

LIFT-OFF

Number 14

March/April 1984

Internal newspaper of Otis Elevator PLC (UK)

The first call from Edinburgh District Council was for four lift cars. Then it was for 12. And they were needed very quickly indeed. The Field Workshop at Liverpool works rose magnificently to the challenge.

'WE WANT 12 VR CARS IN A BIG HURRY'

These days, more than ever, the customer wants and expects quick service, and the Field Workshop at Liverpool works is there to provide it.

Just what the Field Workshop is capable of doing, and just how fast it can work, is best illustrated by the recent job it did for the Edinburgh District Council. But let manager Peter Larsen tell it the way it was.

"At the end of September 1983 I was in Scotland with our Edinburgh team talking to John Meikle from the Edinburgh District Council.

He urgently needed to replace some VR lift cars in multi-storey blocks on housing estates. Could we provide four new cars by Christmas?

"That meant only 14 working weeks, but I said we would do it. John Meikle wanted some ideas of his own incorporated into the cars, but that was no problem, because the Edinburgh team and I were talking to the end customer and knew exactly what he needed.

"A short time later he asked me to see him again and said to me: "I don't want

four cars, I want 12. Four by Christmas, four by the end of January and four by the end of February. All complete. Can you still do it?"

"I took a deep breath and said we could. In fact, I promised all 12 cars by the first week in January.

"About six weeks into the job we brought John Meikle down to the Field Workshop. His amazement and pleasure at seeing all 12 cars standing in the shop was reward enough.

"But over lunch he told us his Council had also appro-

THIS IS ONE OF THE BLOCKS IN EDINBURGH



THESE ARE THE MEN WHO DID THE JOB



The shop floor team in the Field Workshop: Alan Kelly, Mark Vermiglio, Brian Walsh, Dave Taylor, Frank Keelan, Mark Gibson, Brian Hayden, Bob Bradley, Brian Sinclair, Reg Edwards, Mick Sloan, Jack Longworth, Pat Jeffers and Peter Dawson. In the background is one of the VR cars for Edinburgh

CONTRACTS

Recent new sales include two travolators for the Dover Jetfoil terminal, 11 units including ten 506 escalators for the House of Fraser store in Aberdeen, 12 more hydraulic passenger lifts in various areas, two E301 units for the University of Glasgow.

In service sales a triplex 'S' contract involves MS 300 in Finsbury Square,

London and three high-quality Bex units in St James Court Hotel, London, add to the Bex plan.

There have been further export successes in the West Indies and among 20 units for Nigeria are nine 131 HT installations.

This is all making an excellent start for 1984 and giving good support to Liverpool works.

ached one of our main competitors, who had said they could not possibly meet his programme. They didn't believe it could be done.

"John Meikle is very impressed with Otis - all 12 cars were delivered on time - and that is the kind of potential we have to do a quick job and keep the customer happy".

In many ways the operation of the Field Workshop over the last three years has been the model, or pilot scheme if you like, for the focused workshop method in Liverpool works.

The change began back in 1981, when Mike Hirst was manager. The idea was to bring back to Liverpool some of the work in the field which was being carried out by vendors. And it turned out there was quite a lot the Field Workshop could do.

It started to go into electrical rewinding, the replacement of bearings and coverings that would normally be handled by a local vendor.

Peter Larsen took over in March 1982 and built on Mike's start. But 1983 was

the real break-through when the Field Workshop got into the refurbishment area.

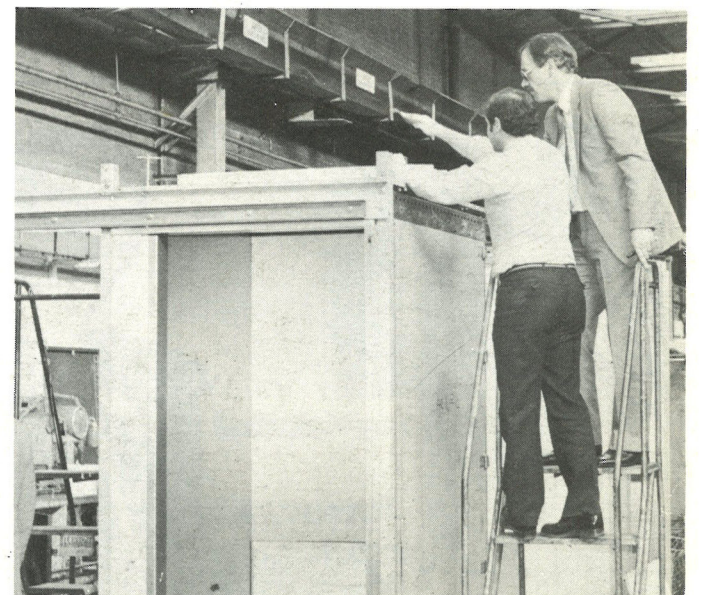
Business increased considerably, with still only 16 men in the shop, and the future potential in refurbishment is enormous.

