

The World of Personal Number Plates Issue 33

Regtransfers



*Luisa
Zissman*



TYGER DREW-HONEY
Outnumberplate



The Cyclorama at Studio 434, Potters Bar, Hertfordshire
Photography: Stan Thompson

a note from the team

Welcome to our first magazine of 2014.

In our previous issue, we reported the passing of Noël Woodall. Noël, known in the cherished registrations world as the Father of Autonumerology, was one of the field's pre-eminent scholars and historians, as well as being a pioneer of personal registration sales as a business. His many books on the subject are standard reference works for all private registrations dealers and enthusiasts. Noël's wife, Pat, has written a fine obituary which appears on page 16.

We bring you two fantastic celebrity interviews this issue: the first is with business woman and *The Apprentice* runner-up Luisa Zissman and the second is with Tyger Drew-Honey, one of the stars of the BBC's popular and innovative sitcom *Outnumbered*.

We recently met businessman and classic car devotee Rodger Dudding at his wonderful Studio 434 'Toy Cupboard'. As well as housing Rodger's amazing collection of classic cars and motoring memorabilia, Studio 434 boasts several other facilities. One of its features is the photographic cyclorama studio which enables photographers to take pictures without too many troublesome reflections and shadows. Many of the photographs that appear in this issue were taken at the Studio 434 cyclorama.



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The Thompson Prize



Photo: David Wright

In each issue, Stan Thompson, our resident photographer, nominates his favourite picture from the hundreds submitted by our readers.

The winner this time round is the photo of Simon Marshall on page 80

Simon receives a copy of our fantastic book, *Fanatical About Number Plates*.





Nine years to go

Here is a picture of me with my personal number plate, **41 MEE**, which my Daddy bought for me from Regtransfers, four years ago. I am now eight years old and I only

have another nine years before I can enjoy it properly!

Our family all display private plates on our cars including **22 ED**, **23 ED** and **1 BAV** and I can't wait to join them.

I hope you can print this in your next issue which we all enjoy reading.

Thank you,

Aimee Baverstock
Droitwich, Worcestershire



Gathering no Moss

Our family bought the following plates from Regtransfers and finally managed to get a picture of them all together.

Left to right, we have: Ray (**MO55 RAY**), Lisa (**MO55 LSA**), Ben (**MO55 BEN**), Julia (**MO55 JLY**) and Michelle (**MO55 SHL**).

A personal venture that I would like to promote is Langdon, a charity which helps

young people in Manchester to live independent lives. I'm an ambassador for them and help to raise funds. It's personal to me as my son lives in one of their properties.

Lisa Moss
Cheshire

www.langdon.info

mail



What's the story?

Send YOUR photos to
editorial@regtransfers.co.uk

Obvious

Since the UK car registration number plates have been related to the year, it has been easy enough to remember the number on my car, except that the letters seem to bear little relation to anything, anyone or any place.

As I change my car every three years or so on average, it takes me a while to memorise the obscure combinations that have been supplied each time. The answer was to have a memorable number plate which contained something relevant and memorable. But what should it be? When I settled on a new Peugeot 3008 and searched on the Regtransfers website the answer was obvious: P for Peugeot; 300B for 3008; LH for yours truly!

Lawrence Hunt
Bristol



Match

I regularly receive your magazine and I noticed the various stories of registration numbers, so I thought this would be a nice little one to use.

Our surname is Tagliamonti, so I'm sure you can see how, ever since school, we have picked up the nickname 'Taggie'.

I bought the plate **TAG 1E** for my father and couldn't resist getting the **TAG 11E** one for myself to match.

Antony F Tagliamonti
Essex

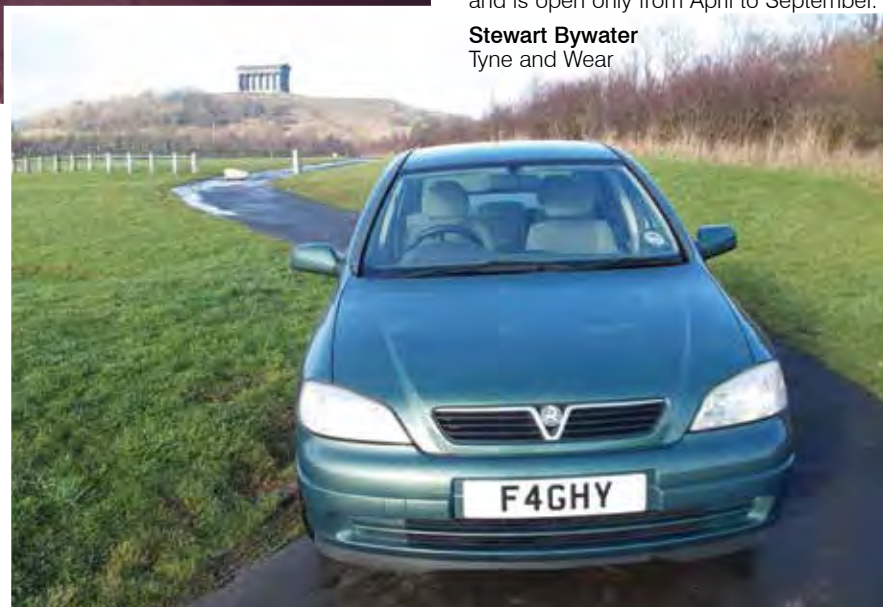
Peggy

I would like to share with you the number plate I bought in memory of my late mother Margaret, although she would always go by the name of Peggy. How the hell you can get Peggy from Margaret I'll never know. Her maiden name was Faghy, a name which, I believe, is more common in Ireland than it is over here.

I would always say to her, "One day there will be a number plate out there with your name on it," and she would always say, "Don't be silly." Well I'm not being silly now, am I? I've got it and I am proud of it as well. It's just a shame that both my parents passed away before the plate became available.

The building in the background is Penshaw Monument. Although the hill is open all year, access to the top is through a spiral staircase in the second pillar from the right and is open only from April to September.

Stewart Bywater
Tyne and Wear





Charity begins at work

2013 was a year for dressing up and eating cakes for staff here at Regtransfers, amongst other things of course, as we worked together to raise over £1,400 for charity.

Our efforts began with a five kilometre run dressed as our favourite superheroes, such as Captain America, Mrs Incredible, Sailor Moon and Hit Girl. We raised £345 for Keech Hospice care, our local children's hospice.

