

FREE CALLS WITH O2 AND TAXI MEDIA

O2 has partnered with Taxi Media to provide passengers with free calls to all UK national and mobile numbers in O2 branded cabs across London and Birmingham.

Unique O2 branded hands-free phones have been fitted in over 100 taxis across the two cities, along with O2 branded charging units compatible with the most popular mobile phones, MP3 players and PDAs. This initiative is part of O2's wider strategy of delivering better experiences for all - both current and potential customers. Giving people free calls and the chance to charge their mobile inside the taxi enables O2 to provide a completely unconditional and unexpected treat which enhances the taxi journey experience. O2 has been creating a branded presence on London's streets for some time, with liveried taxis and the biggest-ever Supersides campaign booked with Taxi Media in July. Taxis have long been considered the ideal medium to offer customers something extra: previously O2 has used them to offer customers free rides and the taxiphones now offer customers the convenience of making free calls while charging their mobile phone.



Brian Caulfield, Client Director at Meridian Outdoor, says: "We are really pleased that we have been able to work with O2 and Taxi Media to deliver this media first. From the outset we wanted to deliver a relevant customer experience and we believe people will think 'thanks O2 – your taxiphone made my journey even better.'"



CHELSEA PENSIONERS MARK COMPLETION OF NEW INFIRMARY

Climbing to the third floor of their landmark new Infirmary for its topping out ceremony, joined by Matron, Karen Smith, who will be in charge of the new building, The Governor of the Royal Hospital Chelsea, General the Lord Walker of Aldringham and James Wates, Director of Wates Construction, Chelsea Pensioners marked the completion of the structural frame.

Roy Ratazzi, Director of the Chelsea Pensioners' Appeal comments: "The topping out ceremony is a celebration of achieving a milestone in the construction process of our Infirmary. It is also an opportunity to thank all who have contributed so much to the process; benefactors, the design team, the Wates construction team, those in the Royal Hospital and the wider community."

The ceremony marks the completion of the building's highest point. Now the fitting out of the building begins, which is due for completion in late 2008. The new Infirmary will provide the full range of necessary medical and up-to-date care facilities. The completed structure will be of an architectural quality that enables it to stand with pride alongside the original Wren buildings of the rest of the Royal Hospital. The old Infirmary, a 1960s' building, was demolished in October 2005.

Ratazzi continues: "The new Infirmary will ensure we continue to offer a very high standard of care to our old soldiers. With over 300 pensioners, aged between 65 and 103, relying on us to look after them in their twilight years, we owe them the excellent medical facilities that they deserve to treat both minor ailments and to provide longer term care."

The new Infirmary has been built as part of a development programme at the Royal Hospital, funded by its Chelsea Pensioners' Appeal. Tasked with raising £35 million by the end of 2008, the Appeal will also help to fund the modernisation of the Pensioners' living quarters in the famous Sir Christopher Wren designed Long Wards. The Appeal was established to raise £35 million, of which just over £23 million has been raised so far, the Chelsea Pensioners are keen to secure the rest of the funds in order to reach their target.



102 year old Bill Swingler celebrates The Royal Hospital Chelsea's topping out ceremony

APPOINTMENTS TO THE COMMISSION FOR INTEGRATED TRANSPORT

Ruth Kelly, Secretary of State for Transport, has appointed Corinne Swain, Philip Davis and Carolyn Dwyer as members of the Commission for Integrated Transport.

All the appointments began on 19 September 2007 and will run for a period of three years. The Commission for Integrated Transport provides independent advice to Government on future transport policy options, the potential for new technology, the identification of best practice in transport and on transport issues which cross departmental boundaries. CfIT advises on transport issues across England and those non-devolved issues across the United Kingdom. The Commission is chaired by Peter Hendy and currently has 13 executive members with experience across a broad range of issues and 5 ex-officio members who represent the Disabled Persons Transport Advisory Committee, Network Rail, the Highways Agency, the Civil Aviation Authority and the Confederation of British Industry.

