

**4 December 2003**

**BT PAYPHONES LAUNCHES PIONEERING  
MISSING PERSONS CAMPAIGN THIS CHRISTMAS**

BT Payphones today launched a pioneering new campaign with the National Missing Persons Helpline charity (NMPH) to bring missing people home for Christmas. In a first for the UK, special screens will be installed on the sides of 12 London phone boxes, publicising pictures and details of missing persons to passers-by. The innovative campaign, also supported by Eurocraft Enclosures and Westminster City Council, uses the latest digital media technology from the IQ Group.

The screens, in high profile areas around Leicester Square and Piccadilly Circus, will be constantly scrolling images of 40 missing people from December 4<sup>th</sup> until the 28<sup>th</sup>. They will reach hundreds of thousands of people out and about over the festive period with appeals for information and details of the NMPH freephone number, 0500 700 700.

Janet Newman OBE, co-founder of NMPH, said: “Every year, some 210,000 people are reported missing. The vast majority return safe and sound within 72 hours – but thousands do not. At this time of year, not knowing where a loved one is can be particularly difficult for families, which is why initiatives such as this are so important. We’d like to thank all of the partners involved for their help and are hoping that the screens will help us put even more people back in touch this Christmas.”

Paul Hendron, director of BT Payphones, said: “BT’s payphones are at the heart of London, seen by hundreds of thousands of people every day. By making use of innovative new technology, we’re hoping we can reach people who just might recognise someone and help reunite a family. We’re delighted to be working with NMPH and our other partners to help get more information about missing persons out to the public.”

Among those featured on the screens are Elisabeth Chau, missing from Ealing in London since April 1999 when she was just 19 and Jabier Razak, a vulnerable 14 year-old, missing from Leicester.

In addition to the screens, BT Payphones are also working with NMPH to promote their new Runaway Helpline and existing Message Home Helpline by displaying the numbers on the reverse of over 19,000 kiosk glass adverts, which will be displayed on telephone boxes around the country.

For further information on NMPH, visit [www.missingpersons.org](http://www.missingpersons.org).

**For further information please contact:**

**Damian Peachey at BT on 020 7356 4774, e-mail: [damian.p.peachey@bt.com](mailto:damian.p.peachey@bt.com)**

**or**

**Lorna Gozzard at Fishburn Hedges on 020 7839 4321, e-mail: [lorna.gozzard@fishburn-hedges.co.uk](mailto:lorna.gozzard@fishburn-hedges.co.uk)**

**For further information about BT Payphones:**

**[www.bt.com/payphones](http://www.bt.com/payphones)**

**All BT group news releases can be accessed at our web site:**

**[www.btplc.com/mediacentre](http://www.btplc.com/mediacentre)**

**Note to editors**

1. As well as providing a vital service across the country, BT Payphones are also used to promote wider safety and security issues throughout the UK, such as:

- working with fire brigades to achieve a 77 per cent reduction in hoax calls from targeted payphones
- displaying ChildLine, NMPH and other helpline numbers on user notices and the reverse of kiosk glass advertising posters
- campaigned to get legislation changed to make prostitute carding a criminal offence. On average BT remove over 14 million cards from payphones every year; bar BT numbers displayed on cards and are pressing for an industry-wide system of call barring.
- launching a Citizenship website at [www.bt.com/payphonecitizen](http://www.bt.com/payphonecitizen), for Key Stage 3/S1 and S2 pupils and teachers who are working on a Citizenship project or implementing education for Citizenship in school.

2. The screens will remain on the side of BT Payphones until 3 January 2004.

From 28 December 2003 to 3 January 2004 they will be carrying Westminster City Council community messages.

3. Jpegs of the missing people featured on the screens are available from the NMPH press office – contact Ross Miller on 020 8392 4513 / [ross.m@missingpersons.org](mailto:ross.m@missingpersons.org)

The NMPH charity is pleased to announce the launch of a new Helpline, the Runaway Helpline (0800 800 70 70), which is aimed at children and young people aged 17 or under, who have run away from home or care, or been forced to leave home.

4. Eurocraft Enclosures is a privately owned manufacturer of specialist enclosures principally for the telecommunications market and full details are available on the website [www.eurocraft.co.uk](http://www.eurocraft.co.uk) Eurocraft have been a supply partner to BT for over 40 years and has won the prestigious ‘BT Engineering Supplier of the year’ award.

Eurocraft’s design team worked directly with BT Payphones Engineers to develop a secure and protective housing for the screen used in the NMPH campaign. It is a ‘one off’ project and the solution is unique in that each screen is factory fitted to ensure minimum install time into the 12 selected payphones.

Eurocraft’s expertise is to provide practical engineered solutions to innovative concepts and we are particularly proud to be supporting this particular campaign.

The Screen enclosure has been principally designed by Eurocraft’s David Forster

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5. IQ Group is using RePromotion for this project. RePromotion is a highly flexible digital media management system for planning, distributing and updating targeted content to large and small screen-based networks.

From local control at a single location to full remote management across a large network, RePromotion can address each screen individually with distribution via ISDN, DSL or satellite.

IQ Group is RePromotion's exclusive full service distributor in the UK. For further information on IQ Group call 01565 831821, email [intelligence@theiq-group.com](mailto:intelligence@theiq-group.com) or visit [www.theiq-group.com](http://www.theiq-group.com) For further press information please contact Christine Kane or Victoria Bailey, Campaign PR on 020 7242 0007 or at [info@campaignpr.com](mailto:info@campaignpr.com)

6. Westminster City Council is leading the local community to deliver its five year Civic Renewal programme to safeguard and promote the centre of London as the heart of a world class city. The West End is the retail, entertainment and business centre of London. Every day 1 million people use Westminster as their home, workplace or to visit. Managing the city is a difficult task but the Council, in partnership with local businesses and residents, is delivering a better West End under the programme.

The Council is delivering a cleaner and safer city as a result of partnership working. Some of the highlights include:

- CCTV centre, over 80 cameras covering Westminster are monitored all year round
- Campaigned for the placing of prostitute cards in phoneboxes to be an arrestable offence, this came into effect September 2001.
- Britain's cleanest city 2003
- £32 million per year cleansing contract
- A 24-hour 'City Guardians' scheme has been running in Leicester Square since January 2002. Soho, Chinatown, Church Street (NW8) and Queens Park (W9) also have warden schemes

#### 7. BT Group

BT Group plc is the listed holding company for an integrated group of businesses providing voice, data and video services in the UK and elsewhere in Europe. British Telecommunications plc, a wholly-owned subsidiary of BT Group, holds virtually all businesses and assets of the BT group.

BT is one of Europe's leading providers of telecommunications services. Its principal activities include local, national and international telecommunications services, higher-value broadband and internet products and services, and IT solutions. In the UK, BT serves over 20 million business and residential customers with more than 29 million exchange lines, as well as providing network services to other licensed operators.

BT consists principally of three lines of business:

- **BT Retail**, serving businesses and residential customers and including BT Openworld, one of the UK's leading ISPs.
- **BT Wholesale**, providing network services and solutions within the UK, including ADSL, conveyance, transit, bulk delivery of private circuits, frame relay and ISDN connections.
- **BT Global Services**, BT's managed services and solutions provider, serving multi-site organisations worldwide. Its core target market is the top 10,000 global multi-site organisations with European operations.

There are a number of other businesses within the BT group, including **BT Exact**, an internationally renowned centre of excellence in IT and networking technologies. It is also BT's technology and research and development business.

In the year ended 31 March 2003, BT's turnover was £18,727m. with profit before taxation of £1,829m.

For more information, visit [www.bt.com](http://www.bt.com)