This event was followed later in the year by two further dressing up days which raised another £140 for Keech: on Halloween the whole company got into the 'spirit' of the occasion by dressing up in ghoulish costumes; and on the other day, one of our sales teams wore their 'onesies' to work.

Macmillan Cancer Care's 'Worlds Biggest Coffee Morning' in October gave us a great opportunity to get baking with many of our employees bringing in their culinary contributions. The best bit of the day was trying them all, and we were able to raise £466 to help with Macmillan's brilliant work!

Finally, for the entire month of November, several of our gentlemen staff members kindly donated their upper lips to the noble endeavour of growing moustaches. Their efforts raised £450 for the men's health charities supported by the Movember campaign.

We'd like to say a big thank you to everyone at Regtransfers who got involved and donated, and we're looking forward to some more fun events in 2014.







Noël Woodall 1930–2013

The Father of Autonumerology - Author and founder of the trade in Personalised Car Number Plates in Great Britain.

It was ten minutes to ten on the evening of Christmas Day back in 1930 in Old Hill, Staffordshire and Ernest Woodall was in his local pub. A neighbour rushed in to inform him that Sarah, his wife, was about to give birth. He sent back a message asking her to hang on for ten minutes whilst he finished his pint. Noël, however, had other ideas and was correct and present when his father returned home.

Noel was educated at Oldbury Technical College and Birmingham Commercial College where he studied accountancy, company law, mercantile law, economics, secretarial practice and office management. Several decades later these studies were to prove greatly beneficial.

In 1947 Noël volunteered to join the Royal Air Force as an air crew navigator where he enjoyed learning air navigation, astronomy, meteorology, aerial photography and aerodynamics. He enjoyed the camaraderie with his fellow officers and often recounted amusing anecdotes about antics in the officers' mess. Bow-tie tugging just before going into dinner was apparently consid-

ered great sport. He soon became proficient at taking evasive action.

After three years in the RAF, Noël started an aerial erecting business which he ran until deciding to move to Blackpool in 1960. Shortly after arriving there, he observed a car with the registration number BB 4. His curiosity about its owner was aroused and he went to the library to try and find something which listed distinctive registration numbers and their owners. He found nothing but did eventually discover that the number belonged to a Blackpool book-maker. Noël reasoned that if he was so interested in car numbers, then others must be too. So in 1960 he started his company, Car Number Galaxy and immediately posted 2000 circulars to television personalities, town halls, embassies, garages and 'Who's Who' entrants. Letters came flooding back from owners eager to relate their personal car number stories. Soon Noël had enough information and in 1962 published his first book, *Celebrities* at which time he coined the term 'autonumerology'.

Other books in the series quickly followed - *Veterans*, *More Celebrities* and *Car-Toons*. All the profits from these first four books went to Truelove's School in Essex, a school for boys with muscular dystrophy and other serious mobility problems. Since then there have been 22 more books, the final one being published in 2008. The last seven books were in conjunction with Noël's friend and colleague of 37 years,

Brian Heaton, with whom he also published six DVLA auction guides.

Back in 1971 the interest in personalised registrations had reached such a peak that a group of number dealers, including Noël, formed an association to formalise a trading standard. This organisation was first named the Personalised Number Dealers Association but two years later became known as the Cherished Numbers Dealers Association (CNDA). When the CNDA began moving in a direction that he and other dealers thought was wrong, he became a founder member of the Institute of Registrations Agents and Dealers (MIRAD). He was the chairman for many years and Honorary President up until his demise.

Everything was going well for owners and dealers until the 1976 Swansea DVLC (now DVLA) dispute which tried to stop any future transfers. Several years earlier Noël had opened The Chess Shop where he sold high-quality chess sets, mahjong and backgammon sets, some being totally unique. However, he had sold this shop during the Swansea dispute and found himself wondering how to occupy his time. In 1977, shortly before the dispute was settled and car number transfers were resumed, Noël assumed the position of Secretary at the Hotel & Apartments Social Club in Blackpool. He never expected to enjoy a job so much, which he did, and he never expected to remain there for 30 years, which he also did. He often joked that the

An illustration from Noël's self-drawn book *Car-Toons*, 1965



job only took two hours a day and an hour of that was for lunch. However, this was actually true and therefore an added bonus as working at the club never interfered with, nor conflicted with, his car number business.

Noël's contribution to the car number plate industry earned him countless appellations by the press over the years. 'Father of autonumerology' and 'uncrowned king of personalised numbers', the latter given to him by Lord Montague speaking at a car numbers rally in 1973, were just a couple. However appreciative Noël might have been for all the plaudits, he would undoubtedly have been most pleased to have been called a 'good scout'. His time as a youth in the Boy Scouts had a deep and last-

ing impression and he often quoted the Boy Scout motto whenever an appropriate opportunity presented itself. Being trustworthy, loyal, friendly, considerate, courageous in all difficulties, respectful of others were the traits which formed the cornerstones of his business dealings and his life in general. These qualities, along with an engaging sense of humour, went a long way to explain why, in the final years of his life, the private nurses and carers who helped look after him did so with such dedication and enthusiasm. They all far exceeded the call

of duty to try and make each day a happy and enjoyable one.

In 1998 Noël received the distinction of being an entrant in *Debrett's Distinguished People of Today*. To quote from the introduction, "All those listed deserve their place. If the person with whom you are dealing appears in *Debrett's People*, you are dealing with the right person." Indeed.

On 29 September 2013, Noël passed away at home, peacefully in his sleep.

Pat Woodall





Luisa Zissman



As Luisa Zissman observes, few candidates from BBC TV's *The Apprentice* actually become famous. The 26 year-old business-woman, who owns Bakerstoolkit.co.uk, Thebakershop.co.uk and a bricks-and-mortar cake shop, Dixie's Cupcakery, says that she is actually pleased that she was runner up in season 9 of the show rather than overall winner.

"I would never have done *The Apprentice* if it was for a job, like it used to be. With the show's new format there was the chance to get £250,000 for your business. The great thing was that, even though I didn't win, I got the money anyway because my profile had built up, and investors were interested. I was actually better off that way because I gave away less equity for a similar amount of money. In fact, I gave away less than half of what I would have done on *The Apprentice*, and my business launched very quickly so I'm really happy with the result. I have more control this way as I own 76% of my business as opposed to the 50% I would have been left with if I had won, and I got to choose the investors that I thought would work for me. I was able to select people with different skill sets who could each bring something useful to the table. On a day-to-day basis they don't get involved much at all. If I have a problem I let them know; if something's gone great then I let them know. It's a much better working environment for me with much less pressure."

