

MAGAZINE

ISSUE NO. 9 SPRING

It's for you!



**MARKETING YOUR
ART : ART CHALLENGES**

**FEATURED ARTIST
DEBBIE KNIGHT**

ELENA STOGNEVA: INSIGHT

WWW.HVAF.ORG.UK



IN THIS ISSUE...

It's worth a look! This issue of our magazine covers many topics including a review of our recent Big Makers Fair, plus you can find out about two fabulous artists Debbie Knight and Elena Stogneva, and we welcome our new Area Coordinator for St Albans. Lots of details in this issue, including:

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WHO CAN JOIN HERTS VISUAL ARTS?

We welcome all artists and makers living and/or working in or near Hertfordshire. Our Members include Sculptors, Painters, Glass Artists, Fine Artists, Photographers, Textile Artists and many, many more creatives – from those just starting on their art journey to professional artists who have been creating for many years.

We provide a safe space where members can create and grow, share their work and get to know other Members – with no minimum requirements.

5 GREAT REASONS TO BE A MEMBER

1. NETWORK AND COLLABORATE
2. MEMBER-ONLY EVENTS
3. NEWSLETTERS
4. OUR WEBSITE
5. SOCIAL MEDIA



FIND OUT MORE:

WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS



MEMBER EVENTS

March - June

Here is a handy glimpse of what to expect over the next few months. As the year unfolds, more information will become available on our website.

5th - 8th May
Living Crafts Showcase

25th May ← Held every 2 months
Members Marketing Chat (online)

12th June
AGM (online)

New Date!! → **23rd - 25th June**
Big Art Fair

Each month Members meet up in various venues across the county. This is a great way to meet fellow artists, share ideas and develop new collaboration projects.

WWW.HVAF.ORG.UK



WELCOME

2023 started enthusiastically with our annual conference in January and since then we have been welcoming artists' bookings to take part in our Summer Exhibition – the Big Art Fair, which this year takes place in Hitchin on 23rd to 25th June, (a change to our usual July date).

For this issue we hear from one of our newer Members, Elena Stogneva as she shares her art journey. We are also delighted to meet Sarah Sands, our new Area Coordinator for St. Albans, plus Harpenden artist Debbie Knight gives us a glimpse of her work ideology.

Our marketing feature focuses on making use of art challenges for everyone on social media and what these can bring to your art journey.

We have also an idea for all artists across the county to get involved with and celebrate – a Coronation Challenge!

Sally Taylor

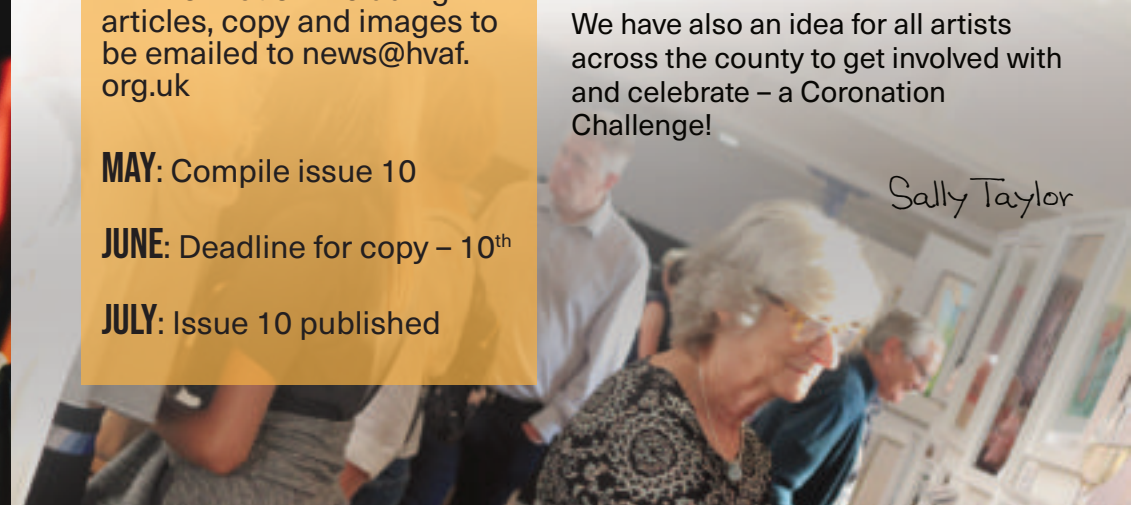
PUBLICATION DATES

All information including articles, copy and images to be emailed to news@hvaf.org.uk

