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TheMover



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Would your company supply
women-only crews? Page 26



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TheMover

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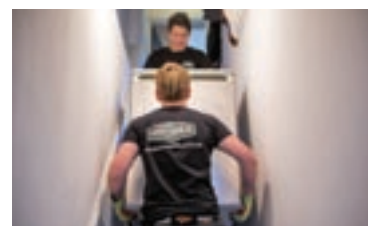
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LEADER

Study tour 21st century style

.....
Steve Jordan, Editor



I had an unusual request the other day. I have no idea whether it's brilliant or foolish. What do you think?

The idea was to resurrect study tours. For those who are too young to remember, the study tours were arranged by The Movers Institute many years ago as educational trips to allow movers in the UK to get a flavour of what life, and the moving industry, was like in other parts of the world.

I confess, I never went on one. But those who did, speak very fondly of them claiming that they learned a great deal and made life-long friends along the way. I have never heard anyone speak badly of them.

The idea was to take a party of movers, maybe 20-25 or so, to a far flung corner (South Africa, Australia, Canada, etc.) and tour them around local moving companies, ports, etc. to find out how things were done. Much of the time they were inspired to question their own methods and to consider doing things differently. They also acquired first-hand experience of the methods and challenges of operating in other countries to better understand the wider industry and be able to advise their own staff and customers accordingly.

I have it on good authority also, that despite being 100% tax deductible, it wasn't all work. Business and pleasure definitely did mix and relationships were regularly and permanently cemented over a beer or six. Few came back without a sun tan.

But is a study tour worthwhile today or not? Some would say that the world is a small place nowadays and you can get all the information you need from the Internet. That's probably true, but it's not quite the same as being there. People don't write headlines about what they see as normal. It's only by seeing it first-hand that you can really appreciate the cultural differences and understand how they relate to your own business.

What is certain is that a 21st century study tour would cost a bit. I believe the old TMI tours were subsidised to some extent at least by the RTITB (though I'd be happy to be corrected) which would have eased the burden a little. It would also be a huge operation to organise by a willing volunteer.

What do you think? Is it worth considering, or should it be instantly consigned to the round file? You tell me.

Steve Jordan



● Mathew Cook from Robinsons (left) with Tom Fox, CAB Director.

Robinsons moves local CAB free of charge

Oxfordshire-based removals company, Robinsons has helped its local Citizens Advice Bureau in Abingdon relocate to new offices free of charge.

.....
Anthony Robinson, Managing Director at Robinsons said, "The Citizens Advice Bureau provides an extremely valuable and well-used service in the area, and as such, we're happy to help them out. We're aiming to take away the stress and expense of their move, and we wish them well in their new home."

Tom Fox, Director of Oxfordshire South & Vale Citizens Advice Bureau said, "Because we are a charity, we are responsible for finding our own funding, with no central investment. That means we're extremely grateful to local businesses like Robinsons in helping us out in situations like this. The less we spend on services

"The Citizens Advice Bureau provides an extremely valuable and well-used service in the area, and as such, we're happy to help them out."

Anthony Robinson

.....
 like removals means the more we can directly spend on providing valuable advice for members of the community."

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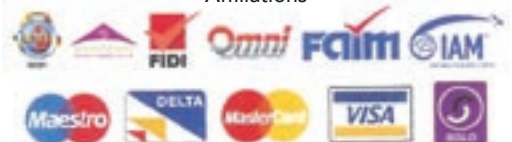


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NEWS: UK



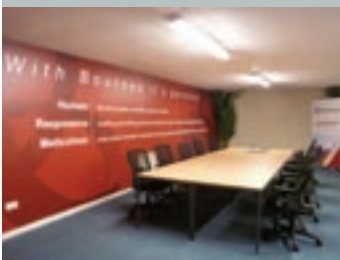
Bournes opens its new Academy

Earlier this year Bournes in Rye was awarded the Member Award for the Best UniGroup Relocation Network Company as voted for by its members globally.

It received a cheque for €1,000 for its achievement and Wesley Bourne, Managing Director, chose to invest the money as a contribution to an upgraded in-house training centre, 'The Bournes Academy'.

The Bournes Academy provides in-house training courses and hosts external trainers in developing the skills and careers of all its employees, both operational crews and in the move management and support functions. The company says that the new environment provides a great space for both theory and practical training with a comfortable and modern classroom setting as well as space to practice packing skills, lifting and loading.

As well as a fresh environment The Bournes Academy has also been recently approved by the Driver and Vehicle Standards Agency (DVSA) and the Joint Approvals Unit of Periodic Training (JAUPT) as an approved training centre to provide its drivers with cost effective, convenient and relevant support in maintaining their drivers' CPC periodic training.



● The Bournes Academy interior.



● UniGroup President Rich McClure.

UniGroup acquires Sterling Relocation

UniGroup – parent company of United Van Lines, Mayflower Transit and other leading global relocation and transportation companies – has acquired UK-based Sterling Relocation. The sale closed June 30.

The acquisition of Sterling provides UniGroup with a full range of relocation consulting, assignment management, immigration, destination and supply chain management services to better meet its clients' needs. UniGroup provides Sterling with resources to expand its capabilities and service offerings. Together, UniGroup and Sterling represent one of the largest global networks of relocation and moving services with 27 regional offices and more than 1,000 local service providers in more than 180 countries on six continents.

"To fully address the needs of our corporate clients and individual assignees, we strive to provide the best overall relocation services in addition to our high-quality and well-respected moving and transportation services," said UniGroup President Rich McClure. "Sterling provides the expertise, services and technology necessary

"...we strive to provide the best overall relocation services in addition to our high-quality and well-respected moving and transportation services..."

Rich McClure

to meet our clients' growing needs for international relocation."

Former owners Rupert Morley and Jeremy Beglin will continue to serve as Sterling's president and vice president of sales and business development for UniGroup global relocation services respectively.

A tricky delivery for G&R Removals

G&R Removals delivers hundreds of pianos every year, but when musician and piano enthusiast Harvey Bowden needed a Steinway Concert Grand delivering to his home in Trelawne Cornwall, the company had to use all its experience and ingenuity to get it to its new home safely.

Harvey's house is on the top of a cliff overlooking the sea and access using the narrow steps from the beach was impossible.

After negotiating the narrow streets around Trelawne the G&R crew successfully reached a concrete slipway at the foot of the cliff and arranged for a boat crane and gantry to lift the precious piano over the sea wall onto a terrace, before finally maneuvering it down a passageway into the music room.

