

(1) Co-op Bank Script for 10-Year Anniversary "Customers Who Care" Video

**Intro – Simon Williams PTC**

(SHOWS CREDIT CARD)

Who would have thought 10 years ago that such a small piece of plastic could make such a big difference to some of the world's most at-risk and under-represented people ?

Who would have expected that a scheme launched in 1994, that was supposed to last for only one year, would still be running in 2004, would have raised over £2.5 million, supported 84 different charities, and benefited millions of people in all four corners of the world?

Customers Who Care began as an extension of the Co-op Bank's Ethical Policy, itself a reflection of the Co-operative movement's social and environmental philosophy. Today it is something we can all be very proud of. Not just because it has raised so much money for so many needy causes, but because of the way it has involved so many people in acting to help make the world a better place.

The money itself has come from The Co-op Bank's pledge to donate 1.25 pence in the pound from every credit and debit card transaction. And the action has come from individual and corporate effort on a massive scale, in campaigning, influencing and lobbying, but most of all in simply working hard and making things happen.

For everyone involved – our customers, our staff, our community partners, all the charities and other organizations who have helped make it work so well – it's a time to celebrate our success. Let's take a look at some of our achievements in 10 years of "Customers Who Care."

More >>>

## **Landmine Action**

The horrors of landmines and the terrible harm they inflict on innocent civilians are well known to most people. The Co-op Bank's first campaign in 1996 supported action to stop their manufacture and use, and by February 2003, 144 countries had signed the Ottawa treaty banning anti-personnel landmines – a highly successful outcome.

Unfortunately, another form of unexploded ordnance, the cluster bomb, has since been shown to have even more devastating effects on many third-world communities. Alongside the Co-op Bank's continuing efforts to influence government and UN policy in controlling the use of these weapons, Customers Who Care contributed over £400,000 to fund special training and clear-up operations in Sudan, Cambodia, Nagorno Karabakh in the former Soviet Union, and Sri Lanka.

In 2003, the United Nations adopted a new treaty on the explosive remnants of war, and the charity Landmine Action acknowledged the important contribution by Customers Who Care in reducing the number of unexploded cluster bombs in the world.

## **See The Person Not The Disability**

In 1997, disabled people received a long overdue opportunity to present their case for a better understanding of their situation by non-disabled people. Customers Who Care supported the National Disability Council in their campaign to challenge negative portrayals of disability in the media, which were confirmed by the many disabled people whose views were sought.

As a result, two powerful cinema adverts were produced that did much to change attitudes within the industry, and more importantly to influence public opinion regarding disability in the 21<sup>st</sup> century.

In the same year, the Co-op Bank joined the Employers Forum for Disability, which requires members to be positive about the employment of disabled people.

(CONTINUES)

**[More CV scripts >>>](#)**

(2) Everydayoffice "Flash Movie" script

VIDEO : ROLLING SCENES OF OFFICE/ BUSINESS ACTIVITY

**Everyday people** running **Everyday businesses** need an **Everyday office**.

**Why?**

Because when you're managing a small business, you need to **be informed**, you need to **be in touch** and you need to **be in control**.

To be informed, you need **access to the latest information** about **your customers, your products and services, your work in progress, your finances** and **your staff**.

To stay in touch, you need **contact information, diary and address book** details and easy **email and internet access**.

And to be in control, you need a **tight grip** on your **accounting and inventory systems** and to be able to **closely monitor all your business activities**.

Everydayoffice gives you **all this and more**.

More >>>

## **What's special about Everydayoffice ?**

Because small business owners and managers like you are **frequently on the move**, you need a way of accessing your office system **from any location**.

Everydayoffice is special because it acts as **your mobile office**. It provides the crucial facility of **remote access**, enabling you **use it anywhere**.

**Wherever you are, whatever information you need**, you can **access it immediately** from any PC or laptop with a **simple internet connection**.

So if you're **working away** , on site, in a client's office, or at your hotel, you can access and use your office system **on a 24/7 basis**. Even when you're **literally on the move**, you can use your laptop – on the train, in your parked vehicle, hotel lobby or airport lounge – **to stay in touch**.

It's **as good as being in your office** even when you're not physically there.

With Everydayoffice, you can **stay close** to your business **wherever you are**.

(Continues)

**Another CV script >>>**

### (3) The Therapy Bath

#### Frames 1-4

Welcome .... to the most enjoyable bath ever.

Rediscover the pleasure and enjoyment of bathtime with the Therapy Bath.

#### Frames 5-7

Most of us lead busy lives these days.

The more active you are, the more demanding and tiring it can be.

#### Frame 8

Even doing the things we love can be a strain sometimes.

#### Frames 9-12

Which makes the need to relax and unwind more important than ever.

And what could be more relaxing and soothing than a good hot bath ?

Showering and washing simply don't compare to the luxurious experience of a peaceful soak in your own comfortable bathtub.

The Therapy Bath has been specially designed to help everyone – especially those with limited mobility – to enjoy their bathtime once again.

#### Frame 13-17

With the Therapy Bath, there are just 3 steps to heaven.

*(Music under :”Three Steps to) heaven”*

Step 1 - Simply open the door and walk in. The door opens inward for easy access, and clicks shut, remaining completely watertight.

Step 2 - Sit down on the soft, comfortable belt seat, then use the fingertip-control buttons to lower yourself gently into the bath. Let the bath fill with thermostatically controlled, scald-proof hot water. You can lie back if you choose, just like in a conventional bath.

Frames 18-24

Step 3 - Now relax – and let the millions of hydrotherapy bubbles apply their gentle massage, easing those tired limbs and soothing those aching joints. Pamper yourself with the added luxury of scented bath oils or aromatherapy candles. Close your eyes and enjoy your bath the way you used to. What could be more heavenly?

Frames 25-28

To help ensure complete peace of mind, we’ve made installing your Therapy Bath as simple and straight-forward as possible.

Being the same size as a normal bath, it’s easily fitted and simply replaces your existing bath in its same position. We do everything in the same day, with minimum fuss and disruption to your routine.

The Therapy Bath is also colour matched to blend with your existing suite and tiling, so there’s no need to worry about the cost of replacing other bathroom units, or undertaking expensive redecoration.

Frames 29-32

Our expert staff are fully trained and supervised by us – we use no outside contractors. Workmanship and finishing is of the highest quality, making the Therapy Bath an attractive feature of your bathroom.

Our helpful, friendly customer service staff are there to assist you, with a customer care phoneline to deal with any problems or queries you may have.

### Frames 33- 36

So why not treat yourself to the luxurious, pampering experience of The Therapy Bath ?

It's the perfect solution for people with limited mobility, and promotes physical well-being for everyone. The Therapy Bath is medically proven to relieve muscle spasms, improve joint mobility and ease pain.

Take time for yourself to rest and unwind at the end of the day.

The warm, gentle hydrotherapy will help you to feel more relaxed, refreshed ....

### Frame 37

... and able to enjoy doing the things you love most.

### Frame 38

Your family will agree it's a wise investment. With the Therapy Bath, your lifestyle will be genuinely improved. You'll be more independent, and you'll feel completely safe and secure at bathtime.

### Frame 39 – 41

Make the Therapy Bath a part of your home. It will bring you many years of pleasure and relaxation, and make bathtime a treat to look forward to once again !

The Therapy Bath – the most enjoyable bath ever.

ENDS