Luisa seems to be bucking the trend of obscurity displayed by most of the other candidates from pretty much all seasons of the show. She has become a well known face on TV and in celebrity publications and seems to have pulled off a remarkable balancing act: she has managed to become a little notorious and controversial while also being very popular. Luisa's personal life was the subject of considerable gossip after her appearance in *Celebrity Big Brother 13*, but the overall tone of the reaction was appreciative of her openness and straight talking.

To an extent, Luisa is surprised by the amount of exposure she has received since appearing on *The Apprentice*.

"People have said, 'Oh, you did *The Apprentice* to become famous,' but that's wrong. It wasn't something I'd considered or expected because, when you think about it, no one from *The Apprentice* has really become famous. I was in the ninth series and in all those nine years you don't really remember anyone... except maybe Katie Hopkins. People don't even remember the winners. If the plan had been to become famous, then *Big Brother* - the civilian *Big Brother* - would have been better, because people do go on that show to get a profile. I genuinely went on *The Apprentice* to get investment for my business. I never expected all that kind of media frenzy around

me. I still think it's weird that people are so interested in my life."

Be that as it may, people certainly do seem interested, and Luisa hasn't disappointed them. In addition to her colourful presence and candid revelations in the *Celebrity Big Brother* house, Luisa has made headlines with her run-ins with the aforementioned Katie Hopkins. When Hopkins launched a rather odd Twitter attack on Luisa in early February, she seemed unprepared for Luisa's snappy, hilarious response (sadly, neither tweet is appropriate to reproduce here), and withdrew from the spat she had instigated, lapsing into Twitter silence.

A couple of weeks later, Channel 5 aired their ill-conceived panel debate, *The Big British Immigration Row: Live*, and invited both Luisa and Katie to participate. As one might have expected, Hopkins took the anti-immigration position, regurgitating ill-informed, reactionary tabloid propaganda about immigrants draining welfare, health and education resources. Luisa, in more rational and measured tones, was clearly not inclined to let Hopkins's angry diatribe pass unchallenged. She firmly pointed out that workers from overseas are frequently more disposed to accepting hard, manual work that many native British people would not wish to do. Luisa's opportunities to expand on her point were



rather limited by interruptions from Hopkins, and by the inability of the programme's presenters to moderate discussion and prevent panelists and audience members from shouting over each other. Luisa, who declined to be drawn into the melee, was one of the few participants to emerge with temper and dignity intact.

Luisa is an active Twitter user and that was, in fact, the medium that first alerted Regtransfers to her desire for a personal number plate.

"Yes, I tweeted that I would like a number plate for my new car, and a lot of people responded to my tweet and said that Regtransfers were the best in the business

and I should go to you guys. You've got a very good reputation with my Twitter followers and you were the name that kept coming up.

"I love my new plate. I love the fact that **LU11 SAZ** is so like my name. I'm really very pleased with it. I've wanted a personalised number for years, so I'm really happy.

"I'm a bit of a petrol head. I like fast cars, and I especially love white cars. All my cars are white: my Range Rover, the Ferrari, and the Audi that I'm giving up. It's always been an ambition of mine to own a Ferrari. It's quite a masculine car and then when people see it's just me driving it... [laughs] I quite like that. I love going fast, and I'm

going to take the Ferrari on track days and stuff. It's the perfect car for me, and it's actually also really comfortable, as well as fast. It's a really nice drive, quite smooth but packs a good punch. It's the perfect car."

The fast car is in keeping with many people's perceptions of Luisa.

"People sometimes get the idea that I go to a lot of parties but a lot of that is media stuff. It's fun but it's still work, I don't get to choose when I do that but I can understand why people think it's just me partying."

The nature of media work obviously means attending events in the evening, well after office hours. How does Luisa manage to fit that in with her most important role, as mum to Dixie.

"I wake her up, first thing, and then take her to the nursery. She goes there from Monday to Friday and she loves it; she just runs in and shouts, 'Bye!'. She doesn't even look back half of the time. It's good that she enjoys it, as she has to go to nursery for me to be able to work. I collect her after I've done my work at the office, and I usually put her to bed myself. I have a live-in nanny, but that's more for evenings, so I can go out and do media stuff if I need to after Dixie's gone to bed.

"Sometimes during the day I'll do interviews and stuff. My split tends to be three days of office work and two days media; then I normally have two days off a week to do photo shoots and stuff. I also write a column which has to be submitted on a Wednesday. So, I do tend to work a lot, but I love it. I don't mind doing 18 hour days."

With such a varied and busy career it is easy to forget that Luisa is only 26 years old.

"I've always been quite mature, I think. Mature but immature [laughs]. I'm quite grounded: I know what I want from life. However shallow it sounds, I like fast cars and big houses and, hopefully, I'll be moving this year to a big house with a pool and stuff. That is what drives me: to be able to send my child to a private school; I like wearing Jimmy Choo and Burberry clothes. It is a bit shallow, but that is the kind of thing I like in life. I'm going to take Dixie to Disneyland this year. I'll be able to do that because I've worked for it. I believe that if you work hard you'll never struggle. For me it's always been about that focus. I'm just really driven."

Luisa is fortunate that her long working days are filled with things that interest her. During her youth, growing up in Buckinghamshire and going to school in Northampton, she didn't always enjoy how she had to spend her time.

"I was good at school - I was quite naughty but always academically quite good - but I didn't like school. I didn't really like being told what to do. So, I think from an early age

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I knew that I would have to work for myself because, obviously, if you can't really take orders then you're not going to get on with an employer.

"I started my first business when I was 20, and then it just kind of grew from there, as I got new ideas. I've always had a passion for baking so I opened my cake shop three years ago and then, from that, started my first online baking business. Then, of course, I got the idea for my own Bakers Toolkit brand and website.

Although Luisa's own focus is clearly on her serious business ventures, it is her media appearances that have made her a celebrity. Luisa clearly perceives the media side of things as a significant opportunity, and not to be wasted.

"I'm really happy that I did *Celebrity Big Brother*. It was such a good experience. I would go back into the house in a heartbeat. I loved it.

"I'm not a particularly paranoid person but other people seemed to worry about what people were saying about them on the outside. Being in that closed environment for so long, and only having those other people to talk to, you know nothing of what's going on. Naturally you become a bit stir crazy, but it's good. It was fun."

