



Portfolio

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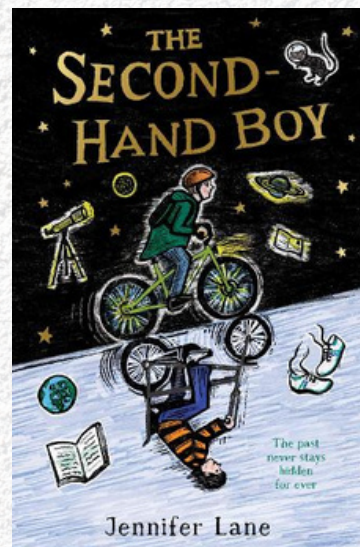
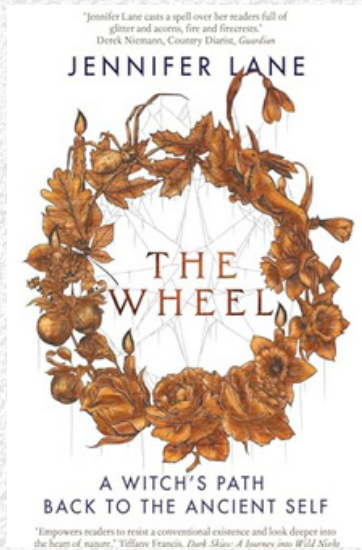
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Jennifer Lane



Creative

Jennifer Lane



Author of four books (fifth coming April 2026):

The Wheel: A Witch's Path Back to the Ancient Self
(2021, September Publishing)

The Witch's Survival Guide: Spells for Healing From Stress and Burnout
(2023, September Publishing)

The Black Air
(2023, UCLan Publishing)

The Second-Hand Boy
(2024, UCLan Publishing)

Healing myself the Pagan way: how witchcraft cast a spell on me

Jennifer Lane

Sun 26 Dec 2021 14:00 GMT

Share



‘Perhaps witchcraft was in my blood – my very first word was “moon”.’ Jennifer Lane. Photograph: Shaw & Shaw/The Observer

Witchcraft and its deep connection with nature restored my mental health

Witchcraft has always played a large role in my life. While many kids were learning badminton or taking trombone lessons, I was reading up on spellcraft and ways to plant my herb garden. I grew up in the late 1990s when my cultural life became saturated with *Buffy the Vampire Slayer*, *Charmed* and *Sabrina the Teenage Witch*. Channel-hopping without stumbling across a young woman with magical powers was virtually impossible. But the draw wasn't just the empowerment that spells and telekinetic forces threw my way; I was intensely charmed by witchcraft's connection with the world outside and the earth around me.

The Guardian (The Observer, in print)
think piece on modern Paganism
and mental health.

[Read here](#)

Jennifer Lane

BRITISH VOGUE

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY SHOPPING NEWS VIDEO VO

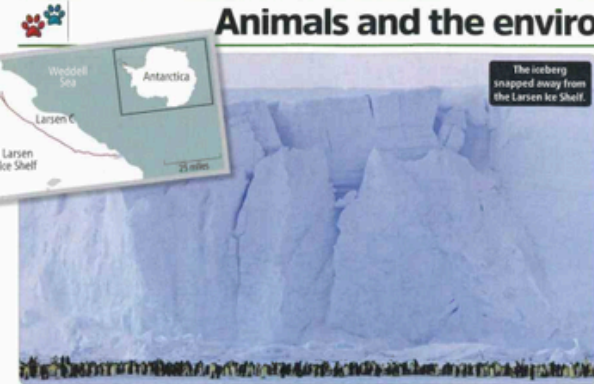
When you're at the bar and someone asks you what you do in your spare time, it can be difficult to say the words, "I'm a birdwatcher." Yes, I'm not the typical candidate. I'm 27, am rarely seen without red lipstick, and love dancing about at gigs. But I also enjoy slinging a pair of binoculars around my neck and heading out to spot eagles. It's my personal form of thrill-seeking: I live for the excitement of what I'll find next.



Vogue think piece on niche hobbies and reconnecting with nature.

[Read here](#)

Animals and the environment



The iceberg snapped away from the Larsen Ice Shelf.

Amazing Antarctic creatures

Giant-scale worm
One of the South Pole's nastiest creatures, the giant-scale worm is 25 centimetres long and has sharp, pointy teeth.

Springtail
Tiny Antarctic springtails pump glycerol – a chemical like anti-freeze – around their bodies so they don't end up frozen.



Emperor penguin
These colourful birds can go up to 120 days without food in freezing temperatures so they can look after their eggs.



