

Film three places at the weekend. Recut the rest. No swimming pools.

Kids in school until 3pm. She films **Saturday and Sunday only** — three new places that weekend. Tue / Thu / Sat 8:30am are recuts from the bank or last weekend. Sunday 7pm is **cozy coffee**. Wednesday is PR. Half term **Mon 26–Fri 30 Oct** — save-lists go out two weeks before and the week before. If Hitchin is heavy rain, thunder, or gusts ≥ 50 km/h: do not post a farm. Swap to 5 Bells, Angels, Twist, or coffee.

Weather. Check the desk Hitchin strip before you post a pumpkin or a downs walk. Red day = indoor from the bank. No point posting farms in a storm.

Hooks — frame 1

Hook	Use it on
£5 and under 3s FREE	Secret Farm pumpkin. Price on frame 1.
Named place + postcode + date	Every pumpkin 10–12s. Opens 3 Oct / 16 Oct / 17 Oct.
Save this for half term	Lists on 13 Oct and 20 Oct. Dates 26–30 Oct on screen.
POV: a Hitchin mum found this	Local recs. Not a UK-wide listicle.
Wellies on. It's mud.	Pumpkin picking and downs walks. Honesty = saves.
First theatre trip	Matilda. Emotion, then the show name.
Too Good To Go — this bag was £X	M&S bakery. Price first.
Pub with a play area	5 Bells Henlow / Angels Hitchin. Indoor storm swap.
FREE autumn walk + coffee	Clophill / Barton Hills / Dunstable Downs. No ticket.
Don't go in a storm	Caption swap when the desk weather row is red.

Already on the camera · PR · go next

Trends

- UK TikTok is in autumn moodboards / sweater weather / wellies — match the pictures, keep her rec format.
- Recommendation clips (‘places like this near Hitchin’) outperform nationwide listicles for her.
- Pumpkin patch 10–12s + date + postcode is the autumn save shape. Not a 3-minute farm vlog.
- Cozy café / cabin seating is the Sunday trend. Cabins, blankets, hot chocolate.
- Half-term save-lists work when they go out 2 weeks before and 1 week before — not on the Monday the kids are already off.
- Sounds change every week. Use whatever is on her FYP, or original VO for a price rec. Don’t chase drunk-party audio on a family rec.
- It is not summer. No lidos, splash parks, or ‘best outdoor swim’.

Filmed, not posted

Place	Note
Matilda, Cambridge Theatre, London	First theatre trip with her son. PR event. Post week 1 Tuesday.
Loaf meal deals + Nutella French toast	PR visit. Price on frame 1.
Bleeker Burger	PR. Voted in the 100 best burgers in the world.
Willington Farm Shop	Local rec. Backup PR / Thursday recut.
Canal Street Coffee, Milton Keynes	Cozy coffee bank.
Tommys, Kings Cross	Food spot. Extra PR → Stories if the week is full.
M&S bakery Too Good To Go bag	Price of the bag on screen.
5 Bells, Henlow — pub with play area	Indoor storm swap. Week 1 Saturday.

PR coming up

When	Place	Note
Sun 20 Sep	Twist Museum, Soho	Film today. Posts Wed 23.
Sun 20 Sep	Maki & Ramen, Soho	Same London day. Posts Wed 30. Extra → Stories.
Sun 27 Sep	Slice of Misu Café	Sunday cozy coffee + PR.
Sat 3 Oct	The Angels Hitchin — soft play reopening	Indoor. Storm-proof Saturday.
Sat 17 Oct	Audley End Enchanted Railway Halloween Trail	PR trail. Recut old railway + new dates at 8:30am.

