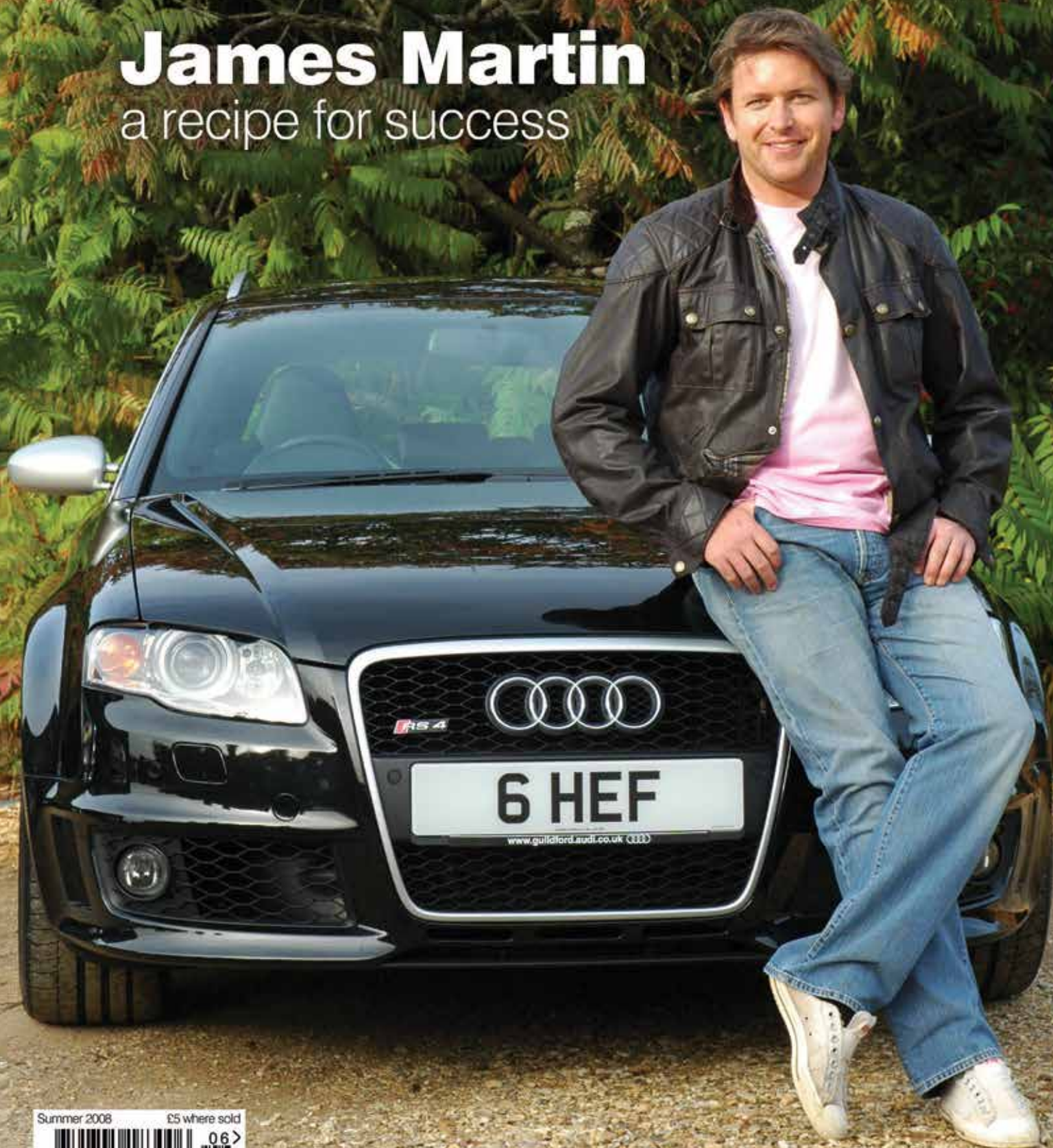


The World of **Personal Number Plates** Summer 2008

# Regtransfers

.co.uk

**James Martin**  
a recipe for success





# That's for **me!**

**Mr Hilary Louis Clive** is a sprightly, much travelled, 91-year-old who now lives with his equally active wife **Zena** in north London. Their apartment overlooks Stanmore Golf Club, a sport that he has always been interested in. They moved there many years ago, buying it 'off-plan', and leaving behind their home in Hampstead Garden Suburb.

His travels around the world have resulted in a fascinating collection of pictures and memorabilia spread throughout the flat, but taking pride of place is a large picture of their children and grandchildren. Hilary is very adept at making things and has turned one of his bedrooms into a DIY workshop and office. He can turn his hand to manufacturing just about anything in wood, metal and plastic. He has two small lathes in the room, one of which is a watchmaker's lathe.

As a youngster, Hilary worked in Petticoat Lane market in London, which is where he gained his knowledge of the rag trade. This eventually led him into business making and selling ladies' dresses, which he did from his showroom in London's Regent Street. One day, while standing in the shop doorway, he spotted a grey Armstrong Siddeley driving past sporting the registration **HLC 1**. Hilary remembers saying to himself, "That's for me!"

He contacted his insurers who tracked down the car's owner. Hilary wrote, asking if he could acquire the registration. The owner's reply seemed to imply that he suspected that the enquirer might be a bit of a nutcase, but he said that Hilary could have the number plate. In those days one needed to own both vehicles in order to transfer a number plate between them, so the owner kindly sent Hilary the vehicle

registration document so the transfer could take place. Hilary transferred the registration and duly returned the document.

The gentleman from whom he acquired the number asked Hilary about his occupation. When Hilary said that he was a dressmaker and seller, the man arranged for his wife to pay a visit. Six months later the lady came into the showroom and introduced herself. Hilary, still delighted at getting his number plate, allowed her to select six dresses, which at that time ranged in price between £2 and £2.10s. Hilary calculates that the registration cost him no more than £15. It is worth substantially more nowadays and he plans to put it onto a retention certificate and leave it to his grandchildren, so they can share the proceeds when it is eventually sold on.

Hilary has always loved driving and has competed in the biennial London to Jerusalem rallies on many occasions. Hilary has been reluctant to use his beloved Mercedes for the rally, so the organisers provide him with a car for each event. As a way of saying thank you, he plans eventually to donate his car to the organisers. The various commemorative plaques from these rallies are proudly displayed on a wall in his flat. He isn't taking part in the 2008 rally as he feels that three weeks away is too long for him at the moment, but he is planning to do a one-week rally to the Algarve in 2009.

Hilary has always pursued challenging activities and, in addition to rallying, he has enjoyed skiing, golfing, fishing, safaris and even dance exhibitions.

