

Hireman heads east

The Hireman is in expansive mood, having just opened a new depot in east London.



The new premises have extensive yard space.

London-based independent, The Hireman, reports that its recently opened depot in Leytonstone, in the east of the city, has made an impressive start. This is the company's third depot, complementing its London West branch in White City and its City outlet on the Old Kent Road.



Hire Controller Gary McEvoy, left, and Depot Manager Phil Wright at the Leytonstone depot.

"The depot has excellent transport links, being close to the North Circular Road, M11 and M25," says MD Neil Graham. "It occupies two recently renovated railway arches, each of which gives 2,500ft² of interior space and 2,200ft² of yard area. This allows us to store vehicles and machinery in a secure environment outside, giving maximum use of the inside space for storing tools and equipment. In addition, there is a large builder's merchant in the same road, and we are surrounded by businesses such as workshops and auction rooms, giving a steady flow of potential customers right outside the premises. We have obviously invested in equipment for Leytonstone, reflecting the kit we already offer, from key suppliers such as Makita, Euro Towers and Hillit."

In choosing the depot's location, The Hireman asked customers and staff to vote on their preferred location in an on-line poll conducted over several months. The candidates were Croydon, Dartford, Subrtion and Leytonstone, with the last mentioned emerging as the winner, achieving 43% of the votes.

The facility also includes a dedicated dust control area, separate from the main workshop, for cleaning off-hired equipment. "This is kitted out with equipment such as AirBench work tables, and DE10V overhead dust collectors mounted on articulated arms, supplied by Horizon International. Increased on-site Health & Safety awareness has led to increased demand for vacuums along with power tools, meaning that service staff may encounter dust from wood, concrete and other construction materials, and we have introduced measures to protect them. We have similar systems at our other depots."

"Overall, business is excellent and customers are busy. As we expected, there was a slowdown last summer as many sites were closed and projects postponed due to the Olympic Games, but these have re-opened. Indeed, the new depot's first orders included the supply of equipment to the Olympic Park, Canary Wharf and the University of East London. Overall, at the end of last year, The Hireman had its best ever quarter since its formation in 1985, and we are really positive about the future."

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Specialist equipment has been installed for removing dust from off-hired items.



Running the Leytonstone facility is Depot Manager Phil Wright, who has moved across from the White City outlet, where he held a similar position. His post has been filled by Rob Petchey, who was previously a Hire Controller, having joined The Hireman in 2008 as a driver. "Rob and I will certainly be attending the Executive Hire Show. It will be his first visit, and I always find it a great event, being able to see the latest products and meet industry contacts," says Neil Graham. "The reaction from customers to the new depot has been very enthusiastic. We can obviously now supply people farther east and into Essex and Hertfordshire. This is taking the pressure off the City and White City branches, which can now target more business in regions such as Kent, Surrey, Berkshire and Buckinghamshire." The Hireman's City depot, which was runner-up in the Large Hire Super Centre category of the 2012 Executive Hire Show Passionate Hirer Awards, is the headquarters for another new initiative from the company, in the shape of a dedicated Health & Safety training business. "We offered training previously, but it was primarily delivered by outside consultants. With the appointment of Training Manager, Tony Molisso, we can now provide this in-house, on topics such as HAV, dust, and PASMA Work at Height courses. It also means we can travel quickly to customers' sites to give 'toolbox' talks and other training.