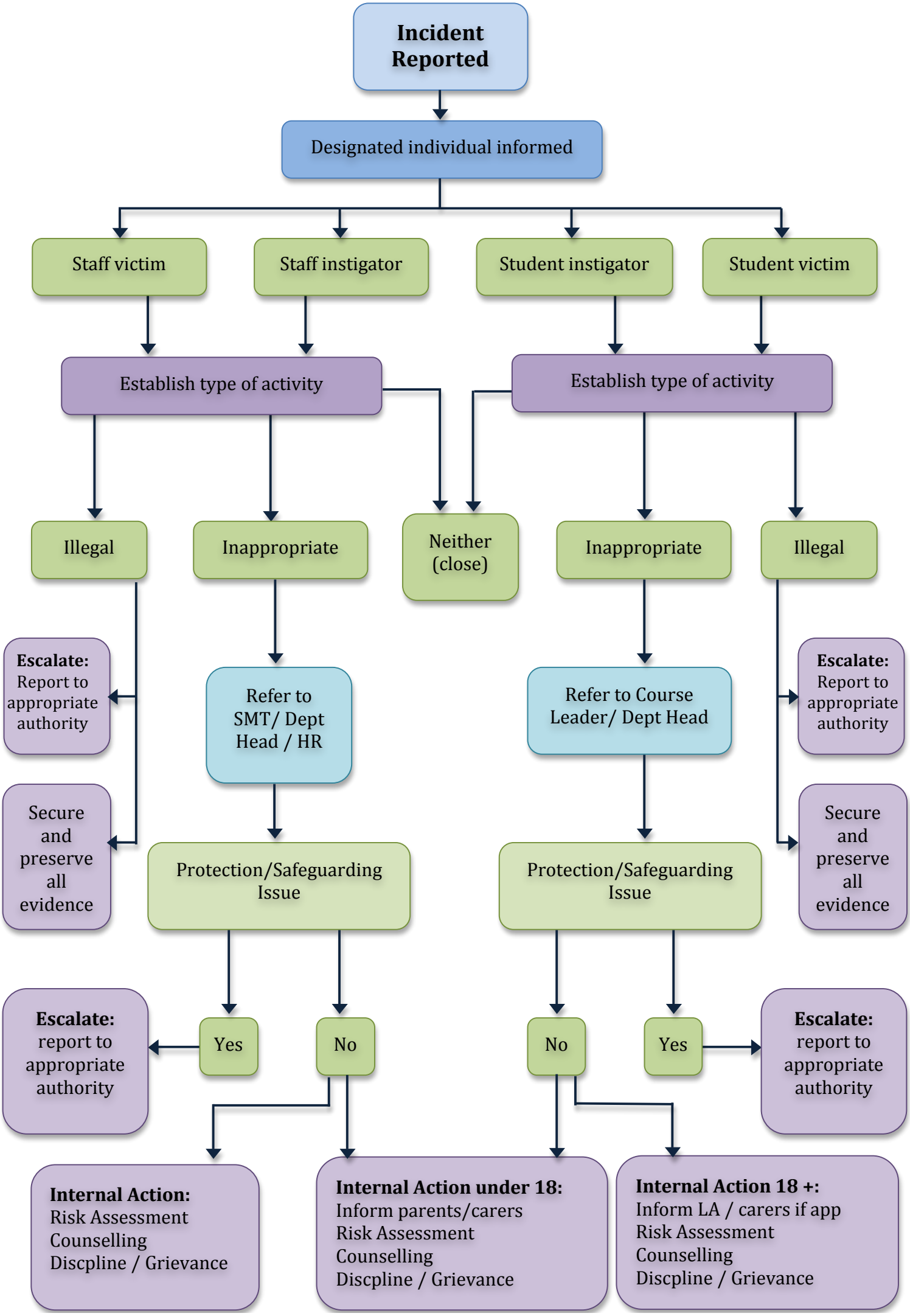Developed from initial idea of Jason Curtis – KSC West Midlands