MAY: Compile issue 10

JUNE: Deadline for copy – 10th

JULY: Issue 10 published



WELCOME TO *New & Returning Members*

WE ARE DELIGHTED TO WELCOME THE FOLLOWING CREATIVES INTO HERTS VISUAL ARTS.

ADAM GWILT WELWYN & HATFIELD
AINE CORR E HERTS
ALICE CANNATELLA E HERTS
ALISON L GATES N HERTS
ANDREW PROTHERO HARPENDEN
BRONWYN EVANS E HERTS
CATHY SMALE N HERTS
CHERYL FISHER N HERTS
DANNY WILKINS HARPENDEN
DEBORAH PROTHERO HARPENDEN
FIONA CHANEY WELWYN & HATFIELD
GEORGIA (ZETA) IAKOVOU E HERTS
GILL ANSTY DACORUM
GLORIA URECH N HERTS
HUMNA MUSTAFA N HERTS
JAMES PAGE E HERTS

JENNY KIMBER E HERTS
JENNY JONES N HERTS
JENNY BARNES HARPENDEN
JO TEAGUE ST. ALBANS
KERRY LANIGAN DACORUM
KIM RAYMONT N HERTS
KIM RASIT WELWYN & HATFIELD
LAURE LEVY ST. ALBANS
LINDA SMITH N HERTS
LOUISE JONES SW HERTS
LYNN GULLIVER ST. ALBANS
MARIAN SHERAIDAH E HERTS
MARILYN ANDRETTI E HERTS
MATTHEW HEATON N HERTS
MAXINE ELLIS ST. ALBANS
MELANIE HALLS WELWYN & HATFIELD

MIYU TANG N HERTS
NATE FERGUSON E HERTS
OMOROLAKE AKINULI WELWYN & HATFIELD
RANIA AIDLEY ST. ALBANS
ROMEY BROUGH SW HERTS
SARAH JENKINS DACORUM
SARAH WESTON SW HERTS
SARAH BISSETT SCOTT E HERTS
STEVE MCGUINNESS ST. ALBANS
SUE PETERSON ST. ALBANS
TOULLA SIMON-HADJIGEORGIOU SW HERTS
TRACEY PINNINGTON E HERTS
VANESSA WYLIE SW HERTS
VERZHINI ESMERYAN E HERTS
CREATIVECOCON N HERTS

“These online sessions are a great way for any Member to find out more about HVAF!”

From uploading images to your Gallery page to how to get involved in upcoming events. Even if you've attended before, log on and find out more.

Everyone approaches their Membership differently so why not benefit from someone else's view?

In the upcoming sessions we hope to showcase our new website which is due to be launched this Spring. Join us to see what's changing and what you need to do to be ready. To get the best out of these sessions, you'll

need a good internet connection with a connected speaker and camera.

WHAT'S INCLUDED

- How your Membership works
- The Membership year: what to expect
- How to prepare and upload images into your online Gallery
- The benefit of taking part in events
- Becoming involved in your area
- An introduction to the voluntary Organising Group (OG).

BIG MAKERS FAIR REVIEW

Towards the end of February we held a spectacular exhibition - our first in-person Big Makers Fair.

Our venue was the wonderful South Mill Arts in Bishops Stortford. We were in the theatre, allowing 20 exhibitors to show off their work. From curious cats to devore scarves, bottles, vases, rings and so much more - a delightful array of wonderful, desirable objects were exhibited.

Our Big Makers Fair was a new venture for both Herts Visual Arts and South Mill Arts. This was HVAF's first event purely devoted to three dimensional work.

