

20 Years Of Excellence



Vince & I started M.V.Kelly Ltd on a shoestring from the front room of our house 20 years ago this year. Time has definitely flown! A lot has happened and kept us busy!

Our first job was with Bryant Homes (as it was then known) in Hampton in Arden. Everything was done on the cheap – even the office paper, as Martin Howard Production Director, observed, was ‘cheap’. But within a few years, we were doing 90% of their work and branching out away from working solely for Bryants and into Persimmons, then Wilsons and on & on.

It turned out that we started at the right time, and rode the wave of the house building boom for the next 12 years – until it all went pear shaped in 2007. Luckily, that turned out to be a temporary situation & by 2012 things were on the up again. Despite having to suffer working for some not so decent clients and having to lose a lot of great staff during the recession, we made it out alive and I think learned a lot in the process.

Our ambition from when we first set off, was to focus on doing the best job we could. Doing things the right way. Not only because it kept our clients happy, but because we wanted to be the best groundworks company around. Money was important, but secondary, and still is. We made sure we had the right people around us when we first got going – the likes of Joe Newman, Joe Fay, Sean Mulvihill (RIP) & Seamus Baxter to name a few. All top men who knew how to get things done. As time went on, we got many many more ‘proper men’ as Vince would describe them. We made sure we also got the best plant we could lay our hands on – Hitachi mainly. Both of these policies have served us very well over the years and are still at the fore front of the way we do things today.

I think the main secret to our success was to have excellence on both sides of the business. In simple terms, the site and the office. You see a lot of firms around with a great office but useless site staff or great site staff and a crap office function. We had both, in spades and made sure at all times that we kept it that way. Previously, it was Vince on the sites, and me in the office. Latterly this expanded to Sandy, Julie & Paul heading up the office function with Brian running the sites, and then Paul C joined as we continued to grow. To be fair, it would be hard to find a better mix of people. I think both our office and site staff are now the envy of every groundworker in the region.

Other things that helped us grow and stay competitive included our lack of debt. Unlike many other companies that I know of, we never took money away from the company that wasn't needed for investment or reserves! We kept away from bank debt and thus when the downturn came, we were able to survive. Our investment in the business over the years, including investment in its staff, premises, plant & finances, is what now makes it a great and stable company. We intend to keep it this way for many years to come.

This year it was reported in Construction News that we made the top 100 UK construction firms (by sales). Over the last 20 years, we have over 500 projects completed or in progress. If we assume an average of two hundred houses per job this equates to one hundred thousand homes we have helped to construct. If we then assume two residents per house we get a town roughly the size of Reading, Middlesbrough or Swansea, quite an achievement!

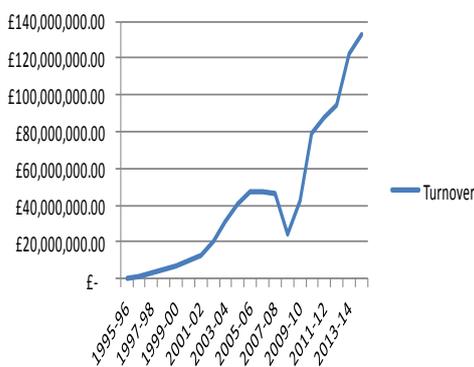
A special thanks to everyone who has been with us for many years, through sometimes difficult times. A special thanks to the people who helped us get this company up & running in the first place (the hard bit!): our clients, Martin Howard, Darren Humphreys, John Fitzgerald, Phil Whipps - our men, Joe, Joe, Seamus, Mick, Sean, etc. & our staff, Maggie, Sandy, Bill, Cormac, to name again but a few. A very special thanks to all of the staff both in the office & on the sites who continue to provide a great service to our clients & our company every day.



Here's to the next 20 Years.

