

BLACK SWAN

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www.thehireman.co.uk

Autumn/Winter Edition – 2012

Welcome to the Autumn/Winter 2012 edition of the Black Swan – it's been a while since we've been in touch but it has by no means been a quiet time for The Hireman! Between opening our new depot in east London, launching our training business and the small matter of the London Olympics, we've barely had time to catch our breath over the past few months - and we're now into our busiest time of year!

This year has been one to remember for many reasons; whilst positive global events drew the world's attention to the capital to celebrate the 'Best of British', many businesses continued to suffer in the recession, with UK construction output falling sharply in the third quarter of 2012.

In spite of this, London has remained relatively buoyant and for The Hireman it has meant a year of consolidation and growth as we continue to steer the business through these challenging times.

This October we opened our new depot in east London – a location chosen by our customers and staff in an online poll. This new depot will help us to provide an even better service throughout London and the Home Counties, as well as contributing to the Olympic legacy and regeneration of Stratford and the surrounding areas.

On page two we introduce the new team there.

In addition we are very excited to announce the launch of our training business, headed up by Tony Molisso, our new Training Manager. We are now running a number of industry specific training courses, including PASMA, from our new facility in central London – see page three for more details.

And just in case that wasn't enough to keep us busy, we were also delighted to be voted runners-up in the Executive Hire Show's 'Passionate Hirer Awards 2012' – out of 394 hire companies across the UK.

Looking ahead to 2013, despite economic uncertainty, we will be working hard to ensure that we remain one of your trusted suppliers and a source of consistently high levels of service.

Bruce Graham, Chairman

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East London Depot – chosen by you!

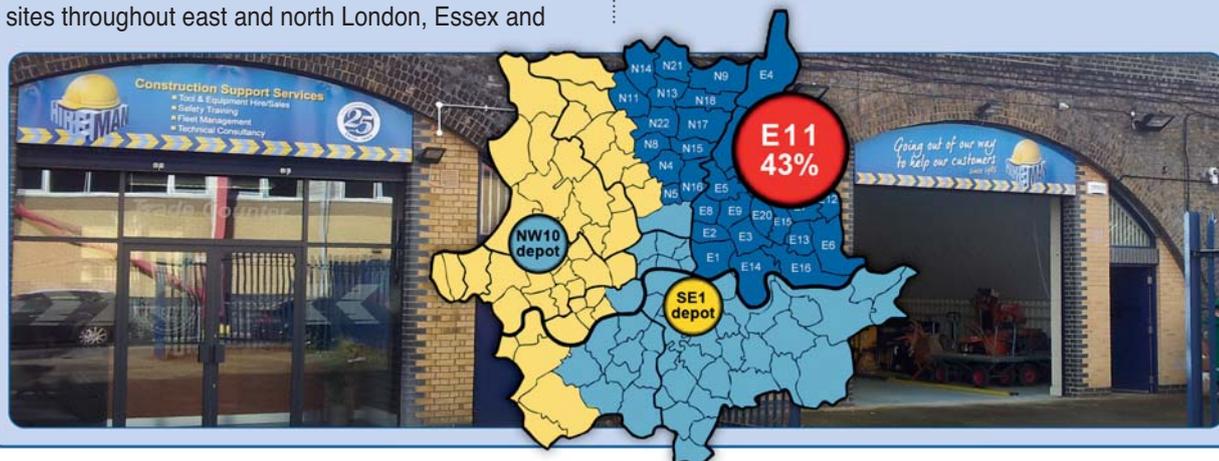
After months of careful planning and fitting out, our new east London depot is ready for business – a smart, modern facility finished to a high specification, in Leytonstone E11. This location was chosen by our customers and staff in an online poll; with over 300 of you voting for your preferred location from four carefully selected areas throughout London. We were delighted with the scale of your enthusiasm for this innovative way of selecting the location of our third depot, and with 43% of the votes, the Waltham Forest area emerged as a clear winner.