The overall success of the fair was due to the wonderful exhibiting HVAF Members and others who came along to support these amazingly creative people. It was lovely to see so many visitors having a look around, chatting to the artists and making purchases.



FIND OUT MORE:

WWW.HVAF.ORG.UK/OUR-EVENTS/BIG-MAKERS-FAIR

MEMBERS MARKETING CHAT: DATES

- July 25th, 7 pm
- May 25th, 7 pm

Dates may change, so please visit the website from time to time.

FIND OUT MORE:

WWW.HVAF.ORG.UK/OUR-EVENTS/HINTS-AND-TIPS

Elena Stogneva

As a child growing up in the Soviet Union/ Russia, I'd go to drawing school after my normal school day ended. It was there I made my first friends and learned basic drawing rules. I also spent a lot of my childhood with my grandmother, who introduced me to the world of art. She began drawing when she was 40 and even though sadly she left

us very early, she was and still is my biggest inspiration.

I grew up and got a degree in architecture, which has helped me understand perspective and geometry, especially when drawing street views or city objects - both favourite subjects of mine. I love drawing the places around me,

seeing the everyday from a new angle. My series, "Walks around Hitchin", includes all my favourite local spots. I believe you don't need to go far to spark interest. If you look for it, everything around us can be beautiful and inspiring.

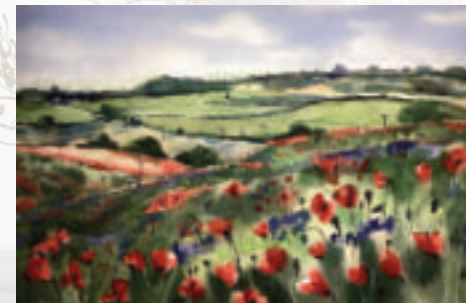
Art has always been my total escape, clearing my mind when I have any kind of problems. It's my meditation and even when I'm tired, I'm happy to take myself away and draw. Over the years, I've experimented with many different drawing materials, doing quick pen sketches on holidays and in my spare time. It started turning from a hobby into something more when I realised I need to draw every day, just like I need to breathe air. It was also a big moment when,

aside from others telling me I was improving, I started seeing my own improvements too.

At the start of the pandemic, I joined a few online watercolour courses, learning more about colour palettes, mixing colours, composition and using the light to make really interesting pictures. I discovered watercolour improvisation, where instead of starting with sketches and using paint to cover areas, you make the paper really wet then let the paint meet the page and be free to flow and move. I fell in love with watercolour!

Since then, I've worked mainly in watercolour, selling more than 20 paintings. I can happily say that my hobby has become something bigger. I'd love to draw more city scenes and carry on painting the ordinary life I see around me every day. Anything that touches me, that I have really special feelings for, from a vast field of poppies to a beautiful sunset. I like to think my pictures are my messengers and I'm happy if others feel that emotion when they look at them too. I'd love you to take a look at my website or get in touch to talk about commissions: www.objectsaround.me

Instagram: [objects_around](https://www.instagram.com/objects_around)



FIND OUT MORE:

WWW.HVAF.ORG.UK/GALLERIES/ELENA-STOGNEVA

Meet your AREA COORDINATOR

Sharing stories and experiences is such an important part of what Herts Visual Arts can offer.

Regular meetings with other artists provide a great opportunity for chatting about your art journeys and events coming up, and for sharing helpful, practical, tips and tricks.

To find out more information about the meetings held in your area, email the local Area Coordinator, who will be happy to help.