How does it work?

The best way is to look at Peter Larsen as the manager

of his own small business. He is the entrepreneur, going out and finding work, quoting a price and seeing the job through. He is wholly responsible for the performance of the Field Workshop and for its day-to-day running.

CONTINUED ON PAGE 2



John Meikle (in jacket) from Edinburgh District Council examining one of the VR lifts under construction in the field Workshop with manager Peter Larsen

On their bikes for Otis

Last year Kelly and Frazer, sons of Otis engineer Richard Swanson at Irthlingborough, Northants, were sponsored by Otis in Schoolboy Motorcross and did very well. They are riding in Otis colours again in 1984.

Kelly, the older brother, had a particularly good season last year and never placed out of the top ten, was often in the top three, and ended in a first place.

As there are often up to 40 riders in each event this was a fine achievement.



Appointments in London

Following the departure of Lindsay Harvey from Clapham Road to take up the job of Project Director at ETOHQ the following changes have been made in the London line operation:

Roy Standen is London Sales Manager. He has been District 23 Service Manager for the past four years and

organised the move to Cavendish Square.

District 23 Service Manager is now Trevor Perry, who was previously District 26 Manager.

Ernie Marnham has assumed responsibility for District 26, which involves the GLC maintenance contract.

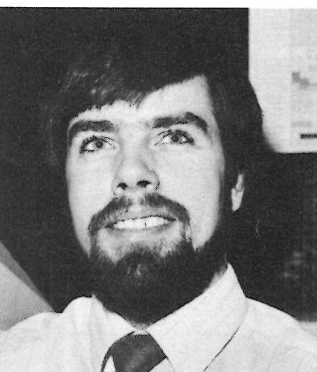
12 VR CARS IN A HURRY

from page 1



Peter French, Field Workshop supervisor

Peter Larsen, Field Workshop manager



Chris Thacker, assistant to Peter Larsen

He says: "Before a big job we all sit in my office, every man from the shop floor, and each man puts up suggestions for the best way to do it. We work as an equal team, everybody mixes in, and that is one of the reasons why the shop has been such a success."

"There are no secrets here. Everybody knows exactly what is going on. And on the shop floor they don't refer to a job as a contract number; they know the name of the customer and what the job is all about."

"We have to compete with the vendor and quote a competitive price. We have to have a customer-first attitude which will give the customer what he wants."

"If he wants coloured stripes painted down the inside of his lift car - we will do it for him."

"We are complementary to the field operation. The customer wants quick service and we are there to give it. That makes the customer happy, helps the people in the field to sell jobs, and helps to keep service contracts."

"Refurbishment is going to be our really big thing. This is where the work is going to come from. We hope to extend the use of the Field Workshop, not just here within these four walls, but going out on site as the vendor does, to refurbish the inside of a car. There is tremendous potential here."

The Field Workshop has had many other success stories. Like the burnt-out motor at Mullard. It was the only lift in a seven-storey building vital to maintain production. The Field Workshop worked in shifts 24 hours round the clock and had the motor back on site within two days.

Following the success of the Field Workshop in Liverpool has come the thought of opening another in London. To provide the same quick service in the south that Liverpool can give in the Midlands and the North.

Though even now work is coming to Liverpool from as far away as Southampton and Aberdeen. As Peter Larsen says: "When they want Otis expertise, and they want it quick - they come to us".

There is truly great potential in the kind of service that can be offered by the Field Workshop set-up, particularly in refurbishment, which is such an important part of the company's business today.

So if you are looking for urgent help, just ring Peter Larsen. Because the Field Workshop cares.



