

# ALISON ODELL

My name is Jennifer d'Alton, and I'm extremely pleased to actually be interviewing Alison Odell, or Ali, as she's known to everyone in the ballooning world, and who has been involved with ballooning since 1975. Where did you first see your first balloon?

## ALISON ODELL

I think it was probably actually seeing one and going and asking questions about it, was down in the Midlands. My parents lived in Worcestershire, and Peter Vale had a farm not a million miles away from where I lived at the time, and I can remember seeing his balloon going over and just chasing it vaguely, you know, so I think, and eventually got to know him and his family subsequently, after that. So that was probably the first, but the real hands on bit was when, so I was a badminton player, and I bumped into Colin Wolstenholme because he was also playing in Staffordshire, in fact, in a badminton event. And we just got to know each other. And he said to me, 'Oh, me and my mate, Adrian Wood, we're buying a balloon. Do you want to come and have a look?'

And I did, and it just started an awful lot. So they bought their they bought their balloon. I don't know. Wasn't too long after that, 76 -77

## JENNIFER

something like that. I think. Well, which balloon was it? Can you remember?

## ALISON ODELL

Well, it's its name was Woophski. Would you believe? I can probably find a registration.

## JENNIFER

A lot of the people who actually listen to you will be listening to you, don't know anything about balloons. It's all for education as well as just people who really want to listen to interesting people, right? All right,

## ALISON ODELL

Okay, yeah, the reg was G-BCSX and it was Robin Batchelor. Would you believe it was a Thunder, Thunder balloon, and Robin Batchelor was the one who delivered it. It made me go away and look, because I don't have much in my log books. To be honest, my total number of hours in flight is relatively small, but I have been back and look, because I've got bits scattered across about three or four different logs, actually, yeah, and it was about like 75 to 76 thereabouts actually. So I was there when those two learnt to fly, actually. So they used to take off from a little, a very little hamlet up in the hills, not a million miles away from Michaels fields with a place called Winkle.

## JENNIFER

Winkle?

## ALISON ODELL

yes, nice, W, I N, C, L, E, and so we spent quite a number of years, actually, you know, following and playing with balloons as they those two learnt as another friend of theirs, called Robert Ollier, also learnt to fly, because I find that he was eventually doing a few training hours for me in my log book as well. Surprisingly, you made me go and look and find things out that I have no memory of.

### **JENNIFER**

So when did you actually become a pilot? You mentioned in one of your emails you had a Frenchman helping you. Yes.

### **ALISON ODELL**

Well, what it looks like from looking back at these old log books is I must have done a moderate number of hours with Colin and Adrian, actually, whilst they both learned and I also I got two, three hours worth back in those mid 1970s years.

But my true learning as a pilot was over in France, actually, where Jacques Donna was my teacher, and I got a, I got a, I got my pilot licence in 1997, so quite a long while after .

### **JENNIFER**

Whereabouts?

### **ALISON ODELL**

He flies. He still flies, well, a little bit anyway, to south of the Loire, not all that far from a place called Chatellerault, where, in fact, they held the 2002 world championships. So, yeah, yeah. So that was my connection. I bowled back each year just to, you know, go. So he was the pilot that taught me.

And also I did it because the French system, in terms of what you have to get, in terms of hours and types of flight, is a little bit different from what we had in the UK in those days, I preferred it the type of teaching that you got. You had to do a couple of solo flights, such. I don't think it was the same here in those days. Just gave me a lot more confidence anyway, because I'd studied French at university. I like France. Love going over there. Speak reasonably well, moderately reasonable French, I think so I could, I could learn with somebody who was from the French side, and subsequently, I've done all sorts of bits and pieces over in France as well.

### **JENNIFER**

I noticed, yeah, impressive. So you crewed with Dick, and

### **ALISON ODELL**

initially Colin and I went and crewed with Dick. Dick Worth, yep, especially when he was one of my memories of him flying out of Castle Howard, actually, where we did a bit of flying with him. Dick always had a habit so big VW van, so we'd be sitting in the seats behind the driver, and as you approach Castle Howard, you go up through one of these big archways that many of these country estates have, you can't see the far side. And it was always Dick's fun to just drive for this archway

and hope we get through and nobody else coming the other direction. But it was so typical of Dick, and he's just Daredevil attitude. So yeah,

**JENNIFER**

Can you remember your first flight, your first flight?