SOUTH WEST HERTS/ NORTH LONDON:

swherths@hvaf.org.uk



VICTORIA CULF

HARPENDEN/ NW HERTS

harpenden@hvaf.org.uk



DEBBIE KNIGHT

HERTFORD/

EAST HERTS:

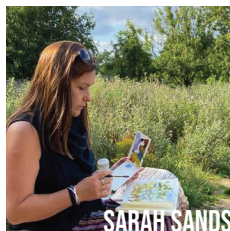
eherts@hvaf.org.uk



MAGGIE BIRCHALL

ST ALBANS AREA:

stalbands@hvaf.org.uk



SARAH SANDS

BARNET/N LONDON:

barnet@hvaf.org.uk

VACANT

DACORUM:

dacorum@hvaf.org.uk

VACANT

CENTRAL HERTS:

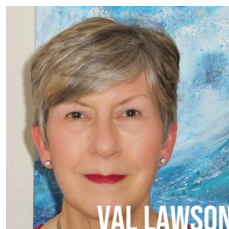
welwynhatfield@hvaf.org.uk



HEATHER MILLER

NORTH HERTS

nherths@hvaf.org.uk



VAL LAWSON

INTRODUCING OUR NEW AREA COORDINATOR



SARAH SANDS

A huge thank you to Dawn Elliot who has been St Albans Area Coordinator for the past few years and also to Meggie Nikolic who has supported Dawn despite her own workload. St Albans area now welcomes a new coordinator for the city and surrounding areas – Sarah Sands.

Sarah has been a member for quite a few years and, having been an Area Coordinator in the past, knows exactly what to expect in her new role. We are looking forward to her enthusiastic approach and inspiring insights into art.

Amazing art enhancing the workplace and support for the local creative community!

This win-win philosophy was behind an agreement between Herts Chamber of Commerce and Chamber Member, Herts Visual Arts.

For the Chamber: the opportunity to showcase the talented creatives to be found in Hertfordshire.

For HVA: helping its members develop their professional practice.

Sally Taylor, HVA's Chair commented: "We encourage members to explore new ways to share and promote their work. To submit work, artists have to consider colour and size criteria, then if a painting is selected for the show, to provide their bio and details about the painting. All these things are

useful practice and good experience."

The colourful display of stunning contemporary abstracts is clearly visible to visitors to the Chamber and a catalogue's available with information about the paintings and artists. All work is clearly labelled 'for sale', and one piece sold last autumn.

The positive impact of art in the workplace is supported by scientific research suggesting it increases staff wellbeing and productivity. Could this be useful to your business?

If you'd like to discuss a similar arrangement with HVA, please contact chair@hvaf.org.uk and we will be delighted to meet up.

ART AT CHAMBER



FIND OUT MORE:

WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP

EXHIBITIONS

SOLO EXHIBITION

Venue: The Collective Gallery Holywell Hill St. Albans
Date(s): April 14 to April 21
Timing: 10-5
Cost: Free



A comprehensive solo exhibition of work by Abstract expressionist artist Debbie Knight

KIMPTON ART SHOW

Venue: Kimpton parish church of St Peter and st Paul
Date(s): Saturday, April 29 to Monday, May 1
Timing: 10-5
Cost: £2



Holly Casey will be exhibiting 4 pieces of

work during the exhibition along with over 100 other artists.

TIME TRACES & TRANSFORMATION

Venue: Parndon Mill Gallery, Harlow, Essex CM20 2HP
Date(s): May 18, to June 25
Timing: tbc
Cost: free entry

18th MAY - 25th June
TIME, TRACES and TRANSFORMATION
Six multi-disciplinary artists from Digswell Arts respond to the themes of Time, Traces and Transformation.
An exhibition of current work by Caryl Beach, Mary Down, Jonathan Emmerson, Marian Hall, Declan Hoare and Sally Tyrrie.



Private View - Meet the Artists - 21st May from 2 till 4.
An exhibition of current work by Caryl Beach, Mary Down, Jonathan Emmerson, Marian Hall, Declan Hoare, and Sally Tyrrie.

SOLO EXHIBITION

Venue: Baldock Arts and Heritage Centre, High St Baldock SG7 6AR
Date(s): June 7, to August 2
Timing: 11-3 Wed and Sat
Cost: Free



OPEN STUDIOS TASTER EXHIBITION

Venue: EMC Harpenden AL5 2FR
Date(s): August 1 to September 30
Timing: 10am-4.30pm
Cost: Free
This is a selection of work by artists taking part in this year's Harpenden Open Studios.