A happy customer. John Meikle (left), congratulates John Miller, at Liverpool works on a job well done. On right is Otis Edinburgh branch manager Ron Hood

FAREWELL AFTER 43 YEARS

Jack Patterson (far left in striped shirt) and his wife attended a party given by colleagues when he retired after 43 years in London, mainly on modernisation. It was organised by John Moriarty (on Mrs Patterson's left). Everybody wishes Jack all the best in his retirement



No business like show business

London senior buyer John Conway (right) received a certificate of merit from local MP Sir Hugh Rossi after scripting and producing 'An Evening of Old Tyme Music Hall' presented by Hornsey branch of the Royal British Legion for charity



At the Belfast branch dinner dance two of the girls took the opportunity to model the new fashions introduced by Otis



VISIT TO THE STATES

After attending a convention in Nashville, Tennessee, Harry and Monica Pettinger (right) visited the offices of Elevator World magazine in Mobile, Alabama, with National Association of Lift Makers' executive director David Fazakerley and his wife Joan (left). Photo courtesy Elevator World

THEY KNOW THEIR SAFETY RULES

In the Safety Competition for field personnel the results were First Prize, Derek Anthony at Newcastle (weekend in Paris for two), Second Prize, John Miller at Cardiff (weekend in a Post House hotel for two), Third Prize, Bert Philips at Leeds (clock radio). In our picture Bert (left) is receiving his prize from Bill Dunderdale, Otis 'Safety Man' in the North. Next time the winner could be you, so always make it Safety First.



They used to be in Carnaby Street in the Swinging Sixties. Then they moved to the Minories and on to Clapham Road. Now they have returned to their old stamping ground in the heart of central London

London Service District West (Branch 23) are now firmly settled into their new home in Cavendish Square in the West End of London, a stone's throw from big customers like the BBC at Broadcasting House.

In January they were joined by Trevor Perry, who took over as manager following Roy Standen's appointment as London Sales Manager.

The offices are on the 17th floor of a late-1950s building, a prime site in the West End, where eight Otis lifts, four high-rise and four low-rise, are being modernised to Elevonic 401.

The lift entrances and landings are also being refurbished with stainless steel fittings, mirrors and spotlit ceilings.

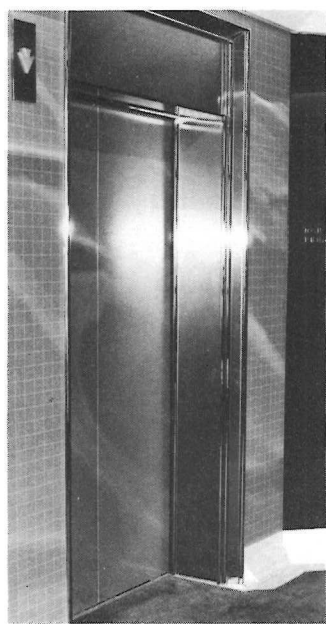
Trevor Perry says: "Now we are in the West End we get more customers dropping in to see us, and many architects have their offices around here. The building is going to be a fine showpiece for us".

Branch 23 covers all the W1 postal district (the West End of London), all the NW postal districts and Middlesex, and its patch extends to Twickenham, Heathrow Airport and Northwood.

Heathrow is the biggest customer with around 100 units, a mix of passenger lifts, escalators and 13 travolators.

In the NW8 area, which the branch so rightly call 'the flatlands', there are countless blocks of residential flats which help to raise the total of units on service to around 2200.

The West End is full of luxury hotels and the Hilton, Grosvenor House, The Dorchester, Mayfair, Ritz, Churchill, Portman, Inn on the Park and Browns, where



Lift car entrances and landings are being refurbished with stainless steel fittings, mirrors and spotlit ceilings

BACK TO THE WEST END

— and closer to a lot of customers



Bill Lindsey (seated) with Terry Paton, Doug Ainger, John Nichols and chargehand Clive Whithear



Doreen Larkin (seated) with Mick Lyons, Chris Heath, Rhys Boyd, Terry King and Chris Trotman

heads of state stay when visiting London, are among the roll call.

Unlike the City of London, the West End has a much wider range of buildings, and

there are always people around until four in the morning. And in addition to big office and residential blocks, and store customers like Selfridges, there are the two and three-storey buildings in Soho, for instance, which house the rag trade, and where the top floors are often residential.

Salesmen and supervisors now benefit from the move when dealing with so many customers in the W1 district. They can take an enquiry on the telephone and ten minutes later be knocking on the door — the local customers have remarked they find that

33 Cavendish Square. Otis offices are on the 17th floor

kind of service most impressive.

There are 96 men in the field, with Bill Lindsey as field manager and supervisors Doug Ainger, Terry Paton, John Nichols, Bill Bemand and Terry Viccars.

Steve Waterworth is sales manager with salesmen Robbie Edwards, John Legge, Barry Rains, Keith James and Neil Arnott.

