

CREATING A CLEARER VIEW OF DUNSTABLE

focussed on Dunstable



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- Anti-Bullying: Angel of Strength
- Mothers Day
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- Scouts: Big Jumble Sale

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Welcome

To our second issue of Focussed on Dunstable magazine. We hope you are all now fully recovered from the Christmas and New Year celebrations and ready for a fantastic 2018.

There are exciting times ahead for Dunstable with the magnificent news of the regeneration of the High Street, Leisure Centre and Library along with the Market Town project, improving street cleanliness, lighting, Priory House, improving the entrance at Priory Gardens and signage throughout the town. We work with Dunstable Council to bring to you the latest information about the town, including businesses, public facilities and all things great about Dunstable.

We would love to hear from you, not just through our competitions and vouchers, but through the spoken word. We want stories about local talent in Dunstable for our new feature 'Focussed on Local Talent'. Whether you're an artist, DJ, presenter, charity worker, entrepreneur, singer, comedian, poet, presenter, entertainer or have any other talent. Then get in touch via inbox [Facebook.com/focussed.on.no1](https://www.facebook.com/focussed.on.no1) or email craig.barber@focussedpublications.co.uk with your suggestion, short story and picture of the said person. We will select 4 different people who will have a write up in the Focussed Magazine, with a new 4 selected for the next issue.

We are looking forward to being able to expose some of the towns gems, so make sure you get your entry in and you may be featured in the next magazine.

If you are a business looking to get full exposure across Dunstable via magazine advert, magazine voucher, social media posts daily, App listing, App voucher, L&D Radio advert played over 1000 times... ALL IN ONE HIT like no other campaign before, then please do get in touch or check out our website at www.focussedmarketing.com.

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Editor & Designer

Craig Barber



CROSSWORD ANSWERS	SUDOKU ANSWERS	SEARCH-WORD ANSWERS
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A: This is the only number that includes all the digits arranged in alphabetical order.
 B: The third room, because lions starving for years would be long dead!
 C: The letter 'M'

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BLOOD DONATION

Firefighter whose life was saved by blood after crash opens new donation partnership at Dunstable Community Fire Station

Dunstable is now the 28th fire station across the country that has passed an assessment to host life-saving blood donation sessions. NHS Blood and Transplant Chief Executive Ian Trenholm came to this first donation session at Dunstable Community Fire Station.

In 2017, Bedfordshire Firefighter Jason Hollamby was involved in a serious road traffic collision resulting in a traumatic amputation. He was taken by air ambulance to Coventry University Hospital. In the air ambulance, the medics worked hard to keep Jason alive, receiving 51 units of universal O negative blood. Once arriving at the hospital Jason received a further 12 units of blood during emergency surgery totalling 63 units of blood.

Jason was placed into an induced coma for two days followed by being on life support for two weeks, during which he underwent seven operations. Jason is now on the road to recovery, receiving physio and adapting to life with a prosthetic leg and a wheelchair.

Jason said: "Having worked for the fire service for 29 years, and seen a number of road collisions I didn't think I would make it out alive. I owe my life to the loyal blood donors whose generosity ensured that blood was available in the air ambulance and during surgery.

My father had always donated blood and I did for many years but stopped over time as I started getting more tattoos. I now hope to encourage others to donate, as you never know when you or a member of your family will require it."

Chief Fire Officer, Paul Fuller, CBE said: "The experience of one of our own Firefighters brings in to stark relief the vital need for blood donations."

The arrangement of providing fire stations for blood donation sessions is one way in which we are meeting our ambition to place our fire stations at the heart of the communities they serve. We hope it will result in the community seizing this opportunity on their doorstep.

"The Service shares a common goal with NHSBT – to save lives and we're delighted that our station can be used to help donors save lives and we intend more donor sessions to be announced in the coming months."

Ian Trenholm, Chief Executive of NHS Blood and Transplant, said: "We are really pleased to be working with Bedfordshire Fire and Rescue Service to create a new place to give blood. Dunstable Fire Station is opening its doors to us to enable local people to donate easily. This new, free venue helps keep costs as low as possible for the wider NHS.