Southern elephant seal
Don't be fooled by their funny noses, they weigh up to four tonnes and they're very aggressive and quick to fight off rivals.

Ancient world revealed in Antarctica

An iceberg in Antarctica has revealed a world unseen for perhaps 120,000 years. The chunk of ice, which broke away from the Larsen Ice Shelf in north-west Antarctica in July 2017, is four times the size of London. As it floated away, it uncovered an area of water never before seen by human eyes.

Now, UK scientists are heading to Antarctica to find out more about this newly revealed watery world. They will brave some of the coldest temperatures on Earth to go in search of new creatures and materials. Dr Katrin Linse, a marine biologist, is very excited to be leading the mission. "We don't know anything about it; it has been covered by an ice shelf that is several hundred metres thick."

Scientists are in a race against time to collect their data. Linse says that it is "important we get there quickly before the undersea

environment changes". This is because sunlight can allow modern bacteria and plants to grow.

The Larsen Ice Shelf has been affected by global warming several times in the past 30 years. Global warming is partly the result of the burning of fossil fuels such as coal and wood. This causes gases to be released that trap the Sun's heat in Earth's atmosphere and make the planet warm up. Huge chunks of ice split away from the Larsen Ice Shelf in 1995 and 2002, although the shelf had been stable for many thousands of years before that. The scientists will leave in late February and spend three weeks on a research ship.



Scientists may find deep-sea oddities like this weird worm.

DID YOU KNOW?
An ice shelf is a thick floating platform of ice that is connected to land.

PLACE OF THE WEEK

Caludon Castle Park, Coventry, Warwickshire

Caludon Castle was never really a castle in the sense of defending the locals against invaders – it was more of a grand house with castle-like bits added later. It's now a ruin but it started out as a hunting lodge in the 13th century. Folklore claims that the castle

was home to St George, patron saint of England – although he lived many centuries before the house was built. Still, even if the legend isn't true, you can still enjoy the play area and see plenty of nature in the parkland that surrounds it.



The park offers lots of beautiful walks.

Find out more at coventry.gov.uk/caludoncastlepark

The Week Junior • 24 February 2018

Animals and the environment



WOW!
There are more than 130,000 electric and hybrid cars on the road in the UK. A hybrid car has both a petrol engine and an electric motor.

It is hoped that fewer Germans will drive cars.

Germany's plan to reduce pollution

Germany is considering a free public-transport plan to help cut air pollution. The government hopes that if more people use trams, buses and trains, there will be fewer polluting cars on the roads. Petrol and diesel-powered cars release gases and particles that can damage the environment and people's lungs. The European Union (EU) has set air-pollution targets for countries across Europe, including the UK. Germany and other countries including France and Spain failed to meet these targets. The UK also breaks the EU air-pollution rules in 16 cities. The proposed plans also involve low-emission zones. Petrol and diesel-powered

cars emit exhaust fumes that contain polluting gases and dangerous particles, so they will not be allowed to enter these areas if they drive an electric vehicle (these don't produce toxic fumes) or have a special device fitted to their car to reduce the pollution it creates. The plan is that five cities across Germany will try out the new transport scheme before it is applied to the rest of the country. Germany is home to some of the world's best known car companies including BMW, Mercedes-Benz and Volkswagen. The German government hopes that a free public-transport scheme would make the country well known for being environmentally friendly.

Animal of the week Northern hairy-nosed wombat



WOW!
After wombats give birth, the babies live in their mother's pouch until they are fully developed.

The territory of the northern hairy-nosed wombat in Queensland, Australia, has shrunk so much that the animals are critically endangered. Although they are mistaken for funny-looking dogs, these marsupials are closely related to koalas and kangaroos.

- **LIFESPAN IN THE WILD:** 20 years
- **HABITAT:** Sandy soil in central and northern Australia
- **DIET:** Grass and leaves
- **FAVOURITE THING TO DO:** Dig burrows with their strong, spade-shaped claws to stay out of the sun
- **FUN FACT:** These furry creatures can reach speeds of 25mph.

Good week / Bad week



Butterflies

The rare white-letter hairstreak butterfly has been found breeding in Scotland for the first time in more than 130 years. Their eggs haven't been seen in Scotland since 1884. Butterfly spotters should look out for the distinctive white W on the white-letter hairstreak's wing.



Sea levels

By 2100, sea levels could be rising by nearly a centimetre every year, warn scientists. As Earth's climate gets hotter, the polar ice caps are melting at an alarming rate, plus, as the sea warms up, it expands. These effects combined mean sea levels could rise by 65 centimetres in the next 80 years.



Do fish sweat?