Terry King is administration supervisor with senior estimator Mick Lyons, estimator Chris Heath, repair clerk Chris Trotman, secretary Jackie Cohen, maintenance clerk Doreen Larkin, receptionist-typist Tracy Strom and sales clerk Rhys Boyd.

Although Trevor Perry has only been manager since January he is no stranger to the area. Sixteen years ago, when he joined Otis after an apprenticeship, he was a service fitter in the NW postal districts, then later a service chargehand and service supervisor in Middlesex.

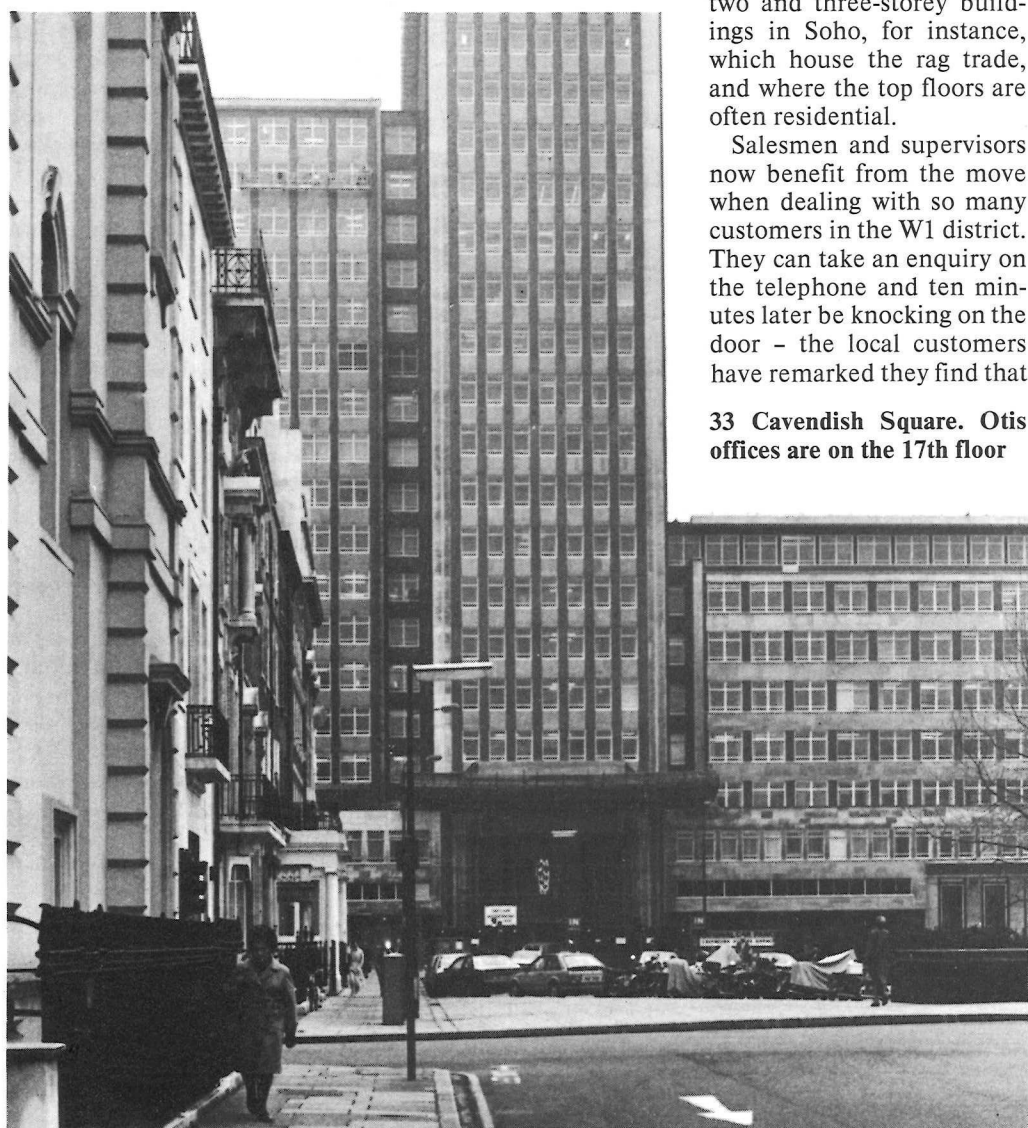
He had four years in the dual role of service super-



Chargehand Paul Wallington (left) with Dave Goldstein and Dave Dupouy who are part of the refurbishment team at 33 Cavendish Square. The other men on site are Terry Wilkinson, Don Kerner, Terry Harris and John Davis. Supervisor is Alan Rumbol

visor and service salesman, then in August last year set up Branch 26 at Clapham

Road before making a further move to Cavendish Square and Branch 23.



