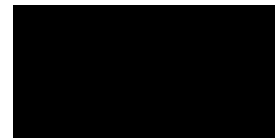




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# Business **barometer**



Our new column looking at what's hot and buzzing on the local business scene

## Blogger wins national gong

A Harpenden blogger fought off stiff competition to claim a national gong at one of the UK's most prestigious digital award ceremonies.

Kate Russell, 46, technology reporter at BBC Click who is also an author, scooped the individual award in the Digital and Technology category at the UK Blog Awards for her self-entitled blog.

Her aim behind the project was to break down barriers surrounding the world of technology to make it understandable for everyone.

She said: "It was a real honour to win the award and fantastic to meet all the other bloggers.

"It's important for diversity in the media that we have a strong voice and our best chance of that is by standing together as a community rather than



■ Kate Russell and judge Jonathan Weinberg

seeing each other as competition.

"I met the other bloggers shortlisted in my category and we are now firm friends and vowed to support each other

and help publicise each other's work."

She also live streamed her acceptance of the award on Periscope.

The awards received a total of 2,000 entries and 48,000 public votes to whittle down the overall shortlists who were then chosen by a panel of judges.

Founder and director, Gemma Pears, said: "What an incredible night we had at **The Montcalm** to celebrate the UK's top industry bloggers.

"Kate was up against stiff competition in the Digital and Technology category, but was a truly deserving winner.

"This year's voting process was staggering and the amount of enthusiasm we received for the 2015 awards has been overwhelming, but is a true reflection of the importance of blogging for companies, individuals and freelancers across the UK."