His early love of golf saw him becoming captain of Potters Bar Golf Club. Over the

years he has managed to sink six holes-in-one, three of which were at Potters Bar. He got down to a handicap of just five and found himself playing with champion golfers, Peter Thomson, Tony Jacklin, Gary Player and many of the Ryder Cup golfers.

Hilary's love of adventure led to his participation in the 1979 Sinai Desert Trek along with 80 other people, and he vividly remembers sleeping under stars instead of in the dormitory tents where most of the others slept.

One of Hilary's proudest moments was in 1994 when he and the other entrants of the London to Jerusalem Rally were treated as VIP guests of King Hussain of Jordan to acknowledge their charitable work. It was the first Kern Kayemeth Lelsrael - Jewish National Fund Rally and the King presented each of them with a commemorative Israel/Jordan Peace Medal.

In 2002, at a rally where Stirling Moss was a guest of honour, the racing legend offered to drive him around the Formula One circuit. Needless to say, Hilary was thrilled.

He was less thrilled on another occasion when his car broke down outside the Carlton Hotel in Cannes, in the middle of the film festival. Hilary had to endure the embarrassment of waiting around outside the busy hotel waiting for someone to tow his broken-down vehicle. In another driving incident he recalls, he had parked illegally, but was allowed to go on his way unhindered as the attendant had the initials HLC, the same as those on Hilary's car registration!

Len Stout







## Lucky 777

I have always been interested in cars and making mine look as sporty as possible, but I only recently became interested in personalised number plates.

When I heard that my sister was getting a brand new car and plate, I thought "I've got to get one too!"

I started looking on the Internet at different sites but didn't really know what I wanted. Then finally I decided that I wanted my initials, KEG.

I logged onto Regtransfers.co.uk after seeing an advert in a magazine and it was

so easy. I typed in my initials and price range and it came back with about five different plates.

I decided on **S777 KEG** because not only did it contain my initials, but it also had 777 which I have always thought was lucky, especially on a one armed bandit.

I had the plate on my MG within two weeks of buying it online. I do get lots of good comments about it and it's all thanks to Regtransfers' quick and easy service.

Many Thanks

**Katie E Gamblin**  
by email



## Delightful

Eleven seems to be my lucky number, having been born on the 11th day of the 11th month and June 11th 2007 being the memorable day when I met my very special girlfriend, Elizabeth.

So, when I saw the plate **R111 UKE**, I snapped it up for a very reasonable price and was delighted with the way it looked on my car.

Last Christmas I decided to treat Elizabeth to a cherished number for her car. The plate **L15 EHA** seemed to fit well, loosely appearing like 'Liz' and displaying her initials EHA.

After checking all the number plate dealers, Regtransfers.co.uk were the cheapest and they were a delight to do business with.

**Luke Moody**  
by email



**Nick Perrin**  
Optic Leisure Ltd  
Staffordshire



## Just for fun

I thought you might appreciate the photo of **C1 TYG** alongside my latest **UR04 FUN**, both purchased from you. Many thanks

**Mark Byrne**  
Merseyside



## Keeping an eye out

I have been a keen enthusiast of personalised plates for many years. I purchased my first **225 HPD** in 1989 then in 1990 I purchased **676 KPC**.

Moving house in 1991, and in need of some money, I sold **225 HPD** through Regtransfers.co.uk.

I am always keeping an eye out for plates, especially those with my initials. I bought

**221 KPD** in 2002 for my wife's car and it is now up for sale.

In 2007 I purchased my BMW and was looking through the ads when I saw **540 JML** (my full initials).

After a bit of haggling, a deal was made and, in April 2007, I was the proud owner of my own personalised plate. I am still on the look-out for one for my wife.

**Jon Langford**  
Chelsfield, Kent



## Net profit

I bought the number plate **NET 1T** back in 1986. At the time I owned Swinton Angling Centre and used the plate in my advertising and letterheads.

I once entered my plate in a competition and, to my surprise, won the first prize of £100.

Now retired and a regular angler, I often get other drivers peering into the car presumably to see if a famous footballer is the driver.

My one wish is that one day the driver will be Bill Gates looking for a new plate. I think that there is more chance of me catching Moby Dick, but I can dream, can't I?

**Eddie Battersby**  
Swinton, South Yorkshire



**Steve Bailey**  
by email



## Reality

From looking through private registrations previously, I knew that **57 EPH** was over £30,000 and it would never be a reality.

I think it was my dad who, one day, joked about waiting until the '57' registrations came out. Maybe he thought I'd be over it by then!

So, one night last year, I was browsing Regtransfers.co.uk and it was there! At first I had my heart set on **AA57 EPH** but then, when I looked again the next day, I found **ST57 EPH**, which is even better. A bargain really compared to the price of **57 EPH** and I even got the S and the T as well!

My friends loved it and I was really proud to show it off. I can't wait to finally get a new car to put it on.

**Steph**  
by email



**Steve Avery**  
by email

## Inspired

I would like to thank your sales advisor, Declan, for the prompt and efficient way that he dealt with the sale of the number plate that I had put up for sale.

He helped me through every stage and taught me the correct way of transferring and re-registering my vehicle.

I also thought that the tracking system, where I could check the progress of the sale, was inspired. So, once again, thank you all who were involved.

**Pete Radford**  
by email

**What's the story?**  
Send **YOUR** stories  
and photos to:  
[editorial@regtransfers.co.uk](mailto:editorial@regtransfers.co.uk)





James

**Martin**

a recipe for success

**T**here are a number of professions whose practitioners have become showbiz personalities and celebrities as TV fashion has cycled through its various flavours-of-the-year. For a while it was gardeners, then interior decorators and antique experts, but television chefs have outlasted all of them; from the early days of Marguerite Patten OBE, Philip Harben and Fanny Craddock through Graham Kerr, Delia Smith and Ainsley Harriot.

James Martin is one of the more prolific celebrity chefs where media appearances are concerned. One might almost be tempted to crack dreadful jokes about him having made more television appearances than many people have had hot dinners.

We first saw James on our screens in 1996. Since then he has rarely strayed from in front of the camera. He has been a regular on *Ready Steady Cook*, a contestant on *Strictly Come Dancing* and is currently the presenter of *Saturday Kitchen*. He has also produced a number of cookery books.







James's appearance on *Strictly Come Dancing* raised a few eyebrows.

He displayed a fitness level that one might expect from an experienced dancer or athlete rather than from a TV chef, and reportedly lost a stone in weight during his preparation for the competition.

The obvious rapport between James and his dancing partner and mentor, Camilla Dallerup, meant that viewers became eager to spot any sign of a possible romantic involvement. On a more practical level, their partnership meant that James's dancing improved steadily, impressing the judges as well as the public. James and Camilla only just missed out on a place in the final, and they proved to be one of the most popular couples in the series.