**ALISON ODELL**

I think I did when Colin and Adrian got their first balloon. There's just a couple of hours in there where I must have been allowed to fly as a P U T, I think. So I can certainly remember, within that first couple of years of them having that balloon, having one or two flights with them, a pilot called Malcolm Dear. He's not with us anymore I think, but he could instruct, and I have got a small number of logged hours with him, actually.

And I do remember one particularly difficult flight where we got to the point where I was facing curl over along the hill south of Macclesfield, and I just looked at Mark and said, I'm sorry, I can't handle this. And just handed the controls. It's all too much. And that time, at that point, we did end up, we landed very hard in a ditch. And I remember looking up and seeing this man with his bobby hat saying, 'You all right?' we looked at each other thinking, Well, I think so.

**JENNIFER**

Very different. Did you also then, I mean, you seem to go, and spent a lot of time in Europe from what I can gather, yes, yes. Did you get your own balloon? Did you have your own balloon then?

**JENNIFER**

No, not at that stage, mid 90s, I got my own balloon, which was registration G DRAW. It used to be an old Reader's Digest balloon with all the advertising stripped off it.

**JENNIFER**

Yes, of course, of course.

**JENNIFER**

And I had that until 19, sorry, 2022, when I've just got to the point where I thought, you know, strength, everything physically that you need to have. I'm you've got to have a bit of common sense, I think, as well about what you give up flying. Should we say?

**JENNIFER**

What about you then became an observer? What? How did you get into being an observer?

**ALISON ODELL**

Think it's probably because initially, I've seen so Colin went and competed in the World Championships in Sweden, and that showed me what competition structure looked like, and also how just how cold the weather could be. I have to say, when you fly, I can remember flying and landing in snow, sort of knee deep and up to your chest in that particular season. It was an incredible experience, but I got the, you know, I got the idea of what competition ballooning was

like. And I was also a member of the North West balloon airship club. Still am and I used to see quite a lot of people like Kevin Meehan, who were, we were getting that going sort of things. So it was just an opportunity.

I think observing was another way to be involved. Marie-claude Cousin, I know remember, she was a great friend at the time, and she was chief observer. And when she gave up, you know, I watched what she was doing, quite enjoyed the idea of it. I can't even remember I was asked and whatever. But anyway, eventually took over as Chief observer for a period of time as well.

**JENNIFER**

For people who are actually listening to this, can you explain what an observer does?

**ALISON ODELL**

Yes, in those days with observers have been replaced by instrumentation these days, but effectively, an observer was sitting with a sheet of paper with various things they need to check against as to what a pilot was doing in terms of relating to the rules, if you like. So they're actually recording the process of the flight, if you like, understanding if they felt that a pilot had done something was perhaps outside the rules, they would make a note of that. So the observer report sheet is a bit like the electronic report that goes out these days from, you know, a little box on your on the side of your balloon. It's very different, I think, and it's a pity we've lost it, because it was a very human side. When I talk to other people, I've been out in Holland in the last couple of weeks with Lindsay Muir actually doing the Dutch balloon trophy. It's just, it's part of ballooning which you had somebody who was neutral in the basket, but just another, another helping hand if you needed it as well, quite honestly, and the friendships that have been born because of observing, as opposed to piloting, if you like, huge. It brought a whole group of people together with an understanding of how to be part of the sport, but without necessarily being able to afford to their own balloon or whatever one

**JENNIFER**

One of the British Balloon Museum and Library's' founding members was Norman Pritchard,

**ALISON ODELL**

absolutely, Gin and tonic man, yes,

**JENNIFER**

and another. Rita Boyle,

**ALISON ODELL**

Yes, absolutely. She was a very faithful, long standing observer,

**JENNIFER**

But she's got some brilliant stories

**ALISON ODELL**

I bet she has told me I can do quite the same things. Imagine she would have some. Yeah.

**JENNIFER**

So what's the worst? Can you don't have to mention names, but have as an observer. Have you ever been in a balloon and thought, oh, I shouldn't be up here with this pilot?