THE HARPENDEN ARTS CLUB ANNUAL EXHIBITION

Venue: The Trust Hall Southdown Harpenden AL5 1PS
Date(s): October 27, to October 29
Timing: 10-5 Fri/Sat 10-4 Sun
Cost: Free



Debbie Knight will be exhibiting 5 pieces of

work alongside almost 200 by other artists.

MARDLEYBURY GALLERY

Venue: Mardleybury Gallery
Date(s): January 1 to December 31
Timing: 11am till 4pm
Cost: Free



Original Oil paintings by Leon Barnes. Open Thursdays, Fridays, Saturdays & Sundays.

MIXED MEDIA WORKSHOP

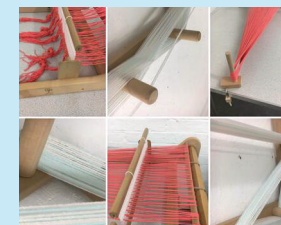
Venue: Community Centre Gadebridge, Galley Hill HP1 3LG
Date(s): Saturday, April 22
Timing: 10 - 4 pm
Cost: £65



If you are interested or if you have any questions ring 01442 862978
mitzie.artist@gmail.com
www.mitziegreen.co.uk

EVENING WEAVING COURSE

Venue: Liliane Textiles
Date(s): April 25 to May 16
Timing: 6.30-9.30pm
Cost: £120 (12 hr course including materials)



Book your place here - only a few spaces remaining!
<https://lilianetextiles.squarespace.com/thehandmadeshop/p/creative-patte...>

SKETCHING AND PAINTING IN PURBECK

Venue: Kingston Country Courtyard, Isle of Purbeck, Dorset
Date(s): April 23 to April 28
Timing: Residential
Cost: From £790 half board single occupancy



Any questions - email me, hhalliday4321@gmail.com. More info on my website <https://www.helenhalliday.com>

GLASS FUSING WORKSHOPS FOR BEGINNERS

Venue: Stoneyards Studio, 20 High Street, Pirton, Hitchin SG5 3PT
Date(s): January 10 to December 10
Timing: Two and half hours - mornings - weekdays or Saturdays
Cost: £60 per person



WORKSHOPS START WITH BRUSHO

Venue: Letchworth Settlement
Date(s): April 3
Timing: 9.30 - 11.30
Cost: £16
To book please contact



Letchworth Settlement on 01462 682828, or email info@lethworthsettlement.org.uk

DEBBIE

KNIGHT



For many artists, the path to calling themselves an 'artist' has not been direct! Debbie Knight graduated with a degree in Art and Teaching and took the financially sensible route of becoming a primary school teacher. But the great thing about being an artist is – it is never too late!

"I took up oil painting when my youngest child started school, and since that moment, I have been on a journey to find

my true artist self. I always achieved well technically at art, with good draftsmanship and an ability to think in 3D, but I had no idea what I was trying to say! Finding abstract expressionism has been a revelation.

My paintings are about the act of painting. Each mark, colour, texture informs me what else the painting needs. I am now very excited about the

body of work I have been building over the last year."

Debbie had the last major exhibition at New Maynard Gallery in 2020, before lockdown. She had a small solo exhibition and took part in many joint exhibitions through 2021/22, but 2023 sees her gearing up for 2 solo exhibitions. The first will be in April at the Collective Gallery in St. Albans and then for three months in the summer at the Arts and Heritage Centre in Baldock.



FIND OUT MORE:

WWW.HVAF.ORG.UK/GALLERIES/DEBBIE-KNIGHT

INTRODUCING: LETCWORTH EDUCATIONAL SETTLEMENT

We are a unique centre of learning and creativity which has been serving the people of Letchworth Garden City and much further afield for 100 years.

You will be assured of a warm and friendly welcome in our beautiful, listed building in Nevells Road, Letchworth - and on-site parking is free.

We hope you will join us to make, learn and create! We run hundreds of courses and workshops throughout the year - during weekdays, evenings and at weekends.

We are an education centre for adults - however learners under 18 years of age can take part in our workshops and courses, if accompanied by an adult.