Steve Waterworth, Rhys Boyd, Robie Edwards, Keith James, John Legge and Barry Rains



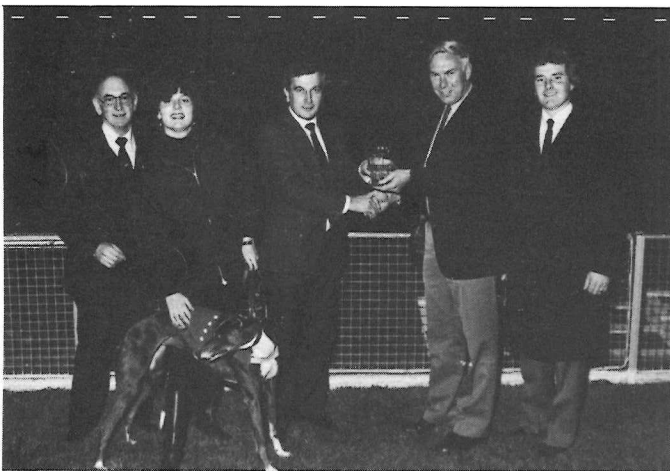
Above, Trevor Perry and, below, Jackie Cohen



RETIREMENTS AT LIVERPOOL



Above: Les Godson, design draughtsman, seen here with Peter Goodin, has retired after 29 years. Among his gifts was a model van customised in Otis colours from fellow collector Bill Frith. Above right, Eddie Dodson, parts leaflets engineer and works photographer for Otis Magazine and Lift-Off, has retired after 37 years. Right: From the left are Fred Martin (47 years, and his father before him had made it 50), Ron Cushion (13 years) and Les Nield (21 years)



Charity night at the dogs

'The Otis Stakes' was the first race on the card at a charity greyhound meeting at White City Special Olympics, an organisation to help mentally handicapped to compete in their own sporting activities. Over £17,000 was raised and the Otis trophy was presented by Tony Allen, ably assisted by Bill Collins from London Service East (photo above). Otis later sponsored a race for the MIND charity and on the right Bill Collins presents the trophy for the winning dog, Gang of Four, so named because it is owned by four men.



Alan Blackburn in Personnel Department with senior site director Alan Mainwaring

LIVERPOOL WORKS LONG SERVICE AWARDS



Congratulated by John Miller, Sid Ashton in D38/56 achieved a milestone by becoming the first former Kirkby apprentice to receive the 25-year award



Tony Crabb, checker in D48, received his award from D48 foreman Tom Briers (right)



Time clerk Bernie Bond with John Miller



Long Service Awards in London

At a happy ceremony at Clapham Road Tony Allen presented awards to Ted Mooney (above), Doug Moira (above right) and to Frank Ludditt (right)



80 years old and still going strong



The house is on the route of Truro resident engineer Brian Gillespie

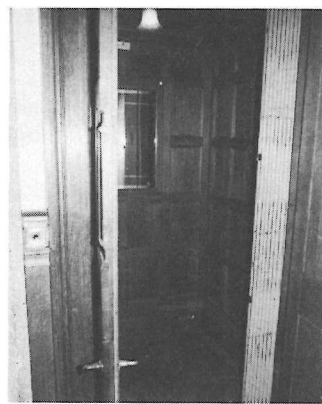
A turn-of-the century Waygood-Otis lift is still functioning well in Lanhydrock House, a beautiful country mansion in Cornwall.

The lift car and landing doors were almost entirely made of the wall panelling which was removed from the original Prayer Room in order to make space for the lift shaft.

Access to the bottom drive machine room is a bit unusual, as it can be seen from the photograph, although the absence of a pit floor does provide alternative access from the ground floor landing.

Control is simple in the extreme. There is an Up and Down solenoid with a further solenoid as a resistance speed step.

Lanhydrock House is on the route of Truro resident engineer Brian Gillespie, who took the photographs.



Above, the panelled lift car and (below) somewhat unusual access to the machine room



WATCHING QUALITY

To ensure the highest standard of excellence in all we do, Paul Hewlett has been appointed Group Director of Quality.

Reporting to Dr John Watkinson he will critically examine quality in all parts of the business, thus ensuring that our quality of manufacture, installation, service and administration reaches the highest possible standards.

