

The Revolving Stage Company

A Coventry company has expanded into a new home as it continues to keep the world of entertainment and events turning.

The Revolving Stage Company does, as a famous commercial once said, exactly what it says on the tin. It manufactures and hires out revolving stages for music, theatre and corporate events.

Famous names to have stood on the company's stages reads like a who's who of rock and pop – from Lady Gaga to the Foo Fighters and from Girls Aloud to the Arctic Monkeys.

The firm, which has moved onto the Bayton Road Industrial Estate, has also provided stages for events such as the Live 8 concerts as well as being a regular supplier to ITV shows such as the X Factor.

The company's success has now led to clients requesting static staging too and the launch of the new REVdeck staging, which is also available for hire at local conferences, exhibitions and events.

That meant for bigger premises were required for the firm which was established by Paul Hulston, who had a background in set design, in 2001.

Paula Nodwell, of the Revolving Stage Company, said the company had received support from the Coventry and Warwickshire Chamber of Commerce

She said: "It all started when Paul was asked if he could provide a revolving stage for a TV show that he was already designing a set for.

"When he researched it, he saw there was very little out there so decided to make one himself. Like so many other successful businesses, that was the catalyst to branch into a new area and it has been very successful.

"Almost everyone will have seen one of our stages in action – they just won't know it's us. John Legend played the piano on our stage on the X Factor recently and we've supplied many of the world's biggest acts, as well as working with businesses on corporate events.

"As well as having a very strong market in the UK, we export too – Norway, France and Dubai are just three examples.

"The growth and the development of our REVdeck range meant we had to find new premises. We originally contacted the Chamber to see if there was any grant support available to help the move but we were too late for a certain pool of funding. However, Helena Bassett – a Chamber adviser – was really helpful with a range of advice and support.

“We are already looking to alter the property slightly to create even more space for our stages and Helena is looking into the possibility of us applying for a grant to help support that work.”

Helena Bassett, of the Coventry and Warwickshire Chamber of Commerce, said: “Very often businesses get in touch with us because they want to find out about grants. We are, of course, able to point companies towards the right pots of funding and assist in applying but, actually, the Chamber can do much more than that.

“We offer advice and support on anything from business contacts to finding new markets and, time and again, businesses across Coventry and Warwickshire benefit from that help.

“It’s great to work with a firm such as the Revolving Stage Company who are a great example of one of the hidden gems we have here in this region.”