Charles Fusari,
Aquarium team leader,
ZSL London Zoo

Unlike humans, who sweat or shiver to regulate our temperature, fish don't need to – they just adapt to the temperature of the water they're in. That doesn't mean they don't have a preference. This is why at our aquarium we make sure all the tanks are the right temperature.



Do you love animals? ZSL London Zoo's Junior Zoo Academy is a great way to learn about creatures from all over the world. Find out more at zsl.org/experiences

24 February 2018 • The Week Junior

Regular environmental column for print magazine *The Week Junior*.

PDFs available by request.

Nature SMASH!

LONG-LEGGED SPIDER CRABS ARE FOUND IN UK WATERS!

Did you know?

Although most starfish have five arms, some species can have up to 40!



LOL!
How do you make an octopus laugh? With tentacles!

SPOOKY SPIDER CRAB

There are lots of different species of spider crab in the world, but the Japanese spider crab is the biggest - with a claw span of up to 5.5 m! Spider crabs live deep under water, some up to 300 m down. Japanese spider crabs might be able to live for 100 years!

Mini make

Make a salt-dough starfish!

- YOU WILL NEED**
- 260 g of flour
 - 130 g of salt
 - 240 ml of cold water
 - A big mixing bowl
 - A tooth pick or a fork
 - Paint and a paintbrush

HOW TO MAKE

- 1 Mix the flour and salt together, then stir the water in gradually until it forms a dough.
- 2 Roll the dough into a ball, flatten it and make a starfish shape!
- 3 Use a toothpick to make all the knobby bits on its arms.
- 4 Leave it to air-dry overnight or pop it in the oven for about an hour at 200°C.
- 5 Once your starfish is dry and hard, paint it and show it off!

06

Best 5 mysterious mythical sea creatures!

5 THE LOCH NESS MONSTER The mysterious beastie hiding in Loch Ness... come out, come out wherever you are!

4 THE FINFOLK In Orkney folklore, the Finfolk were shapeshifters who would venture onto land from their underwater homes. Once there they'd abduct and marry islanders in order to put them to work.

3 SIRENS Greek mythical creatures with beautiful singing voices, sirens lure ships onto rocks - look out!



2 KELPIES Shapeshifters from Scottish and Celtic folklore. They usually take the form of a horse and live near water, preying on humans!

1 THE KRACKEN - A gigantic sea monster deep in the ocean that dragged whole ships under the waves.

CREATE A HOME FOR FROGS AND TOADS

In autumn, frogs and toads will be looking for somewhere cosy to spend the winter. You can help by creating a special underground home for them in your garden. It's really easy - all you need is some stones, twigs, logs and an adult to help you dig a hole. Go to rspb.org.uk/froghome for instructions and a video.

INVESTIGATE A ROCKPOOL

Rockpools are home to all kinds of cool creatures, so when you next visit a rocky beach, take a net and bucket and see what you can find. Rockpooling counts towards a Wild Challenge award, so remember to go to rspb.org.uk/summerchallenge and tell us what you've discovered.

BECOME A POO PROFESSOR!

To us humans, poo is yucky, but for many animals it's really important. Otters use their smelly "spraints" to mark their territory, and magpies even eat other animals' poo to get extra nutrients. All good nature detectives need to know their animal poo, so test your knowledge with our online game at rspb.org.uk/whosepoo.

CATCH A FALLING LEAF

Autumn is a brilliant time to grab your coat and wellies and head to the woods. The leaves will be turning to vibrant shades of red, orange and yellow, and on windy days you'll see lots of them swirling in the wind. It's said to be good luck to catch a falling leaf - give it a go!

Did you know?

A vampire squid can have black webbed skin just like a vampire's cape. Spooky!

LOL pics!



"We're out of here!"

"These things are scary! Quick, let's cuddle!"

* BEST 5 * spooky sea dwellers!

- 5 Sea spider
- 4 Batfish
- 3 Giant tube worm
- 2 Goblin shark
- 1 Vampire squid



07

Regular environmental column for RSPB children's print magazine *Wild Explorer*.



The Bedtime Hour

It's time for a treat with this Pudsey bedtime story!

One day, Pudsey, Grizzly and Blush Bear were in the kitchen. "I know!" said Pudsey. "Let's have a **bake sale**."

"That sounds fun!" said Grizzly. "Umm, **what's a bake sale?**"

"It's when you bake the **tastiest, gloopest, yummiest cakes**, and sell them. Then we give all the money we make to charity to help people!" Pudsey explained.