Clive Pinkham of Pinkham Pianos who sourced the Steinway for Harvey said, "The piano went into Trelawne very smoothly. G&R Removals were great. We all waited for a gap in the rain showers and then got to it. They manhandled it across the sea wall and then fitted the lifting strops. The boat crane lifted her up onto the deck and then the temporary chain hoist on a gantry lifted her up over the wall and into the passageway. A quick push and she was in."



● Top: Clive Pinkham (left) and Harvey Bowden; above: the Steinway on its ascent to Harvey's home.

Got an event coming up?

Put it in the online events diary – just e-mail nikki@themover.co.uk



Good Samaritan helps rival removal firm

With so many bad things happening in the world it's good to hear a story that demonstrates the better side of human nature and to see that the spirit of camaraderie is still alive and well in our industry.

Alexanders Removals and Storage contacted *The Mover* recently to tell us how a rival firm had gone out of its way to help a crew stranded by a flat tyre while on their way to a delivery in Romford. "We were only about 500 metres from the drop when one of the tyres suddenly burst," said Alexanders' driver Andre. "We had a spare of course, but it was difficult to get at and we would have had to unload the entire van to get to it."

Just by chance Barry Tebbutt, Managing Director of Geo. Copsey & Co was passing by and offered to help. Barry called his Romford depot and arranged for a wheel to be taken to the stricken Luton van. Not only that, he sent a mechanic along to fit it! "It was very good of Barry to stop and help," said Alexanders' Ops Manager Marc Ryan. "I suppose we are competitors, but it's good to know that when the chips are down the industry helps its own. We'd like to say a big thank you to Barry and his team for their help and hope that one day we may be able to return the favour."

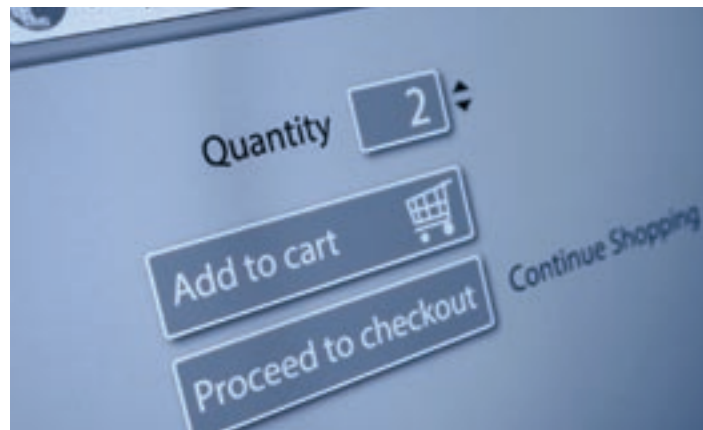
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Consumer law changes will affect movers

Consumer law changed in June as part of the reform of the UK's Consumer Contracts Regulations. The changes are significant for all retailers and, in some areas, movers are particularly affected.



● The new legislation affects online contracts.

The regulations introduce a number of new obligations and responsibilities for consumer-facing

businesses; those that movers should pay particular attention to include:

- Changes to the pre-contract information requirements for distance contracts (online, telephone) and off-premises contracts (concluded following a meeting with the consumer away from the trader's premises);
- Increase in the cooling-off period from seven to 14 days and reduced time period for reimbursing consumers who cancel;
- Obligation to provide model cancellation form where right to cancel applies;
- For online contracts, a requirement to highlight the point at which the customer is committing to pay, using clear wording on the order/submit button;
- A ban on pre-ticked boxes

committing consumers to additional payments beyond the core product/service.

The regulations have also banned the use of premium-rate customer helplines, not something that affects movers much but a pretty good development nevertheless as anyone that has been caught with a massive bill will testify.

If companies fail to comply with the regulations they risk a range of sanctions including: a breach of contract claim, their contracts with consumers being unenforceable; consumers' rights to cancel and claim a refund being extended from 14 days to over 12 months; and regulatory action, including the potential for criminal prosecution.

● *The Mover* thanks Penningtons Manches solicitors for this information. Companies requiring advice should contact Jon Bartley at jon.bartley@penningtons.co.uk for further information.

John Mason International displays vintage truck at the Kelsall Steam Rally

John Mason International's vintage 1960s Leyland Comet was displayed at the Kelsall Steam and Vintage Rally in Cheshire in June.

The rally is one of the largest displays of vintage commercial vehicles in the UK and as well as vintage commercial vehicles, features classic cars, vintage wagons and steam engines.

The John Mason vehicle is no stranger to transport shows; during its time in the care of enthusiasts, it travelled approximately 15,000 miles to classic and commercial vehicle shows in the UK and Ireland before being returned to John Mason in 2013.



● The John Mason Leyland Comet with staff members Darren Bullock (left) and Pat Reilly.

Keith Chapman completes Nightrider 100km Cycle Ride

On Saturday, 7 June 2014, John Mason International's staff member, Keith Chapman, completed the Nightrider 100km Cycle Ride in London and raised over £600 for the charity Prostate Cancer UK.

The Nightrider challenge is a circular route from Crystal Palace to Alexander Palace and back. Participants cycle under the moonlight past London's iconic landmarks whilst raising money for charitable causes.

Keith said about the event: "The ride was completed yesterday and I can just about sit down. For an old bloke I was satisfied with my completion time, although I don't think Sir Bradley has too much to worry about. I was very pleased to support my friend who has had cancer, and also raise a respectable £633 for a very worthwhile cause."

● Right: Keith (centre) with his friends at the Nightrider bike ride event.



INSIGHT: PRESS ADVERTISING

How to get the most out of press advertising

All businesses need to market themselves, and even though new and innovative alternative marketing methods have emerged in recent years, press advertising remains an effective means of getting information about products and services in front of the right people. By Simon Taylor, Freelance Graphic designer.

There's a mantra in the advertising industry which says: 'products and services aren't sold, they're bought'. This makes the key point that in a competitive business environment, only those already looking to buy are worth targeting. Advertising is there to seek out potential customers who are already looking for what a company is offering, and to convince people to buy from them and not their competitors.

Communication is one of the key things that advertisers can get wrong. There are a handful of common mistakes that, when they are made, far from persuading a potential customer to take the vital step of contacting the advertiser, actually confuse, or even alienate them.

Unless the advertiser is a global brand, its logo will not sell its offering to anyone who has never dealt with it previously. A grown-up looking logo is an asset, but as a means of branding - it's not a sales message in itself. Positioning the company name front and centre is a mistake; the most important piece of information on any ad is the proposition.

The proposition is the core of every ad. Usually referred to as the headline, it's the key sentence or phrase that tells the reader what the advertiser is selling. If it achieves this in an engaging and memorable way, so much the better, but being too clever will just confuse the target audience. Many top brands have been built using creative and original headlines, but every last one had at its core a clear sales message. Getting the sales message right is the priority, wit can always be added later.