This third depot means increased area coverage and the promise of an even better service. Leytonstone is the perfect area from which to service construction sites throughout east and north London, Essex and

Hertfordshire, due to its excellent road connections. It will also allow our central London depot to push further south and cover more of Surrey and Kent, whilst our west London depot will extend its service further into Berkshire and Buckinghamshire. In short we are now able to provide an excellent service throughout London and the Home Counties.

If you haven't already visited us, please stop by. There's plenty of customer parking in our large front yard and our depot manager, Phil Wright, will be delighted to give you a tour of the facilities.

We're particularly proud of the open-plan trade counter and impressive workshop facilities including a dedicated dust control room.



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www.thehireman.co.uk/downloads

0330 363 3333

Meet the team at east London

The launch of the new east London depot has seen a few of our well-established members of staff move to E11.

Phil Wright, who previously managed our west London depot, is the Depot General Manager, assisted by Hire Controller Gary McEvoy, from our central London depot.

Joining Phil and Gary are Steve Pocock, Warehouse Supervisor, and Karl Collins, Workshop Foreman, both from central London.

Phil said: *"I'm extremely excited to have been given the role of taking charge of our new depot. It's taken a big effort and some careful planning from everyone involved but it feels great to finally be open for business. I'm looking forward to the challenge of creating a depot that will hopefully match the success of the other two."*

Contact Phil on 020 8988 4832 or email phil.wright@thehireman.co.uk

Contact Gary on 020 8988 4833 or email gary.mcevoy@thehireman.co.uk



Phil (left) and Gary

Steve Pocock

Steve joined The Hireman in 2006, and has spent the last 6 years working as a driver at our SE1 depot.

When asked what he enjoys most about working at The Hireman, Steve said: *"I like the fact that The Hireman is a family-run business which offers lots of opportunities to progress, as well as being able to work with a great team. I'm also very much enjoying having my own yard to manage at E11!"*



Outside of work, Steve is a family man, who likes spending time with his partner and 12-year old son.



Karl Collins

Karl started at The Hireman in 2005, and since then has spent time in both our west and central depots.

When asked about his job, Karl said: *"I really enjoy working with such a great bunch of people - you learn something every day working with the workshop team. I'm really pleased to be joining the east London team and building it up to be a great Hireman depot."*

In his spare time, Karl enjoys socialising with friends and family, and after recently passing his driving test, he's enjoying going further afield for trips out.

With over 20 years' experience at The Hireman between them, we're confident that the new team is perfectly placed to run our east London operation, and will provide the exceptional service that you're used to from us!

AT CENTRAL LONDON, Scott Pearce is the most recent addition to the Hire Office



Scott Pearce

Scott Pearce joined The Hireman in 2010 as a driver, and quickly established himself as a key member of the team at central London. He moved into the Hire Office earlier this year.

When asked what he enjoys most about working at The Hireman, Scott said: *"I enjoy liaising with customers and building good relationships with them, from meeting people as a driver to speaking to them over the phone in the Hire Office. I also like the fact that there is always an incentive to do better at The Hireman, and the fact that it's a family-run business means that everybody gets along well."*

Outside of work, Scott has a black belt in Aikido (a Japanese martial art) which he also teaches, and will be going to Japan to compete internationally next year. He enjoys going out with friends and is an avid Arsenal fan.

Contact Scott on 020 7232 5632 or email scott.pearce@thehireman.co.uk

West London in safe hands...



Whilst a few of our members of staff have moved to east London, rest assured that our west London depot is in safe hands. Rob Petchey, who has worked with us since 2008, is the new Depot General Manager at west London, supported by Isabel Gonzalez, Darren Oldham and the newly promoted Scott Stockwell (see below).