Our life saving donors give their time and their donations for free. We are seeking partners who will do the same, and let us use their venues at no cost. Most people don't realise that every year we spend around £4m on venue hire for blood donation sessions, equivalent to a few pounds on every donation.

Each blood donation session has a potential to save around 300 lives and we look forward to seeing new and regular donors at our next session in Dunstable Community Fire Station.

We always welcome new donors and we particularly need more black blood donors. For multi-transfused patients to get the best treatment, they need blood which is as closely matched to their ethnicity as possible. However, currently only 1% of blood donors in England are black."

If you would like to give blood, please visit:

www.blood.co.uk/ or call

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to make an appointment.





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Anti-bullying Campaigner

TALK, TALK, TALK!

Big Dave says...

- **Talk, talk talk**
- **Be Strong**
- **Never Say Can't**



How you can help if a child tells you they are being bullied!

Always get a teacher if you are unsure what to do.

Talk to the child to hear what is actually happening to them. Refer the bullying to the school council which will discuss it at their meeting. Talk to the bully to hear their side of the story, sometimes things are not always what they seem.

Watch the children carefully to see what is actually happening.

Find the child another friend so they are not alone.

Ask the teacher in that child's class if they talk about bullying during PSHE lessons. Make sure the teacher knows the child is worried.

Encourage the child to put their worries in to bully box so they can be discussed by other children and staff.

Ask teachers to display posters that discourage bullying around the school.

Make sure that any worries about bullying are taken seriously.

'Big' Dave was the World's Strongest Man at under 16 stone and the only man to have pulled a Concorde.

For more information contact:
07979 360494



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Saturday 14 July | Life style and Craft

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Saturday 11 August | Children's Market

Goodies and more for the little ones

Saturday 8 September | Charity Day

Supporting charity's and information

Saturday 13 October | Street Food

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Saturday 10 November | Mystic Treats

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Saturday 8 December | Christmas Magic

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Money Saving Opportunities:

Most of us are probably looking at ways to shave costs, and if you regularly shop online, cashback websites are worth investigating as they can provide an easy way to save money on purchases. Some offer the opportunity to use a cashback card in the actual stores themselves.

These sites pay you a cash reward when you click through them to shop at specific online retailers. The rewards on offer – which can be a fixed sum or a percentage of the price – could add up to hundreds of pounds a year for consumers who do a lot of online shopping and buy high-reward items such as insurance policies, holidays and mobile phone contracts.

There are many opportunities though from other online stores that will often advertise the products online at below the shop cost due to reduced overheads and as a means to tempt shoppers to buy online. For the savvy shopper you could look online at the products advertised and then visit the retail

shop to confirm the product is what you want before you buy. Speak to the shop manager at the time, who may be able to meet the online price advertised and you get the best of both worlds.

Using the vouchers in the App and in the magazine there are opportunities to save on your utility bills, shopping bills with money savings from all types of companies and businesses in the Dunstable area.

Included are promotional and special offers from local and high street name retail stores, offering savings on a whole range of products and services for domestic and business customers.

Focussed offers the local businesses a multi platformed advertising campaign covering 4 media platforms, PRINT, APP, RADIO & ONLINE to reach out to their customers and by offering money saving vouchers and coupons we can give back to Dunstable's community.

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5th Dunstable Scout Group JUMBLE SALE

SATURDAY 24TH FEB 2018

OPENS 1:30PM

Like all Scout Groups, the 5th Dunstable exists to extend opportunities to the young people of the area, to participate in activities that might not otherwise be available to them, and to build a foundation of good citizenship, teamwork, and respect for others.

Although all of our leaders are volunteers, running the Group still costs a considerable amount of money, and we like to supplement our members' subscriptions with fundraising activities, to ensure we can extend our activities even to financially challenged families.

So, once a year, the 5th Dunstable Scout Group runs a massive Jumble Sale, in the Methodist Church Halls (opposite Wilkinsons) in Dunstable Town Centre. This year's event will be on Saturday, 24th February, starting at 1:30 pm.

If you don't know about Jumble Sales (they have rather fallen out of fashion recently), then they are a great place to find really cheap items of all sorts – clothing, shoes, linens, toys and games, books, audio and video, kitchenware, tools, pictures and mirrors, jewellery, and even things like bikes and small pieces of furniture.