Of course, despite recent forays into various media projects, it is as a chef that we know James Martin best. His career in cooking began when James was very young. His father was the catering manager at a stately home, so James became familiar with ingredients and methods as he grew up. Although James originally had ambitions to become a vet, he says: "My dad pointed out that I liked my animals best on a plate, so I became a chef instead!"

James's formal training began when he was 16. He enrolled at Scarborough Technical College where he became an outstanding student. His abilities came to the attention of Antony Worrall Thompson, who took him to London where he started work in the kitchens of 190 Queensgate.





*"I've always loved cars.  
I work to buy cars."*



**A**part from cooking, one of James's greatest passions is cars, and when Regtransfers.co.uk visited him at his home near Winchester, James showed us part of his esoteric collection of vehicles. In addition to his Audi RS4, James's garage contains a couple of very nice motorcycles, a vintage Chevrolet Corvette complete with

white-walls, a Lotus 340R and a brace of retired Formula 1 racing cars. He owns others, but we really didn't want to take up too much of his time browsing cars when the real reason for the visit was to deliver

his new "chef" number registration, **6 HEF**, and to interview him and take some photographs.





"I've always loved cars. I work to buy cars. Other people might buy property or something but when I finish at the end of the year I like to buy myself a new car," he told us. "The number plate looks really good! I already have one "chef" plate, C8 HEF, but this one is much better. It will look great on the car... Although I've not completely decided which one to put it on yet!"

In 2007, James joined the *Mail on Sunday* as a columnist for the Live magazine.

His topic? Cars, of course. It's obviously hard work, driving and reporting on a range of vehicles including Subarus, Bentleys, Porsches and the mighty Mercedes C63 AMG, but someone has to do it. And when he tires of the cars, James can always try out the occasional 1000cc motorcycle, just for a bit of variety.

There are times when James's obsession with cars combines with that competitive streak we saw in *Strictly Come Dancing*. In May 2008 he took his 1948 Maserati A6GCS to Italy to take part in the legendary Mille Miglia road race. No 'Sunday drive', this: Enzo Ferrari himself described the Mille Miglia as "the world's greatest road race". Although it has changed from the pre-1958 version, in which accidents claimed several lives, to a rally-style endurance event focusing on timing more than simple speed, the Mille Miglia is still a spectacular parade of classic vehicles. It is a natural destination for James Martin and his co-driver, Sarah Bennett-Baggs.



With all this enthusiasm for things on wheels, it seems that James's passion is divided between cars and his career as a chef. The appeal of all those terrific vehicles must be hard to resist, but the *Saturday Kitchen* television audience will be keeping its collective fingers crossed that James can still find time to do some cooking.

Story: Rick Cadger

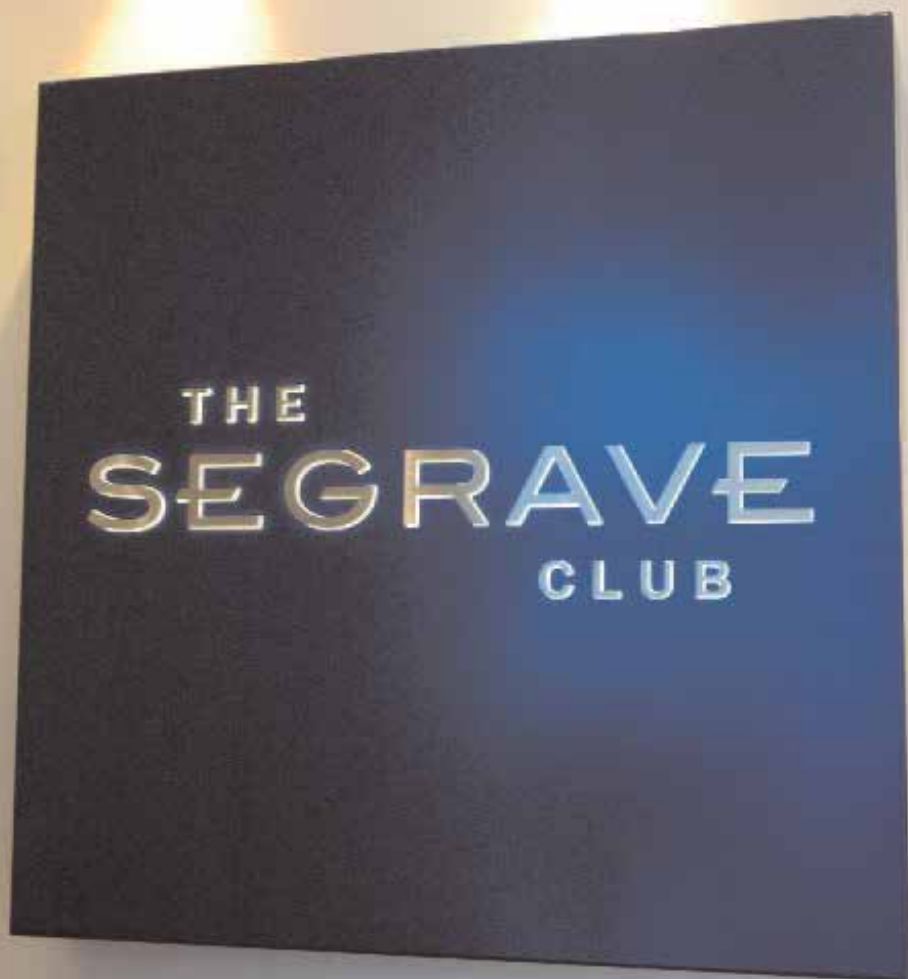
Interview: Angela Banh

Photography: Stan Thompson





# All supercar clubs are not the same



At the official launch, the club was graced with a visit from the legendary Golden Arrow car in which Sir Henry Segrave, for whom the Segrave Club was named, broke the world land speed record in 1929.

When Regtransfers.co.uk was invited to visit the Segrave Club we were delighted. The occasion provided a fine opportunity to have some of our most exclusive private registrations modelled by some of the world's most impressive vehicles. We were also fortunate to have Nick Hancock, Segrave Club's Chief Executive, tell us a little about his fantastic organisation.

"I formed the Segrave Club to offer unprecedented access to the world's most exciting cars. I'd been involved in setting up and then ran P1, the first of the shared access supercar clubs, for seven years and was very excited at the prospect of starting with a clean sheet of paper. The problem had always been that 80% of members only ever wanted 20% of the cars. It's not the most comfortable position to be in when you're speaking to a member who already owns, say, a 911 Turbo and a Range Rover, and all you've got available to him is an M3 and a Cayman. Because the Segrave only runs the top group cars, such as the Porsche Carrera GT, Ferrari 599, Rolls Royce Phantom and Lamborghini Murcielago LP640, with no makeweights, and always keeps the ratio of members to cars very low, I never have to have those sorts of conversations nowadays!"