The most effective proposition is one that's unique to a single company. A unique selling proposition, or USP, is a feature of a company's offering that is of benefit to potential customers, but that none of its competitors can match. The lowest rates, or the most frequent scheduled runs to Eastern Europe, for example. If a company has a USP, then it has a ready-made sales message, and failing to communicate it without good reason could mean it's missing a trick.

A picture used in tandem with the proposition will reinforce the sales message and provide visual affirmation for the potential customer, but it needs to be relevant. For example, a crate hire company whose proposition centres on the variety of crates on offer could show images of the various crates available. An

The most important piece of information on any ad is the proposition.

Overloading an advertisement with unnecessary information will just make it too much effort to read, and is a waste of a potential customer's time. Equally, insufficient detail can leave important questions unanswered.

A picture used in tandem with the proposition will reinforce the sales message and provide visual affirmation for the potential customer.

Call a number, send an e-mail or visit a website, the call to action needs to be clear and easy to execute.

A grown-up looking logo is an asset, but as a means of branding - it's not a sales message in itself.

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image of the exterior of its warehouse will not persuade anyone to hire crates.

A potential customer, having seen a proposition that is of interest, will want some details, but there's a potential pitfall for advertisers here, too. Overloading an advertisement with unnecessary information will just make it too much effort to read, and is a waste of a potential customer's time. Equally, insufficient detail can leave important questions unanswered. Getting the balance right is worth the time and effort.

Once the proposition and detail have convinced a potential customer to make

an enquiry, a 'call to action' is required.

This is the mechanism, or mechanisms, by which the advertiser wants the potential customer to enquire further. Call a number, send an e-mail or visit a website, the call to action needs to be clear and easy to execute, and providing the advertiser is set up to respond efficiently, a new sales lead may well be the result.

Concentrating on getting the main things right is the key to realising the potential sales opportunity in a press ad, and maximising return on the investment made.

● For more information e-mail: talk2ilike@btopenworld.com or visit www.ilike-creative.co.uk.



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NEWS: UK

Ford working with Heinz to make cars from tomatoes

No it's not April the first! The Ford Motor Company and Heinz are investigating the possibility of using tomato fibres to develop sustainable, composite materials for use in vehicle manufacturing.

Dried tomato skins could become the wiring brackets in a Ford vehicle or the storage bin a customer uses to hold coins and other small objects.

"We are exploring whether this food processing by-product makes sense for an automotive application," said Ellen Lee, Ford Plastics Research Specialist.

"Our goal is to develop a strong, lightweight material that meets our vehicle requirements, while at the same time reducing our overall environmental impact."

Nearly two years ago, Ford began collaborating with Heinz, The Coca-Cola Company, Nike Inc. and Procter & Gamble to accelerate development of a plant-based plastic to help reduce the petroleum-based materials currently in use.

At Heinz, researchers were looking for innovative ways to recycle peels, stems and seeds from the more than two million tonnes of tomatoes the company uses annually to produce its best-selling product, Heinz Ketchup.

"Although we are in the very early stages of research, and many questions remain, we are excited about the possibilities this could produce for both Heinz and Ford..."

Vidhu Nagpal

"We are delighted that the technology has been validated," said Vidhu Nagpal, Heinz's Research and Development Associate Director. "Although we are in the very early stages of research, and many questions remain, we are excited about the possibilities this could produce for both Heinz and Ford, and the advancement of sustainable 100% plant-based plastics."



JT & Sons win CMOTY

JT & Sons Relocations retained the title of 'Commercial Mover of the Year' (CMOTY) 2014/15, at the British Association of Removers' (BAR) annual conference at the Marriott Hotel in Glasgow.



● JT & Sons collect the CMOTY award at the BAR conference in Glasgow.

This has been a remarkable achievement for the company that has only been a BAR member for three and a half years. The company was formed in December 2008 by Jenny and Timon Thorncroft; application to BAR and its Commercial Moving Group (CMG) was made in October 2010 in accordance with the BAR's membership criteria and approved in January 2011. That year, and having entered the Commercial Mover of the Year competition with only ten days left to complete its entry documentation, JT & Sons were awarded a 'certificate of merit' in the 2011/12, and again in 2012/13. In 2013 the company won the title for the first time despite stiff competition from the many long established members of CMG.

The company said that winning the award increased enquiries and business exponentially. As a result, Jenny and Timon Thorncroft, the company's owners, made Lee Austin a director and shareholder in recognition of his support towards the success of the embryonic

company. The resulting business meant the team were pushed to the limit and the directors embarked on a training programme enabling their operational team to grow.

Having won CMOTY in 2013 the company felt it was particularly important not to become complacent. For this reason it decided to cite some regular clients for the testimonial part of the CMOTY 2014 competition. Jenny explained that she chose some regular clients to put forward for the competition. "We felt these companies would be a good test to establish that we were not resting on our laurels." She also chose some new clients with one-off moves to offer a good mixture of clients and feedback.

The success of the company has meant that it has recently moved to larger premises - Phoenix House - on the Kent, Sussex border. Jenny and Timon say this is the next step in a continuous successful growth programme.

UK revival sees GB Liners add 45 staff

The revival of the UK housing market has encouraged GB Liners to increase its staff to meet what appears to be a 40% increase in activity levels. The Managing Director, Robert Bartup, said that as a result of this

improvement his company has recruited 45 additional staff since this time last year and is continuing to add staff to cope with the seasonal peak. He said that the major problem is to upskill the people quickly. "For many years,

GB Liners has had its own training centre where staff are taught packing and handling skills with customer relations," said Robert. "The centre has been very busy this year training new recruits and upskilling existing staff."



● Staff training at GB Liners.

Exchange and completion property lobbying and marketing campaign

Jane Finch from Moving etc... has started a campaign to try to do something about the short notice given to most movers between exchange and completion.



● Jane Finch of Moving etc...

Working with Paula Higgins of the HomeOwners Alliance, and liaising with Jonathan Smithers the Deputy Vice President of the Law Society and head policy maker for the conveyancing industry, as well as Simon Law, Chairman of the Society of Licenced Conveyancers; Eddie Goldsmith, Chairman of the Conveyancing Association; Paul Broadhead, Head of Mortgage Policy at the Building Society Association; Christopher Hamer, the Property Ombudsman and Mark Hayward, MD of the National Association of Estate Agents, Jane believes it's only a matter of time before a solution can be found, and she has even approached the new Minister of State for Housing, Brandon Lewis MP, with her concerns.

She says that she's not being unrealistic with her goals. Jane knows it will take years of hard work, campaigning and lobbying and working with the property industry and government to cause real tangible results, but unless the views of movers and their clients are represented, no action will be taken to create an easier system.

