened and the face becomes more clearly defined.

'CO2 laser re-surfacing and Aquagold micro-needling are also proving popular with our clients. Aquagold is a minimally invasive anti-ageing and skin rejuvenation procedure and laser re-surfacing is perfect for acne scars, sun damage, blemishes and wrinkles. Lasers burn off the top layers of the

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skin in a completely controlled way and the natural healing response of tissue regeneration and collagen formation ensures that old damaged cells are replaced with healthy, glowing skin.'

Dr Hala is particularly proud to be one of the few gynaecologists in the UK with a Femi-Lift laser machine. It stimulates the production of collagen, the protein responsible for skin elasticity. 'Post-birth, many ladies leak when they exercise, sneeze or cough,' she explains. 'The Femi-Lift provides non-surgical relief from stress urinary incontinence and it also alleviates vaginal dryness and pain during sex.

'We also have two Harmony lasers: the XL Pro lifts and refreshes skin and is ideal for treating hyper-pigmentation and vascular lesions and mole and tattoo removal and the Soprano ICE Platinum laser has revolutionised hair removal – it is fast, safe, pain-free and suitable for all skin types.'

Warm and welcoming, Dr Hala epitomises the friendly approach of her team of therapists: she sees every new client for their initial free consultation and has a delightfully reassuring manner. 'We're proud of what we do and we want to achieve the best outcome every time.'

Treatments include:

- * Carboxytherapy: combat cellulite, under-eye circles and stretch marks
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- * FibroBlast: lift sagging skin and smooth smoking lines
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- * Skin lesion removal: warts, moles, skin tags and tattoos
- * Vitamin IV infusion: improve energy levels through plasma injections
- *** LPG Endermologie:** tighten skin, target fat and beat cellulite with natural stimulation

Dr Hala Health and Beauty Clinic

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THE HOME FRONT

Planning a move? Harry Yianni and the team at May & Co have the experience to help you...

'The best part of my job is meeting so many interesting people,' says Harry Yianni, Sales and Lettings Director of May & Co. 'Having worked in Chelsea since 2004, I've been able to help the same clients at different points in their property-buying cycle – from lettings to buying a first flat to moving into a family home.

'It's all about building a long-term relationship. That epitomises our philosophy: if customers have a positive experience with us they will come back in the knowledge that they'll see a familiar face. That trust is very important.'

May & Co has a proud heritage in the Chelsea property market. The company was founded in 1920 and Harry, who has over 20 years industry experience, joined his brother John when he acquired the business 15 years ago. No one knows the local housing stock better. 'When it comes to valuations for both sale and rental, I believe in being realistic,' explains Harry.

'Over the years I've seen many examples of clients being promised the moon and the stars to secure an instruction. We only quote figures that we can achieve. That integrity pays dividends in the long run.'

May & Co provides a full lettings management service – drawing up tenancy agreements, checking references, collecting rent and attending to repairs — and Harry also buys and sells at auction on behalf of clients. 'Those properties tend to be ones on a short lease or which need to be sold quickly. Also, we are often recommended to handle probate valuations. That requires a more thorough property description, including details of the surrounding area and similar properties.'

If anyone is qualified to assess the current market it is Harry. 'Inevitably, many people are waiting to see what happens with Brexit. However, there are still good buyers and tenants out there. The fact that Chelsea is such a desirable area has kept values more buoyant.

'We're fortunate that many clients come to us through word-of-mouth recommendation. If you're thinking of buying, selling or letting we will provide a friendly, personal service that gets results.'



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BUILDING FOR THE FUTURE

Whitehall Construction has the expertise to take any project from design to completion

Annie Leyland and her husband recently completed a major re-building project on their semi-detached house. They chose Jason Wilkinson of West London company Whitehall Construction as their contractor. Here Annie recalls the experience of working with Jason's team.

'Jason had told us the work would take four months. On the very first day on site we joked that we had prepared for four to six months. He turned to us and replied: "I said four months – and that's what it will be." And indeed it was. In fact, without Christmas, we'd have finished ahead of schedule.

'Having lived in our home for five years, we wanted to add a front extension and completely re-configure the ground floor. We'd noticed that Jason was working on a big house nearby with which we were familiar — he was converting it into two smaller properties — and we were impressed with the quality of the build. We met and liked him; he was calm, totally professional and straight down the line.

Jason project-managed the job. When an issue came up with the structural engineer, he sorted it out. He was on site every day to make sure there were no blips, he gave us a detailed week-by-week plan of what would happen and when and no question we asked was ever too stupid. We knew where we stood the whole time.

'Jason's team reflected his approach. They were on fire – I called them the Red Bull team of builders – and there was no sitting around. I actually missed them when they'd left – how often can you say that about builders? I would recommend Whitehall Construction to anyone.'



Whitehall Construction 07971 418857 jason@whitehall-construction.co.uk www.whitehall-construction.co.uk

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RED CARPET SERVICE

Investing in new carpets or flooring? Whatever the style, texture or budget, the Carpetstore will help you achieve the look you want

Just like most businesses, fashions come and go in carpets and flooring. Few people are better able to spot and respond to the latest trends than brothers Clay and Joe Miller, who have been running the Carpetstore for the last 25 years.

'Recently, we've noticed more demand for carpets with the look and feel of silk,' explains Clay. 'At the same time, the hard-wearing, natural look remains very popular. Whatever the style, we guarantee that all our carpets have been moth-proofed. We use a treatment that puts a chemical on the yarn as it is spun – that works well.'

Customers at the Carpetstore are spoilt for choice. Clay and Joe have a huge selection of contemporary and classic designs for all tastes and budgets as well as made-tomeasure bespoke rugs and a wide range of vinyl, tile and laminate flooring. Of course, customers are welcome to take samples home to check how the colours and hues work with their domestic lighting and decor.

'At the moment, we have new designs in 100% natural Sisal and a large selection of room-size remnants at half normal price,' says Clay.

'We can make stair runners to order with different edges, either bound in cotton herringbone tape or with edges whipped the same colour as the carpet, and we also supply extra-heavy commercial wear carpets for communal stairs and landings.'

Come summer, the Carpetstore also stocks artificial grass. 'As soon as the weather improves, people ask us for it,' smiles Clay. 'We have different qualities and thicknesses – from 20mm to luxury 40mm pile height – and at least the grass doesn't attract moths!'

With their own skilled teams of fitters, the Carpetstore will take up and remove existing carpets, lay hardboard, ply and latex sub-floors and trim doors. Whether you know an Axminster from a shagpile, man-made fibres from wool, you'll receive excellent personal service and no-nonsense advice.

The Carpetstore 156 Goldhawk Road, W12 8HJ

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