How would Nick himself sum up the benefits of Segrave Club membership?

"For far less than it costs in depreciation, insurance and maintenance, a member of the Segrave enjoys something like sixty days in the flagship cars from the most prestigious manufacturers. All they need to do is to phone us up and say, for instance, 'I'm taking my wife away to a smart hotel in the country this weekend, what have you got?', and we can offer them the choice of something like an Aston Martin DBS or a Bentley Continental Convertible. They can then either pick them up from our clubhouse in Knightsbridge, our City base at the Honourable Artillery Company, or



The club, launched in early October 2007 and officially opened in February 2008, offers members an enviable environment in which to indulge their supercar obsession. The clubhouse in Knightsbridge features a members' lounge and meeting facilities. It provides a venue for club events and parties.

**D**o you ever get just a little bored with your car? Do you ever see other cars on the road and wish you were behind the wheel of one of those, instead of stuck with the same model you've had for the last year or two, or three? If you owned a luxury or performance car, something well above the affordability range of the average driver, do you think you'd be completely satisfied, or do you think you might still find something to covet? Believe it or not, it does happen.

The Segrave Club offers a near perfect solution for those supercar fans who enjoy variety in their driving. For a one-time joining fee of £5,000 plus an annual membership of £16,000, members of this exclusive private members club get the chance to drive some of the newest and most exciting cars in the world.





we will deliver the car to their home or office. When they're finished, we pick them up. It's as simple as that. If they want to try out some of the most focused drivers' cars on the planet, we've got kit like the Lamborghini Gallardo Superleggera or 911 GT2. We even have chauffeurs for our Phantom and Maserati Quattroporte Sport GT.

The cost of Segrave membership, even though it brings exclusive opportunities and benefits that many drivers could only dream of, is significant. What kind of person is willing to spend that kind of money?

"On the whole, they are experienced supercar owners, who want to be able to satisfy the urge for the very latest contemporary metal (which we always get very, very early due to our exceptional relationships with the manufacturers), without the hassle. Some people are drawn to the events, which are 'money can't buy' experiences like choosing the next additions to the fleet at Press Day of the Geneva Motor Show, or the chance to wish the drivers and crew of Aston Martin Racing

good luck at the Segrave, before they set off for Le Mans. We've also got the most thorough and scientific driver training programme on the market, which takes members and their

partners from their current level of driving as far as racing if they wish."

Which car is currently most popular with members?



Ben Samuelson with Aston Martin Racing team leader Darren Turner



It's the Ferrari 599, which is probably partly due to the fact that members can actually phone up and book it! However, the new cars always get a initial burst and so the DBS, which has polarised opinion in the press, will probably be pretty popular for a time while members get the opportunity to make their own minds up about it."

We can't help wondering if part of Nick's motivation in forming the Segrave Club might be a desire to personally test drive the cars that he offers to his members.

"Well, it would be rude not to, wouldn't it? The cars do need running in, and are always checked over to make sure that they are absolutely perfect when handed over to members, so I do get quite a bit of seat time, as it were. Although I worked for Ferrari for many years, I have to admit to being a bit of a Porsche fan nowadays so the GT2 is probably my favourite at the moment. But ask me again tomorrow, and it'll probably be something else. That's the joy of the Segrave!"

The Segrave Club was very happy to have its fine cars model Regtransfers' exclusive number plates. Great cars and great plates obviously make a striking combination. What are Nick's feelings about private registrations?

"We don't tend to run the cars on private plates because we're rather proud of always having the newest fleet around. That said, we do have V12 CPE on one of the Astons, as it does look rather smart. I'm a big fan of private plates in general, so if N1 CKH were to come up..."

Rick Cadger

Photography: Stan Thompson



## Sadie's surprise

**Sadie Taylor** awoke on her 17th birthday with some excitement, as one might expect. However, when her father went into her room early that morning, wished her a happy birthday and gave her a card and a pair of jeans, Sadie couldn't help feeling that it was a bit of an anticlimax. The jeans weren't even gift-wrapped. She put them to one side and started getting ready, as she had planned to go shopping that day.

"I went downstairs a little later, all groomed and ready to go out," Sadie told us. "When I went into the kitchen, my dad said that my brother, Joe, had got me a little present. Joe gave me a small box, which I opened to find a Mini keyring. Jokingly, I said to my dad that all I needed now were the keys to go on it. At that point he reached into his pocket and pulled out a set of keys. By this time my heart was racing and I had butterflies in my stomach!"

Sadie's father led her out to the garage and opened the door. Inside was a black Mini Cooper bearing the registration **SAD 11E**. The first thing Sadie did was scream; "It has my name on it!" She was ecstatic.

"Me with a black Mini Cooper was my dream come true," says Sadie. "At only 5' 1", a Mini fits me perfectly, and I became the envy of all my friends."

"Now, after about a year of owning my 'baby' and my number plate, I still get a rush each time I put my seatbelt on."

"And I don't know how, but everyone knows my name!"

Len Stout

**What's the story?**

Send **YOUR** stories  
and photos to:  
[editorial@regtransfers.co.uk](mailto:editorial@regtransfers.co.uk)



# Attention to **detail**

**Hunter Demolition Ltd** has been providing services to industry for nearly half a century. The man at the head of the management team is **George M Beattie**. Where private number plates are concerned, George is most definitely one of the converted.

The company employs approximately 100 people, and operates a fleet of about 50 vehicles. Each of those vehicles bears an 'HDL' number plate: it has become a routine part of their branding strategy. A company offering expertise in such hazardous areas as demolition, asbestos removal and land decontamination, depends upon its reputation for professionalism and attention to detail. Even such a small detail as consistent branding



latest demolition and recycling plant, the company has relocated its headquarters to a larger and more central location at the east of Glasgow, minutes from the M8, M9, M73 and M74 motorways.

The first private number plate purchases George made were in 1994 when he bought

The investment move seems to have been a good one.

"I paid £5k for **CB 22**," says George, "and some years ago I was offered £30k for it, but as yet we haven't sold it.

"My next purchase was **70 MB** for my wife, Michelle, who has had it on various cars. It has been on a few Mercedes cars and we were once approached by Mercedes Benz who wanted to purchase it. The next one I bought was **36 B**, which I use myself.

"Most recently I bought **BEA 71E**, which I have on my Range Rover, and **BEA 771E**, which my son George has on his Discovery."



[www.hunterdemolition.com](http://www.hunterdemolition.com)



of vehicles, as achieved by Hunter's HDL registrations, can reinforce that vital image.

With an annual turnover of about £8 million, Hunter Demolition has invested significantly in its future. In addition to purchasing the

matching personal registrations as investments for his son and daughter. Son George received **22 GB**, while daughter Clare had **CB 22**. They both still own their private numbers and display them on their cars.