There's an **entry fee of 50p**, but you can easily make that back in your first purchase.

Find out more about our Scout Group and further information about the sale by visiting our website at www.5thdunstablescouts.org.uk



W: 5thdunstablescouts.org.uk

E: webmaster@5thdunstablescouts.org.uk

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to fight against it

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Bedfordshire Police has a
new unit dedicated to
investigating cyber crime
- the Cyber Hub

Call **101** to report crime or visit
www.bedfordshire.police.uk
for information on cyber security



We all think about our personal safety out on the streets, **but what about online?**

- Use strong passwords, change them regularly and keep them secret
A mix of upper and lower case, with a length of 9 or 10 characters is recommended. Don't use words which can be guessed, such as your football team or pet's name. Always use a different password for each online account.
- Ensure your mobile devices are PIN- or fingerprint-protected
Keep devices with you at all times and don't give access to anyone you don't know.
- Use up to date anti-virus anti-malware software on all devices
Remember that smartphones and tablets can be compromised as much as computers. Install updates immediately - not later!
- Use 3G or 4G networks instead of potentially insecure free WiFi
Don't use hotspots in cafes or hotels for anything confidential, they may be insecure. Turn off your home WiFi at home for an hour at least once a week.
- Your personal details are just that, so don't share too much online
You wouldn't give a stranger your bank details, so don't give them freely online. Be careful about who you share pictures and details like your name and address with, too.
- Never transfer cash to someone you don't know
Only buy goods, services, tickets, travel and holidays from reputable sources, and buy with credit card as it offers the greatest protection from scam purchases.
- Be vigilant against spam emails and avoid opening suspicious links
Fake emails and calls are a way for fraudsters to approach victims. Don't open messages which aren't 100% trustworthy. Dispose of confidential waste securely.

Call **101** to report crime or visit
www.bedfordshire.police.uk for information on cyber security



35
YEARS
CELEBRATING



HEARING DOGS for Deaf People

Charity on the search for local dog-lovers

Hearing Dogs for Deaf People - the sole organisation which trains clever dogs to alert deaf people to important sounds - is actively recruiting dog lovers who would like to take care of their adorable puppies and dogs in Bedfordshire.

Volunteers should be over 18, have enough time to care for and socialise a puppy on a daily basis, own a car and have access to a secure garden. Puppy socialising volunteers receive full support from Hearing Dogs, as well as regular home visits and puppy training classes.

To find out more about volunteer dog training opportunities, please contact the volunteering team:
volunteer@hearingdogs.org.uk,
01844 348122 or visit
www.hearingdogs.org.uk/volunteer

Joanne Ellam, local Puppy Training Instructor says: *"If you live in Bedfordshire and are looking for a new challenge, then why not give something back and meet some loveable life-changing puppies along the way? As long as you have a car, a secure, private garden, and enough time on a daily basis to train a puppy, then we would absolutely love to hear from you. You really can make such an enormous difference."*



Dog lovers wanted!



We are looking for local dog lovers to look after our gorgeous puppies and dogs in their own home.

Do you have:

- A house with a secure garden?
- Plenty of time to spare?
- A love of dogs?

If so, please get in touch to find out how you could help change lives, provide a dog with a loving home and meet lots of friendly, like-minded people along the way.

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07813 983272
Any service provided
EXPIRES: 30/4/2018

10% OFF 
ADVERTISING
On all our advertising packages across Magazine - Radio - App - Social Media
07710 569142
EXPIRES: 30/4/2018

£15 OFF RADIO EXPERIENCE 
HOPSEDIA • 1134AM • ONLINE
01582 582313
Normally £50 - Be a DJ on your favourite show and learn how it works
EXPIRES: 30/4/2018

10% OFF 
Branded Products -
Get your company noticed
07710 569142
EXPIRES: 30/4/2018

Brought to you by **focussed**

THE ABOVE VOUCHERS ARE ALSO FOUND IN THE FREE 'FOCUSSED ON DUNSTABLE' APP

IN THE APP:

- MAGAZINE EDITORIALS
- MAGAZINE ADVERTISERS
- COMPETITIONS
- LOCAL BUSINESS DIRECTORY
- COUNCIL DIRECTORY
- LISTEN TO L&D RADIO LIVE
- MONEY SAVING VOUCHERS
- LOYALTY CARDS
- SURVEYS
- ONLINE SHOPPING OFFERS
- FIND MY PET
- LOST N FOUND
- WEATHER