Weekend ideas (pick three)

Place	When
Herrings Green Activity Farm	Any dry weekend before pumpkins peak
The Secret Farm pumpkin patch — £5, under 3s FREE, opens Sat 3 Oct	Weekend of 3–4 Oct
Cammass Hall pumpkin picking from 3 Oct	Weekend of 10–11 Oct
Lewis of London ice cream farm pumpkins from 16 Oct	Weekend of 17–18 Oct
Hitchin Lavender pumpkins	Weekend of 24–25 Oct
Foxholes Farm pumpkins, Hertford	Weekend of 10–11 Oct
Riverside Hub Northampton	Half term / 31 Oct–1 Nov
Gullivers Land, Milton Keynes	Weekend of 24–25 Oct
Land of Lights, Gullivers Land	Bonfire week 7–8 Nov

FREE walks: Clophill Lakes — coffee, wellies, leaves. · Barton Hills — short climb, views, kids. · Dunstable Downs — windy; skip if gusts ≥ 50 . · Conker collecting / woods walk. FREE on frame 1. · Autumn fashion + wellies is the vibe, not a 75s tour.

The eight weeks

Named place + £ or FREE on frame 1. Sunday = cozy coffee, not a 75s save-list (those are the half-term Tuesdays).

Week 1 · 22–27 Sep			Empty the camera roll. Twist + Maki were filmed Sun 20 in Soho.
Goes out	How	What to post	
Tue 22 8am	RECUT	Matilda, Cambridge Theatre. First theatre trip with her son. 10–15s. Named show + ‘first time’ on frame 1.	
Wed 23 7:30pm	PR	Twist Museum, Soho. Filmed Sun 20. #ad first line. 10–15s rec, not a tour.	
Thu 24 8am	RECUT	Loaf meal deals + Nutella French toast. PR visit. Price on frame 1.	
Sat 26 8:30am	RECUT	5 Bells, Henlow — pub with play area. Indoor-safe if the weekend is wet.	
Sun 27 7pm	WEEKEND	Cozy coffee: Slice of Misu Café (PR today). Cabins/seats/hot chocolate. 10–15s.	
Film Sat+Sun — three new places: Clophill Lakes or Barton Hills (FREE walk) · Herrings Green Activity Farm · Slice of Misu Café (PR, Sun 27)			
Week 2 · 29 Sep–4 Oct			Pumpkin patches open Sat 3 Oct. Angels Hitchin soft play reopens Sat 3.
Goes out	How	What to post	
Tue 29 8am	RECUT	Bleeker Burger. Voted in the world's 100 best. 10–15s. Not a 3-minute food vlog.	
Wed 30 7:30pm	PR	Maki & Ramen, Soho. Filmed 20 Sep. #ad. Backup: Tommys Kings Cross food spot recut.	
Thu 1 Oct 8am	RECUT	M&S bakery Too Good To Go bag. Price of the bag on frame 1.	
Sat 3 8:30am	RECUT	The Angels Hitchin — soft play reopening today. Indoor. Good storm swap.	
Sun 4 7pm	WEEKEND	Cozy coffee, Hitchin. 10–15s cabins/seats. Secret Farm pumpkin is next week’s recut, not Sunday.	
Film Sat+Sun — three new places: The Angels Hitchin (PR, soft play reopening) · The Secret Farm pumpkin patch MK44 3RA · Cozy coffee Hitchin / cabin seating			

Week 3 · 6–11 Oct

Pumpkin 10–12s + date + postcode. Half term is in three weeks — start saving clips, don't post the list yet.

Goes out	How	What to post
Tue 6 8am	RECUT	Secret Farm pumpkin patch. £5, under 3s FREE, postcode MK44 3RA. 10–12s.
Wed 7 7:30pm	PR	PR if booked. Backup: Willington Farm Shop recut.
Thu 8 8am	RECUT	Canal Street Coffee, Milton Keynes. Cozy seats. 10–15s.
Sat 10 8:30am	RECUT	Herrings Green Activity Farm from last weekend. Named place + £.
Sun 11 7pm	WEEKEND	Cozy coffee. Farm-shop café or cabin. Not a 75s save-list.

Film Sat+Sun — three new places: Cammas Hall pumpkin picking (open from 3 Oct) · Foxholes Farm pumpkins, Hertford · Cozy coffee / farm-shop café

Week 4 · 13–18 Oct · HALF TERM minus 2 weeks

First half-term save-list week. Recycle farms + soft plays already filmed. Audley End Enchanted Railway is Sat 17 (PR).