This really did sound **yummy!** "What a wonderful idea!" said Blush. "Let's see who can make the **best cake!**"

So all the bears got to work. Pudsey wanted to make the **biggest chocolate cake** in the world! "I'm going to make a **gloopy sticky toffee cake!**" smiled Blush. "And I'm going to make a **strawberry cake with extra sprinkles!**" said Grizzly. He was so excited that he was already sprinkling sprinkles everywhere!

They **stirred** and they **sieved** until their mixtures were ready to put in the oven. "**Here we go!**" said Pudsey.

While the cakes baked, they all sat back and imagined how yummy and scrumptious they would be.

"Mine is going to be **really chocolatey!**" said

Pudsey. "Mine is going to be **extra sticky!**" said Blush. "Mine is going to be **super-sprinkly!**" said Grizzly, rubbing his tummy.



The timer '**dinged**' and the cakes were ready. But... **they weren't quite right!**

Pudsey's cake was all flat and **hadn't risen up**. Blush's cake was **smoky and burnt**. And Grizzly's cake was so wobbly that it **toppled**



out of the oven and went all over the floor!

"Oh no!" cried Grizzly. "This is a disaster! None of our cakes have turned out like we wanted them to." Blushed sighed, "**But what about the bake sale?**" Pudsey thought and thought and then suddenly he had a brilliant idea. He put up his paw and said, "**I know! If we work together** and keep an eye on the oven, we'll be able to make lots of mixture and bake lots of cakes in time for the bake sale!"

So Pudsey cracked the eggs, and Blush sieved the flour. Grizzly mixed in the butter and sugar, then put all the mixture in the oven.



Turn the page!

Stories, games and puzzles for BBC Children's print magazines:

*CBeebies
CBeebies Art
Go Jettys
Swashbuckle*

The screenshot displays the homepage of 'The Green Witch' website. At the top, there is a navigation bar with the site title 'The Green Witch' in the center, a search icon, a comment icon, a notification bell, and a 'Dashboard' button with a user profile icon. Below the navigation bar is a secondary menu with links for 'Home', 'Notes', 'My Books', 'Distance Reiki', 'Work With Me', 'Archive', and 'About'. The main content area features a large featured article titled 'Imbolc' with a close-up image of a woman's face with her eyes closed. The subtitle for this article is 'On daffodils, tiramisu and the Celtic "it girl."'. To the left of the main article are two smaller article thumbnails: 'The art of frugal witchcraft' and 'Imbolc, trance states and "the...'. To the right is a 'Most Popular' sidebar with a 'VIEW ALL' link and five article thumbnails, including 'Recovering from a spiritual clearout', 'What's inside a witch's toolkit?', 'The art of frugal witchcraft', 'Absorb. Love. Feel. Create.', and 'How to re-start your witchcraft path'.

Personal Substack, “The Green Witch,” with over 3,200 active subscribers.

[Read here](#)

Jennifer Lane



B2B

ABZOLUTELY.

Aberdeen: a narrative for the city region

This narrative is the story of the Aberdeen city region. Our story includes the amazing impact we've had on the world through the ages, and the things that make our city region a great place to live, work, study, visit, invest and do business in today. With exciting plans for the future, we have a new story and this resource is designed to help you to tell it.

This part of the site provides you with all the information you need to celebrate the places, programmes, successes and investments that will underpin the city region's continued global impact and reinvention. It also highlights a great quality of life, education and research strengths, leisure and tourism assets and new dynamic business sectors. All backed up by a series of facts; some serious and some a little lighter touch but all things that can start conversations about this region.

Aberdeen? Absolutely.

The chapters below can act as a framework for anyone to use as they talk about the city region, so feel free to use the content in its entirety or copy and paste the sections most relevant to you.

“Absolutely” campaign. City region narrative and toolkit for Aberdeen businesses, tourism and leisure.

[Read here](#)

Julie Finch, Hay Festival

AGENDA

A NEW CHAPTER BEGINS

Julie Finch, chief executive of Hay Festival, tells Douglas Friedli how she plans to get the organisation in shape, extend its international presence and attract more people to its events

There's scaffolding up and building work going on outside Hay Festival's headquarters at the Drill Hall in Hay-on-Wye. Big changes are happening inside, too, as chief executive Julie Finch seeks to reach new audiences, improve the way the festival group is run, and repair the finances after Covid.

Finch joined in August 2022, after 166,000 tickets were sold for Hay's flagship festival of books and ideas in May and June. Despite the popularity of the event, Finch says Hay has to make up ground lost during the pandemic: "It is going to take us another three years to recover financially from what has been a very difficult period for cultural institutions."

So, Hay this year changed its status from company to charity. Finch says: "This enables us to go to trusts and foundations to bid for funds. As a charity, we can do more fundraising as well."