Paula Higgins of the HomeOwners Alliance said, "We have a member now who is in a highly stressful situation trying to complete on their new home. They haven't yet exchanged and they are trying to book removal companies, but the dates aren't yet fixed so they don't know what to do. There must be a better way."

Over the coming months Jane and her team will be approaching more and more conveyancers and top estate agents, and working with as many influential people in the property industry as they can to find a solution. Moving etc... has already been accepted as a featured partner for *Today's Conveyancer*, an online trade news magazine for conveyancers, and Jane will be highlighting the problems to conveyancers over the coming months.

"This is one of the biggest projects I have taken on so far..."
Jane Finch

To support the campaign Jane has set up a new membership organisation to promote professional removal companies, so movers can reap the benefits of the connections being made and the press releases being published. Actively engaging the national press will be part of the campaign, so any mover who belongs will gain recognition and work off the back of the lobbying Jane and her team will be doing. Knowing that the issues affect all movers in the industry, Jane has not set high criteria to join unlike some other trade organisations.

Removers who join Moving etc... will be accepted for who and where

they are and graded so everyone can be accepted into membership. "There is obviously a big difference between a removal company employing 100 staff and running a dozen trucks, than a small man and van company. Standards need to be raised, but the property transaction issues still affect us all, just sometimes on a bigger scale if you run a large firm."

"This is one of the biggest projects I have taken on so far, and I know I won't succeed without the support and cooperation from movers, both emotionally and financially," said Jane. "It's going to take hours of hard work, analysing the current system, looking for ways to make changes, attending property industry conferences, and meeting with top officials in all sectors of the property market and government. But we have to start somewhere, even if it's a high mountain to climb. I know it can be done. Movers just need to trust that change can happen."

● To find out more about the campaign or to join Moving etc... visit the Moving etc... Network at www.movingetcnetwork.com or contact Jane Finch on 07974 185450 for more information.



● Dean Grant.

Moving etc... expands team

Dean Grant and Kevin Willis have recently joined Jane Finch at Moving etc... to help in her campaign to put a stop to the short time between exchange and completion.

Dean was a Move Consultant with NZ Van Lines in Auckland, then worked in Australia, New York and Kuwait, before returning to the UK. Dean joins the team at Moving etc... as Membership Manager. "It's about time movers tackled the property completion problems," said Dean.

Kevin Willis has spent most of his working life in removals with companies including Woods of Dorchester, Pickfords, Armishaws and others. Kevin joins Moving etc... as Membership Support.

"Movers need support and someone to listen when they need it," he said.

"Moving etc... 's campaign to the public and property industry will create awareness of our problems."

● kevin@movingetcnetwork.com
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REPORT: CART MARKING CEREMONY 2014



● Robin Bawtree, OBE, The Master, The Worshipful Company of Carmen, marks a 1947 Morris Commercial, four cylinder, petrol LC3 van in Michael Gerson livery.

London's historic Cart Marking ceremony 2014

The annual Cart Marking ceremony took place at London's Guildhall Yard on a very sunny 16 July. Cart Marking dates back to the 16th century when all carts operating in the City of London were required to have their axles branded with a letter denoting the year – an early form of vehicle licensing.

The civic event - which is second only in magnitude to the Lord Mayor's Show – is attended by hundreds of spectators and dignitaries who gather to witness at first hand a piece of the capital's rich history. Guest of honour was Lord Mayor, Fiona Woolfe who after donning special protective gloves, ably assisted Robin Bawtree, OBE, The Master, The Worshipful Company of Carmen, in branding the 'carts'.

Today the event is purely ceremonial and gives owners the opportunity to dazzle the crowds with their cherished



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REPORT: CART MARKING CEREMONY 2014



London's Guildhall

The name 'guildhall' is thought to be derived from the Anglo-Saxon word 'gild' meaning 'pay' and was where citizens and traders went to pay their taxes.

The present Guildhall dates from 1411 and has survived both the Great Fire of London and the Blitz. It is the only non-religious stone building dating from before the 1666 fire to survive.



● Clockwise from bottom left: Alderman Fiona Woolf CBE, The Lord Mayor of the City of London; the first handcart owned by Evan Cook Movers of Peckham; a very rare 1924 Morris Cowley traveller's van painted in Bishop & Sons colours; a series one Honda CX500 from the 1970s and 1980s; a stage road coach, 1890 pulled by Ronny, Reggie, Dancer and Socks; commentators Chris Salaman and Roger Wrapson; an RFC Crossley Tender, 1917.

historic vehicles. This year the line-up included: a 1980s Honda dispatch motorcycle (known as a maggot by couriers); a WW1 Crossley tender; a state of the art 'Boris Bus'; and a 1937 Sentinal steam lorry. There were also a number of horse-drawn vehicles including an early Purdey Pantechnicon, resplendent in Michael Gerson's green livery, and a 1905 Creasey, owned by Sussex removers J&H Friend. Other examples of removals vehicles from the past were a Morris Cowley traveller's van from Bishop & Sons and a hand cart once

used by Evan Cook and still owned by the family.

After the ceremony dignitaries, members of The Worshipful Company of Carmen and their guests, including legendary racing driver John Surtees, (see sidebar), enjoyed a convivial luncheon in the magnificent Great Hall. A fitting conclusion to an historic and memorable event.



John Surtees OBE

John Surtees OBE was a four-time 500cc motorcycle World Champion and also became Formula One World Champion in 1964. He remains the only person to win the World Championship on both two and four wheels.



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NEWS: UK

TheMover COVER SHOT COMPETITION 2014



We all love taking pictures, so this summer we thought we'd set our readers a challenging photo assignment ... and just to make it interesting, there are exciting prizes to be won for the best entries!

We'd like you to shoot a cover picture for *The Mover*. The subject is up to you, but whatever you choose it must reflect the spirit of the moving industry and of course attract the attention of our readers.

Remember, your picture will need to be in hi-resolution, so shots from mobile phones probably won't cut the mustard, although any modern digital camera should do the business - provided you get it right.

Your entry must reach *The Mover's* office by 30 September and the winners will be announced at The Movers & Storers Show at Silverstone in October.

First prize:

Your picture on the cover of the December edition of *The Mover*, plus a fabulous Christmas hamper.

Second prize:

A £75 voucher to spend at M&S on Christmas goodies.

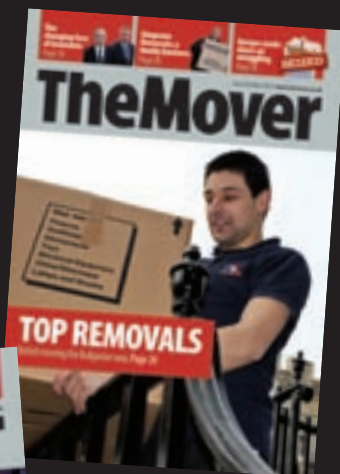
Third prize:

A £25 M&S voucher.

