

Transport service on a roll

BOLEYN Transport Service, one of the longest running breakdown recovery companies in London, celebrates its 50th anniversary this summer.

Bill Smith, the founder and owner of Boleyn Commercial Park, where the firm is based, built the business from his back garden in 1959. It now employs more than 50 staff but remains a family-run business with Bill's wife, son, daughter and nephews all very much involved on a day to day basis.

It is the passion and commitment of Stephen Smith, Bill's son, which has taken the family business forward of late. He left his job in the City four years ago to take over at the helm. While the firm offers a wide range of services, it is best known for its specialist heavy vehicle recovery service. If a 40ft lorry ends up in a ditch or a fire engine overturns in central London, chances are Boleyn will be called in to right the vehicle and take it away.

Stephen was keen to develop the business, so he contacted Barking

and Dagenham Enterprise (BDE), a local business support organisation, to get guidance on how better to market the company.

With the support of BDE, Stephen completed a series of training courses at the Centre for Engineering and Manufacturing Excellence (CEME) learning

and Rainham. Stephen was pleasantly surprised that the lecturer was well versed in the auto trade and full of marketing ideas relevant to it. Inspired, he went back to the business and came up with a concept that has given it a welcome boost.

The concept was providing auto recovery services to non-English

speaking East and Central European drivers, by employing staff who speak Russian, Polish, Lithuanian, German and Ukrainian.

Since the firm already had a number of Eastern and Central European clients, Stephen was able to put his idea into action in record time, and the change has already

helped the firm beat the recession and expand its client base.

"We are delighted to have reached our 50th anniversary," said Stephen. "It shows that all the hard work my father put into developing the company has really paid off, and as a family we are extremely proud.

"We also have a very bright future, in part due to the assistance of Barking and Dagenham Enterprise and CEME, and are already looking forward to the next 50 years!"

Magali Kazayi, of BDE, said: "Boleyn Transport Service is a great example of a local business that is flourishing. It has an incredible history and strong future and BDE is delighted to have assisted in helping the firm during these difficult economic times. It is exactly what we are here to do."

To find out more about BDE and how it can help your business, visit www.boldanddynamic.co.uk; for further information about CEME and the help it can provide, go to www.ceme.co.uk and for more on Boleyn Transport Service including some excellent slideshows of heavy vehicle recovery operations, go to www.boleyncommercialpark.co.uk



EASY DOES IT: a pair of Boleyn vehicles prepare to right a fire engine after it had crashed in Waterloo