At Dr John Watkinson's request Paul is initially concentrating his efforts into Otis UK and is working closely with Ken Paige and Alan Mainwaring.

A suitable case for Elevonic?

A shock horror film around at the moment is 'The Lift'.

Advertised as a 'new kind of horror lurks in the shadows of the lift shaft - for God's sake take the stairs' the plot involves a lift in a Dutch high-rise building which acquires a mind of its own and takes its revenge on the passengers who have given it such an up and down life.

Servicemen beware!

One critic describes the film as not very elevating and the villain of the piece as 'not one of those nice, charitably-disposed Otis jobs'.

Any day now it should be available as a cassette on Warner home video.

Just the thing to show to the kids when they ask: "What do you do at work all day, Daddy?"

Prize for Ken Durward

Otis Group Export Manager Ken Durward has won the Export Times - Johnnie Walker Black Label Award of the month for export achievement.

The citation, in part, says it was for working closely with Otis Group factories to lift UK sales in the Far East to more than £2 million.

The award was a one-gallon bottle of Johnnie Walker Black Label whisky. Congratulations, Ken, and don't drink it all at once.

HOLIDAY PHOTO CONTEST

Yes, it's on for 1984. Full details and rules will be published in the next issue of Lift-Off.

And thank-you to the lady at Clapham Road, slightly jumping the gun, who has already submitted her entry.

TRAINING TALK

from COLIN COAST

Conferences about Export and Marketing

Two important seminars have been held. At the first, the Otis Group Export Department met to examine further export activities.

Representatives from NAO, EAO and ETO spent a day with the department and discussed slots and gaps in their markets which might be filled by exports from Otis UK Group.

Attending were Dr John Watkinson, the MDs of the Otis Group companies and Ken Durward and senior members of the Export Department.

The following weekend there was a group service marketing conference involving the MDs and service organisations of the group companies.

Service marketing was examined as a concept and also as it is carried out within the organisation. The aim was to get people thinking about marketing and how they might apply some of the ideas which were examined.

Following on from the service marketing exercise started in Otis UK during 1983, the next step was to bring together all Otis UK branch managers for a two-day conference at High Wycombe. We had Ken Myers from the States across

again and he ran through the whole marketing concept. Also attending were Tony Allen, Roy Markham and district and area service managers - probably between 35 to 40 people.

Arising out of this conference branch managers across the country are now involved in projects designed to improve service to our customers.

Probably the best known member of the Training Department has transferred to a position in Office Services.

This was a development move for Cecilia Matthews, who had been keeping us all in order for four years.

Cecilia started with Otis in 1978 in the Accounts Department and moved into training in 1979, where she successfully took control of administration.

Her new position in Office Services is challenging and we all wish her well.

Derek Smith, our resident technical training officer in London, has been appointed company sales engineer.

He started with Otis as an apprentice and progressed to London Service superinten-



Cecilia Matthews is now in the Office Services Department at Clapham Road

dent fitter immediately before joining the Training Department for a two-year period.

We know colleagues and personnel who have benefited from his tuition will join with us in congratulating him.

At the beginning of January we started the first of two new secretarial courses entitled 'The Senior Secretary as a Personal Assistant'.

The course was designed to introduce secretaries to

new management techniques and tools, such as personal computers, and was run by the Industrial Society.

Eight senior secretaries attended the first course, which was modular in design, and took place in a series of Thursday afternoons in January and February. The second course will run until the end of April.

The National Association of Lift Makers' 'Lift Technology by Distance Learning' course will start its second year in October 1984.

Will all interested personnel please write to John James at Clapham Road for further details.

Towards the end of 1983 the first-year graduate trainees were introduced to Liverpool works, the group companies and Clapham Road.

In January 1984 they started the second phase of their training. David Sharky and Chris Wiggin are with Evans, Mark Beadman and Ben Calverley with Becker, Nigel Wadsworth and Richard Wandzel with Wadsworth.

Alistair Ventris is in the Export Department at Liverpool works and two engineering graduates, Richard Walters and Bryan Evans are in Liverpool and Brighton branches respectively.

Carol Donaldson, a business graduate, has been working with Bill Budden in the Southern District office



Apprentices at the last national indentures presentation: R. Burr, I. Cox, I. Deal, D. Hodges, A. Richards, N. Roberts, M. Turner, R. Suff, C. Guiver (all from London), D. Sellors, P. Lloyd, P. Anderson (all from Liverpool), D. Johnson (Aberdeen), R. Barton (Edinburgh), F. Bush (Southend), C. Pietrykowski (Nottingham), K. McCreadie (Plymouth), A. Stickland (Southampton), A. Wilson (Manchester), D. Bosworth (Leeds), I. Harmieson (Newcastle), J. Dixon (Brighton).



