



Press Release

25th London Marathon for Wilson and Scott

In the winter of 1985 Wilson and Scott (Highways) Ltd were asked by Chris Brasher and John Disley, the founders of the London Marathon, to give some thought to painting a blue line around the course that spring for the runners to follow.

Not too difficult for a company that had been painting white and yellow lines for more than 30 years by then. But this was a little different to the usual work the Company had experienced. This time the line had to be painted on the night before the big race and removed by the end of the same day.

26 miles of blue line laid and removed within 24 hours was a task that no-one had ever attempted before.

Unlike conventional road markings, which are designed to have a long life, the material chosen for this job had to be easy to remove just a few hours after application. A special paint was developed and new techniques of removal were required.

Utilising many of the Company's resources in men and equipment and assisted by the Marathon organisers themselves the work was completed and removed on time.

Managing Director Stephen Scott commented "London's first blue line was laid to help elite runners find the most economical course to run and hopefully enable one of them to break a world record. Indeed Ingrid Kristiansen did break the Women's Marathon World Record that day and attributed some of her success to the blue line that guided her around the shortest route."

25 years later and Wilson and Scott are still doing the London Marathon Blue Line although the process is now much quicker and more automated. The success of the blue line in London has led to opportunities elsewhere in the UK and overseas including Amsterdam, Berlin, Milan and Dublin.

The Company is approaching its 60th Birthday and is recognised as the longest established Road Marking Company in the UK. Its vehicles can be seen working throughout the country from the South Coast to the Outer Hebrides and it continues to develop new materials and application equipment for this important safety element of the road network.

A family owned and run business its head office is in Slough and regional depots are located in East Anglia, Liverpool and Scotland. The business continues to grow steadily and profitably in a fiercely competitive environment.

Staff training is a significant factor in the success of the Company. New recruits are enlisted into the Company's apprenticeship scheme that takes them to an NVQ certification within a year or two of joining. Staff turnover is low by industry standards and client satisfaction scores highly in the regular surveys undertaken by the Company.

For more information please contact the Managing Director by email stephenscott@wilsonandscott.co.uk or telephone 01753 671600.

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