**ALISON ODELL**

I don't think I've, although I did some training in the mid 70s as pilot, and therefore understood what the feel of it. I can see from my logbook. I was constantly being criticized for not doing enough fast landings so, but I probably got used to it by then, so I don't think I was worried about the actual flight in that sense at all of any danger to me. Maybe I'm just made that way. You know, you've got to get down somewhere, and everybody's going to try and save their own skin, so they'll do the same, honestly. So I know I don't, I mean,

I have the odd memory where I think we were at I was, must have been out in Canada at one point in time, and I can remember Crispin flying up, from Crispin Williams coming up from underneath in his balloon, so close to the balloon I was in, I'm not even sure I was observing for at the time, but thinking, My God, that's a bit close, you know, because he was almost basket to basket, just waving, wow.

**JENNIFER**

It's interesting. Three names you've mentioned there, I've already talked to and put on the website. Lindsay Muir, Kevin Meehan, Crispin Williams, and there's another 24 odd there. You're going to be joining us.

**ALISON ODELL**

Wow. I feel very privileged. Thank you. I don't important. I've not been a pilot in competition in that sense, except for just a very, very few hours. So no, those are the real names in terms of piloting in competition, fabulous,

**JENNIFER**

But there's so many others who fly because they love it.

**ALISON ODELL**

Yes, they do, absolutely they do. I was recently at the Royal Aero Club presentation to Crispin of the old and bold trophy and perfect the stories that come out in places like that? Just amazing.

**JENNIFER**

Oh, yeah, absolutely brilliant. Did you ever meet someone called Anne Lewis Smith?

**ALISON ODELL**

I knew of your mother. Your mum? Yes, yeah. I wouldn't have known that until recently, so I couldn't. No, I can remember her, what she looked like, but never. I think she was so far above me, if you like,

in those days, that I never really ended up talking to her at all. I'm afraid I just absolutely knew the name of somebody who important in British ballooning. Oh, yeah.

**JENNIFER**

Well. Well, just looking at where you've observed and where you've been and taken part in I thought I've got all these books here. All her log books and everything?

**ALISON ODELL**

Have a read one day. I bet you've got a fantastic collection.

**JENNIFER**

Yeah, some of them, she wouldn't like us to let out she was not backwards in coming forwards with what she thought.

**ALISON ODELL**

No, I think she was a strong, strong minded person. She was

**JENNIFER**

Talking of mothers. Did you ever fly your mother?

**ALISON ODELL**

No, no, never, no. The only member of my family was the older of my two brothers, who, actually, I can't remember what. Anyway, there was an event down in Exeter, and he was working, he worked for British Rail. He was working in the area. He came along and had a look. I don't know when 80s or 90s. I'm mostly not sure when. That's the only person really in my family that has had any real close contact with that other persons. Because I used to go down to stay with Phil Hutchings, one or two people around the Black Horse, you know, area. Then I think another brother that lives in Hemel Hempstead area. And I think they may have possibly come along and just watched with his kids when they were young. But no, it was something quite separate. Probably just thought I was a nutcase.

**JENNIFER**

But yeah, some there was one person I was talking to whose mother couldn't understand why her son was going to go up in a laundry basket and make a career out of ballooning. It's a different one. So you were crewing, you're observing. You took part in competition ballooning. Were there any competitions? You thought, yes, I've done it.

**ALISON ODELL**

No. I've done so little actual flying as the p1 you know, in a competition, no, I mean, it's I've either been on board as an observer or more behind the scenes, either directing or, you know, observing, whichever.

As time has gone by, the roles have changed. So no, I No, not really, to be honest, I just, I wasn't a pilot in competition myself, except for I just saw a couple of very small occasions. I mean, I flew in the early 2000s I think I did win Women's World Cup. Was it? No fifth place in Women's World Cup,

Mainfonds down in France, which is a favourite, is a favourite event, which takes place every two years.

So I've been back there an awful lot, but I think I only flew once. I think in competition there, I had a four female crew at the time, actually, so a bunch of friends out of because I worked in university sport for an awful lot of years. So I had an all female crew with a bunch of friends, three or four of them who came out and crewed me for that year, which was for me, those days, women's sport didn't shine so much, so it was nice to go and do something like that. Yes,

## **JENNIFER**

And you've got, you also have Badminton and university sports. How did you mix, or how did you segue them in together with your ballooning

## **ALISON ODELL**

With difficulty in some years, I've been very lucky in the trajectory I've done in terms of working in university sport where, okay, I've led British university sport and went on because I was one of the founding members and countries for European University sport as well. And I think my employers at University of Manchester were happy to have somebody on board that was perhaps exerting influence as well.