She aims to get the message out about Hay's purpose – "ideas, development, growth, imagining the world as a better place" – so that like-minded people will buy more tickets, buy their tickets earlier, or subscribe to the Hay Player digital service.



Julie Finch took up the role of chief executive of Hay Festival in August 2022. Hay runs festivals of books and ideas in Hay-on-Wye, Powys, and eight other locations in Colombia, Mexico, Peru and Spain, plus forum events in various locations, including the US. Finch previously ran Compton Verney Art Gallery and Park in Warwickshire; the National Football Museum; Bristol's museums and art galleries; and a new museum project in Western Australia.

Finch has worked in creative and cultural industries for 20 years, and helped enable Compton Verney estate in Warwickshire to become a more viable business. "All of that has led me to this role," she says. "I am big-concept thinking, but I can also turn that into reality. I am hugely interested in literature, but I haven't just come out of literature. Having that objectivity is really important."

"Our longer-term opportunity is to think about where we go next internationally."

Her role extends way beyond the core festival in Hay-on-Wye. A series of international festivals in 2023 will start with three in Colombia in January; and there's an additional winter festival in Hay in late November.

She'd like to extend the international work: "Our longer-term opportunity is to think about where we go next internationally – which countries. We are only wrapping one arm around one side of the world. It would be good to wrap our arms around the world and create a circular motion of ideas."

This could prove difficult in some countries. A previous event series in

Sub-editing and proofreading across five *Business Insider* print magazines.



Energy Transition Zone

ETZ Ltd is a private sector-led and not-for-profit company spearheading the North East of Scotland's energy transition ambition. We are supported by significant ongoing funding from both the Scottish and UK Governments, with a clear focus on repositioning the region as a globally-recognised new and green energy cluster.

The focal point of our activity is the delivery of a unique Energy Transition Zone (ETZ), which comprises a **250-hectare site** in close proximity to the brand new £420 million Aberdeen South Harbour. ETZ Ltd is initially enabling **40 hectares of premium development opportunities** through a combination of revitalised commercial properties alongside a new release of catalytic greenfield development sites providing businesses with the enviable opportunity to invest in the largest dedicated energy transition complex in Scotland.

A comprehensive investment programme is underway to deliver market-ready properties and sites for high-value manufacturing and the wider energy transition supply chain. This coordinated investment will include a **Marine Gateway** and the **creation of specialist campuses for Offshore Wind, Hydrogen, Innovation, and Skills** that will position the region as a global leader in energy transition. In addition, the Community & Energy Coast will include an upgraded publicly accessible Green Network and make significant enhancements to existing green and biodiverse spaces.


By investing in the Zone, your organisation will benefit hugely from being part of a dedicated net zero cluster with access to market-leading test and demonstration space, an advanced manufacturing skills hub, an energy incubator and scale up hub and cutting-edge R&D facilities for floating wind and green hydrogen.




Investor narrative and brochure for ETZ Ltd to encourage investment in off-shore green energy.

[Download here](#)



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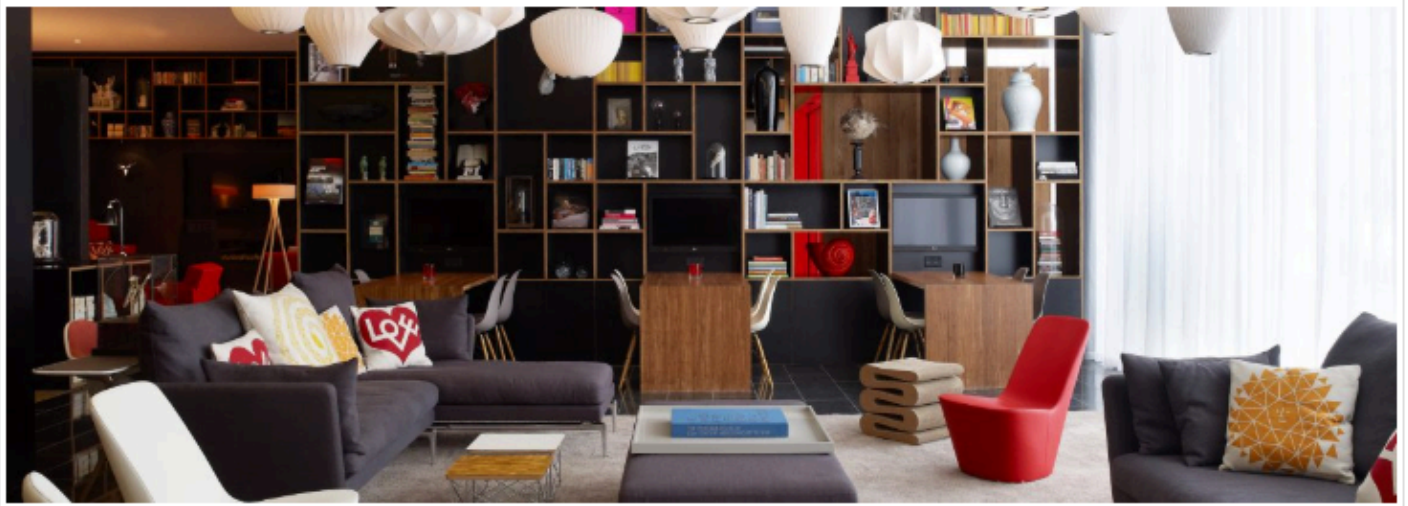