There are a few rules, please read them carefully:

- The closing date for entries is 30 September, 2014.
- All entries must be digital images and be in a square format (220mm x220mm), no prints will be accepted.
- Only one photo per entrant.
- Photos taken by professional photographers are not eligible.
- The decision of the editor is final.

Please send your entries to: editor@themover.co.uk
Get shooting!



Your moving industry image could appear on the cover of *The Mover's* December issue.



● Pickfords has saved 36 tonnes of unwanted clothing from landfill.

Pickfords supports the 'Love your Clothes' campaign

Pickfords is supporting the 'Love your Clothes' campaign to help reduce the environmental impacts of clothing in landfill and to raise money for its charity the NSPCC.

Love your Clothes has been developed with industry as part of the Sustainable Clothing Action Plan (SCAP), which is coordinated by WRAP, a not-for-profit organisation and is supported by the UK government.

The Pickfords Move Day Clothes Clear Out campaign is a free service that provides a simple way for customers to donate quality, reusable clothing, paired shoes, accessories, soft toys, books and CDs to charity on move day. Pickfords provides its customers with NSPCC Clothes Clear Out stickers to use on bags containing items they don't want to take to their new home. The removals team then takes the bags to Clothes Aid - the UK's leading clothing collection fundraiser - who process the items and turns them into funds for the NSPCC.

Approximately £140 million worth of clothing goes to landfill in the UK every year, which is equivalent

to 350,000 tonnes of good clothing being thrown in the bin by half the adults in the UK.

Head of Marketing Lyndsey Daykin said, "We were astonished by the damage that clothing in landfill does to the environment. The Love your Clothes campaign aims to help consumers change the way we acquire, use and dispose of clothes across the clothing lifecycle. We are promoting our scheme on our website, via our sales team and social media. We are delighted to work with WRAP and Clothes Aid to promote the project and raise money for the NSPCC."

So far Pickfords has saved 36 tonnes of unwanted clothing from landfill and Pickfords' customers have raised over £11,000 for the NSPCC.

● More information about the Love Your Clothes campaign can be found at <http://loveyourclothes.org.uk/>.



● 500,000 people have taken advantage of the government's 'Cycle to Work' scheme.

More employees getting on their bikes

According to Slingsby, a company that makes workplace equipment, companies need to make more provision for workers wishing to come to work by bike.

Cycling has soared in popularity in recent years and approximately 500,000 people have taken advantage of the government's 'Cycle to Work' scheme, which enables employees to save money on bikes and related safety accessories by making them completely tax-deductible. As a result, workplaces across all industries already have to accommodate increasing numbers of bikes. There will probably be a boost in interest too after the Tour De France that started from Yorkshire in July.

The company supplies cycling racks and shelters as part of its range. "Cycling is a fast growing sport and Britain's successes in the Olympics and Tour De France have both had a big impact on the number of bikes on our roads," said Lee Wright, Marketing Director. "In many areas, and especially in towns and cities, a parking space is a major staff perk but nowadays a secure place to store a bike can be just as much of a priority. Cycling is made even more appealing by rising fuel prices, a significant investment nationally in new cycle networks and the fact it offers lots of health benefits, which is also good news for employers because it means their people are likely to be more productive."

Lee added: "The 'Cycle to Work' initiative is also continuing to have a positive impact on the numbers of people cycling to work. Since the

scheme launched in 1999 we have seen orders for cycle storage equipment continually growing year on year and we have expanded our product range substantially to meet this demand with products now ranging from individual wall-mounted racks for individual bikes through to secure compounds that can store large numbers of bikes."

"Cycling is a fast growing sport and Britain's successes in the Olympics and Tour De France have both had a big impact on the number of bikes on our roads..."
Lee Wright

With the 'Cycle to Work' initiative, employees effectively hire a bike from their employer by paying monthly instalments that are taken from their salary before tax. The hire agreement usually lasts for between 12 and 18 months and then the employee buys the bike for a percentage of its original cost price.

● For further information on the 'Cycle to Work' scheme visit www.cyclescheme.co.uk.

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NEWS: UK

M&G joins AIM

M&G Transport from Solihull has become the most recent recruit to the Alliance of Independent Movers (AIM), the trade group that is rapidly making inroads in the UK moving industry.

M&G Transport was founded in 1983 and offers both domestic and corporate relocations from its local area - West and East Midlands, Warwickshire, Worcestershire and Staffordshire - to destinations throughout the United Kingdom and Europe. The company created and organises the Packer of the Year Competition held at the Movers & Storers Show.

In a recent interview for *The Mover*, Donna Thompson, Director, said that she loves the attitude that comes across from AIM and the way in which the organisation communicates with the industry. "As we support both the ethos and attitude of the organisation we felt that we should also support the people and the product too," she said.

Donna also said that she approved of the long-term aims of the organisation. "Although AIM is currently privately owned, the plan is for it to become owned by its members as soon as the appropriate membership level has been reached. This seems like a really good idea to me."

AIM says that it was created to help moving companies of all sizes grow and expand while offering high quality services to their customers. Member services include business advice, supplier deals and lead generation.



● M&G Transport.



● TwentyCi's technology generates records of people considering moving home.

Company offers huge database of people about to move

Milton Keynes-based marketing services agency TwentyCi is offering moving and storage companies advance information about people about to move house.

The company has developed technology that generates over two million records per year of people considering moving house and a further 1.7 million of those actually moving within the next few weeks. By subscribing to 'MoverAlerts' companies can opt to simply receive information from their specified areas or use TwentyCi's fulfilment services to send personalised marketing material directly to potential customers.

"Our research shows that people moving house spend six times as much in the six months before, during and after moving than the average consumer spends in five years," said TwentyCi's CEO Ian Lancaster. That makes them the most valuable consumer on the planet, so three years ago we decided to create the ultimate database of home movers. Having access to that information gives anyone supplying goods and services a big advantage over their competitors, particularly those in the moving and storage industries."

TwentyCi is also able to provide leads for moves to and from rental properties. "The rental market is more difficult to collect data from because tenants tend to leave a smaller data footprint than owner occupiers," said Ian. But there are more rental movers than buyer movers, so we've been working hard to gather data on that market too.

There are around 4.6 million rented properties in the UK at present and that is set to rise to six million by 2016, so it's a very important market."



"The service is very flexible and we can tailor it to suit different customer's needs."