John & Vince

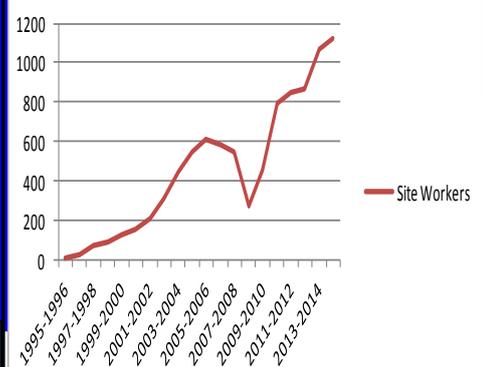
Turnover



Steady Planned Growth

With the exception of a period of planned restructuring due to the economic climate M.V.Kelly Ltd has seen a continuous steady increase in turnover. Making sure that we are always able to provide clients with our familiar brand of reliable service we have expanded at a responsible rate to the impressive position we now find ourselves in. As a business we have travelled very far from our turnover of £52,000 in 1995 to well over £150 million today.

Site Workers



'20 Year Special'



Where were they then??

So what were our current Directors up to in 1995?

Managing Director Paul Whelan
Forging a career in civil engineering in East London

Commercial Director Sandy Forbes

Refurbishing the Birmingham Hippodrome with May Construction
Operations Director Brian Kelly
A teenager playing Gaelic, and indeed any sports.

Commercial Director (SV) Paul Cribb

A rugby playing schoolboy dreaming of a career at MVK

HR Director Julie Kelly

Enjoying the sun, living in Australia



1995 News

South Africa win the Rugby World Cup which is presented by Nelson Mandela.

Blackburn Rovers win the Premier League.

Eric Cantona karate kicks a Palace fan.

Europe win the Ryder Cup 14½-13½.

Formula One champion is Michael Schumacher

OJ Simpson is acquitted of murder.

Frank Bruno wins the WBC Heavyweight championship.
Blur's 'Country House' beats Oasis to number one in the battle of Britpop.

The year sees the deaths of Kenny Everett, Fred Perry, Ginger Rogers & Ronnie Kray.

Charity

M.V.Kelly Ltd has always been mindful of it's community responsibilities. Over the years hundreds of thousands of pounds have been raised in many different ways. Individual employees are continuously running marathons, climbing mountains and undertaking long distance bike rides. As a company we plan events and recipients on a yearly basis. Recent beneficiaries include Prostate Cancer UK, Marie Curie, Alzheimers Research UK, Brain Tumour UK and Shelter amongst others.

We have also sponsored many local youth sporting teams and projects.



Apprenticeships

As well as offering work experience to students from local schools we have always tried to provide apprenticeship schemes. These schemes help young people to learn the building trade both on site and in the classroom. The trainees spend roughly 18 weeks of their 2 year apprenticeships at the National construction college, King Norton and the rest on site with experienced Foremen. From the company point of view this assists us in increasing the knowledge base whilst injecting youth and enthusiasm into the workforce. We currently employ 3 apprentices but our biggest intake was in 2012/13 when we took on 10, 9 of which were offered permanent contracts.

As a company we also 'day release' many employees to attend colleges and universities to further their knowledge in the industry.

MV Kelly are committed to having 100% of our employees accredited to the appropriate CSCS/CPCS/MPORS card level. On top of this Karen Toddington and her team arrange training on all aspects of the business to keep us fully compliant with current H&S standards.

Company Catchphrase

We asked the office staff to think of a phrase which sums up MVK. These are some of the replies we received:

- Twenty years of excellence
- Building a great reputation since 1995.
- M V Kelly, building the future for 20 years (**Dan Croft**)
- 20 years & still rolling onwards...(Phil Price)
- Two decades & still going strong...(Phil Price)
- Laying the foundation for 20 years (Phil Price)
- 20 years on – The Foundation built to last a lifetime (Phil Price)
- Grounded in 20 years of excellence (Ashley Hill)
- Engineering excellence since 1995 (Ashley Hill)
- Leading the way for 20 Years (Doug Curran)
- A Reputation Built On A Name (Ceri Gronow)
- 20 Years Developing Excellence (Lisa Kitching)

Long Service Prizes

We will be compiling a list of all site staff who have been with us for more than five years and putting the names in a hat. The twenty names drawn from the hat will receive a bottle of spirits. Winners names will be revealed in the Winter 2015 'Dig Issue'.