First-year graduate trainees: Rosemary Green, Stephen Lawler, Carol Donaldson, Alistair Ventris, Mark Beadman, Richard Wandzel, Chris Thacker, Chris Wiggin, Richard Walters, Bryan Evans, Ben Calverley, David Sharky, Nigel Wadsworth

at Southampton. She is about to finish her training programme and will become credit controller there. She is the first graduate trainee to come off the training programme this year.

Steve Lawler, a business graduate, will finish his training at the end of May and start as a salesman at the end of June. Rosemary Green, a business graduate, is now working with Barry Harden on the Ross project.

The 1984 entry of graduate trainees will have their second interviews during the Easter holidays. Ten universities were visited during recruitment.

Another sales training programme started in February. Five salesman are being trained with Otis UK plus a salesman from ETO who will afterwards go to Otis in the Middle East.

ON SITE AT BRACKNELL & WOKING



At Bracknell, Terry Callahan, Adrian Mace, Tony Potter, Ross Rossiter, David Hughes and Terry Seawert

Left, office development at Bracknell. Below left, Brian Calder, Terry Seawert and Bob Hobbs at Woking. Right, part of the development at Woking



Bristol chargehand Terry Seawert is looking after two contracts at Bracknell and Woking. The Bracknell site is an office development for Builders Amalgamated Ltd in conjunction with Equitable Life. There will be approximately 57,000 square feet of floor space to let and the Otis installation consists of a bank of three Atlantic lifts plus a UMV VR lift in the car park. Main contractor is Willett and the architects are Tripe & Wakeham Partnership.

At Woking there is a development by Merchant Investors Property Fund with 27,000 square feet of air-conditioned office space plus ground floor retail accommodation with two Custom lifts with servo drive. Main contractor is Laing and architects are Essex Goodman & Suggett.



SPOTLIGHT ON BRIGHTON

Improving the Otis image

Perhaps it is the bracing air that does it for Brighton branch in North Street, only a few yards from the sea front, because a lot of pioneering work is going on at the moment in the area.

Trials are running on a lift operated by variable frequency motion control.

A bank of batteries is inverted to variable frequency AC to provide power. There is regeneration from the movement of the lift car and the batteries are trickle-charged to make up losses. The only power supply required is a single-phase 30 amp cable.

More pioneering can be seen in the project the branch has to improve the image of the company in the eyes of the customer. Or, quite simply, to be more customer-orientated.

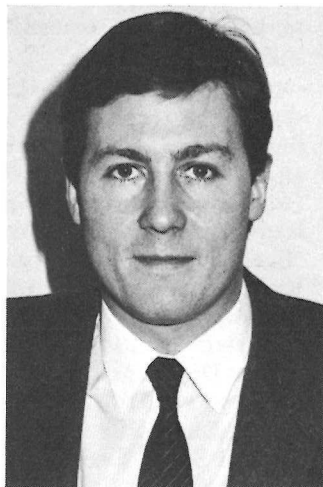
full resources of a national and international organisation.

Essential to the success of customer-orientation is the involvement of the engineers in the field. Every Brighton-based engineer now travels with a folder of products. He, too, can be a salesman.

Otis-sponsored yachts woman, did a limited survey to find out what the man who rides in our lifts (and he is not always the customer) thought of them. The replies were not always complimentary, and the shabby interiors of many lift cars was a common complaint.



Alan Day



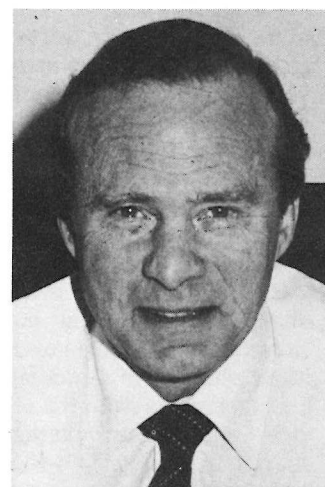
Steve Cordery



Mary Harvey



Anne Godley



Les Bennett

DISPLAY

There is an exhibition-style display just inside the branch entrance, showing prestige local contracts, and a great many changes have been made to the traditional way of dealing with the service customer.

Some of them are quite minor. The message on the night service telephone answering machine now asks the customer to ring a Freephone number rather than an 01 London number.