Ian Lancaster

Moving companies are able to specify the areas they wish to receive information from and also the kind of customers they are looking for, property size, value, etc. and also the level of marketing support they require. "The service is very flexible and we can tailor it to suit different customer's needs," said Ian.

TwentyCi has a salesforce covering the whole of the UK who will be happy to visit customers to discuss the MoveAlerts service in detail. The company will also be exhibiting at The Movers & Storers Show on 21 and 22 October.

● www.twentyci.co.uk

MiX Telematics wins double at 2014 Awards

Birmingham, West Midlands-based MiX Telematics is celebrating a double win at the 2014 Brake Fleet Safety Awards.

In a competition which saw a total of 112 entries submitted, MiX Telematics scooped both the prestigious Fleet Safety Product Award and the Fleet Safety Innovation (supplier) Award.

MiX Telematics' win was for MiX Rovi, an in-cab system which optimises communication and information exchange between drivers and the office to maximise safety and efficiency in operation. Drivers interact with MiX Rovi via the system's intuitive 5" or 7" touchscreen display unit. Success in the Fleet Safety Innovation (supplier) Award came by way of MiX Telematics' holistic approach to fleet management.

Steve Coffin, Marketing and Operations Director for MiX Telematics said, "Safety has always been our top priority and we are delighted to be rewarded with two major awards from the transport industry's most prominent road safety charity. The fact that one award was for a MiX Telematics product and the other for our pioneering approach to safety through the application of our fleet management solutions demonstrates the breadth of our offer today."

For Brake, Ellie Pearson Senior Professional Engagement Officer for Brake said, "We are delighted to celebrate the great achievements of companies and individuals who are striving to make a real difference in the world of fleet safety. Congratulations to all the award winners and highly commended entrants for their impressive work over the past year."



● Steve Coffin.



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PROFILE: STEVE JORDAN

40 years and still breathing

Steve Jordan looks at his time in the moving industry and reflects on what was - and what might have been.



This year I celebrate, if that's the right word, 40 years in and around the international moving industry. Since stepping back from the front line, and becoming simply a commentator, I have interviewed hundreds of people. Nobody, however, has ever interviewed me, and nobody is likely to do so. Few, it could be argued, would be remotely interested but, in the hope that some might be curious, and to satisfy my own mountainous ego, I thought I'd do it myself. So here goes.

It was a balmy August morning in 1974 when I walked into the Chesham office of Scotpac to start my new job as a shipping clerk. I had little idea of what to expect. I knew nothing about the job and nothing of the moving industry. I'd only applied because I'd spent a few months in the merchant navy when I was 18 and I figured anything to do with ships was OK. If I had known what the next four decades would bring would I have turned around?

I remember one of my first jobs was to check the rep's estimates for migrant moves. I was told to divide the price by

the volume: it should have been about £2.50p/ft³. I believe that if you do the same calculation today it works out at about a fiver. It's just doubled in 40 years! Now I know shipping rates haven't changed that much but everything else has. People paid then, as now, from the proceeds of their house sale. In those days the average three-bed semi was worth about £8,000. Now it's at least 20 times that but movers constantly tell me their customers "won't pay more". I don't believe it. It seems to me that the industry has convinced itself that price matters more than quality and so is incapable of selling the difference. It was probably ever thus.

Six months into my new career, newly wed, ignorant and broke, I was given a choice. It was a choice that I know now was the first test of my business character. Glyn Thomas, the manager of the depot, left. Why, exactly, I never knew. What mattered was he was considering setting up a new company with the Scotpac Warehouse Foreman, Jimmy Hanna – a slightly crazy and utterly brilliant Irishman. Would I like to join the new venture? I

could have chosen safety. Not for the last time I took a risk. A short time later Glyn and Jim created Avalon Overseas, mainly as a local agent for military moves, in London's Park Royal, with me as the hired help.

It was an apprenticeship that lasted the best part of 20 years. The early days were hard. So were some of the later ones. On my 21st birthday, a baking July day, I started at 6.30am, loaded the vehicles with a clapped out electric fork truck that I didn't really know how to drive, and spent the whole day making 185ft³ US military lift vans, with a hammer and bolts, frequently having to vault down from nailing the roof to run up the stairs to answer the phone. As the vans returned for unloading, I believe I had made 15 single-handed. All day, Glyn had been conspicuous by his absence. Sun burned, covered in sweat and dead flies, and worn out, I staggered home as the sun was sinking, to find a surprise party waiting

● Top, far left: Glyn Thomas; above, far left: Jimmy Hanna; top left: Avalon-liveried Luton-bodied transits; above left: Avalon staff party 1983, Noel Glavin is third from left; above; Steve with Milton Keynes's legendary concrete cows; far right, top: publicity photo from Steve's early years as a copywriter; above right and far right: receiving a 'furthest from the front' golf award, and building relationships at the OMNI conference in Spain, 1999; opposite: Steve enjoying South African hospitality at an OMNI conference.

PROFILE: STEVE JORDAN

Someone had once told me that I was good at writing. With a rush of blood to the head I decided on the spot to become a copywriter.



the head I decided on the spot to become a copywriter. I was a recently divorced, single parent with no money other than a few pounds I'd saved from the family allowance. I blew the lot on a fax machine and some business cards. The risk taker had returned.

For three years I stayed away from moving until Paul Mason, the then treasurer of OMNI, asked me to write a quarterly magazine for the network. Despite my best efforts, the moving business had sucked me back in. I wrote the *OMNI Observer* for 17 years and still work with OMNI today. From there I was asked to look after PR for BAR and in 2005 was asked to edit the *Removals & Storage*. I accepted the honour, set up my new company, The Words Workshop, to handle the job, and held the position until 2011 when we started *The Mover*.

This is not the forum to point fingers as to my reasons for leaving the *R&S*. It had been a job that I had loved for the most part but, in the later years I came to believe that BAR's motives and mine were no longer aligned. I believed that the industry deserved an independent, unbiased, objective publication and it was clear that I was never going to be given that freedom again within the Association. Professional differences I think they call it. I left with regret and full of anticipation for my new venture. It was like jumping off a cliff in the dark. Fortunately, the landing was reasonably soft thanks to the advertisers who supported us when the magazine was only an idea; and I must pay tribute to my team at The Words Workshop for making *The Mover* the success it has become.

The moving industry has given me much more than just a living: international travel, independence, and an insight into the human condition amongst others. But above all I value the true friendships that I have made through the industry. Friendships that have been tested and have not been found wanting. I believe the industry is unique in its ability to do this.