## Horses for courses

**Steve Bennett** bought his first private number plates in 1996. **B19 OSS**, or Big 'Oss, was purchased to adorn a Land Rover Discovery often used to tow a horse trailer.

"We have three horses," says Steve, "and Judith, my wife, competes so we have to tow the horses to events. With Big 'Oss on the trailer, I like to think of people seeing it and making the connection that a big 'oss was being towed."

During the following years, the registration was used on many tow vehicles but, when Steve purchased his second personal registration in 2002, Big 'Oss went into temporary retirement on a retention certificate.

"Our 2002 Range Rover Td6 got a plate on the same horsey theme as Big 'Oss... **AH02 SEY**, AKA 'Horsey'! I still get the same pleasure from seeing people smile as they look at the trailer and see a horsey being towed. We've even had a comment from the local police who thought the number was great.

"It wasn't long before we added another car



to our stable. It had been a long time wish of mine to own an Aston Martin DB7 Volante. I was fortunate enough to purchase one in 2006 and, naturally, I set about looking for a plate to match. I wanted something that would show off the great British lineage of the marque, and something that would identify the car.

I noticed a plate with the letters GBR, so I set about finding **D8 GBR** which I thought would be great, linking David Brown's initials, and the DB of the DB7, with the country of the car maker. Fortunately, Regtransfers secured the plate for me. I'm pleased to say that the transaction went without a hitch and very soon **D8 GBR** was parked next to **AH02 SEY** in the garage."

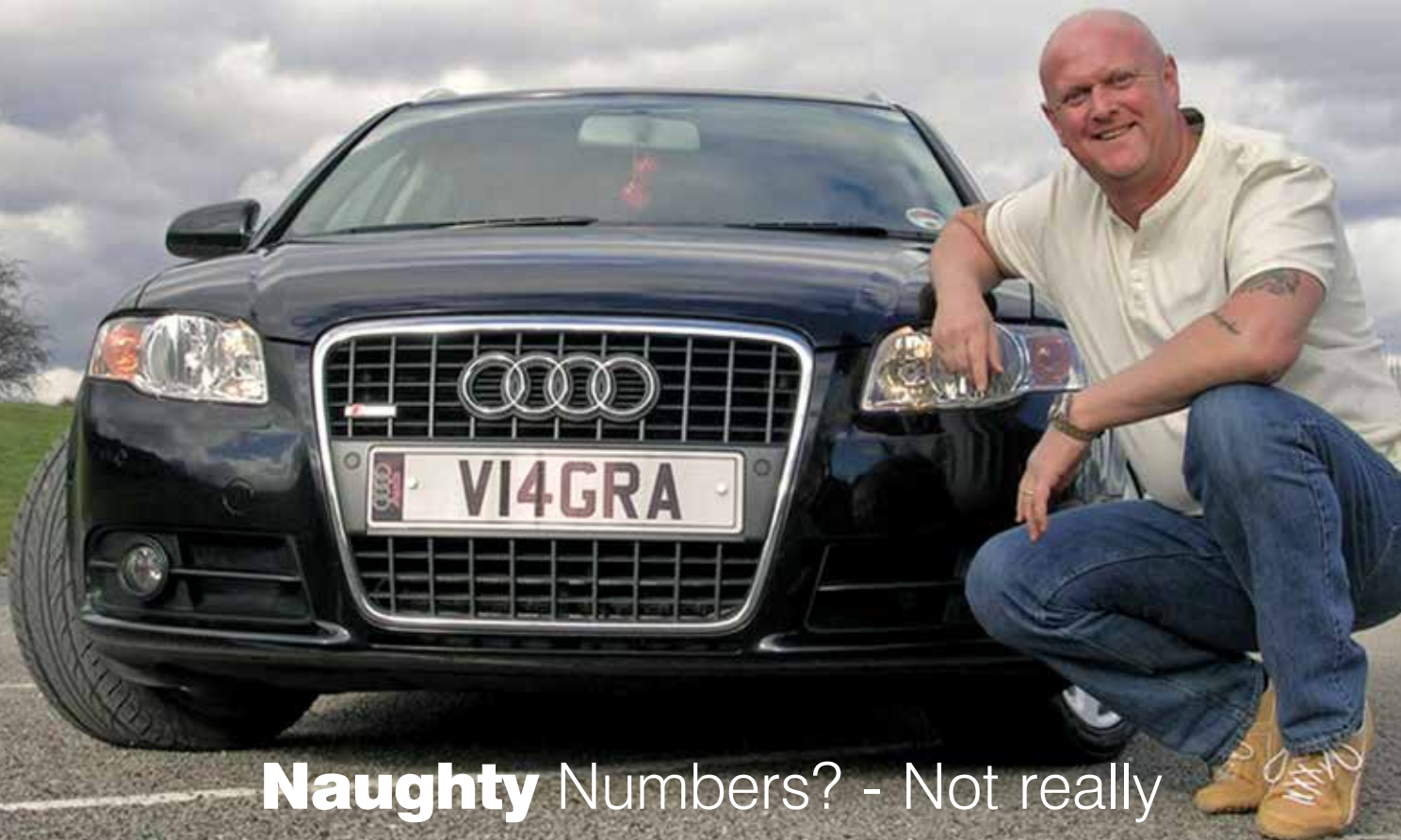
What about Big 'Oss? Well, Judith loved the plate so much that she and Steve decided to find something suitable for her to use as

an everyday car and that the plate should go on that. Playing on the 'big' word a little, the obvious choice was a small car - so **B19 OSS**, now out of retirement, sits proudly displayed on a Mini Cooper S, adding a finishing touch to the Bennetts' enviable three car/horse stable.

Len Stout







## Naughty Numbers? - Not really

**Paul White**, originally from Northumberland, has lived in Cheshire for the last 15 years. Paul is a man with a real enthusiasm for private number plates. What is more, he is living proof that good quality car registrations can be a fine investment. He has bought and sold a great many numbers over the years and so is better placed than most to assess the wisdom of each potential purchase.

"My interest in personal numbers started at a very early age, when I was maybe 10 or 11. I used to see local house building tycoon William Leech driving around in his Rolls Royce, bearing the plate **WL 1**. I also remember loving the weekly *That's Life* programme when they would report on amusing number plates spotted by viewers. **OBO 110X** stands out in my memory for some reason!"

With his experience and sharp eye for a likely plate, Paul would much rather invest in cherished numbers than leave money languishing unused in the bank where it would earn little interest.

"There are still many bargains to be had if you take time to search," he says, "and most of the time you will see a decent return on your original investment, as well as having some fun along the way."