Art, culture and HUGE beds at citizenM London Bankside hotel

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In London's cultural centre, there's a hotel with more art than the Tate Modern. citizenM London Bankside is one of citizenM's four stylish hotels in the Big Smoke, designed to make any work trip an unforgettable one. At citizenM, work travellers have everything they need: a great location, game-changing meeting rooms and incredible sleep – with luxury thrown in as standard.

Clean, contemporary style with all the latest tech – that's every room at citizenM. There are 192 XL king-size beds made for a reset after a big London day. Each citizenM room has blackout blinds and soundproof windows so guests get a great night's sleep. There on the nightstand, the room's iPad controls just about everything! Not only does it set the temperature, navigate the smart TV and switch up the mood lighting, the iPad also comes with a roster of science-backed Sleep Sounds to help guests drift off in the blink of an eye. What better way to feel refreshed for the busy day ahead?

Work travellers can forget the Tube. The hotel has seven colourful societyM meeting spaces right downstairs. These designer boardrooms hold between eight and 14 people who are ready to connect and create. Or when that presentation needs kicking up a level, one space transforms into a theatre-style room for up to 30 people. With natural light, superfast Wi-Fi, inspiring artwork, comfy Vitra furniture and a huge smart TV, these are rooms where the ideas are as big as Ben. Even better, each room comes with delicious catering on request. Vegan? Gluten-free? societyM gives everyone the brain fuel they need!

Can citizenM possibly have any more art? Of course it can. The hotel's stylish living room is an ultra-modern space for workers to chill, work or plan their night out in London. The living room is filled with bold art pieces and curios to kick off the conversation. There's plenty more superfast Wi-Fi to go around too.

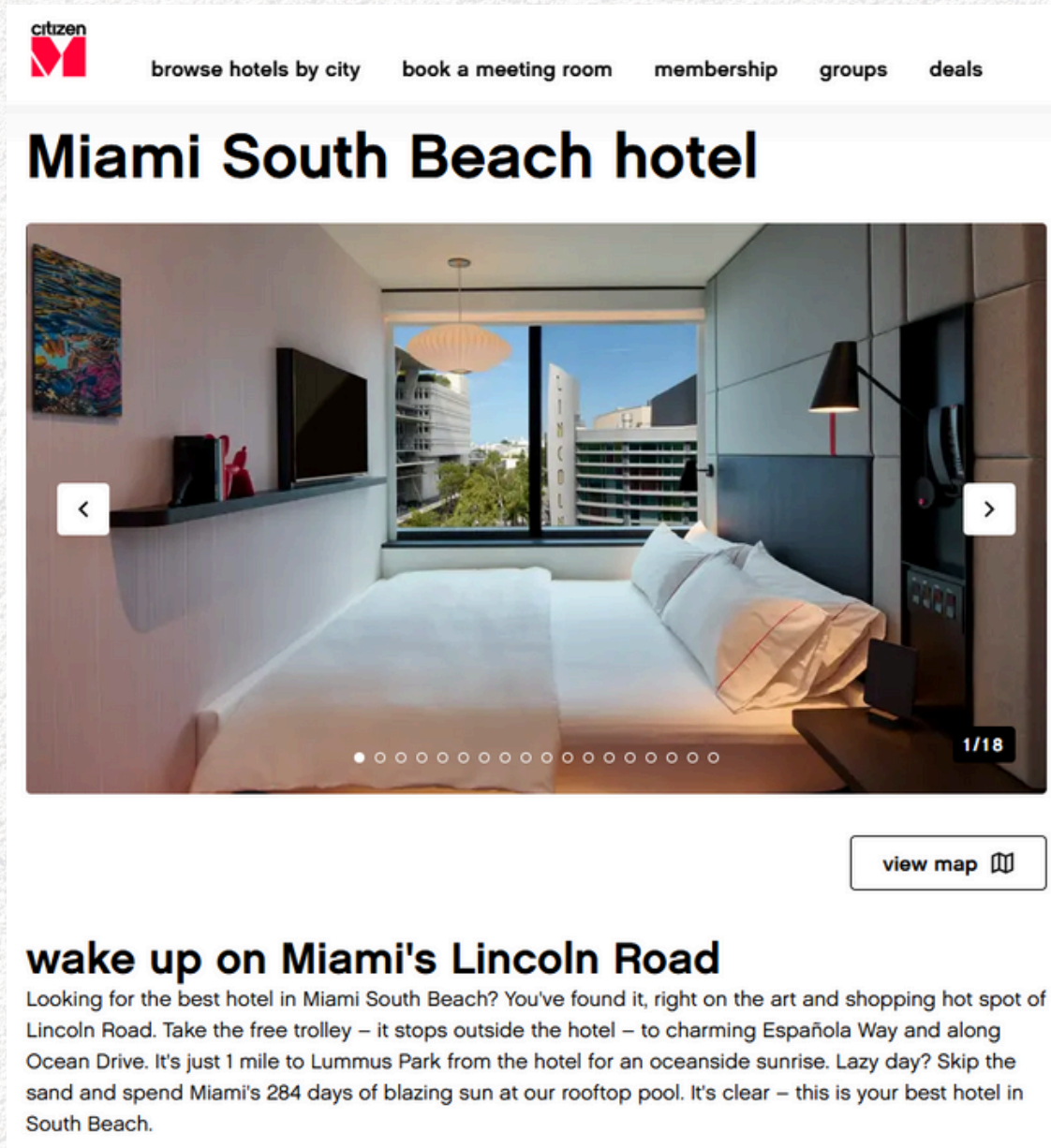
[citizenM Hotels blog series for external travel websites.](#)