To some extent, I had a very generous boss, or bosses, on a number of occasions there who understood the sheer volume of what maybe I was getting through, in some ways, but that some of it was good experience. They didn't always know I was off ballooning necessarily, but certainly in terms of roles in developing University sport at European and world level, I think they were quite appreciative of that. Certainly, the man who's probably the Registrar at Exeter University now certainly gave me an extra week's holiday each year quietly, just to make sure that, you know, I could complete everything in some ways, and you're silly if you don't, you know, make sure that you do understand where you should really be pulling your weight, quite honestly.

## **JENNIFER**

But your role in university sport is, is incredibly important, and you were awarded the CBE. What was it like when you got that letter?

## **ALISON ODELL**

I walked downstairs in the morning and there was, there was a letter coming through the post. It was in May, uh, May, May of that year. I think it was anyway, um. I didn't really, I didn't, I didn't open the letter immediately, I put it down, put it back, because, you know that that particular type of letter has a particular little stamp on it, and I didn't realize what it was. But when I opened it, it was absolutely staggering. Quite honestly. I mean, I just, and you know from the moment you open that you cannot tell anybody until it's been awarded. Absolutely silent. So, yes, it was, I was in May, and I can't remember, I went to the palace. I got the Queen. Anyway, I was really chuffed.

## **JENNIFER**

Yes, yes. Amazing, though. Who did you take with you

## **ALISON ODELL**

Out of British university sport? Because effectively, that was the basis on which I had been nominated. I took my then treasurer, who's only recently died, a guy called Derek Morgan from the Rugby World. He been president of the RFU around about 2004 for about four or five years, so he came. Zena Wooldridge, my very good friend. She's currently the president of world squash. She came along and who was sort of, oh yes, and sorry, and another one who is no longer with us. Alun Evans, who was secretary for the Welsh FA and he previously had done a huge amount of sport at British university sport level in terms of management.

Three very, very good, solid friends out of the world of university sport, you know, it's a fantastic arena in which to work, quite frankly,

### **JENNIFER**

Yeah, it sounds it certainly sounds it. So is there anything else, you seem to have achieved such a lot? Assistant director on your CV, it says you are assistant director of all these balloon meets. Does that mean you help organize, or somebody sits up there and you do all the work?

### **ALISON ODELL**

Um, the director and assistant directors are normally invited in from outside. So David Bareford would be a prime example if somebody's been invited in once or twice recently, and the director is there to ensure that the rules of the event are appropriately observed, and he manages a team underneath him, who are scorers, debriefers. So but alongside that, you've got to have the host site where it's been being managed, you will have somebody who is the director of the organizational side as well as the director of the sports side of things, if you like.

So I've had the chance to work with a number of different people like that, certainly Mathijs de Bruijn from Holland. He was quite an influence, I think, in that sense, for me, about what a director's role should be like. He came and directed our nationals a couple of occasions, I think, over in Shropshire, and that's where I really got interested in what that sort of role would be like. I'm not of their level, people like him, Jacques Donna, Dave Bareford, because they are good.

They have done the flying in competition at that level, and I have not, you know, they're the ones who really, really feel sharply, what is right, appropriate in terms of task setting for the day, versus, you know what somebody else might or might not know because they have experienced what conditions are like. You'll know from the book for a director, if you like, what all those tasks should be. They're all there in the rules, and you will only set them according to whatever the conditions are for the day. Anyway,

### **JENNIFER**

I think Nigel Tasker was, Oh, yes, yeah. I've also talked to him. It's what he's what he did for competition rules, was amazing.

### **ALISON ODELL**

He is the granddaddy of the whole you know, so admired. What was lovely is just once or twice in the last couple of years he's come along to have a look as well, and just failed to sit next to him when we had the Nationals in Bristol, year before last, he came along there, and it was just lovely to

see him again, because I haven't seen him for ages, and the him and well, one or two others as well. But he's right. He was the absolute guide and the person who really pulled the rules into shape for Hot-air ballooning. I think they probably need another one of those to come along soon, actually, and do that.

## **JENNIFER**

Well, if you go onto the website and go on to Collections and Oral History, when you get to his picture, then there is a summary of what he talked about and the transcript of What he talked about, which there will be for you, as well as the actual recording. So it's quite interesting to scan through the transcript to see what he says about some of the things that he's done.