Goes out	How	What to post
Tue 13 8am	RECUT	Half term in TWO weeks (26–30 Oct). 10–15s list: Secret Farm, Cammas Hall, Foxholes. Dates on screen. SAVE.
Wed 14 7:30pm	PR	PR. Backup: Twist recut if it still has juice.
Thu 15 8am	RECUT	Half-term indoor: Angels Hitchin + 5 Bells play area. Rainy-day list. 12s.
Sat 17 8:30am	RECUT	Audley End Enchanted Railway — we're going today. Recut old railway + new dates. Not live at 8:30.
Sun 18 7pm	WEEKEND	Cozy coffee after the trail. Cabins / hot chocolate. 10–15s.

Film Sat+Sun — three new places: Audley End Enchanted Railway Halloween Trail (PR) · Lewis of London ice cream farm pumpkins · Cozy coffee

Week 5 · 20–25 Oct · HALF TERM minus 1 week

Schools break Fri 23. Second save-list week. Then stop adding new lists — they go in half term.

Goes out	How	What to post
Tue 20 8am	RECUT	Half term NEXT week. 10–15s carousel/list: Audley End trail, Lewis of London, Lavender. SAVE.
Wed 21 7:30pm	PR	PR — brands pay for half term. Backup: Loaf recut.
Thu 22 8am	RECUT	FREE autumn walks for half term: Clophill Lakes, Barton Hills, Dunstable Downs. Wellies. 12s.
Sat 24 8:30am	RECUT	Gullivers Land MK teaser. Indoor bits if the forecast is grim.
Sun 25 7pm	WEEKEND	Cozy coffee. Last calm Sunday before half term.
Film Sat+Sun — three new places: Hitchin Lavender pumpkins · Gullivers Land, Milton Keynes · Cozy coffee		

Week 6 · 27 Oct–1 Nov · HALF TERM + Halloween

Kids off 26–30 Oct. Halloween Sat 31. Recycle footage — don't invent a fourth new farm.

Goes out	How	What to post
Tue 27 8am	RECUT	We're at the pumpkin patch — footage from Secret Farm / Cammas / Foxholes. 10–12s.
Wed 28 7:30pm	PR	PR. Backup: Matilda recut if families are in town for half term.
Thu 29 8am	RECUT	Soft play half-term: Angels Hitchin. Indoor. Storm-proof.
Sat 31 Halloween 8:30am	RECUT	Halloween today. Costume on frame 1. One named place + £.
Sun 1 Nov 7pm	WEEKEND	Cozy coffee. Bonfire week starts — ear defenders in the caption, not fireworks at 8am.

Film Sat+Sun — three new places: Halloween / pumpkin recut (already visited) · Riverside Hub Northampton · Cozy coffee

Week 7 · 3–8 Nov · Bonfire

Dark by 5pm. Indoor + evening. No fireworks at 8am.

Goes out	How	What to post
Tue 3 8am	RECUT	Riverside Hub Northampton from last weekend. Named place + £.
Wed 4 7:30pm	PR	PR. Backup: 5 Bells recut.
Thu 5 Bonfire 8am	RECUT	Café + tonight's display. Ear defenders. Not fireworks at 8am.
Sat 7 8:30am	RECUT	Land of Lights tonight / this weekend. Recut Gullivers footage + times.
Sun 8 7pm	WEEKEND	Cozy coffee after lights. Cabins, blankets, hot chocolate.

Film Sat+Sun — three new places: Land of Lights, Gullivers Land · FREE woods / conker walk if dry · Cozy coffee

Week 8 · 10–15 Nov · Christmas tease

Book-now, don't invent a Christmas visit yet. Rainy November = indoor bank.

Goes out	How	What to post
Tue 10 8am	RECUT	Indoor / museum / discovery. Cheap, rainy November. Recut Twist if needed.
Wed 11 7:30pm	PR	PR. Backup: play café Christmas corner.
Thu 12 8am	RECUT	Cozy coffee recut. Hitchin / MK cabin seats.
Sat 14 8:30am	RECUT	Garden centre Christmas trail. Free to wander. Wellies if muddy.
Sun 15 7pm	WEEKEND	Cozy coffee. Audley End Christmas — book now. Recut Halloween trail, don't drive at 8am.
Film Sat+Sun — three new places: Garden centre Christmas trail (free to wander) · Indoor play recut if wet · Cozy coffee		