[Read here](#)

Jennifer Lane



B2C



citizenM Hotels webpages, including:

- hotel pages
- meeting room bookings
- special events
- city guides
- app content

[Read here](#)

See more below.



the people behind the magic



[find your hotel](#)

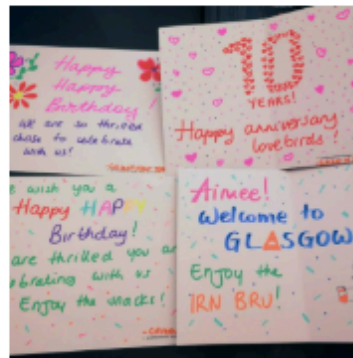
You see them in our living rooms welcoming guests, pouring lattes, shaking cocktails – but what are our ambassadors really up to? Planning their next random act of kindness, of course!

Enjoy this sneak peek at the superstars of citizenM.



one in a million!

One guest stayed with us in Miami while fulfilling daredevil items on his bucket list. Hotel staff heard his story and arranged a special skydive – a kind act he doubled by bringing along one of the ambassadors. What a star!



the personal touch!

Sweetness barometer: off the charts. One of our lovely Glasgow ambassadors took time to hand-write these colourful cards for guests who were celebrating special days. Someone pass the Kleenex.

[browse hotels by city](#)[book a meeting room](#)[membership](#)[groups](#)[deals](#)[my booking](#)[log in](#)

discover more about Boston

Why is Boston famous?

How long do you have? Boston has been at the centre of so many American historical events, it's hard to keep track - Boston is where the Declaration of Independence was signed in 1776, it had the first university - Harvard, you might have heard of it - and the Boston Tea Party (one of the major events that led to the American Revolution). It is also the home of the first organ transplant and the first police force in the US. Nowadays, Boston is more famous for its delicious baked beans, Boston cream pie and the bar from Cheers.

Where is the best pizza in Boston?

It just so happens that one of the best pizza places in Boston is right around the corner from citizenM Boston North Station hotel. What are the chances? Nip around the block to Regina Pizzeria (it's a 7-minute walk) for iconic pizza served since 1926. Or, if you're just off your flight at Boston Logan Airport and your pizza craving won't wait, Santarpio's Pizza on Chelsea Street is the one. It has been tried and tested by most Bostonians as a last taste of home before they catch their plane.

Is Boston famous for seafood?

Oysters, lobsters, clams - you name it, the East-coast seafood scene has it. If you're looking for the best seafood restaurants in Boston, hop in a cab over to Back Bay East and in less than 10 minutes you'll be Saltie Girl. For the perfect Prosecco and oyster pairing - go a little further south to B&G Oysters. This local favourite flexes its mussels more traditional dishes and plenty of lobster rolls to satisfy your desires.