Paul considers that his most memorable, and profitable, purchases to date have been: **L4 LUV**, **BA51 TAD**, **M1 UMS**, **X4 WET**, **ST02 NED**, **W4 RTS**, **T1 OOL**, **X5 PAU**, **A6 PAU**, **A7 PAU**, **ST05 NED**, **PO52 EUR**, **WH05 GAL**, **GA52 YOU**, **BL04 YOU**, **T444 FFY**, **KN03 END**, **KN03 OFF**, **SC03 ELL**, **M100 LAH**, **KN03 YOU**, and **V60 GRE**, although he has owned many more.

He does lament a couple of missed opportunities, though. "I was offered **1 UST** a few years ago for under £7k. I didn't have

the money at the time, but offered to try and sell the plate for the seller on commission. Originally an Inverness plate, I advertised it in the press up in Scotland, but surprisingly got no takers. He eventually sold it privately for an undisclosed sum. I will always regret not finding the money for such a lustful number 1 plate!

"I also hesitated and lost when I was offered **L16 KLE** for around £350! I would have made a pretty penny selling it on to one of the thousands of Mini or Smart car owners on the roads now. An absolute bargain, but I didn't take the bait soon enough. A lesson learnt though about grasping good opportunities with both hands when they present themselves."

Paul still has some great plates. Here is a list of the registrations he currently owns, along with his comments on each one:

**G14 STO** "I'm an avid fan of the Glastonbury Festival (AKA 'Glasto') and bought this plate some years ago. Until recently it adorned my car and went with me to the festival last year. Now on retention until it goes onto my music-mad son's car soon."

**FE57 VAL** "I also own another 'festival' related plate which is currently on retention."

**B1 EED** "This is on my wife's car. She's employed as a phlebotomist (she takes people's blood!)"

**FAC 1A** "This one is currently on my son's car. I spotted and bought this plate recently from Regtransfers and hopefully sell on at a quick profit. A company within our group is the UK's largest independent PVC building plastics distributor, with a database containing thousands of potential buyers. I see this plate being purchased by a PVC window/fascia firm and subsequently used as a fantastic promotional tool for the business."

**N1 TXT** "Used to be on my son's car but now on retention. Like any other teenager, he spends half his life texting his mates, so I thought the number was apt so I bought it for him. Currently being offered for sale by Regtransfers."

**V14 GRA** "The piece de resistance of my collection. Recently purchased from Regtransfers and now assigned to my car. Again, bought purely as a future investment and boy am I having some fun with it at the moment! If I had a quid for every person who's taken a mobile phone photograph so far, I'd probably have my investment back already! Without doubt a head turner for all ages and it certainly makes people point and smile when they see it passing."

"I had some money in the bank gaining a little bit of monthly interest, but again, I saw more long term return potential in buying this plate and eventually moving it on at a healthy profit. At least this way I'm actually enjoying my money instead of it lying there doing nothing in a bank."

"From what I gather, it has never been assigned to a vehicle since being sold at an auction in 1999 - for around £8.5k I think. I thought that was a waste, so I bought it and put it onto my car. It's my 45th birthday in May, so I thought I'd treat myself to what is, fortunately, the only type of **V14 GRA** that I need at this age!"

Len Stout





## In the club



Entrepreneur **Nick Taplin** has always had a penchant for personal number plates, and now that his hotel and spa business is booming, he not only sees them as a fantastic promotional tool, but also as a nice way to thank colleagues, friends and family for all their help.

Nick has lived most of his 34 years in and around the village of Congresbury in North Somerset. As he was growing up, his parents instilled in him a strong work ethic and he came to believe that if he wanted something then he would have to work hard to get it. The values he absorbed in his formative years have served him well. Nick built up his experience in pub retailing and hotel management, running a number of establishments. That background, combined with the guiding principles from his parents, equipped him well for business. He struck out on his own when the time was right and he now owns a leading hotel, health club and spa.

Cadbury House is located in the place Nick knows best: the area in which he grew up. Following a four year programme of investment, construction and refurbishment, Cadbury House Hotel, Health Club and Spa now boasts some of the region's top conference, meeting and wedding facilities. The 72-bedroom, four-star hotel has a restaurant that has been successfully transformed by chef Mark Veale, a protégé of TV's Gordon Ramsay. The club has also been extended to include the region's only children's gym as demand for premier health club facilities booms in the area.

The original house, which forms the centrepiece of the new

development, dates from 1790 when it was built as a private residence set in an 800-acre estate. From 1939 to 1955 Cadbury House became a seat of learning as St David's, a prep school for boys.

During the '70s and '80s, Cadbury House was more renowned as a venue for hedonistic parties, hunt balls, medieval banquets and charity evenings attended by hundreds of people.

Since the redevelopment work and opening of the hotel, guests have included a range of well known faces including Sven-Göran Eriksson and a number of Manchester City football stars, Rugby World Cup winner Jason Leonard and countless TV celebs.

The first of Nick's personal number plates was bought while the £5.5 million health club and spa (branded *theclub*) was being built in 2006. The registration was placed on a Chrysler Voyager that had been strikingly customised in theclub livery. **C12 LUB** became a familiar sight on local roads. Nick plans to give this particular plate to Jason Eaton, *theclub*'s manager, to thank him for all his hard work.

"This was the first plate we used from a business perspective. It added a certain kudos to the Chrysler and completed its look. I'm delighted that Jason will be able to use it on his own vehicle. We will get a new private plate for the Chrysler. Cherished numbers are part of our advertising and PR."

For the time being, the Chrysler is displaying another of Nick's plates, **C11 NJT** (Nick James Taplin).

Cadbury House also provides a personal chauffeur service for guests and business clients. Once again, branding and promotion

considerations moved Nick to purchase another private registration. In addition to a subtle logo on the hotel's stretch limo, the number plate **C14 HCC** helps to remind people exactly where it has come from.

Nick's own personal registration is **T6 PLN**. Previously he had displayed **NJT 118** but, with the arrival of his new Porsche, Nick decided to put that plate on Cadbury House's retro Jeep. For the Porsche he wanted something a little more special. In fact, Nick had actually bought **T6 PLN** for his parents but he found it hard to part with, so he persuaded them to let him have it. Nick bought his mum and dad an equally fine replacement in **T9 PLN**.

Nick acquired **RT56 XXX** for his fiancée Rachel. He rather hoped that the speculative initials would help to ensure that wedding plans would go smoothly. Rachel is currently still a Howell!

Nick told us, "I'm sure our number plate portfolio will continue to grow as the business does. They're great fun but have also proved beneficial for the business providing excellent marketing, branding and public profile opportunities."