FOCUSSED ON DUNSTABLE APP FREE DOWNLOAD
WWW.FOCUSSEDMARKETING.COM




Join Me

Open your
to volunteering

I have a paid job but volunteer at my local Keech Hospice Care shop, too. It's not like work - it's a little family and I've made great friends. Use that little bit of spare time you have and Join Me!
Kitty



Volunteer today at your local Keech charity shop!

www.keech.org.uk/joinme



Visit your local shop or call
01582 707955

STOP

THINK

TALK

PROTECT

TIPS TO STAY SAFE FROM SCAMMERS ON THE PHONE

Are you expecting this phone call?

YES → Continue the conversation but stay sceptical

NO → End the conversation

Are they asking for your personal information (date of birth, bank details) when you did not expect this?

YES → End the conversation - never give personal information if you're unsure - call your bank or the organisation they claim to be from to check. Wait at least 3 mins for the call to end

NO → Continue the conversation if you still know the purpose but **DO NOT** give more personal information than expected. **NEVER** give away your bank PIN

If you are unsure - call your bank or the organisation they claimed to be from to check. Talk to family/friends about what has happened

If you have given away any information then call your bank and Action Fraud to report it

IMPORTANT CONTACTS: In an emergency call 999 or for general enquiries 101. To report a crime: Action Fraud - 0300 123 2040. Visit getsafeonline.org for advice and register for the telephone preference to opt out of cold calls: 0845 070 0707

BEDFORDSHIRE POLICE
Protecting People and Fighting Crime

HELPING YOU MAGNIFY YOUR SALES

focussed on Dunstable

MAKE AN IMPACT ACROSS PRINT, APPS, AIRWAVES & ONLINE!!

ISSUE 3: APRIL/MAY/JUNE
BOOKING/COPY DEADLINE - WEDNESDAY 7TH MARCH 2018

Reach out to 17,500+ homes in Dunstable

- Magazine Advert
- Magazine Voucher
- App listing & Advert
- App Voucher
- L&D Radio Advert - 1,080 plays
- Social Media posts - 360 posts/shares
- Appear on Focussed website permanently
- Free Design on your 1st issue

Craig: 07710 569 142 || Michelle: 07547 174 015
craig.barber@focussedpublications.co.uk
www.focussedmarketing.com

L&D Radio Package



Luton & Dunstable Hospital & AM Station. is a UK registered charity (No.282934). The radio station is broadcasting 24 hours a day, 365 days of the year to patients and staff at the Luton & Dunstable Hospital. You can hear us on your Hospedia bedside unit or tune to 1134 AM (1134kHz on Medium Wave band).

£499 per 3 month issue
Thats £166.33 per month!
NOW THATS A MASSIVE BANG FOR YOUR BUCK!

Why choose radio advertising?

- Radio provides excellent value for money and raises your company profile quicker than any other advertising medium.
 - It's available in homes, cars, shops and workplaces.
 - It's there 24 hours a day and unlike newspapers listeners can be doing other things while listening to your ad! They can't turn off their ears!
- Research shows that radio, along with cinema has the lowest level of advertising avoidance – people rarely switch stations, and are available to listen to any message that is relevant, creative, intriguing etc. This is a great opportunity for advertisers who want to reach out to new customers, or to tell existing customers something they didn't know. (Source: RAB)
- Radio provides the strongest memory retention of a brand or company as your message will be heard over and over again.
 - Radio is a friend

Listeners use radio for emotional reasons – to keep their spirits up, to stop themselves from feeling bored in a car or isolated while doing daily chores. This leads to them seeing radio as a kind of friend, and this is a valuable context for an advertiser to appear in. It is even more powerful when advertising extends through into branded content – sponsorships & promotions. When a radio station presenter talks about "our friends at Company X", the listener is hearing about a friend of a friend – this has a strong effect on bringing a brand closer. (Source: RAB)



PRINT ONLINE APPS & AIRWAVES

The complete package

GOLD PACKAGE

£499

NORMALLY £760

Includes:

