

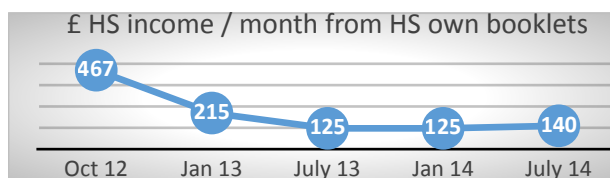
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## Soaring above the Northern Heights

by Richard Webber

The Highgate Society's Publications group publishes and distributes ten self-guided walking booklets, collectively covering a thousand points of interest around London's Northern Heights. The booklets grew out of a Walk I organised for our members a few years ago along North Hill. It is probably the most architecturally diverse street in Britain, featuring architecture from every period in London over the past four hundred years. A Buzz cover showing some examples became a leaflet we have been able to distribute gratis due to the support of Haringey Council. This in turn led us to publish a booklet describing walks around Highgate and, subsequently, a series of booklets about other parts of north London.

The Northern Heights booklets have been a gratifying success. This autumn we expect gross revenue from the series to pass the £20,000 mark. The booklets are on sale at Highgate Bookshop, among other outlets, and Mary Dubberly, of Waterstones Hampstead's branch, has most recently agreed to sell them.



On average the Society receives £1.60 for every copy sold. We also receive commission from selling copies of booklets published by other members of our partnership such as the Heath & Hampstead Society. The initial burst of sales to Highgate Society members and other local

people settled after twelve months to a more or less constant rate. Nowadays the booklets are mainly bought by newcomers and visitors, both from specialist bookshops and from visitor destinations. Over the next four years we anticipate sales remaining at levels similar to those achieved during the past eighteen months.

We've had some alarms. One occurred when a Ham and High photographer arrived to photograph us proudly holding an award from the London Forum of Civic Societies. We rushed into 10a to retrieve the certificate and found ourselves in the midst of a class drawing a naked model.

Perhaps more seriously, when the annual accounts of the HS were being prepared, we failed to notify our new treasurer and accountants of a dedicated Northern Heights account with a balance of £1500. So our finances appeared particularly sick when in practice we had made a modest profit. To avoid this in future, we recently agreed that the policy for the valuation of stocks should in future rest with the Highgate Society Publications Committee

A more agreeable and unforeseen outcome of the booklets' publication was an architectural study trip to Rothenburg in Bavaria, occasioned by the inclusion of two photographs of the town in booklets C and D. Raymond Unwin, who designed most the public buildings in Hampstead Garden Suburb, drew much of his inspiration from its medieval architecture. Were it not for the booklets reminding its residents of the Suburb's German legacy, the twenty who travelled there in May would not have enjoyed the fascinating trip it turned out to be.