Luisa also made new friends during her time on *The Apprentice* and in the *Big Brother* house.

Luisa has maintained friendships she made during her time on *The Apprentice*, and in the *Big Brother* house where she was confined with, amongst others, comedian Jim Davidson, models Casey Batchelor, Jasmine Waltz and Sam Faiers, singers Lee Ryan and Dappy and Journalist Liz Jones.

Luisa even takes a tolerant and philosophical view of the relentless scrutiny that so many other celebs baulk at.

"If I don't want to be seen then I won't be seen, is probably the easiest way to put it. And I think that's pretty much the same for every person who is in the public eye. If I go on a date then I'll go to a restaurant where I know there will be no paparazzi, and I know that the restaurant won't tip the paparazzi off, so I can remain quite private. On the whole I find it quite controllable, and you do have to take the good with the bad. You can't just have things all your own way. I enjoy it all really. I don't even care when people write bad stuff; I just think, *That's fine, knock yourselves out!*



"As long as people are interested in me, I want to keep doing what I'm doing. As long as they want to watch me on TV, read my columns and see pictures of me then I'll carry on doing it all. As soon as everyone loses interest I'll quietly go and not outstay my welcome."

That being the case, it looks as if Luisa will be around for some time.

bakerstoolkit.co.uk
thebakershop.co.uk
dixiescupcakery.co.uk

Interview: Angela Banh
 Story: Rick Cadger
 Photography: Stan Thompson



TYGER DREW-HONEY

Outnumbered plate

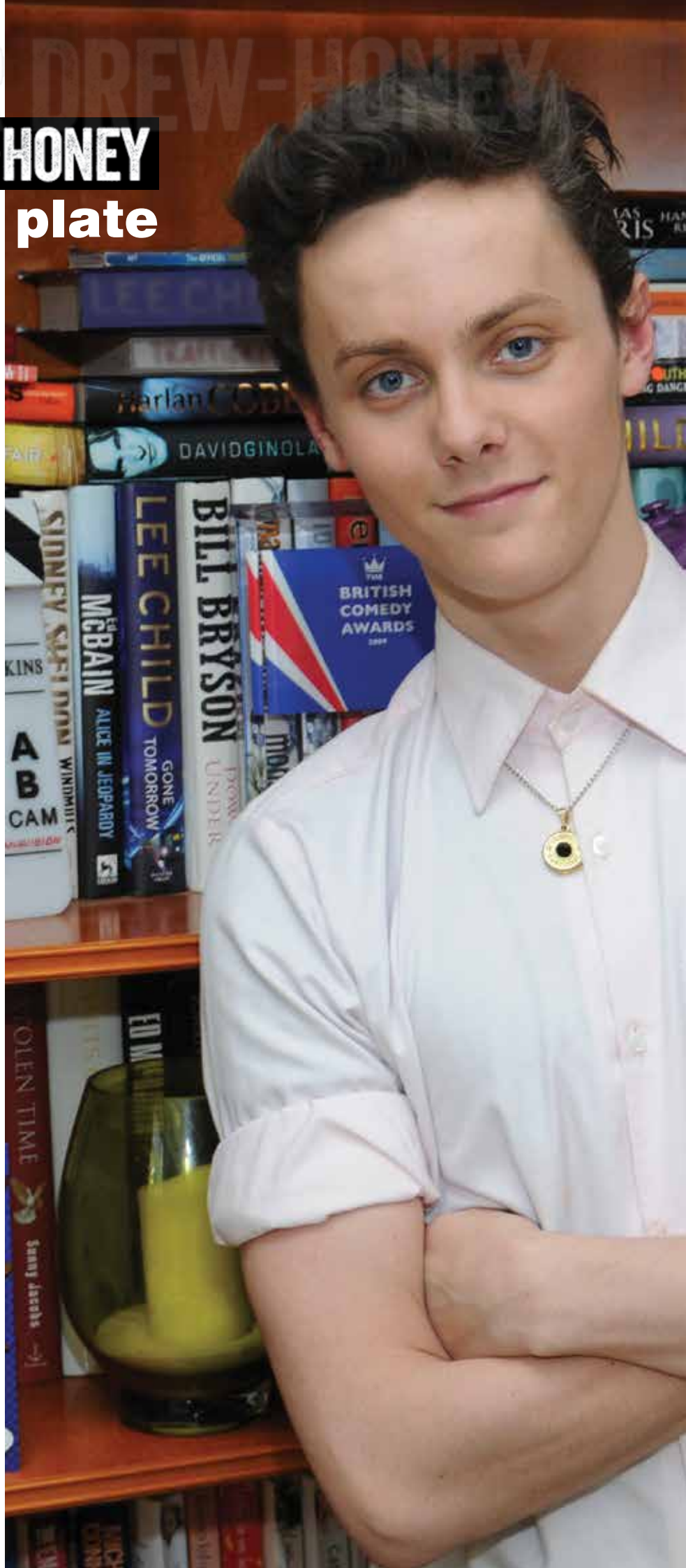
The success of the BBC TV comedy series *Outnumbered* came as no surprise to those of us who had been watching it since the first episode aired in August 2007. From the outset it was clear that this was something rather different. Although the show's evening slot meant that it aired to a mainly adult audience, the stars of the sitcom were, undeniably, the three children played by Tyger Drew-Honey, Daniel Roche and Ramona Marquez.

While most of the attention focused on the two younger children, partly due to the eccentric characters they played, the rest of the cast were uniformly strong in their relatively straight roles. One of the most difficult parts, in many ways, was that of the eldest child, Jake, played by Tyger Drew-Honey. Jake occupied a kind of no man's land, alienated both from the tedious, mundane concerns of his parents, and from the chaotic irrelevancies that occupied the butterfly minds of his younger siblings. Although able to understand both adults and children, he displayed no inclination to act as an interpreter for two generations between whom he appeared to feel trapped. In fact, his frequent annoyance and frustration with the rest of the family was almost palpable. Tyger Drew-Honey depicted Jake with good balance: the teenage sullenness was tempered with a restraint that reassured the viewer that his sulking was just the normal disaffection of youth - that Jake was, at heart, a good kid.

However, the nuances of Tyger's performances, and those of co-star Claire Skinner who played his scatty mother, Sue, and Hugh Dennis who played stressed father, Pete, were lost on some viewers. The two, rather bonkers, younger children captured the bulk of the attention.