- 1 - FULL PAGE MAGAZINE ADVERT (3 Months £250)
- 2 - SOCIAL MEDIA ADVERT PRODUCED & SHARED ON FOCUSED SOCIAL MEDIA NETWORKS FOR 3 MONTHS - 4 Shares per day = 360 shares (3 x £50 per month = £150)
- 3 - APP LISTING ON FOCUSED APP (2 YEARS) (£50 Per listing = £50.00 = £2.08 per month)
- 4 - VOUCHER WITHIN MAGAZINE & APP (£95.00 Per Issue = £31.67 per month)
- 5 - FREE ADVERT DESIGN & SOCIAL MEDIA POSTS DESIGNED (Normally £50)
- 6 - L&D RADIO ADVERT - THREE MONTHS (NORMALLY £165)

**30 word advert - played 6 times through the day
and 6 times through the night**

THATS 360 PLAYS IN ONE MONTH!!!

TOTALLING 1,080 PLAYS IN THE PACKAGE!!!

You only buy the Gold Package ONCE!!

We then strip the price back to the below to continue advertising with us with the exact package above, just cheaper.

CONTINUATION PACKAGES

DIAMOND PACKAGE - FULL PAGE £399

RUBY PACKAGE - HALF PAGE £299



SHAMBLES

BIG & BAND

CHIQUÉ 2 CHIQUÉ



BIG BAND SOUND



POP/FUNK DUO

LIVE & DANCIN'

SATURDAY MARCH 3



Tickets available from the L&D Social Club, or call:

L&D Radio
01582 582313

L&D Ticket Line
07513 084993

Doors open at 6.45pm • Performance starts at 7.30pm

Licensed bar

L&D Social Club, Calnwood Road, Luton

All monies raised go to Luton and Dunstable Hospital Radio • Charity number 282934



www.ldhr.co.uk

Making your day with your favourite music

L&D Radio

01582 582313



WE ARE LOOKING FOR VOLUNTEERS

To get involved with all
aspects of the station



L&DRadio

Listen live on
www.ldhr.co.uk
or
1134kHz AM

Contact us on
01582 582313
or
Text 07766 404142

Type LDRadio [Space] Message
or
Info@ldhr.co.uk
Registered Charity No. 282934

Visit our Webshop
www.ldhr.co.uk

For
High Street Names @
Internet Prices

Radio for the community

focussed on **PRODUCTS**

This handy and compact heater is perfect for those times when you're feeling cold at your desk. With a USB charger for convenience, it sits on your desktop, doesn't take up too much room, and provides much needed heat and warmth.

- Wattage 250W
- Heat output 250W
- Thermostatic control
- Number of heat settings 1
- Safety cut out system
- Dimensions 164 x 120 x 121mm
- Guarantee 1 year



Available at
www.energysmart.solutions

This RF Wireless Thermostat can be used to control individual areas, designed to be used with portable heating appliances.

An Aesthetically designed unit to compliment any room in your home or greenhouse. It will automatically turn On/Off heating appliance as the ambient temperature changes. Unlike ordinary single unit design thermostats, this unit is a new type of thermostat separating the thermostat function into two units. The Remote Controller serves as a user interface and temperature sensing/controller. You can put the Remote Controller in your required room and can read/control the temperature of the living area / comfort zone while the Receiver is situated besides the heating appliance up to 3Kw.

See more devices like these at www.energysmart.solutions



www.focussedmarketing.com focussed Products

ADD YOUR LOGO TO ANY PRODUCT

We offer a wide range of products for you to print your logo onto. Download the app today from Google Play, iTunes and Windows to check the range and prices out.

Visit our new website or call for specific requirements
www.focussedmarketing.com

Give us a call today to
Craig Barber on:
07710 569142



POP'S Brain Busting Quizzes

SUDOKU

	9	4	8					
5	7			9				
6			1			5		2
			7					
	5	9					7	
								8
		7	2	6				1
		7						
8							9	

SEARCH-WORD

This puzzle is a combination wordsearch and crossword. There are no clues or two-letter words. Just reveal the hidden words by blocking out the incorrect letters. The completed pattern will be symmetrical. Use this fact to help you decide which letters to leave in which ones to leave out.