See our full programme at www.letchworthsettlement.org.uk

Email info@letchworthsettlement.org.uk to receive our newsletter.

Our talented tutors provide an outstanding quality of teaching in a huge range of subjects from arts and crafts to languages to special interest subjects. We are interested in hearing from accomplished artists and crafts people who are keen to teach their skills to learners, at our centre for lifelong learning.

Registered Charity No. 311085



Meet Learn Create



Location:
229 Nevells Road
Letchworth Garden City
Herts
SG6 4UB

The Letchworth Settlement



SPONSORSHIP PACKAGES



WEBSITE SPONSOR £300 / PER YEAR (APRIL - MARCH)

This Sponsorship package is for a business's logo to be visible on the footer of the HVAF Website, with a hyperlink through to the Sponsor's own website.

EVENT SPONSOR @ £250

HVAF runs a number of events throughout the year, and has been able to promote these in the business community. What's included:

- Logo on our event brochure
- Participation in Sponsor's Choice Award and attendance at the Private View for in-person events
- Featured in our Social Media.

EVENT SPONSOR @ £25

In this package, the Sponsor's logo is positioned within our printed and digital catalogue.

Images to be minimum 300 dpi (print) / 800 pixels (web)

**AN IDEAL OPPORTUNITY
TO PROMOTE YOUR
BUSINESS TO HVAF
MEMBERS AND
VISITORS**

FIND OUT MORE:

WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP

MARKETING YOUR ART: TAKING PART

Social media sites such as Facebook, Instagram and TikTok often contain many different art challenges. If you've ever wondered what these are or how they can help you, read on!

Art challenges are great fun and have the capacity to broaden your creative thinking. Some challenges are weekly, others are monthly and some continue all year. These challenges can help to give focus to your skills, lift your spirits, help you find new avenues of creativity and expression, and can increase your followers on social media.

Here are some popular challenges that you may want to try and there is a list of other websites at the end of this article.

#MarchMeetTheMaker is an Instagram challenge that runs during March. It is aimed at crafters and artisans and has daily prompts inspired by new ideas, discoveries and current trends that help you to talk about every aspect of your creativity.

Inktober has been running for a number of years during October. It is an opportunity to improve skills, and develop positive drawing habits. Each day in October it prompts you to make a drawing and share it. Predominantly using inks but there are several variations allowing artists using different media to take part.

#AnimalAlphabets is a fun weekly challenge where artists around the world participate on Twitter. Using the

hashtag **#animalalphabets**, artists submit their work which is shared to the rest of the artist community. This is now also on Instagram and Facebook allowing even more creatives to take part.

@Clr_Collective is a weekly challenge where you make work based on a single colour. Colours are announced on a Saturday and you post your work on the following Friday.

#The100dayproject may seem more demanding as it requires a post every day for 100 days - this only needs to take 5 to 10 minutes a day. Sign up for their newsletter for more information and guidance. This challenge keeps you on track, makes you think outside of the box, plus you can work on a series of small working projects leading to something bigger.

#DTIYS (Draw this in your style) is an art

IN ON-LINE ART CHALLENGES

challenge, where artists draw an already existing artwork, but in their own style. You can copy an image and then create your own version of the original. It can be fun to see the variations.

#Kick365 is about painting or drawing every day of the year, helping create a habit of putting your art first. Not for the faint-hearted. This challenge takes real commitment, but just imagine how many sketchbooks you could fill in a year.

#1Hour1Sketch on the other end of the scale this challenge is all about only spending one hour or less working from a supplied prompt.

There are a number of advantages in taking part in these challenges including:

- Working to a deadline
- Accountability with other artists posting
- Building stepping stones into your art

• Mastering techniques as well as working with a variety of subjects

• Helping to develop your art style and portfolio of work

• Connecting with other artists around the world

• Gaining support from others taking part in the same challenge

• Being inspired by what you see

• Increasing your followers and gaining likes and comments

None of these challenges should detract from your own art, but they can be helpful in keeping you focused on your direction. They are free to take part in and if the commitment seems onerous, you can always dip out. Why not give one a go and see how it works for you?