Rick Cadger

[www.cadburyhotelbristol.co.uk](http://www.cadburyhotelbristol.co.uk)





# Marketing on a Plate



## High Rise Scaffolding

**H**igh Rise Scaffolding is a successful company run by **Ian Bradley**, his business partner, **Doug Burridge** and a dedicated and reliable team of scaffolders. Based in Rickmansworth, Herts, they operate throughout the UK. Ian has always had an urge to travel. For eight years he worked as an overland driver in Africa and South America: a job he loved and, even now, thinks he may do again some day. When he came back from his travels in 2000, Ian teamed up with Doug to form High Rise Scaffolding.

The company name proved to be a great choice, and that alone seems to have played a significant part in attracting new business. Ian and Doug are proud that they have retained all their valued clients from the early days, as well as acquiring new contracts with bigger names such as Balfour Beatty, Connaught's and Apollo London Ltd. Although a catchy name is a great help, Ian makes it very clear which asset has done the most to get them where they are today.





# a treasure forever

**William 'Wullie' Lister** lives in Penicuik, about 10 miles from Edinburgh. Wullie works as a postman, a job he has done for nearly five years, and says that he enjoys life to the full. That enjoyment was recently enhanced by the discovery of his perfect personal registration, **W11 LYL** ('Wullie L').

"I can't thank Regtransfers enough for finding it for me," he says. "I have now achieved my goal of buying a number plate with my name on, so I will be selling my two other registrations: **M12 WUL** ('Mr Wul') and **M33 TOU** ('Me to You'). I have the registration I have always wanted."

At 24 years of age, Wullie has been a car enthusiast for the past seven years.

He started with "a wee, done-up Peugeot 306", and has graduated to a luxurious 4.0ltr Range Rover HSE.

"The plate looks absolutely stunning on the Range Rover and it gets comments from a lot of people. Some of those comments are of the jealous kind, unfortunately, but I know I have worked hard and saved hard to get where I am today, and I think I deserve the respect my car and number plate displays."

As he has had to work so hard, what moved Wullie to spend his money on a private registration?

"There were several reasons why I purchased **W11 LYL**. Firstly, it obviously represents my name. Perhaps more

importantly, I am the 4th generation of William Listers in my family, and I think my number plate helps to keep the name alive. It not only shows off the name, but I will also be able to pass it down to my own son - when, and if, I have one. That remains to be seen, of course!

"I know I will treasure this plate forever. No doubt, it will be seen on many more stunning cars in the future."

Len Stout

**What's the story?**

Send **YOUR** stories  
and photos to:  
[editorial@regtransfers.co.uk](mailto:editorial@regtransfers.co.uk)





# Kendo Nagasaki

## Lucky for some

If you ask a British youngster about wrestling, he or she will possibly be able to recite a brief list of American stars. The chances are that the list will be shorter than it would have been a decade ago. In the UK, so often a sponge for exported American 'culture', even the US version of professional wrestling seems to be declining in popularity. This fall from mainstream popularity seems particularly sad when one considers the huge popularity that home-grown British professional wrestling once enjoyed.

At the height of its appeal, British wrestling boasted a cast of genuine characters that makes the contrived, over made-up, blustering personas of contemporary US wrestling look terribly wooden and unconvincing. In the 1970s, when UK wrestling attained the peak of its television exposure, pro wrestling had a regular home in one of the best slots on ITV's *World of Sport* programme, and the top grapplers were household names. Perhaps the greatest of these superstar personalities were Shirley 'Big Daddy' Crabtree, Giant Haystacks and Kendo Nagasaki. Crabtree and Haystacks had immediate impact by virtue of their sheer, colossal size while the mysterious Nagasaki provided a singularly subtle contrast.

**Kendo Nagasaki** was an enigma. His name and image obviously took inspiration from the traditions of Japanese feudal culture and martial arts. Elements of his costume made reference to the Samurai, while the mask and the name Kendo had their origins in the sword-orientated martial art of that name. Nagasaki was one of the two Japanese cities destroyed by American atomic bombs during World War II. The man behind the mask played his part perfectly and with a discipline in keeping with the image he had chosen. Two things remained absolutely constant during all of Kendo Nagasaki's public appearances: his silence, and the fact that he did not allow himself to be seen without his mask. Another notable Nagasaki characteristic was his genuine wrestling ability, something often neglected in comparison to the attention given to his striking physical appearance. Many of his contemporaries were more pantomime actors than sportsmen.

Since *World of Sport* went off the air in 1985, British wrestling has become more of a cult or niche sport, and has all but retired from the sporting mainstream. Nagasaki himself has had periods of retirement interspersed with periodic returns to the ring. He is currently active both in wrestling, and in a number of other areas.

In recent years, Kendo Nagasaki has developed his long-standing interest in mystic and occult matters. His website offers a great deal of information and guidance on matters relating to these topics, and on techniques of self-development.

It is this interest in the occult, and specifically numerology, that explains Kendo Nagasaki's choice of **13 KN** for his private registration. While we were sharp enough to figure out that KN were his initials, we found his choice of the number 13 intriguing. It is a number that we are used to customers avoiding rather than favouring. Kendo explained to us its significance.

"In classical numerology, the name Kendo Nagasaki equates to the number 13," he told us. "In Egyptian mythology there are 13 steps between life and death, while the

Romans equated 13 to death and destruction. A coven has 13 members, and 13 people at a feast or banquet may signify an untimely death, as we see in the stories surrounding Jesus Christ and Odin (king of the Norse gods). For these, and for many more reasons, 13 is a significant and feared number."

Kendo says that he uses the number 13 to shed light upon the interplay between life and death, creation and destruction, good and evil. He believes it has qualities that can help to elevate human understanding of universal laws.

The vehicle upon which Kendo displays this mystical number is a gorgeous Lamborghini Diablo VT Roadster. The story, already a fascinating one, gains another dimension when we learn that the Lamborghini, which now forms part of Nagasaki's personal collection of select, exquisite cars, was previously owned by Rod Stewart!

Kendo Nagasaki: a man who continues to display his legendary capacity to deliver surprises.

Rick Cadger

[www.kendonagasaki.org](http://www.kendonagasaki.org)





## Aide de **memoir**

**Mr W G Tyson** grew up in the 1950s and the first family car he remembers was a Morris 7 with the registration **DWE 111**.

"My grandmother was really the car's owner," he recalls. "She next bought an Austin A40 which bore the number **NWJ 328**. That served well but was eventually superseded by my favourite, a two-tone, maroon and silver-grey Wolseley 1500 with the registration **373 CWB**. My father acquired a Vauxhall Victor, registration **5004 WA**.

Readers familiar with car registration regional codes may have gathered that the Tysons lived in Sheffield during that period, and most readers will have gathered that Mr Tyson has an amazing memory for the details of his family's vehicles.