There have been many people who influenced me. Ted Philp, an elder statesman of the industry who once asked my advice and made me appreciate the value of voicing my opinions in public; Tom Ansley who always demonstrated the power of enthusiasm; and Tom Wilkie, possibly the kindest man I have ever met. There have been many others. But most importantly, and unsurprisingly, Glyn Thomas who gave me a chance and taught me that I was only ever at my best when faced with an impossible task.

This sounds a bit like a retirement speech. It's not. Partly because I can't afford to but mainly because I don't want to. God willing I'll be around for a little longer yet... especially if you keep reading the magazine.

quotes in people's homes and gave them the price immediately. That way I was in a position to negotiate, to sell and to close. It worked, not always, but often. Technology and political correctness has taken those methods out of fashion nowadays.

I enjoyed working with BAR at that time too. I was on the Overseas Group Council and was lined up to be its chairman had I not chosen to leave the industry. I was also the Chairman of the Freight Rate Negotiation Committee that we morphed into the MTC during my tenure. It was a great privilege to work with some icons of the industry on that committee: Ted Philp, Paul Mason, Nick Kerr, Moore Shanks and others. Happy times.

Avalon's warehouse and office burned down in 1982. We lost everything. Friends at Interdean baled us out with office space and a phone. We had no way of contacting anyone. We just sat and waited for the phone to ring with a customer asking where we were. Some asked about their storage; only then could we give them the bad news. Glyn, Jim and I had virtually decided to wave the white flag. It was just too hard. Just as the Scotch bottle was nearing the end, the warehouse foreman came in: a grumpy old git called Ken Reeves. He said that he'd had a chat with the lads and they had agreed to work for the next month without pay if that would help. With that loyalty, how could we not carry on.

Carry on we did, for another seven, generally successful years. But I think now that the fire had taken more out of us than even we knew. The spark had gone with the flames. When Jim decided to return to Ireland in 1989 we sold Avalon to Trans Euro. I stayed on to fulfill my contract for three years but my heart wasn't in it. I needed to do something else.

Someone had once told me that I was good at writing. With a rush of blood to

I loved being with customers, helping them, building their trust, getting the business and making a profit.

for me. Glyn had been there all day getting things ready and setting up the sound system. I didn't know whether to hug him or hit him.

Later the military work gave way to migrant shipping. I spent most of my time on the road doing surveys. It was a magical time. I learned then to be comfortable with my own company; driving 70,000 miles, year on year, there was little choice. I loved being with customers, helping them, building their trust, getting the business and making a profit. We had plenty of firsts in those days. I think we were the first to promote our use of recycled materials, to offer guaranteed transit times and to provide a shareholding for all employees. I always worked out



NEWS: INTERNATIONAL

New Perspectives report from Crown

Crown World Mobility has announced the release of the next issue in its *Perspectives* series: its publication that shares information for mobility professionals.

This latest issue is called *World Mobility Immigration Requirements: Cultural knowledge and language skills? Really!* and is available now to download from Crown World Mobility's website.

The *Perspectives* series shares industry insight with world mobility professionals, showcasing the depth of knowledge Crown has accumulated over the years. The information provided is a beneficial tool to organisations and provides them with the necessary knowledge to make strategic plans.

This edition, written by Jo Danehl, describes some changes to immigration requirements that are taking global mobility teams by surprise. It provides global mobility professionals with tips they can use to keep their programmes compliant. Jo Danehl commented: "In mobility, we are so used to immigration compliance focussing on key data points such as salary and nationality, but these new language and cultural training requirements can trip-up both the employee and the employer. Crown understands these challenges and has released this whitepaper to help avoid immigration difficulties."



● *World Mobility Immigration Requirements: Cultural knowledge and language skills? Really!*



● Elliott Mobility's new premises.

Elliott Mobility makes its biggest move yet

Elliott Mobility in South Africa has recently completed its largest-scale move to date – successfully moving its headquarters and warehouse to new premises in Samrand, Centurion.

The move involved 4,000 wooden storage pallets and 25,000m³ of household valuables to the new premises, along with Elliott Mobility's entire headquarters and equipment. Elliott Mobility had spent the last three decades at its old premises in Midrand.

"The business environment has changed dramatically for warehousing over the last ten years," said Elliott Mobility's Joint CEO, Charles Luyckx. "We felt that it was the right time to make the move to entirely new premises to keep our operation at the forefront of the industry."

Prime location

Located in a secure business park just off the N1 highway, the new

premises allow Elliott Mobility to optimally service two of its most critical markets – Pretoria and Johannesburg. Through the move, the company has also extended its service offerings to include commercial logistics, warehousing and distribution.

The new premises also offer perfect storage conditions for wine collections with a cellar that can accommodate up to 20,000 bottles. "We are the only moving company in the country with temperature and humidity control for wine," said Charles.

State-of-the-art

The 12,000m² premises have been built to strict environmental and security standards. "The premises are highly energy efficient with

natural lighting used to reduce our power demands. We have also installed motion-sensing lights throughout the office space," explained Charles.

Security features include electric fencing, biometric access-control systems installed throughout the premises and 24-hour guards. "We have also invested in a custom fire-protection system consisting of smoke alarms, smoke curtains and smoke vents in the warehouse," said Charles.

Walking the talk

Elliott Mobility's in-house Office Relocation division took care of the move. "The team handled all the logistics through incredibly sophisticated and streamlined planning and execution," said Charles. "Our entire IT system was moved to a new, off-site platform overnight. This was without a doubt the largest operational move we have ever executed. We put our own services and systems to the test and the success and efficiency of our own move is a great testament to our service offering."

"We felt that it was the right time to make the move to entirely new premises..."

Charles Luyckx

Elliott says that its facilities are among the best in the world and that it is well-positioned to provide industry-leading service to its growing client base for years to come.

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● P3 would have provided Maersk's customers with a more efficient network.

Maersk's P3 network scrapped due to Chinese decision

The Chinese Ministry of Commerce (MOFCOM) has announced that they have not approved the P3 Network (P3). P3 was a long-term operational vessel sharing agreement proposed by MSC, CMA CGM, and Maersk Line.

The MOFCOM's decision follows a review under China's merger control rules. As a result the partners have agreed to stop the preparatory work on the P3 Network and the P3 Network as initially planned will not come into existence. "In Maersk Line we have worked hard to address the Chinese questions and concerns. So of course it is a disappointment," said Vincent Clerc, Chief Trade and Marketing Officer, Maersk Line. "P3 would have provided Maersk Line with a more efficient network and our customers with a better product. We are committed to continuing to be cost competitive and offer reliable services."

"The decision does come as a surprise to us, of course, as the partners have worked hard to address all the regulators' concerns," said Group CEO Nils S Andersen. "The P3 alliance would have enabled Maersk Line to make further reductions in cost and CO₂ emissions and not least improve its services to its customers with a more efficient vessel network. Nevertheless, I'm quite confident Maersk Line will accomplish those improvements anyway. It has delivered on those improvements over the last five quarters in the absence of P3 and I'm confident it will continue to do so."

