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## BUSINESS

If you're starting a business or have good news to report about your company, we'd love to hear about it. Please call news editor **Sinead Holland** on (01279) 866364 or [sinead.holland@hertssexnews.co.uk](mailto:sinead.holland@hertssexnews.co.uk)

**STEVE CLARKE**

Your  
'virtual'  
sales  
director



LAST month, one of the country's top sales and marketing experts, Little Easton-based entrepreneur Steve Clarke, was a keynote speaker at a business seminar for local firms at Great Hadham Golf Club in aid of the **Observer's** £100,000 Macmillan Cancer Support appeal.

Today, we launch a new fortnightly series in which Steve offers his expertise, advice and tips in sales and marketing. He is here to help YOU. Just email your questions to him and let him help you boost your sales and grow your business...

# Pat's new garden glory

GREEN-fingered Patricia Fox has won an award for a garden she created near Sawbridgeworth.

The award in landscape design excellence from BALI (British Association of Landscape Industries) is the latest in a series of accolades for her Hatfield Heath-based company Aralia, which she founded four years ago.

Earlier this year, she won a Silver Flora award from the Royal Horticultural Society for her courtyard garden at the Chelsea Flower Show.

Aralia's clients, Karen Newman and Brian Sullivan, were thrilled to learn that the new garden at their 18th-century cottage in Allens Green had won the award.

Pat has been working with the couple for just over two years. Her design needed to be very much in keeping with both their beautiful property and the surrounding rural landscape.

A masterplan was produced and the garden was completed in stages. It now features a large family lawn, reclaimed

By **Sinead Holland** NEWS EDITOR

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rustic brick pillars with an overhead linear pergola planted with lavender and climbing roses, a mini-orchard and vegetable garden with willow fencing, and a herb garden close to the house.

A living willow igloo provides a play den for the couple's son, along with a bamboo-screened trampoline.

Oak timbers were used, to match the internal flooring, and two new terraces were created using natural sandstone and oak sleepers.

Karen said: "We're thrilled with the way Pat brought our aspirations for our garden to life."

● Aralia is offering **Observer** readers a special offer. The first five to book a garden design consultation will receive £25 worth of designer plants free. Consultations normally last one hour and cost £50 plus VAT. For further information, call Pat on (01279) 730040.



**PRIZE WINNER:** The garden designed by Pat Fox, inset (s)