It was rumoured from the outset that the young cast members' performances were improvised and this possibility was widely discussed in the media. Oddly, the extent to which improvisation was involved seemed to vary depending upon whom one asked, and during which season of

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TYGER DREW HONEY

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there just happened to be an agent in the audience. She asked if she could speak to me afterwards and asked me if I wanted to do some professional work. It just kind of went from there.

"My first professional role, I think, was an ensemble character - playing sort of numerous characters in a sketch show called *The Armstrong and Miller Show*. They did a series in the '90s or something and this was their comeback series. I did a couple of sketches for them, but after that *Outnumbered* was my big job. I got cast and filmed the pilot when I was 10 and then filmed the series when I was 11."

The fifth series of *Outnumbered* has now aired in the UK and there are no plans for another. In fact, it has been said that there will be no more seasons, although occasional specials are a distinct possibility. As one might expect, Tyger has given thought to the direction he would like his career to take in the future.

"I do enjoy writing songs and in the next few years I would like to come up with some sort of album, but I don't think I'm that good at music. It's not, like, my passion or my real forte, just something I enjoy. Mainly I'd like to stick with acting and presenting - that sort of thing. I'd hope to get some nice big film roles. Actually, I'd love to be like a massive, massive film star, travelling all over the world and stuff... But then, on the other hand, I'd also like to just be a Saturday night TV presenter because I really enjoy the presenting. I do a show called *Friday Download* which is on CBBC, and I've also done some other bits of presenting. I did *The Magicians* with Dan from *Outnumbered* and that was good."

Tyger has already had movie experience in *Horrid Henry: The Movie*. The British production was not terribly well received by critics, but the exercise will have been useful. He has also done some voice-over work for animated television shows. He has also been a member of the main cast of the BBC Three sitcom *Cuckoo*, which started in 2012.

Still only 18 years old, Tyger has only recently developed an interest in cars and driving and, at the time of writing, has held his full licence for less than a year. However, like most young men he has an idea of what his ideal car might be - and he already owns a personalised registration.

the show. It remained the subject of much speculation and argument.

Although the question had been broached many times before, it was one that we could not resist revisiting when we visited Tyger at the Surrey home where he lives with his mother.

"Yes, there is some sort of ambiguity to the level of improvisation in *Outnumbered* because some people think it's totally improvised. Perhaps eighty per cent of it is actually scripted - although quite loosely scripted, because you can change the

words a bit and stuff. For the other twenty per cent of it they'll just leave the camera rolling for maybe 40 minutes and say, 'Right, improvise,' and the directors will dip in and out with suggestions and stuff like that. Basically, yeah, there are a lot of improvised scenes."

Tyger's acting career came about by accident, as the result of his participation in school drama.

"It was actually something that I'd never really thought about. I fell into it very luckily, really. I had a lead part in a school play and

TYGER DREW-HONEY

"Well, I hadn't really thought about getting one, even though my parents have both got personalised number plates, but I got my number plates for my 16th birthday when I hadn't even got a car. I think my dad just saw them and then he was like, 'Oh, I'll get them because he'll be driving soon'. But they were in my room for a whole year just staring at me. It was really frustrating because I just wanted to drive! It was a bit

weird finally being able to get them on and drive around. I thought they were really cool and I'm very grateful for them. I think they look good on my car.

"Maybe down the line, once I improve in driving and I get my no claims bonus and my premiums go down, I might get a sporty, fast car. At that point I might get some really flash plates. As for the car, I reckon I'd like some sort of high-class Mercedes. I just

think there's something about a Mercedes. My mum's always had one. They look really nice and they've always felt like really smooth, powerful cars. I think that by the time I'm about 30 I'd like to have a Mercedes."

Interview: Angela Banh

Story: Rick Cadger

Photography: Stan Thompson



Regwise newsletter

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Land Rover Land?



A recent BBC article observed that Solihull in the West Midlands may soon become known as "Land Rover Town".

The vehicle manufacturer is set to create 1700 jobs in the town where they are already firmly installed. Freelanders and Discoveries already proliferate, filling supermarket car parks with so many similar vehicles that shoppers sometimes struggle to locate their cars.

Local people are generally very happy with the presence of Jaguar Land Rover, and with the economic benefits the company has brought to the area. The growth in the number of these large 4x4s on the roads, however, has meant a corresponding increase in parking headaches.

Solihull Council are sold on the advantages of having JLR in their area. So much so that the mayoral car is a black 2013 Range Rover Vogue bearing the registration SOL 1.

Birthday plate



When Bollywood star Akshay Kumar celebrated his 46th birthday, he received an unusual gift on the big day. An unknown

fan presented him with a number plate bearing the numbers 8055, a sequence that bears a striking resemblance to the word "Boss". The fan had obviously made the selection carefully as *Boss* is the name of the action thriller movie that Kumar was working on. A spokesperson said that Akshay, who was filming in Bangkok, had asked them to find out who the gift was from as he was touched by the gesture and would like to meet the person who had left him the present.

It's no joke



Our magazine is not only a hit with the country's number plates enthusiasts, devotees of the satirical panel show *Have I Got News For You* may also have spotted *The World of Personal Number Plates* as the featured publication in the 'Missing Words' round, where the contestants are asked to fill in the missing word or words from quotes taken from a guest publication.

It's always good to get on the telly! We have to wonder whether team captains Ian Hislop and Paul Merton were tempted to consider a personal number plate. If they do, there are, of course, plenty of excellent examples to choose from at Regtransfers.co.uk

The luck of the draw



A leading UK motor insurance company has commissioned a survey to establish the unluckiest number plates. The scheme covered the last ten years and tried to find any correlation between the two date identifiers and the fortunes of their owners.

Against all expectations, and the wariness of some new car buyers, the '13' plates allocated to registrations between March and August 2013 attracted the lowest accident rate for new vehicles over a ten-year sample period. Next luckiest were '11', '09', '12' and '10'.

Interestingly, those most likely to wreak havoc upon their owners were, with the exception of '04', those issued between August and the following March. In order of foreboding: '54', '56', '55' and '53'.

Whether this has something to do with the seasons, or the phases of the moon, is anybody's guess, but it certainly provides interesting food for thought.

Be lucky!

Jersey Plates



A change in the law has allowed an historic auction to take place in Jersey. In the past, a particular vehicle registration could be requested, if available, upon payment of a fee.

