

CHRISTMAS IS ON ITS WAY

WISH UPON A STAR...

REGENT STREET CHRISTMAS LIGHTS

The Regent Street Christmas lights were switched on by internationally acclaimed pop rock band McFly. This year the theme for the Christmas lights is 'stars' and has turned this famous 'mile of style' into a winter wonderland for Christmas shoppers. Since the 1950s international celebrities have turned on the lights to mark the beginning of the Christmas shopping season. Thousands of people were entertained for free with a festive show hosted by heartthrob TV actor, John Pickard (Hollyoaks) and a euphoric performance by the London Community Gospel Choir. The finale to this annual traffic free event was an incredible pyrotechnic display from the rooftops of Regent Street.



CHRISTMAS TREE SWITCH ON IN TRAFALGAR SQUARE

On Thursday 4 December in Trafalgar Square the annual tree lighting ceremony will take place. For over 60 years, the Norwegian capital of Oslo has given the tree to the citizens of London as a token of gratitude for Britain's support during World War II. This year, the tree will be lit by the Lord Mayor of Westminster and the Mayor of Oslo at the ceremony. The tree will remain in Trafalgar Square until Monday 5 January when it will be taken down to be recycled.

The carol singing season runs from Monday 8 to Friday 19 December. During the two week season over 40 voluntary and charitable organisations will sing each evening between 5pm and 9pm raising money for their good causes.



LONDON'S BIGGEST TRAFFIC-FREE SHOPPING DAY

Saturday 6 December, the event dubbed Shop West End VIP Day (which stands for Very Important Pedestrians) will see both Oxford Street and Regent Street cleared of traffic - leaving the entire area free for shoppers to enjoy. 30 Santas On Scooters



took over London's West End to celebrate the launch recently, quite an unusual sight. 100 West End stores will be involved in the event, with Sunday devoted to family orientated fun and Saturday's traffic-free streets dedicated to enticing Christmas shoppers. Dame Judith Mayhew Jonas, Chairman of New West End Company, VIP Weekend organizers said, "We have every expectation that VIP Weekend will add a much needed strong boost to retailer Christmas trading. It's our goal to reduce the number of buses on Oxford Street by 40% over the next four years, to ensure the West End maintains its competitive advantage internationally, and holds its position as the world's top shopping destination."

TAXI FRIENDLY WESTFIELD LONDON

Westfield London is Britain's third largest shopping mall. The enormous shopping centre in Shepherd's Bush, is the size of 30 football pitches and boasts 265 shops, 50 food outlets, an undulating glass roof that could cover Wembley Stadium and the first new Underground station to be built on an existing line in 70 years. A dedicated taxi drop off and rank area is in situ, accessible from Westfield Way, on the eastern side, between the shopping centre and the A3220. Access for taxis is from the north. Alternatively, from the Holland Park roundabout, taxi drivers should follow the A3220 north, then come off the slip road to Westfield London and then follow the signs for Valet Parking and Taxi Drop Off/Collection. From Wood Lane, access is via Ariel Way and then follow the signs.

Good news for taxi drivers is that the area, which is open 30 minutes before the centre opens and closes 30 minutes after it closes, has toilet facilities. Concierge staff are available at the desk in the taxi lounge where customers can wait whilst they wait for their cab. Outside the centre are two more taxi drop off/collection points. One is at the southern interchange outside the entrance to Shepherd's Bush Overground Station. The other is on Wood Lane, opposite the new library which is being constructed.

The new shopping mall is offering a fully 3D Interactive Christmas Grotto starring the very special Wishfinder Fairy who will be making her appearance for the first time this year.



Westfield Shopping Centre is currently using outdoor advertising to extensively promote its launch as a major London shopping destination. Taxi Media currently has 200 superside taxis on the road carrying pioneering red shimmeral Westfield logos and silver shimmeral effects on the slogan "Shopping in a new light". The taxis, booked through Taxi Media's Fashion and Retail Audience Solution, have been selected according to drivers' surveys and GPS tracking to ensure the drivers operate within key shopping areas.