

2009 Kent and Medway
MEGAGROWTH
The top 50 fastest-growing businesses

SECRETS OF SUCCESS

If you don't believe in the product or service you are providing why should anyone else?

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DIGGER hire firm the H.E.Services Group was first established in Snodland in the early 1970s by Hugh Edeleanu.

The group, which has its head office on the Medway City Estate in Strood, has expanded over the years and now employs more than 1,000 staff.

The group consists of the largest digger hire company in Europe - HE Services as well as a network of adventure parks called Diggerland, where children and adults can drive real JCBs and other items of building plant.

HE Services has more than 2,000 items of plant for hire, based in 12 strategically located depots.

Diggerland also runs a range of corporate activities, including Formula JCB Racing. Chairman **HUGH EDELEANU** explains his ethos for business survival.

IT'S important to have a good team in place, well-trained and well-motivated. They do good for us and we do good for them.

Looking after our customers is paramount. It's about much more than customer service. You must go the extra mile and pay attention to detail. Without the customers we wouldn't be here.

It's also crucial to have the correct management structure in place. Everyone must know who they should report to and what they should be doing. We have a flat management structure with no unnecessary intermediate levels of management.

You also have to have a highly efficient administrative organisation. Phone calls and emails must be answered quickly, in minutes, not hours or days. Invoices must always be correct, sent to the right place, at the right time, for the right things.

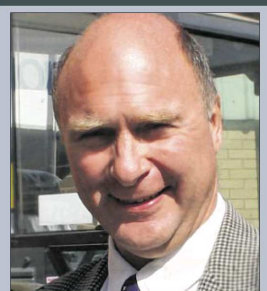
Have the correct numbers of staff to do the job, unlike some public sector organisations where employees do three hours work in an eight-hour day. No one in our company does that.

The company has a policy of machine replacement between two and three years, ensuring Britain's most up-to-date fleet is constantly improved. With an in-house fleet of delivery vehicles, nothing is left to chance, ensuring a prompt service at all times. No reliance on third parties means total control over customer service.

"We have been trading for the last 36 years and have seen many ups and downs," says Mr Edeleanu. "We are not in business for the short haul."

"Our aim is to maintain our top quality service and extensive range of modern excavators for the benefit of our customers."

COMPANY FACTS



Hugh Edeleanu, chairman of H.E. Services Group

H.E.Group Ltd
Location: Medway City Estate, Strood
Megagrowth rank: 22
Percentage growth: 110.5 %
Sales: 07-08: £28,103,000
Pre-tax profit 07-08: £2,138,000
Sales 04-05: £13, 351,000
Web: www.heservices.co.uk

The MegaGrowth 50 table details Kent and Medway's fastest-growing privately owned businesses over the past four years. The businesses, which must be profitable, are ranked by growth in turnover (minimum £1m) based on returns to Companies House in the years 2005, 2006, 2007 and 2008. All analysis for the table was carried out on data from the Institute of Directors' Business Information Service in June 2009. For further details visit www.iod.com

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Lloyds TSB
Commercial

RBLI has bin and done it

THE legacy of Sandy Bruce-Lockhart, the late former Kent County Council leader, lives on in a Kent-made product enjoying soaring sales.

It was about five years ago that he suggested to Aylesford-based Royal British Legion Industries that it adapt its pallet production to include a palletised Fruit Bin.

Some eight disabled people are involved in the project, adding sides to the pallets to provide ideal fruit storage.

The Fruit Bin was on show at last month's Fruit Focus 2010 at East Malling.

RBLI sales manager Martin Easterby says about 5,000 a year are sold and there are huge opportunities for growth in other parts of the country, including the fruit-growing areas around Boston in Lincolnshire.

Bins costs around £35 but prices come down for multiple orders.



Tanya Dunster and Martin Easterby with a Fruit Bin made by staff at Royal British Legion Industries

NEW APPOINTMENTS

Helping business abroad

JON Lang has been appointed global relationship manager for HSBC Corporate Banking in the South East.

His role will be to provide a dedicated and unique resource to the increasing number of customers in the region doing business internationally.

Mr Lang will enable customers to conduct business across borders, jurisdictions and language barriers with greater ease, and manage their cash more effectively.

Global relationship managers offer corporate customers solutions which draw on HSBC's unrivalled global presence, including advice on setting up international bank accounts and moving money around the globe, to handling cultural sensitivities, and arranging valuable introductions in key mar-



Global relationship manager Jon Lang

kets. Chris Doyle, HSBC head of corporate banking, South East said: "We're seeing an increasing number of our customers looking for opportunities for growth through international trade. Jon's extensive experience will aid local businesses in negotiating the challenges of doing business internationally."

"HSBC has an unrivalled global market presence spanning 84 countries so through a 'joined up' approach we can support customers' needs as a single global team. It's an exciting proposition for us, the businesses we work with and those we hope to work with in the future."



Steve Woodcock

New head of housing provider

STEVE Woodcock has been appointed the new managing director of Russet, the largest provider of rented social housing in Tonbridge and Malling.

Russet, part of Circle Anglia - one of the UK's leading providers of affordable housing - owns and manages more than 6,700 properties in the area. Despite the harsh economic climate Russet has also built 207 homes for local families during the past year.

Mr Woodcock has worked in the sector for 17 years in roles including time at the Network Housing Group, Amicus-Horizon and Moat Housing Group.

He said: "I'm a great believer in trying to keep things simple. Russet's main purpose is to provide excellent services focusing on areas that our residents tell us matter the most. To achieve this, we need to make sure that we are listening to our tenants. Listening and delivering excellent service will be at the heart of everything we do."

Russet was created in January 1991, following the purchase of the housing stock owned by Tonbridge and Malling Borough Council and was one of the first Large Scale Voluntary Transfer (LSVT) Housing Associations.

Back for a third spell

CRISPAN McCredie has rejoined EMC Management Consultants after 10 years working with Euromoney Institutional Investor Plc, the FTSE 250 media company where he was divisional director of its energy publishing division.

It is Mr McCredie's third spell with EMC, which he originally joined in 1991.

At Euromoney, he was involved in the strategic and practical issues of moving hard copy publishing to the digital format. As managing director of Petroleum Economist magazine, he not only had hands-on experience of running the business but also gained



Crispian McCredie in his third spell with EMC

insight into the world's energy industry.

At the strategic level, he has been involved in buying and selling businesses which included the acquisition of the Gulf Publishing Company in Houston, Texas, where he was a board director from 2001 to 2008.

Mr McCredie left EMC for the first time in the mid-1990s for a three-year spell with Swiss Bank Corporation.

New face at pharmaceutical company

ANTHONY Allcock has been appointed site operations director at leading pharmaceutical manufacturer Aescia's plant at Queenborough on the Isle of Sheppey.

Originally from St Helens, Lancashire, Mr Allcock trained as an engineer and has worked in the chemical and pharmaceutical



Site operations director Anthony Allcock

industry for 30 years, most notably for GlaxoSmithKline and previously in the FMCG (Fast Moving Consumer Goods) sector. He

joins Aescia following 10 years at sterile goods manufacturer, Wockhardt, where he was head of manufacturing and engineering at its North Wales site.

Mr Allcock said: "It is an exciting time to be joining the company. Aescia has ambitious plans for future growth in new markets across the UK."