The change in the legislation means that many unreleased numbers can now be sold by the government to the highest bidder. As a result, the number plate JSY 1

went for £65,000 whilst other 'Jersey (JSY) plates' with three digits raised £12,000 a piece.

The island's Transport and Technical Services department estimated they would reap around £100,000 in total from the sale and plans to hold another soon.

RIP 'Tata'



Lights were projected onto Table Mountain in Cape Town and New York's Empire State building was illuminated in the

hues of the South African flag. Many ordinary South Africans found their own special ways of paying their respects to Nelson Mandela; intricate sand sculptures on the beach at Durban and images of his face worn on the cheeks of the mourners at Pretoria.

But a simple tribute by driver Vandy Motsepe drew applause from the crowds in Soweto. She had managed to secure the registration RIP TATA GB ('Rest in peace, Tata') for her car.

'Tata' in Xhosa, one of the official languages of the country, means 'Father'. Clearly this is recognised as a term of endearment for Mandela and used by many, regardless of their own age.

May the best man win



Ibrahim Iskandar, the Sultan of Johor, has paid the equivalent of nearly £137,000 for the number plate W1N. He justifies the

expense saying, "The people will benefit from it. So, the amount paid is small compared with the benefits that the people will reap."

The Malaysian head of state went through the normal channels to purchase the registration, saying, "I am not the type who skips procedures to get things my way. It is the 'Johor-style' to pay for what we want because everyone should have a fair chance and like the saying goes, only the best man wins."

Sultan Ibrahim, is well-known for his passion for cars and boasts many limited edition models in his collection. The new plate will be fitted to his Proton Suprima S, a five-door compact hatchback. At a previous auction, he won WWW 1. Other sales in the latest event included W2N, which went for nearly £18,000 and two plates, W11N and W14N, which were allocated to the government.



Retired electrician Robert Clift from Gloucestershire has an impressive collection of personal number plates. Back in 1990, Robert ran Home Alarms (Glos) Ltd, specialising in domestic security installations. He started collecting appropriate plates to go on his fleet of vehicles and has so far accumulated the following impressive selection: **A1 RRM**, **A11 ARM** & **A11 RRM** ('Alarm'), **A11 RMD** ('Alarmed') and **P6 ELL** ('P Bell'). He has now sold the business but retains the plates with a view to selling them on.

No cause for **alarm**



Robert's obsession with personal registrations dates back to the mid 1970s, when he purchased a motorcycle bearing the registration **RVC 3**, matching his initials.

His security business started when, whilst rewiring a customer's house, he was asked to quote for a security system. In those days, it was not possible to obtain such equipment from DIY stores, so he had to locate a supplier. After 'practising' on his own house, Robert completed the job, which led to enquiries from friends and family which eventually snowballed into a thriving business.

Retirement allows Robert to enjoy his hobby of marshallng at motorcycle racing events both at home and abroad. He has already officiated at the Chimay and Gedinne classic race meetings in Belgium in 2013 and is signed up to marshall at the Isle of Man TT races in 2014. Whilst on the move, Robert calls his Mercedes Sprinter camper van his home, which is why it sports the rather appropriate **M1 OME** ('My home').





The Registration Numbers Club is the only traditional UK based club catering for enthusiasts of personalised vehicle registration numbers.

Joining us costs very little and the benefits could be substantial. We were originally founded in 1977 and currently produce a quarterly newsletter, RNC News, which is the original independent club publication and is available free to subscribing members.

The club is run by Honorary Secretary, Steve Waldenberg from the RNC office in Leeds. Rod Lomax from Bury in Lancashire is the club Publicity Officer and John Harrison, who has an expert knowledge of the whole system of vehicle registration in this country, is club archivist and advisor.

For further information, please contact:

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A word from **the RNC** by Rod Lomax

Foreign plates in UK use

It appears that some foreign motorists using vehicles bearing overseas number plates are driving illegally in the UK which allows them to escape paying road tax, avoid fines and ignore MOT testing.

Owners of vehicles with foreign plates are obliged to register them with the DVLA within six months of entry into the UK to ensure they are taxed, insured and MOT tested. However it appears that very few motorists have ever been prosecuted for this offence despite warnings that hundreds or even thousands are breaking the law.

It is believed that the DVLA does not hold records of vehicle entries into the UK, so it is impossible to prove how long drivers have continued to use foreign plates for. Reports suggest that as many as 15,000 could be exploiting this loophole. As well as the loss of road tax revenue there is obviously an issue with insurance and if one of these vehicles was involved in a fault accident there would be no insurance company to claim from.

A spokesperson for the DVLA said that it was working with the UK Border Force and the police to explore how data can be used to identify vehicles bearing foreign registrations that have been in the UK for longer than six months.

Racing Ahead



Henry Heaton, son of former RNC Publicity Officer William Heaton, purchased and built a Caterham Academy car last year and raced it successfully throughout 2013. His race car is registered with M1 HOH, a cherished plate purchased for him almost 20 years ago.

Henry won the 2013 Caterham Academy Group 1 championship, sealing the win at the final race at Silverstone last October and setting a new Academy car Silverstone lap record at the same time!

He will compete in all 14 races of the Caterham Roadsport Championship during 2014. Best of luck, Henry, from all at the RNC.

RNC Rally 2014

To give our more southern-based members a better chance to attend one of the RNC events this summer, our annual rally moves to Bedfordshire on Sunday 6 July 2014 when we meet up at the Shuttleworth Collection near Biggleswade. It is hoped that we will attract members, both old and new, from all areas of the country as well as those local to the venue to join us. Situated near the A1 to the south east of Bedford, the venue is very easy to reach from most major routes.

Old Warden Park, home of the Shuttleworth Collection, is owned by the Richard Ormonde Shuttleworth Remembrance Trust and first opened to the public in 1963. It has increased in size ever since and its regular air displays draw crowds from all over the world. Aircraft are displayed in eight hangars, including a workshop hangar, and depict the history of flight from the early 1900s to the 1950s. The vehicle section displays vintage and veteran cars some of which have completed the London to Brighton run. Vehicles range from an 1898 Panhard Levassuer to a 1939 MG TA.

The usual voting system will decide winners and runners-up in eleven different classes with suitable awards being presented. Results and photographs from the event will feature in a later issue. Let us hope for some more excellent weather following the success of last year's sun-soaked event.