'20 Year Special'



Doug Curran – Plant Manager (September 2002)

When Doug joined we could finally say we had a Plant “Department”, now we really do, as they are now a team of six. Looking after a huge plant and vehicle fleet and keeping everything moving on site. Doug remembers when he started being able to smoke in the office and looking after Oscar the dog. It makes it sound so long ago that it should be in black and white!

M. V. Kelly began in 1995 with just a handful of Excavators, but the ethic of having the very best plant and operatives in the industry was paramount right from the start.

As workload increased, the Company continually strived to reinvest and the fleet grew to over 100 Excavators in 2007, along with 65 Dumpers and in excess of 50 commercial vehicles from the back of a turnover in excess of £45m

In the recession that followed in 2008, these numbers of course dropped, but began to rise again very sharply at the end of 2009, and continue to grow in line with workload and turnover to the magnificent fleet operated by the Company today.

It is incredibly rare for an organisation to purchase plant and vehicles for their ability (and reliability) in the field, rather than purely on cost, but this has always been the ethos here at M V Kelly.

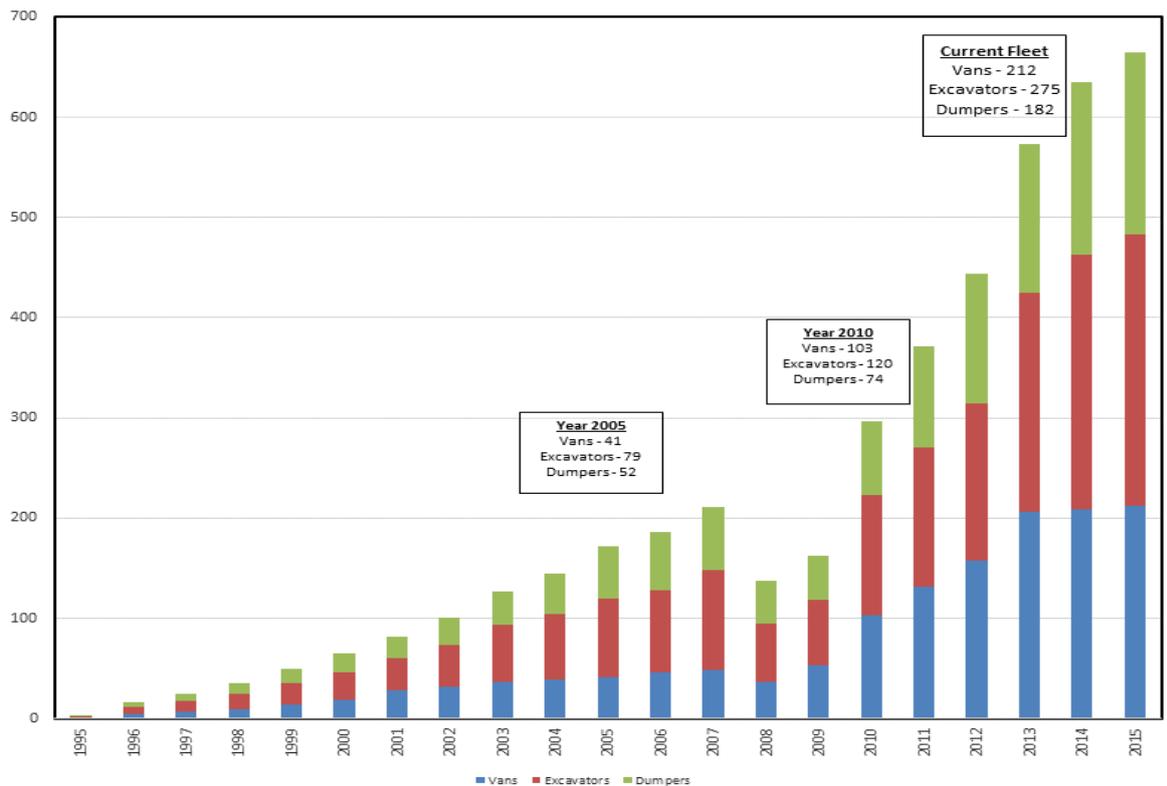
We are incredibly lucky to have what is not only the youngest fleet in our industry, in line with a strict 3 year replacement cycle, but also one that has been manufactured by the best names in the business with brands such as Hitachi, Terex, Bomag, and Ford.