Rob started with us as a delivery driver back in 2008 and in just 4 years has made the full journey from driver, to Hire Controller, to Depot Manager: *"After just two years I was given the chance*

to train as a manager and take on more responsibility. During this time I've gained a lot more experience and a better understanding of all the ins and outs of running a depot. I'm really excited about becoming the new Depot Manager at NW10 - it's an amazing opportunity and I hope I can emulate the success of the other managers!"

Contact Rob on 020 8962 9832 or email rob.petchey@thehireman.co.uk

Scott Stockwell

Scott has worked as a driver for the past 4 years, and recently moved into the Hire Office at NW10 as a Hire Controller, after proving himself a natural with our customers.

On his new role, Scott said: *"I really enjoy working in the hire office with a great team, and being able to continue the relationships I built with the customers I met during my time as a driver."*

Outside of work, Scott enjoys keeping fit, relaxing, and spending time with family and friends. He is also an Arsenal fan.



Contact Scott on 020 8962 9833 or email scott.stockwell@thehireman.co.uk

New training facility in central London

Last month, we excitedly launched our brand new training facility, headed up by Tony Molisso, our new Training Manager, and the courses are already booking up fast!

Tony joined us earlier this year and has spent the last 4 months preparing to teach a number of industry specific safety courses, including PASMA tower erection, ladder and step training, manual handling, working at heights and fire marshalling.

From our modern facility in central London, PASMA courses will take place every Thursday and other courses will be held as and when required. We can accommodate up to 12 people and also have the benefit of free parking for up to 6 attendees.

We're delighted to be in a more flexible position with the ability to take last-minute bookings and no minimum number of attendees required. More information on all of our courses and a calendar of what's coming up is available on the training section of our website: www.thehireman.co.uk/training

Tony has worked in the construction industry for over 25 years, and brings with him a wealth of operational knowledge and experience. In his previous role as Plant Operations Manager at Kilby & Gayford he was also a member of their regional health and safety committee for nearly 10 years. Tony has completed his Foundation Diploma from the Chartered Institute of Purchasing and Supply, and has recently been awarded a City & Guilds recognised teaching qualification.

We hope that our training facility becomes a one-stop-shop for all our customer training needs, proving how dedicated The Hireman is to serving our customers - from providing an efficient and cost-effective tool hire service, to ensuring that those who need it receive all the training required to work safely on site.



PASMA
TRAINING CENTRE

Tony said: "I'm delighted to be able to provide our customers and others in the industry with the latest health and safety training courses, helping to ensure that our customers gain the knowledge they need to work safely on site. I hope that I can bring my experience in the industry to our training courses and make them as interesting and interactive as possible."



For more information on any of our courses, please contact Tony Molisso on 07515 368152 or email tony.molisso@thehireman.co.uk or visit the new training section on our website: www.thehireman.co.uk/training

NEW EQUIPMENT SPOTLIGHT

During the course of this year, we've added a number of tools and equipment to our fleet. We're always willing to consider new equipment to better support our customers and keep you up to date with the very latest product developments.

Makita raises its game...

Makita's current range of breakers and combi-hammers with Active Vibration Technology (AVT) are better than ever and making a big impression.

Our customers are now asking for these tools alongside the tried-and-tested Hilti machines due to their low vibration levels, high productivity and great reliability.

PS - The Hireman is proud to be an approved Makita dealer, so regardless of whether you want to hire or buy, we can help. And don't forget that our highly skilled workshop technicians can service and repair any equipment that you already own.

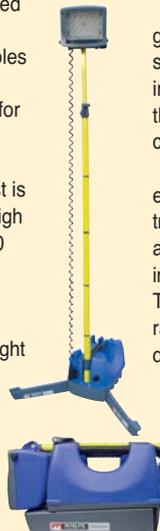


Ultra Bright Portable LED Work Light

This versatile rechargeable battery light is a great addition to our hire fleet. It can be used as an inspection light or a fixed work light, and has integrated extension poles which fit together quickly to create a 1.8m mast. The battery is optimised for a full eight hour working shift and in addition to the built-in stabilisers, provides a sturdy base when the mast is at full extension. It incorporates 30 high efficiency LEDs, delivering up to 6000 lumens, with fully focusable 3-stage optics: from flood to spot beam.