Club members can also take advantage of a weekend break and join us for the pre-rally dinner taking place at The Barns Hotel at Cardington to the south east of Bedford on the previous evening, Saturday 5 July 2014. As a change from the traditional three course dinner, this year we have organised an excellent hot and cold fork buffet which should suit all tastes.



www.barnshotelbedford.co.uk

Flying high

Doug Izon, from Solihull in the West Midlands, is a retired chartered engineer. Now 90 years of age, Doug used to be Product Support Director at Lucas Aerospace and most of his family have aviation connections; they also share his passion for personal number plates. Doug's eldest son, Richard Paul Izon, is an airline training captain and has **RP11 ZON** ('R P Izon'), whilst his daughters, Linda and Sarah, are airline cabin crew with **LSE 2** ('Linda Susan Egging') and **SJI 223** ('Sarah Jane Izon') respectively. Grandson David and Linda's husband, Philip, are pilots, although neither has purchased personal plates - yet.



Linda Susan Egging



Doug E Izon (left) with son, Richard



Sarah Jane Izon (now Baxter)

"I love my Jaguars," says Doug, "and had an eye on a personal plate for a long time. Imagine my delight at nailing my initials and surname. Self indulgence, I know, but at any age giving in to temptation occasionally can add a little welcome spice.

"Our family have been most fortunate to have journeyed literally millions of miles throughout the world," Doug reflects. "I have found that looking ahead with a positive attitude seems to extend my life. So, a new Jaguar for me and a fifth - even sixth - family number plate is not an unreasonable thought is it?"

Home and Away

Grant Palmer Limited is a Bedfordshire-based, family-owned bus company operating 37 vehicles from their depot in Flitwick. The company has recently taken the decision to operate commercial services on the new Luton and Dunstable Busway.

"I was looking for something slightly different to use as a marketing initiative," says managing director Grant Palmer. "Being a fan of personal number plates, I already have the following registrations purchased from Regtransfers: **65 GP** and, for my wife, **65 EP**." There is no significance in the '65'; Emma's was purchased to match. Grant realised that number plates would also be a great promotional tool for the new

bus service. He purchased **BU51 WAY**, **BU52 WAY** and **BU53 WAY**, which have been assigned to the company's three Scania vehicles purchased specifically for use on this exciting project.

"As a company and individual I realize the significance of number plates on vehicles," says Grant. "Since purchasing the number plates on the Busway vehicles, we have had nothing but positive comments.

"It's amazing that number plates, even on buses, grab the attention of our customers as well as the general public, and how much media coverage has been gained."

www.grantpalmer.com

Grant Palmer
01525 719 719 Limited



Grant is pictured with his wife, Emma with their daughter, Ellie and their personal '65' Palmer plates



Bus services on the £91 million Luton Dunstable Busway began on Wednesday 25 September 2013, linking the two town centres in just 15 minutes.

Three bus companies, Arriva, Centrebus and Grant Palmer, operate four new routes that together provide core services between Dunstable and Luton up to every seven minutes at peak times.

"People in Luton, Dunstable and Houghton Regis have been waiting a long time for a significant improvement to the public transport network," says Dave Taylor, Portfolio Holder for Environment at Luton Borough Council. "These journey times are not only extremely fast, in some cases more

than twice as quick, but also frequent and reliable, and therefore offer a high quality and real alternative to the frustrating traffic queues we all know."



The core Busway route comprises 6.1 miles of segregated bus-only road between Blackburn Road in Houghton Regis, through Dunstable and into Luton town centre. Within this, a 4.8-mile section of concrete guideway has been built along the disused Luton-Dunstable railway corridor so that

standard buses fitted with two small guide wheels can join and leave the track, and travel on it in both directions smoothly and safely at speeds of up to 50 mph.

www.busway.net



The **B16** question

Simon Marshall, from Longhope, Gloucestershire, purchased the registration **B16 WHY** ('Big Why') which, as you can see, resides happily on his Mini. Since putting it on his car, it has sparked many conversations.

"That's what's great about having an unusual plate," says Simon. "Most people think that it's quite funny that it is on a Mini, and

that it is some statement about small or big cars, but that is not the reason I bought the number.

"A big part of what I do is executive coaching and, for much of the time, this focuses on the context or the 'why' behind what drives my clients. Much of the time is spent on connecting them to the purpose that drives their organisation or the things

that drive them as individuals: the 'Why', if you like, of what they do. 'Why' is the BIG question."

So, a number plate trying to make a philosophical point. Pretentious?

"Probably," admits Simon, "but often good to start interesting conversations, and definitely fun!"

www.whynotunlimited.com

Rodger's Toy Cupboard



If we were to ask you to guess how millionaire Rodger Dudding made his fortune, we would be very surprised if you got it at the first attempt. Or the second attempt. Or at all. Forget your banking, construction, import/export, retail chains; Rodger's riches came from rather more esoteric concerns.

As a young man Rodger trained as a mechanical engineer in the navy. A little later he had success developing queue management solutions such as the numbered ticket systems still seen at some

supermarket delicatessen counters and the like. This innovation was inspired by a visit to Stockholm in Sweden where Rodger observed shop staff passing out numbered tags to waiting customers. While it seemed a simple and fair system, Rodger wasn't convinced that the handing back and forth of plastic tags was the most hygienic approach. Disposable paper tickets were the solution, and a company named Lonsto was created to develop and market the product.

This alternative to actually standing in line was popular both with customers, who were freed from the British fear of the queue-jumper, and with the retailers because people were free to browse and pick up a few more products while they waited for their numbers to be called.

Rodger's other notable venture has been in the field of lock-up garage rental. At first, the idea didn't really appeal but as it was suggested by someone whose judgment

Rodger respected, he decided to go along with it, not really expecting to see a worthwhile return. He purchased a small block of garages in south London and, to his surprise, rental revenue began to trickle in regularly. Before long, Rodger began to consider that the only thing limiting the potential of this new business was its small scale. Next followed a phase during which he acquired as many lock-ups as he could find by getting landlords contact details from the garage tenants he would encounter while out reconnoitering, and then buying the garages from them.

The lock-up garage business has taught Rodger Dudding to expect the unexpected. He can tell tales of crime, suicide, illicit liaisons... All aspects of human behaviour, it seems, eventually unfold in the privacy of a lock-up garage.