I have spent a third of my life working for the Company, and I am very much not alone when I say that we see it as a second family and take an immense amount of pride in every aspect of what we do, and the people we work for.

Here's to the next 20 years!



Rise in Plant Volumes at MV Kelly 1995 - 2015



M.V.K. Plant Fleet

Our plant fleet has increased massively since 1995. As a company we have purchased nearly 1,200 Hitachi excavators making us their biggest UK customer. There are currently around 275 operating in our fleet which are renewed on a rolling cycle.

'20 Year Special'

Premises over the years



1—Glenavon Road, Kings Heath

This looks like a house because it is a house. From little acorns mighty oak's grow! MV Kelly Ltd started life right here in the front living room. Work hard and see where you get, and look where the Company is now. People joke that current Directors have beds in their offices, this was pretty much true back then!

2—Lower Glenavon Road, Kings Heath

Our second office. This obviously had the disadvantage of not having a yard in which to store materials and plant. When we had enough staff and plant we had to move, not to mention the time when someone test driving a car from the car salesroom next door landed it right on top of John Kelly's car—time to go....



3—Federation House, Garretts Green

Back in the days when smoking was permitted in the workplace! These offices held about 30 workers and John Kelly's dog. Behind the building is a small car park which served as a yard during our tenure. The area is still affectionately known by many here as 'Little Beirut'. We ran out of walls to knock down to house more staff and the vans were getting wider than the entry to the "yard", we were on the move once again....

4—Amington Road Head Office

If you want a job doing properly, do it yourself. This time we purchased land, demolished the existing factory and created purpose built offices in 2004 with a proper yard set up to suit our needs. This is our head office which has a commercial team and the core of support staff, currently over 60 people work here. Hard times in the recession during 2008 saw the building virtually empty and the yard full of vans. The changing economy and company that emerged post recession has seen us spread our base rather than try and build a bigger one....



5—Swan Valley Office

Having been in a barn conversion and another leased office nearby the Northampton office was completed in 2014. This office with a fair size yard enables us to manage business more efficiently in that region and recruit / operate at a local level.

6—Kirtlington Office

Onwards and upwards(or down and south as the crow flies). MV Kelly Ltd is proud to maintain an impressively strong central base from Birmingham whilst continuing to create opportunity in other areas which will be strong for us. Based on an Oxfordshire farm not far from Bicester this leased office will help us to provide excellent service to our clients in the Oxfordshire region and the South West of England and create local recruitment opportunities also. Where next??



'20 Year Special'



Tony Sperring - Buyer (February 2002)

What can we say about this man – over 13 years' service and still NOT ONE DAY off sick! Even though he was infamously mauled by Oscar the Dog in John's office in Garrett's Green (we still have not worked out why he was climbing in through the window at 1am though....just joking Tony)

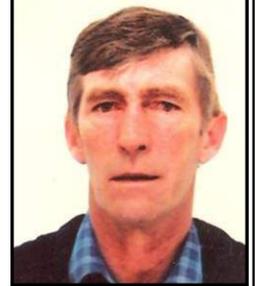
Tony himself recalls that "unlike today, when new employees go through a trial period, my interview was a curry with Nick (O'Brien), a football match where I first met John and Sandy and then a Saturday morning visit to the office Garretts Green lane .

During my first week I had no computer or phone so spent my early days photocopying and making tea for Pat (Kelly) and Nick.

