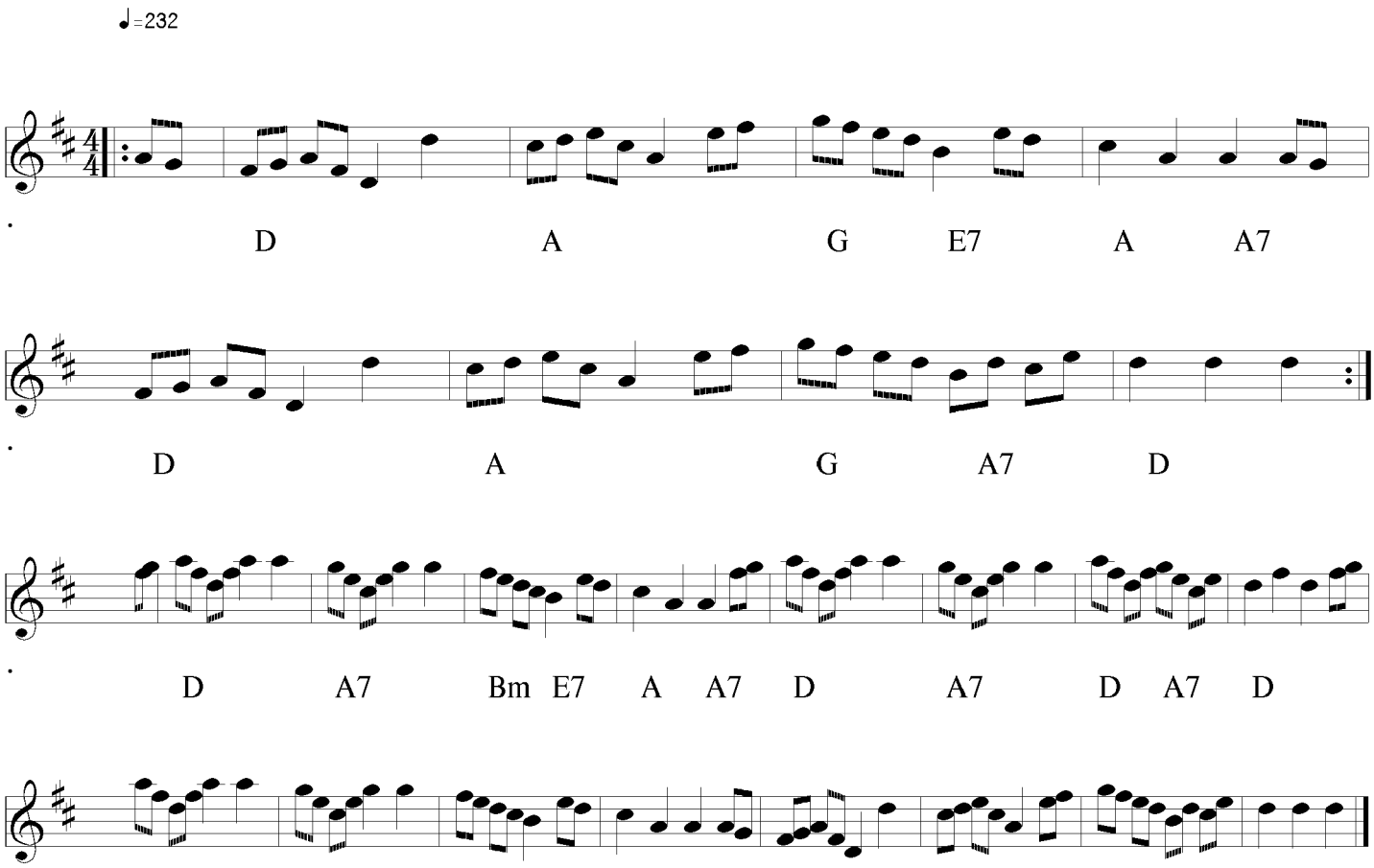The West End