

CASE STUDY

FLYING PICTURES

WWW.FLYINGPICTURES.COM



Flying Pictures is the international leader in aerial filming, surveillance from aerostats, world-record breaking aerial adventures and live broadcast facilities from the air.

Its cinematic credits include James Bond, Harry Potter, Die Hard and Cliffhanger, the latter winning the company a mention in the 'Guinness Book of Records' for the world's most expensive aerial stunt. To date, it has been involved in over 300 films and dozens of commercials and TV productions, supplying everything from sequence and stunt coordination services to the provision of specialist helicopter, aeroplane and balloon pilots and award-winning aerial cameramen.

Set up in 1988 as an umbrella company for a variety of enterprises that evolved from a company launched in 1976 to use hot air balloons for marketing, Flying Pictures has an unrivalled pedigree. Despite such success, however, the company was able to enhance its operational efficiency with Nigel Reed Smith (then of 'Business Link') on board.

Managing Director, James Hunter Smart, explained: "We had used Business Link's support services since 2003. In 2006, Nigel Reed Smith, our local Adviser, requested a meeting so that he could gain a better understanding of our operations and see whether Business Link or its 'partners' could help us. Nigel kept in regular contact and we benefited from his involvement in many ways. For example, a comprehensive review of our website by an e-business adviser resulted in improvements to the site. Nigel also signposted us to funded training support via programmes such as Business Leaders."

"He highlighted potential opportunities associated with London 2012 and introduced us to partner organisations, like UK Trade & Investment, to review support with our export plans. On a more routine but important level, Nigel highlighted relevant online tools to review areas of our business procedures and registered us for bespoke e-alerts."

"He also instigated an annual 'Business Healthcheck' to reflect on business performance and plans for the future."

Nigel commented: "It was an enormous pleasure and privilege to work with Flying Pictures on the areas highlighted by James and thereby gain an insight into the tremendous professionalism, skill and dedication needed from a company operating in this sector."