These lights have been particularly popular with customers working overnight and on underground projects, such as Crossrail, because they eliminate the need for trailing power cables in hazardous environments.

We've already invested in 40 of these for our hire fleet and as demand increases we'll buy more.



Continuous Pipe and Duct Rodding System 'Cobra Reel'

This high quality compact rodding system is a great labour saving device for locating and rodding sewers, drains and ducts. It can also be used for installing cables in ducts, threading draw ropes through pipes or surveying drains with CCTV cameras.

Cobra reels save a considerable amount of time, expense and disruption by reducing the need to dig trenches, especially with access manholes being installed further apart. They are available in a range of lengths and diameters to suit.



construction news
cnplus.co.uk

See 25 Oct and 1 Nov issues of Construction News for our latest tool reviews, or go to www.thehireman.co.uk/downloads

Central London earn runners-up in Passionate Hirer Awards



We were thrilled to discover that our central London depot had been voted runner-up in the Super Centre category of the Executive Hire Show's Passionate Hirer Awards 2012 - out of 394 eligible hire companies across the UK. We were the only finalist from London and the South East, and narrowly missed out on the number one spot!

As part of the selection process, the judges not only polled our customers and suppliers, but also carried out 'anonymous shopper' calls to our Hire Office over the course of a number of weeks, to put our service levels to the test!

Managing Director Neil Graham commented:

"We are very proud that the overall quality and reliability of our service has been recognised by the industry and particularly our customers. We will be working hard to close the gap and hopefully earn the chance to be a part of this prestigious award again next year."



Introducing Phil Williams, Sales Manager

Phil Williams joined us last year as our Sales Manager and is based out of our Head Office in Bermondsey. Phil has worked in the construction industry for nearly 20 years, both as a Buyer and in sales for a number of lifting, plant and hire companies.

When asked about The Hireman, Phil said: *"Working for a family-run business is one of the main reasons I enjoy working for The Hireman. As well as looking after their own staff*

incredibly well, the company really care about the customers they work with. They are an integral part of the business, not just a number - something I think is over-looked by many of our competitors."

In his spare time, Phil is an extremely keen angler, both at home and abroad – where he's been known to catch Tarpon and Sailfish in the Caribbean, and Nile Perch in Africa, many of which have topped the 100lb mark!



Contact Phil on 07557 036 881 or email philip.williams@thehireman.co.uk

It's not all about work...

Our first annual golf day

Proving it's not just about football, this summer saw our first annual golf day take place at the Burstead Golf Club in Essex. A total of six teams were entered from ten of our customers and suppliers, with varying levels of golfing experience!

Somehow we managed to pick the hottest day of the year to play, but everyone put in a sterling effort, with Scott Orr from Dunedin Construction crowned the winner at the end of the day, (pictured left in the red top). We then enjoyed some well-deserved drinks and dinner at the Club House.



New season, new team!

After four enjoyable seasons watching Fulham FC at Craven Cottage with many of our customers, we decided to 'up our game' this season, and we're now excited to be in possession of Centenary Club season tickets at Stamford Bridge.

We've already had the pleasure of taking a number of our clients to the stadium – including the Chelsea vs. Juventus Champions League game - it's a great way to get to know people better and most importantly, a way for us to say thank you to our customers for choosing to use us.

The Centenary Club includes a seating area with an excellent hot and cold buffet and its own bar, which is open before and after the game. We usually end up going for a few drinks after the game too, and can safely say that we've had some very happy customers so far!



Please do get in touch with David Gollidge if you'd like to join us for any of the upcoming games – tickets are allocated on a first come, first served basis. Contact Dave on 07956 185 082 or email david.gollidge@thehireman.co.uk