Unusual though his businesses may have been, they have brought Rodger sufficient success that he is now the proud owner

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of his own private motor museum. In a striking space of some 30,000 sq ft, called Studio 434 (or, informally, "Rodger's Toy Cupboard") are more than 200 classic vehicles that Rodger has collected over the last 40 years. Although the collection has its commercial side, with chauffeured and wedding car hire, vehicle storage facilities and car/prop hire for movie and TV production, including everyone's favourite, *Downton Abbey*, it is a labour of love and the result of a real passion for classic cars and motorcycles. Studio 434 also boasts a fully-equipped, professional photographic studio, and a cyclorama environment that enables photographers to take detailed images with a minimum of spurious reflections and shadows. For clients seeking an unusual and engaging environment for important events and functions, Studio 434 can host full silver service dinner parties amongst the stunning collection of vehicles.

As one might expect, Rodger has also acquired many top quality personal registrations, including **DHL 1** on a Rolls-Royce Phantom, **2 DHL** on an Aston Martin Lagonda, **3 DHL** on a Range Rover and many more.





Rodger would like to expand his classic vehicle collection, which he likens to a collection of artworks. He would also consider opening the museum to public viewing, but finding suitable premises continues to be a challenge. Nevertheless, Rodger continues to talk to the local authority with a view to securing an appropriate location for development.

Interview: Angela Banh

Story: Rick Cadger

Photography: Stan Thompson



*More from Rodger's
toy cupboard...*



QA Ask the Expert

For many years, we have enjoyed a close working relationship with John Harrison, one of the country's leading authorities on

the British vehicle registration system. John is the editor of the long-running enthusiasts' newsletter, *1903 and All That* and archivist and adviser to the Registration Numbers Club.

Now, you can call on the expert yourself through Regtransfers. If you have any queries about your own or somebody else's

personal number plates, the history, or the vagaries of the number and letter system, please contact us. We will do our best to find the answer, in the sure knowledge that Mr Harrison is on hand to help.

Simply send your question by email to: editorial@regtransfers.co.uk

Q In 2008 my car bearing **497 GBP** was stolen and subsequently not recovered. I asked DVLA to have the cherished number **497 GBP** transferred to my replacement vehicle, but was informed that this was not possible until 12 months had elapsed. After 12 months I received a letter from my insurance company saying I could apply for the number to be placed on a retention certificate or transferred to another vehicle.

I subsequently applied to the DVLA to have the number transferred, but was then informed that the vehicle had been found and that the vehicle would have to be inspected before the transfer could take place. I then contacted my insurance company to inform them of this situation and subsequently received a letter from them informing me that the vehicle had been found in Holland and would not be repatriated to the UK. I argued that they should recover the vehicle back to the UK, but they were adamant that they would not do this.

This has left me in the situation that DVLA would not transfer the number without seeing the vehicle and the insurance company refusing to bring the vehicle back to the UK. I am now left with a cherished number which I am now left to transfer to my present vehicle and which it would seem I have lost forever. What can I do if anything to get my number back or have I lost it forever along with any value it may have?

Gordon Palframan

A I am not sure how recently the car was found and therefore whether the insurance company, who would have become the owners after it was found, still own the vehicle or have disposed of it. If they no longer have the car, you have probably lost the number forever. If they still have the car, you could see if DVLA would be willing for you to have the vehicle inspected in Holland by the Dutch Police or a similar body.

You would probably have to pay whoever carried out the inspection for this. You would then need to contact the Dutch Embassy about making arrangements for this. Another possible course of action would be to complain about the insurance company's refusal to "repatriate" the vehicle to the Insurance Ombudsman, but as it would be relatively expensive to bring the car back, I am not particularly optimistic that the Ombudsman would support your complaint.

Q What year did my registration **50 KG** first appear and what vehicle was it registered to?

Ken George

A You are in a situation that I have encountered before. I presume you think you have purchased an old number, but it is in fact a relatively new one. Every year the DVLA auctions previously unissued numbers and yours is such a mark. Unless one is buying direct from the DVLA it is not easy to tell if a mark is an auction one or an old local authority issue. Your mark sold for £3,000 (this is the hammer price – to get the final price you have to add VAT, then 17.5%, buyer's commission, then 7.5% and the £80 assignment fee) at an auction held at the Barbican Centre, York on 8 and 9 June. The lots were sold in alphabetical order, so your lot would have been sold on the first day.

Incidentally, the start of the sale on that day was delayed by 1½ hours because of a bomb scare. I cannot tell you what sort of car it would have been first registered to. The keeper of a vehicle can find out its history from DVLA, but there is not a similar facility for finding out the history of a registration number.

Q I purchased **DM 3** via Regtransfers. It was issued by Flint in 1903. Is it possible to find out the original owner and the vehicle the plate was attached to, preferably with a photograph of the car?

David Miles

Q My car's registration number is **DSH 242** and am interested in finding about a little more about the number. I understand it was issued at Berwick on Tweed.

David Holmes

A These are two similar queries, people wanting to find out more about the history of their registration numbers. To find out the history of a pre-1974 registration number you need to find out if the records for the authority that issued it survive – quite a lot of records, particularly those for larger authorities have been destroyed. The place to check this is the Kithead Trust website, www.kitheadtrust.org.uk. **DM 3** would have been issued by Flintshire, not Flint and the county's records for up to 1912 are available at www.flintshire.gov.uk/archives. To inspect the records you will need to phone to make an appointment.



1903 And All That

John Harrison's newsletter, *1903 And All That*, deals with all aspects of vehicle registrations. It is published quarterly and costs just £6 a year. If you are interested in subscribing and wish to receive a sample copy, simply send a large 76p stamped addressed envelope to:

John Harrison, 175 Hillyfields, Loughton, Essex IG10 2PW

Getting hold of a photo of the particular car would be a very lucky find. In the early days of motoring only the rich had cars and could afford to use what would then have been the new and expensive medium of photography, so one might just survive. You would need to find a local history society covering the area and see if they can assist. Telling them the owner's name would help them track down a photo. Between 1955 and 1962 it was possible to have old numbers reissued on payment of £5 and your mark could well be one of these £5 reissues rather than one that has had a continued existence since 1903.

Mr Holmes, you have less chance of finding the history of this number. DSH was issued by Berwickshire (again the county not the town) between July 1957 and September 1958. The Kithead Trust website reveals the Trust has the index cards for **SH 1** to **SH 7478**. Subsequent records were extant in 1978, but their present whereabouts is unknown. Thus, unless a reader can tell me where the records are, I regret I am unable to help you further.

The World of Personal Number Plates Issue 33

Regtransfers



TYGER DREW-HONEY
Outnumberplate

