

Jerba Campervans - a company incorporating teamwork and adventure



North Berwick is relatively close to Edinburgh, well-placed by road and rail for England and, since 2006, something of a hub for travelling around, and enjoying the rest of, Britain. It is where Jerba Campervans, a company with a £2 million per year turnover, is situated and where two key words can readily be employed - 'teamwork' and 'adventure'.

Simon Poole and his partner, Cath, first encountered the Volkswagen campervan in the 1990s when they bought the old-style 72-model in Vancouver and sold it several thousand miles later in Montreal. Subsequently they toured, now with a family, Australia and New Zealand. So young family-team members Jack, Noah and Beth became indirectly involved in what was to evolve some years later into a business.

Work for Cancer Research UK and then as a fund-raising consultant were the initial career choices of Simon. However, he saw an opportunity for converting VW vehicles into bespoke campervans for clients and the renting of the premises previously used for the manufacturing of Ben Sayers' golf clubs. A business adventure had started, providing mobile creature comforts for part-time adventurers.

Lavished with Attention-to-detail

The 'camperhome' has been described as a house-on-wheels while the 'campervan' is essentially a tent-on-wheels. However, notions of this converted vehicle being basic are soon dispelled. They are customised, created to high standard of specification with the furniture cut in-house by Jerba, and have a finish that is lavished with attention-to-detail.

The workforce has a degree of engagement in the process that would be the envy of production managers worldwide. Their tools are on trolleys, constantly at hand, and their minds are not just focused on each task but on how to initiate future, efficient procedures. They are, indeed, part of a team that has created a brand. Jerba Campervans currently manufactures around 45 Volkswagen T5 campervans per year, but a future target of 60 is now within their sights.

The change that will help bring this about is the move from the town-centre to new premises close to Tantallon Castle, with 7,500 sq ft in what was a disused mushroom factory. So when the company's tenth anniversary is celebrated next year, there will be a history to be considered, a development plan created and a long line of enthusiastic customers with the ways and means of visiting the premises.

Conditions are ready for even longer order-books. The generation of baby-boomers may be in and approaching retirement, but they are not retiring about discovering what the United Kingdom, in general, and Scotland, in particular, have to offer. Access to their pension funds has been permitted. The campervan is a capital investment that families can share.

Jerba Campervans may stir something within you. If so, make your first moves with a visit to www.jerbacampervans.co.uk, follow it up with a call to Simon or Cath on 01620 890374, and then plan a trip to the outskirts of North Berwick. These steps may be the primary ones leading, maybe, to the Highlands & Islands where adventures - strongly supported by creature comforts - await you.