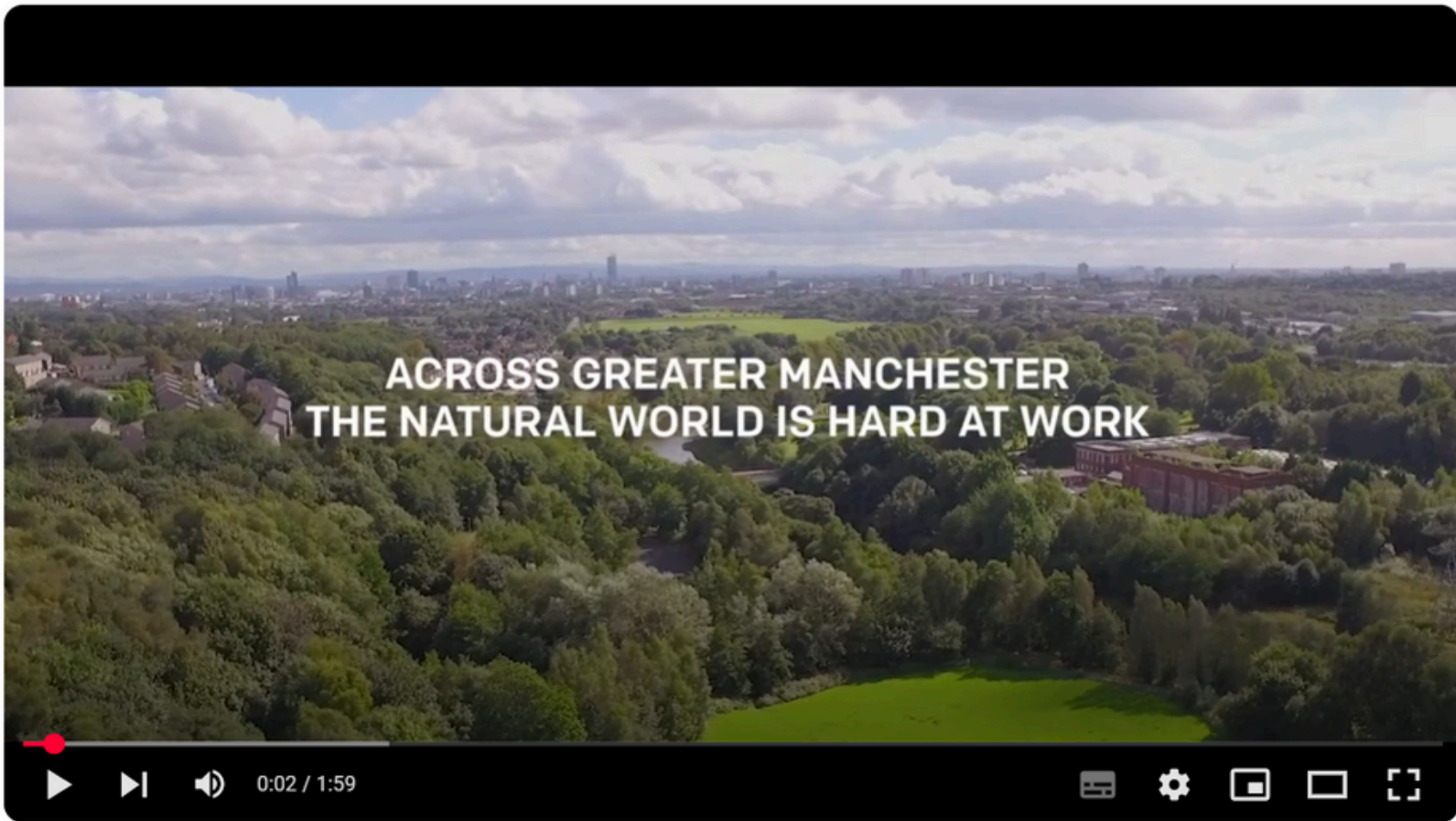
How do I see the Red Sox in Boston?

Keep an eye on the Boston Red Sox schedule on the MLB website. The world-famous baseball team is often at home so bag your seat at Fenway Park on Jersey Street, Boston, to say "Let's go!"

citizenM Hotels location fact files.

[Read here](#)

Jennifer Lane



Putting Nature at the Heart of Greater Manchester

Unlisted

“Putting Nature at the Heart of Greater Manchester” campaign. Worked with creative agency, Creative Concern, to script, produce materials and manage environmental campaign for Greater Manchester Combined Authority (GMCA).

[Watch the video](#)

Thank you.

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