But it helps to reinforce what the branch is constantly telling the customers - that they get a truly local service which is backed up by the

There are 35 service men and 16 construction men plus staff adjuster Terry Dellar working out of Brighton, and just before last Christmas there was a two-day seminar at which service engineers gathered together to see how they themselves could improve the company image as seen through the eyes of the customer.

Branch manager Bill Evans says: "We are all in the same team, and a lot of good ideas came up, several of which have already been adopted".

Brighton are also looking beyond the customer to the consumer. Cathy Foster, the

In the past, the Otis attitude might have been that a tatty lift car interior was a matter for the customer to get put right by contacting the company. But what Brighton decided to do was to get the customer to think about the end-user.

A car-refurbishment package was put together with Mark Shenker in Marketing and actively promoted to local hotels. It created a lot of genuine enquiries and will undoubtedly result in valuable refurbishment business.

This campaign is all part of the positive Otis attempt to think customer.

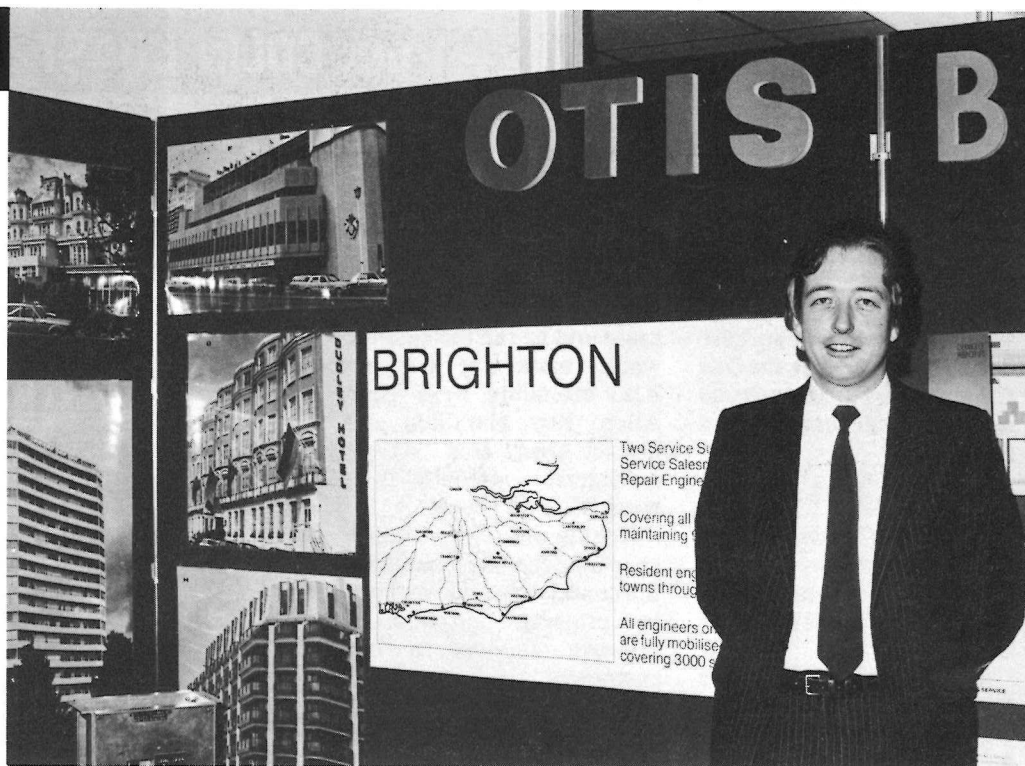
Brighton branch covers the whole of Kent, Sussex and most of Surrey an area of some 3,000 square miles, with close on 1200 units.

Contracts include American Express, Gatwick Airport, Ewbank Pleece, Parsons Son & Baseley - one of the biggest managing agents in Brighton - Debenhams, Waitrose, the Prudential, British Caledonian HQ at Crawley with a group of four passenger lifts, Trusthouse Forte and virtually every major national client in the country.

AIRPORT

Two travolators have just been sold to Sea Link at Dover; in the recently completed Lees House in Brighton, and acquired by the Prudential, there is an SMA 1093; and two more SMA 1093 lifts have just gone into the Sun Life building at Haywards Heath.

Gatwick Airport is a constant scene of considerable Otis activity and in March ten



Manager Bill Evans with the exhibition-type display that greets visitors to Brighton branch



Lees House, Brighton, a recently completed prestige office block with one SMA 1093 lift



Brighton branch engineers in March at Gatwick Airport