A FEW ART CHALLENGES WEBSITES

- kickinthecreatives.com
- artspacecinderford.org/5-day-drawing-challenges
- www.the100dayproject.org
- twitter.com/1hour1sketch?lang=en-GB
- doodlewash.com/watercolor-art-challenges
- artsideoflife.com/art-challenges

HVA'S CORONATION CHALLENGE

Here is a challenge from Herts Visual Arts, open to both Members and Non-Members!

Post an image using the theme Coronation into social media with **#CoronationChallenge** AND **#HertsVisualArts** to be in with a chance of your art being reposted in our channels. The image can be anything to do with the coronation.



Photo Credit: debby-hudson-unsplash

LOVE ART? BUY ART

23 - 25 JUNE
HITCHIN TOWN HALL,
BRAND STREET, HITCHIN SG5 1HX

Discover inspirational art and local talent at the Big Art Fair 2023, returning to Hitchin Town Hall on 23 to 25 June. 60 artists showcasing their skills and variety of styles - amazing, and local!

The Big Art Fair has become a regular date for artists and art lovers, involving an abundance of talent and a vast array of media. Whether you enjoy paintings, sculptures, textiles or other creative media ... this event has something for everyone!

Enjoy browsing and, if you fall in love with a piece, treat yourself! Original art and products such as prints and greetings cards will be available to buy throughout the Big Art Fair weekend.

The event starts with a preview night on 23 June, 7pm - 9pm. Entry is just £2 on the door, with drinks included, and you'll be able to meet the artists and find out more about their inspiration, process and finished artwork.

You can also visit the Big Art Fair for free on

Sat 24 June (10am - 5pm) and Sun 25 June (10am - 4pm).

"All our Big Art Fair artists are looking forward to this year's event," says Sally Taylor, Chair of HVA. "We'd love to welcome lots of people to enjoy our art and any local artists who'd like to be a part of future events."

Pop in and enjoy some truly inspiring, local art.



QUARTERLY MAGAZINE ADVERTISING PRICES

FULL PAGE: £100 / ISSUE
Portrait, 192 x 138 mm.

1/2 PAGE: £75 / ISSUE
Landscape, 90 x 138mm.

1/4 PAGE: £45 / ISSUE
Portrait, 70 x 90 mm.

DIRECTORY: £20 / ENTRY
Landscape, 138 x 20mm.

An ideal opportunity to promote your business to HVAF Members and visitors. For a directory entry, text and images should be supplied as a graphic.



**PROMOTE YOUR BUSINESS
DIRECTORY ADVERT ONLY : £20 / ENTRY**

FIND OUT MORE:

WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP

DO YOU WANT TO REACH HUNDREDS OF HERTFORDSHIRE ARTISTS?
WHY NOT ADVERTISE WITH US?

READERSHIP, AUDIENCE & PURPOSE

Herts Visual Arts Quarterly magazine is the only local, art focused publication aimed at artists and art enthusiasts. We cover a range of topics featuring Member artists, events, marketing, developing our art journeys, as well as materials and related topics.

We have a regular readership which includes artists and interested enthusiasts around the county and beyond.



OUR MAGAZINE IS SUPPORTED BY SOCIAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK

WEBSITE VISITORS

The HVAF Website is viewed each quarter with over 60,000 page views. We gain between 6,000 and 9,000 new visitors over a three month period, with over 1,500 of these returning visitors.



5 Great things to explore

1

**ARTISTS, JOIN US NOW:
WWW.HVAF.ORG.UK/ARTISTS**

2

**DISCOVER OUR EVENTS:
WWW.HVAF.ORG.UK/OUR-EVENTS**

3

**ENJOY ART GALLERIES:
WWW.HVAF.ORG.UK/GALLERIES**

4

**SIGN UP FOR NEWS:
WWW.HVAF.ORG.UK/NEWS**

5

**FIND OPPORTUNITIES TO SPONSOR:
WWW.HVAF.ORG.UK/SPONSORSHIP**



**FIND OUT MORE:
ENQUIRIES@HVAF.ORG.UK**