"Our last car from that city was a 1961 Mini, bearing **4825 W**. Sadly it was written off in a serious accident shortly after we moved to Cheshire. I cannot help but wonder if any of the other registrations have survived and, if so, what they are worth today."

The mnemonic qualities of certain number plates are part of their appeal for Mr Tyson.

"Numbers then were easy to remember, and perhaps that is one of the attractions of personalised plates nowadays. One of my own first vehicles was a Ford Fiesta Ghia 1.1. I was given several numbers to choose from by the dealer and I chose **A580 WCA**. The number of the East Lancashire Road, Liverpool to Manchester, is the A580. That made it memorable to me."

Mr Tyson remembers the first deliberately personal registration bought by his father. As he recalls, the purchase was, perhaps, a little out of character.

"My father did not like distracting gadgets in the car and even refused, for a long time, to have a car radio, because he would have to take his attention off the road to turn it on or change it. Perhaps in the same way that mobile phones in cars are considered potentially dangerous. He also did not approve of GB stickers on cars because he thought that the owners were just "showing off" by saying that they had been to the continent, while we seldom got out of Yorkshire!

"It was all the more surprising, therefore, when he and my mother jointly purchased **DMT 2**. The 'D' for his first name, 'M' for her first name and the T for our surname. My parents kept **DMT 2** on a variety of vehicles, including a classic-looking Vanden Plas Allegro. For the last few years it has been



on a Toyota Yaris Verso, a versatile model that has proved able to transport the mobility scooter as well as the dog travelling cage for my dog, Douglas - who shares the first initial from the registration!"



Mr Tyson's own interest in registration plates was originally stirred while he was living in Northumberland. He noticed a bread van (Sunblest, he thinks), bearing the plate **GTY 49N**. His dream became, and remains, to own the next one in numerical sequence, **GTY 50N**, but he says that he fears that one may have been lost. Unless, of course, one of our readers knows better.

In the absence of his ideal registration, Mr Tyson decided to settle for **WGT 1M**.

"It cost me rather more than I actually wanted to pay, so I regard it as an investment. When I got the number plate it went onto a Citroën AX14, arguably the least favourite car of all I have owned. Since then it has been on a selection of BMWs and Mercedes. It is currently on an A170 CDi Mercedes, a car that is compact enough to park in confined spaces, powerful enough to cope with long motorway journeys, yet economical and green enough not to make me feel too guilty. Of course, it has the Mercedes 'ring of confidence' (or style, or class, or whatever). I am actually now so attached to **WGT 1M** that I have included it in my email address. I wonder how many others of your readers have done this!

"I have recently seen both **CTY 50N** and **DTY 50N** advertised, but cannot really afford to put in an offer on either and I still slightly worry about the 'snob value', so I will go back to the investment element.

"Keep writing your magazine, and if you should come across that elusive **GTY 50N** plate, please let me know!"

Rick Cadger





## *and the winner is . . .*

In our Autumn 2007 issue we offered a 4GB iPod Nano as the prize in our exclusive photo competition.

We received a terrific response and would like to thank everyone who entered.

Of course, there can only be one winner and the lucky recipient is **Gary Tibbot** of Canvey Island. He entered a great picture of his car bearing the superb number plate **CHE 215H**, purchased to celebrate the birth of his daughter, **Cherish**.

Having passed her driving theory test just two days after her 17th birthday, Cherish is currently taking an intensive driving course before her practical exam in four weeks' time.

"We have bought her a new Fiesta Zetec S in Colorado red," says proud dad, Gary, "and she can't wait to transfer her number to it."

Naturally, the prize has already been hijacked by Cherish! She loves her music and is having an iPod connection fitted to her new car stereo so she can use it all the time.

Gary used to have the registration **GCT 13** until he sold it last year. "It's a good job my middle name is Christopher and not Ian!"





# a moving **promotion** machine



**Nikki Thompson** has always been interested in the arts. She has explored many media: watercolour painting, poetry, drawing and various crafts, but somehow never found anything completely fulfilling. Now, however, as a 30 year-old mother of four daughters, Nikki has finally found an outlet for her creativity that really makes her happy.

'Reborn' dolls, or reborn babies, are play dolls that have undergone what might be termed extreme makeover, changing them from mass produced toys into unique, staggeringly lifelike, collectible dolls. Since 2007, Nikki has become a reborn baby artist, creating dolls so realistic that some purchasers regard them as substitutes for real babies.

"I never really found anything that made me truly happy until I found reborn. I can't think of anything more amazing than creating these beautiful babies to make others happy. All my babies are made with 100% of my love and I don't allow any of them to go to their new homes until I feel totally satisfied with the end result."

Nikki is grateful to the lady who first introduced her to the concept of reborn babies. "The biggest turning point in my reborn journey was meeting a lovely woman, Arzu Dixon. Together we have swapped ideas, inspiration, supplies and friendship. Since we met in August 2007 I feel I have come a million miles. Arzu introduced me to Simply Reborn [a website providing training and supplies to reborn artists] and since then I haven't looked back. I now have a rewarding full time career that I love and enjoy."

Nikki has worked hard to make her venture successful. She is receptive to all avenues of promotion, and has created her own website. She has also bought magnetic signs for her car. A good quality personal registration seemed like the perfect way to add a finishing touch.

"Finding my number plate, **R33 ORN**, along with my new car magnets, has made me feel a lot more professional. I feel my car is now a moving promotion machine.

"I would definitely recommend using [www.regtransfers.co.uk](http://www.regtransfers.co.uk). Amazingly fast delivery and great customer service. Definitely the friendliest group I have dealt with, so if anyone is thinking of getting a personal plate, I say they should go for it!"

The results of the reborn process really have to be seen to be believed. Reborn may include some, if not all, of the following - and often more. Factory applied paint is removed and techniques applied to improve the realism of skin tones. Hair and lashes, usually human or mohair, are inserted laboriously by hand. The plastic body is often replaced with a soft body whose filling and weight approximate the feel of a real child's body. The reborn doll is painted with special, durable paints that provide realistic features and pigmentation.

Reborn, and the customers who buy reborn dolls, were the subject of a Channel 4 documentary entitled *My Fake Baby*. The programme, which aired in January 2008 met with mixed reactions. Some people found the dolls endearing and very appealing, while others didn't see the point and even considered the concept somewhat odd.

With her husband, Shaun, and their girls behind her, Nikki is in no doubt about how she personally feels.

"There have been many differing opinions about this art form recently, and I have even lost friends - although, I have to say, I have made far more new ones. But, at the end of the day, I am so happy to have discovered reborn. It has become a big part of my life now and I feel I can bring so much joy to so many different people through this art. Having the love, support and encouragement of my family and friends means more to me than anything."

Len Stout

[www.nikkis-reborn-angels.com](http://www.nikkis-reborn-angels.com)

**What's the story?**

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