P	A	S	S	W	O	R	D	G	B	A	T	T	L	E
A	M	U	V	E	L	E	J	A	H	B	B	E	C	L
R	E	S	I	L	I	E	N	T	R	D	E	N	S	E
S	V	P	M	F	N	L	B	H	V	O	G	S	D	C
N	J	E	V	A	D	E	K	L	A	M	B	E	N	T
I	M	C	F	R	V	D	W	E	Z	E	M	V	R	E
P	O	T	T	E	R	Z	S	T	A	N	D	A	R	D
V	Q	E	W	G	J	M	B	E	L	K	J	C	M	N
E	N	D	O	R	S	E	D	B	D	A	N	C	E	S
A	M	N	D	I	X	A	V	S	Q	T	W	O	C	U
S	T	E	T	S	O	N	B	T	U	T	O	R	W	P
T	X	A	V	O	Z	I	P	E	Y	R	T	D	G	R
E	I	G	H	T	G	N	A	R	R	A	T	I	V	E
R	V	E	W	T	Q	G	H	E	K	C	G	O	H	M
N	A	R	R	O	W	H	C	O	N	T	I	N	U	E

Each letter in this puzzle is represented by a number 1-26. Can you crack the code and solve the crossword? Every letter of the alphabet is used at least once. Three letters are already in place to get you started.

	8	4	23	3	22		20	14	12	9	11	
11		14			22				4			20
20	25	3		12	22	3	10	6	5	20	4	14
4		2		22		11		24		8		6
14	12	22	8	13		11	17	26	26	4	2	6
9			6		19		5		5			11
	25	4	19	4	25		26	17	11	4	21	
23		7		5		5		10				26
4	7	18	12	7	2	6		6	24	26	5	4
5		12		17		22		5		3		12
2	6	22	12	15	14	6	8	26		26	3	22
6		8				1				14		26
	20	26	4	14	14		16	12	6	6	22	

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26

CODE CRACKER

Brain Teasers:

- A:** The number 8,549,176,320 is a unique number. What is so special about it?
- B:** A man condemned to death has the option of picking one of the mentioned three rooms. The first room is a furnace filled with flames. The second has armed men with loaded guns, while the third has lions starving for years. Which one should the man choose?
- C:** What occurs once in every minute, twice in every moment, yet never in a thousand years?

FocussedCOMPETITION

CEDALION MEDIA PROUDLY PRESENT THIS ★★★★★ RATED PRANK SHOW

JAMES HAS A GREAT STYLE TO WHAT HE DOES PAUL DANIELS

JAMES HAS A REAL CHEEKY CHARM ★★★★★ RADIOTIMES

YOU ARE REALLY GOOD, THAT WAS INCREDIBLE, MAYBE MAGIC DOES EXIST SIMON COWELL

THIS GUY'S A LEGEND ★★★★★ THE SUN NEWSPAPER

YOU PUT THE REST OF US TO SHAME DERREN BROWN

JAMES WAS EXTRAORDINARY! AMANDA HOLDEN

I'VE NEVER HEARD OF HIM DYNAMO

YOU'RE A REALLY FUNNY DUDE & A REAL CHARMER JIMMY OSMOND

JAMES PHELAN
TRICKSTER
THE 2017 LIVE TOUR

WIN: 2 tickets to James Phelan on Sat 12 May 2018 at 7.30pm

QUESTION:
Who are Focussed Publications radio partners covering Luton & Dunstable?



Simply send the correct answer to:
competitions@focussedpublications.co.uk
or inbox us via our Facebook page
please visit www.grovetheatre.co.uk
for details of the performance

COMPETITION CLOSING ON 31ST APRIL 2018



Solid Stone Paving

Driveway & Landscaping Specialists

Free Estimates - All work guaranteed - No deposits - 14 Day Cooling off period

BLOCK PAVING

PEA SHINGLE

GRAVELLING

**TARMACADAM
(RED & BLACK)**

SLAB LAYING

CRAZY PAVING

FENCING & TURFING

**CLEANING & REPAIRING
OLD DRIVEWAYS & PATIOS**

LANDSCAPING

HOME IMPROVEMENTS



In accordance with your statutory rights, you are entitled to a 14 day cooling off period, regarding any agreed contract

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