Having never worked in an office before, when my equipment did arrive, I was apprehensive to say the least. I was starting to feel a bit more confident after a few weeks when it was decided that we were to make the buyers office 'open plan', so along with not knowing many of the products, struggling with a few of the stronger accents and sitting 6 feet away from Jack (then of small works) knocking a wall down with a sledge hammer was a fairly harrowing experience.

In my 13 or so years a lot of people have come and gone and to see a small office with about 15 people in it grow to the size it is today has been a pleasure to be a part of."

Joe Newman - Foreman (From Day One)



You cannot put Joe's knowledge of the Company (or his commitment) into words. Seven men were there at the outset, on the very first MVK job for Bryant Homes at Hampton in Arden, there was Joe, Terry, Mick McElroy, Tony Galvan, Dan Croft and of course Vince and John. Work grew at a steady rate and along came Pat Sweeney, Sean Mulvihill and Joe Faye. Seamus Baxter was not far behind and Rory Elliott. There have been some key players in the company's growth and there will be more to join in the future, however if we were in a bar right now I would ask you to raise a glass in toast to these above who right at the start created something from nothing. Thank you.

Wendy Painter – Purchase Ledger (February 2004)

Hand in hand with a growing company came a growing pile of invoices! Wendy joined to manage the payments team and established the ethos which we have in place today, pay what is due when it is due, but make sure it is accurate first! Wendy looks back over her long service...."There have been so many changes over the years with MV Kelly.

One of my first encounters was to get my car repaired after someone had bumped it slightly in the very confined parking area in Garretts Green Lane, after investigating, it turned out to be Vince. No worries, he instructed repairs to be carried out and all was sorted.

The office itself was very small (compared to today) and we were walking over the office floors trying not to trip on the badly fitted/torn joint, luckily we survived.

There have also been some very colourful characters I have been fortunate to work with, one of whom is no longer with us (Nick O'Brien) – thanks to Nick I was introduced to MVK and the story began.

The years have passed quickly, but it has been a pleasure to see a company grow from a little hay-stack to the company we know today. Thanks MV Kelly

'20 Year Special'

Kevin Foley – SHE Advisor (February 2004)



Had to stand his ground when a client asked him to “tell that man to stop walking around the site with sandals on”, Kevin rightly told him he could tell Vince himself. The same principle exists as when Kevin started – everyone to go home at night in the same condition that they came in and to be able to retire in a fit state to enjoy it. The owners and Directors have always put safety at the heart of everything; now we just have to have a lot more paperwork to prove that!

Martin Howard Ex Construction Director Persimmon Homes

Recently retired Martin is a client who has known MVK for its entirety. His first impression – Dan Croft rocking up in a red transit van and the back doors opening to see a man with such stature that he wondered when he was going to stop coming out of the van (the man was Vince). It was a 278 works job that Martin thought would not get finished, when he went to check on it he was amazed to see it was and so started “Kelly time...” get the job done right and on time.

Ruth Williams – Payroll Manager (October 2001)

Our First Purchase Ledger person! Now we have a team of 6 and no longer rely on excel spreadsheets for this task which would be near impossible given the amount of orders we generate. Ruth's professional career has mirrored that of the Company as she then went into Payroll Administration and on to Payroll Manager responsible for paying over 900 people. Technology changes everything, on the plus side payments are now all done by BAC's – no more counting out the pennies for people for their weekly pay envelope as she did back in the day. The downside is she misses the camaraderie when all the times were taken over the phone.

Finally.

In time, there will be people who come along after us and think of these first 20 years as the “start”, whereas we are marking it as an anniversary of a business that is well established at 20 years. There are too many people to name who have been here for so many years and seen the changes but you know the contribution you have made. There are a few individuals sadly no longer with us that we would just like to take a moment to remember;

Liz Kelly (RIP)

A real lady, brightened everyone's day when in her payroll position she had to phone and take the times. Happily remembered, sadly missed.

Sean Mulvihill (RIP)

Not here today to celebrate working with his friends all these years, much missed.

Nick O'Brien (RIP)

A colourful character who loved procurement and MVK, he and his wife Emma passed away in tragic circumstances.