## **ALISON ODELL**

Yes, he was staggering in what he's done. Yeah, there are one or two people like that. And I have to say, I think Mathijs de Bruijn was another one, a bit like that, in terms of guiding what the FAI and the CIA, the international side of ballooning, needed to pull into place, if you like. And I'm sure whether they have acknowledged that of him or not, you know, he was, as you say, a real Granddaddy. Yeah, they're getting that sorted. It's changed a lot now, I think because of the potential for IT and the instrumentation that can be used, and it needs another review. Quite frankly, at this stage of the game, think if you were to talk again to Lindsay Muir, she would say the same. We've been having a long chat while we're out in Holland. And you know what? What does it really mean to be able to pilot and fly, those skills are now have all the addition of this modern technology with them. Yeah, What? What? What is the test of a pilot? Is it really what you have to control in terms of electronics, etc, or is it actually, how are we testing the flying skill these days. Yeah, interesting area that needs looking at.

## **JENNIFER**

Yeah,. it's very much. So I remember when Richard got his pilot's license, very different from people getting it now.

## **ALISON ODELL**

I wouldn't be able to do it now I watch. I'm, you know, before last, I crewed with Ken Karstrum, who has the phenomenal setup on his basket for competitive ballooning. In fact, in this last event out in Holland, he came third actually, through a fantastic weeks flying, actually, but he's got, he's got a dashboard, if you like, which has got Velcro bits all over it, where all his instruments are stuck onto that. So whatever the landing is like, he doesn't lose anything as you bounce across a field. So laptop, you name it, it's all stuck by Velcro to the board, which covers half the basket. But there are pilots like that, and the hours that are spent setting up, preparing, phenomenal.

## **JENNIFER**

And yet, when we started ballooning, if you landed, you then went to a phone box and you rang your mother and said, Ring Pete Bish, tell him which tree to aim for. Agreed

## **ALISON ODELL**

time. Yes, it's either that, or can you see the the tree or the church steeple on the horizon where you think they went down.

**JENNIFER**

Yeah, so very different now. Oh,

**ALISON ODELL**

Massively, it's so nice to find somebody else's from the same era as me, a

**JENNIFER**

I'm a 'little older than you, and my first flight was with Mark Westwood. All right, it was my birthday, my mother said, Darling, I have a surprise for you. You might get wet, so wear something sensible'. So I wore my swimsuit! Ended up in a cut field not very far from our village, and there was Mark Westwood, quite a few friends as well. And his wife, then wife, Jenny, and I went on a balloon flight it was fabulous. It was in Jester oh, in Jester, alright. Jester, yeah, yeah, it was amazing. And the getting wet was the champagne.

**ALISON ODELL**

Can't control these things sometimes,

**JENNIFER**

but there, that was my first flight. It was a good birthday.

**ALISON ODELL**

Oh, brilliant.. Well, it's lovely to have something that in the history as well. So how many you were? Are you a pilot?

**JENNIFER**

No, I didn't need to. My mother said, 'all the men can do it, darling. Just go with them. '

**ALISON ODELL**

I hope somebody's going to do a reverse interview on you at some point in time.

**JENNIFER**

Don't think so. My husband, we had a family balloon, and the three children were good crew. We went all over the world. Seems we were very lucky, we've invited everywhere. Yes,

**ALISON ODELL**

I can imagine it would it did take you around the world if you really wanted to. Yeah, really exciting. Oh, fabulous, yes, keep in touch.

**JENNIFER**

So have you've got, you don't have your balloon anymore?

**ALISON ODELL**

No, I sadly sold it in 2022.

**JENNIFER**

Would have been like, yes, it's still flying.

**ALISON ODELL**

I doubt it very much. I can't really comment too much on the person who chose to try and buy it.

**JENNIFER**

Okay, do you like cooking (Change the subjects?)

**ALISON ODELL**

I mean, I the envelope, and I don't even know where the envelope survives, actually, quite honestly, because this gentleman, he wasn't a gentleman in terms of somebody to deal with, put it like that. But yeah, really sad, actually, because I would have loved the whole thing to go, you know, it had a very decent bottom end to it. I think that's gone, been sold, all right? But the envelope, I have no idea where it is, quite honestly, yes, sad. Send you a pic at some point in time.

**JENNIFER**

We've got other things. I was going to ask you about.

When you were director of the World's Cup in France. Main Fonds, can you remember any of the pilots at the time?

