

As Radiocom's celebrates its 50th anniversary, we sat down with Mark Blythe, Managing Director, Rieg Vanwaveren, Finance Director, and Bhupinder Sidhu, Operations Director, to reflect on the company's history and discuss its evolution over the years.



Since its inception as Socom in Croydon, the company has been involved in various mergers and acquisitions, including becoming Securicor Radiocom's in 1988. Following the 2002 merger of Securicor and Group 4, Radiocom's Systems Ltd became a private company. In 2005, a management buyout occurred, further establishing the company's independence. The acquisition of London Communications Plc in 2010 expanded Radiocom's' business significantly, resulting in exponential growth from just over £2 million to £22 million as of 2023. Through its long and successful history, Radiocom's has consistently proven itself as a trusted and reliable provider of communication solutions.

Join us as we delve into Radiocom's' past, present, and future in this milestone interview.

How have Radiocom's core values shaped the company's culture?

Mark: Integrity, Partnership, Teamwork and Opportunity are just some of Radiocom's' core values that have remained consistent throughout. They have shaped our culture as an organisation by providing a sense of purpose, guiding behaviour and decision-making, fostering accountability and ethical standards, promoting

innovation and adaptability, prioritising the customer experience, encouraging collaboration and teamwork, and continuous learning and development.

Sid: Our values are not just superficial statements on a mission statement, but rather core beliefs that are ingrained in our company's DNA and are exemplified through the actions and behaviours of our employees. This sense of purpose has created a culture focused on achieving common objectives, which has seen us create a cohesive work environment, increased loyalty, and reduced turnover.

Can you highlight any specific milestones or achievements that stand out to you?

Mark: The procedures put in place over the past ten years and a strong focus on staff retention has enabled the company growth over the past five years really stands out. We have built a strong reputation, serving a diverse range of customers including government agencies, blue chip companies, and sectors such as education and security.

As a company, we have a long and proud history of supporting our armed forces, becoming a signatory to the Armed Forces Covenant was a significant achievement for us as it demonstrates our commitment to supporting our armed forces.

Rieg: From my perspective, the London Olympic Games must be one of the most prestigious events we have been involved with. It was a challenging experience, but it also served as a significant learning curve for our company. We were able to learn from the experience, which has helped us grow and improve.

What are some of the key lessons learned over the years that have contributed to the company's success? Can you talk about any challenges or obstacles the company has overcome?

Mark: There have been many! Customer satisfaction is paramount. By prioritising customer satisfaction and ensuring their needs are met, the company has been able to build strong relationships and loyalty.

Following on from this, continuous improvements are necessary, it keeps you changing, innovating and moving in the right direction. Radiocom's recognised very early on that change is

inevitable and willingness to adapt and pivot when necessary are key. For example, technological advancements have led to transitions from analogue to digital and voice to data. We now offer complete communication solutions with software such as tracking, messaging, alarms, BBPTT, body-worn cameras, and CCTV.

Rieg: Although adaptability lacks a definitive measure and does not reflect in an organisation's financial reports, it is arguably one of the most crucial elements for long-term success. As Mark alluded to, Radiocom's has evolved and embraced 'the new'. By building strong partnerships with suppliers, distributors, and other stakeholders and working together collaboratively, these partnerships have helped to enhance the company's capabilities and expand its reach.

Sid: Firstly, I would say employee development and recognition. Investing in your employees is crucial, by providing training and development opportunities, as well as recognising and rewarding employee contributions, we have built a motivated and engaged workforce that consistently delivers high quality results.

Secondly, effective team collaboration. By fostering a collaborative work culture and encouraging open communication, the company has created an environment where we can work together to achieve common goals more effectively.

What have been the main factors driving Radiocom's' success?

Rieg: The confidence and trust from our shareholders has been a significant factor in our success and longevity. Their support has allowed us to pursue growth opportunities and make strategic decisions that have propelled our company forward. To add to this, Mark's leadership style, fostering a positive and productive work environment has also been instrumental in our success.

Mark: A customer centric approach, specialised expertise, employees willing to go above and beyond and strong industry partnerships. The past three years, particularly marked by the pandemic, have underscored the cruciality of adaptability. The unprecedented circumstances demanded alterations in our business models and swift responses, one which the entire team managed admirably.

To add to that, our customers have consistently shared their feedback, suggestions, and concerns. This feedback has helped us make improvements to our products and services, ensuring that we are meeting their needs and addressing any issues they may have. Whilst some of our customers have gone beyond being consumers of our products/services and have provided insights into evolving market trends, or even participated in beta testing. These partnerships have allowed us to innovate and stay ahead.

How has Radiocom's contributed to the local community and society?

Mark: We strive to be a good corporate citizen and have a broad range of initiatives in which we invest, both locally, nationally and internationally. Supporting the local community is important to us because it fosters strong relationships with other businesses and contributes to the overall economic development and well-being of the area. We also support our employees in their efforts to raise money for charities that are close to their hearts.

Sid: When sourcing products or services, we prioritise supporting the local community. This not only benefits the community itself but also helps us build strong relationships with local businesses and suppliers.

Can you discuss any plans for future growth and expansion?

Mark: My answer to this would be threefold – continued growth, adaptability, and investment in our employees.

To break it down, firstly, we intend to build on that momentum through both organic growth and potential future acquisitions.

Secondly, we will continue to adapt to the changing needs of the industry and strive to be the go-to provider for all communication requirements. Lastly, we will prioritise investing in our employees, enhancing their training and development, fostering innovation, and investing in research and development to stay ahead of the curve.

Sid: Sustainability is not just a buzzword for us but a fundamental pillar of our business strategy. We understand that as a company, we have a responsibility to minimise our environmental impact and contribute to a more sustainable future, and to achieve this we have set ambitious goal to become carbon neutral by the end of 2023.

Moreover, our commitment to sustainability extends beyond carbon neutrality. We are exploring ways to implement more sustainable practices throughout our entire organisation. We are providing education and training to our employees to raise awareness about environmental issues and to encourage them to adopt sustainable practices in the workplace and in their personal lives.

Furthermore, we are actively engaging with stakeholders, including customers, suppliers, and the local community to collaborate and find innovative solutions to environmental challenges.