**ALISON ODELL**

No, Not instant listing? I could probably go back and find out some of them. But over the years, there have been so many that I've come across, quite honestly, French ones you're talking about. Well, I imagine Olivier Roux de Villars must have been one of them, because I ended up working with Stella quite a lot.

**JENNIFER**

So we were so fond of Stella. Oh, fabulous.

**ALISON ODELL**

She was so kind to me in terms of introducing me, and as I used to go across, I used to stay in Paris with her for a couple of nights, and then we'd go on down, you know, to Main Fonds. Oh, I would happily come back to you if I could go and look and see.

**JENNIFER**

We can just get together with the glass of wine and talk about it?

**ALISON ODELL**

Yes? Well, we'll do that at some point in time.

**JENNIFER**

Maybe we could entice you down to our annual luncheon, because half the people you've mentioned will be there, it's down near Newbury. Yeah. Are you? Are you a friend of the museum? Do you get the magazine? I haven't got a list here.

**ALISON ODELL**

I don't think I do, to be honest, and probably I should be.

**JENNIFER**

I think you should be, yes, you'll be in it.

So I January date. Usually

**JENNIFER**

it's October the 26th it's the day the clocks go back. You can come down with Kevin. He's usually drives down. Yes,

**ALISON ODELL**

yeah, but I can, oh, I'll liaise with those two, because we used to spend a lot of time with Kevin and Helen, actually, in the early days as well, particularly flying over. Was it Leicestershire North Hampshire way? Seem to remember anyway, long time ago,

**JENNIFER**

long time ago. So is there anything, any disastrous landing or flight that you've ever had that you could tell us about, or one where you thought it was just wonderful.

**ALISON ODELL**

I've only had one hospitalization, and that was in those very, very early days, the mid 1970s when Adrian and Colin in their balloon. Yeah, that's right, Adrian got his licence first before Colin did. And we went for a flight over the peaks near from we flew out of Winkle, and the weather got worse, worse and faster and faster. And it was an afternoon flight. And in those days, Thunder balloons, you didn't have solid uprights on the balloon. It was there by virtue of suspension. And Adrian, bless him, it's a sort of area where the fields have got stone walls all around them, everywhere. Yes, not pleasant. So you tried to find the best site you could.

We all wore helmets in those days, very sensibly, because when you hit the ground, the burn would come down on your head. And anyway, Adrian chose the landing site, and I think there were cows in the field as well, actually. And his wife, Georgie, she was crewing, and I'm sure she could tell a better tale than I can. He got it onto the ground all right, but we had one hell of a drag. Colin, I think he chipped an elbow, a bone on his elbow, so he wasn't able to be much use.

And all I remember is waking up and Adrian standing over me and saying, 'are you alright?' And what had happened is I got, I think, one of the wires caught under the lip of my helmet, actually. So I was being strangled and being dragged along the ground in a very long drag by the strap under my chin you know, from my helmet. Stopped all the air by the time we stopped. And I just remember that

you're all right, yeah, I think so. Got dragged off to Derby Royal Infirmary, and we were out the same day. But yes, that's the only real heavy, heavy accident I've ever had, actually probably an early lesson on what not to do.

**JENNIFER**

So you're still involved in the north west club, isn't it? You're the North West region.

**ALISON ODELL**

I stay as a member, to be honest, I'm not doing anything constructive for them, particularly at all I haven't done since, well, to be honest, because work the university became so heavy that I had a patch where I just couldn't even do much ballooning, quite honestly, midway through my career. So no balloon for seven or eight years, but I. Uh, yes. I mean, I'm gently watching what they're doing at the moment, because those regions, I think, are such fantastic start points for people, you know, and they're able to organize local balloon meets at relatively low cost for people, I gather the North West Balloon Club is probably going to join with the Pennine group. I think, I think the face, yeah, yes, yeah. So, bit of shrinkage there, but all the same, fabulous,

**JENNIFER**

yes. Well, Ali, I can't thank you enough for spending this time talking.

**ALISON ODELL**

I've given you much technical detail.

**JENNIFER**

I think people listen to podcasts for technical bits, do they? They've listened to them because they're fascinating, and certainly you've done an awful lot of fascinating things. So thank you very much.

**ALISON ODELL**

So my pleasure.

**JENNIFER**

Ali Odell, thank you very much.