It was on 18 June, 2013 that Maersk Line, MSC Mediterranean Shipping

Company S.A. and CMA CGM announced their intention to establish a long-term operational vessel sharing agreement on the East – West trades, called the P3 Network (P3). The overall aim with P3 was to make container liner shipping more efficient and improve service quality for the shippers due to more frequent and reliable services. P3 was intended to be an operational, not a commercial, cooperation.

"The decision does come as a surprise to us, of course, as the partners have worked hard to address all the regulators' concerns..."

Nils S Andersen

On 24 March, 2014, the U.S. Federal Maritime Commission (FMC) decided to allow the P3 Network agreement to become effective in the US, and on 3 June, 2014, the European Commission informed the P3 partners that it had decided not to open an antitrust investigation into P3 and had closed its file. P3 was scheduled to start operations in the autumn of 2014.

The European Connection

Tony Richman



Do you see the EU as a hindrance or a business opportunity?

Most of us are quick to criticise the European Union, be it about the number of civil servants, ever-increasing legislation, level playing fields (far from level!) and a host of other matters.

So much so that we often fail to identify or take advantage of positive opportunities; maybe through lack of knowledge, time or simply being too timid to venture forward.

There are numerous schemes aimed at helping businesses develop - across Europe and the world - perhaps just needing some 'lateral thinking' by energetic entrepreneurs.

As I see it, few transport or removal companies, if any, have taken steps to investigate the work of the Enterprise Europe Network (EEN). Steered by the European Commission (EC), EEN helps small and medium-sized enterprises (SMEs) to realise innovations, create new business partnerships and access finance.

As examples, thanks to EEN: a trio of visionary companies teamed up to jump-start the new 'green' building boom; and, a Polish fish farmer struck a supply deal with a German grocery store chain.

"Yes - but what opportunities are there for removal companies?" I hear you say.

The honest answer is "I don't know, but that is where 'lateral thinking' comes into play". Why not sit down with your staff and bounce a few ideas around: how can your company develop; how can you expand your services; what possibilities are there by developing agreements with partners; who can you be of use to outside of moving operations, etc.

Even if you never reach the point of contacting EEN, such regular

exercises will probably be of benefit to your company.

As a one-stop shop for SMEs, EEN provides a gateway to new markets and information on EU funding and financial support. Fostering new technical and business partnerships helps to turn some of today's dreamers into tomorrow's success stories.

Created in 2008, EEN will become even more important in the coming years as a key component of the Competitiveness and SME programme (COSME) which is designed to increase SMEs' access to European and international markets and provide support services. EEN should help SMEs to have the financial and networking tools they need.

The Network's capacity is growing thanks to support from around 600 partner organisations active in more than 50 countries - including all 28 EU Member States, candidate countries, EEA countries and major economic areas such as China and the United States. Partner organisations include chambers of commerce, innovation agencies and technology centres which specialise in business support, generally with strong links with SMEs.

Every year, EEN advertises roughly 15,000 proposals for partnerships, and secures 2,500 formal partnership agreements for SMEs. EEN is only one of a number of opportunities designed not only for European SMEs hoping to exploit opportunities in the Single Market, but also in third countries.

I can't promise you success, that is down to your own energy levels and initiatives - but maybe it's time to start investigating some of the opportunities the EU has.

Tony Richman

INTERVIEW: FRED DELAHAYE



Turning moving upside down

If you have ever met Fred Delahaye you will remember. He's not the kind of chap who fades into the background. He's smart, cool, steeped in the moving industry, and a free spirit. Steve Jordan joined him for a little shared inspiration.

It's very hard to meet Fred Delahaye without coming away inspired in some way. In the last forty years I have met more moving men than I can remember. Some I have been happy to forget. Most I have enjoyed talking to. A few have been genuinely inspirational: Paul Evans, Michael Gerson, Tom Ansley, Eric Lim, Bill Graebel ... and others. Fred would be modestly embarrassed if I put him into the latter category, and at his youthful age it is perhaps a touch early, but he's definitely on the waiting list.

"We provide the single point of contact that everyone promises but never supplies and are available 24-hours a day..."

Fred Delahaye

In some ways, Fred's introduction to the moving business was as traditional as it could be. He was brought up on the trucks working for his mother's company, Delahaye Moving in Surrey, for 18 years. Many other moving men owe their career choice to a similar introduction. But rather than take on the family business, Fred decided he wanted to do things differently. He wanted to do them his way.

In 2009 Fred started his business FD Platinum. He admits that he was lucky. Working in the industry had introduced him to some influential people. He was able to move in the right circles. Rub shoulders with the rich and famous. Work for people who knew what they wanted and were willing to pay.

His brochure talks about sports stars, villas, fine arts and claims that "Whatever you need, and wherever you need it from, we can get it to your yacht instantly". I have little doubt that he can. It's not a world with which your average mover is very familiar.

The FD Platinum service offers everything anyone could possibly want from a moving company as part of a menu-driven service.

"We provide the single point of contact that everyone promises but never supplies and are available 24-hours a day," said Fred. "We have maid services, chauffeurs, interior design and much more. Some movers have always done this but when relo came along all the warm fuzzy stuff got drawn that way. Our aim is to make sure that everyone gets what they want and, if the guy at the top wants pampering, he gets that too."

"Is there anything you wouldn't do?" I asked. "No," said Fred, after a respectable pause. "Sometimes you just have to step outside and give it a try."

Four years ago Fred was approached by Marc Smet from Gosselin in Belgium. He asked Fred to help with the removal side of the business and Fred agreed to work there on a consultancy basis while managing FD Platinum remotely with the help of Andrew Cummins, previously of 360, who joined the company.

Fred realised that the world of moving was changing. No longer were corporations allowing assignees to ship containers full of household effects for three year contracts. Today's corporate mover was young, mobile, and probably moving for cultural experience and gratification, on a six-month temporary assignment. Baggage was the business to be in. He realised too that most European companies had no real offering for these people.

So enters Go Group to the market. "It had to be something new, something young and cool," said Fred. And cool indeed it seems to be. The plan was to provide corporate efficiency and service to the baggage market ... with extras. Extras such as organising visas, providing a pre-paid credit card, a SIM card, money exchange, a boutique packed with travel accessories, and as much of an added value service as the client was prepared to pay for. Everything, as much as possible, handled online.

"When we launched the service I explained it to one of my corporate clients," said Fred. "They asked me why. I said because it will save you money and make your life easier. They worked out that we saved them around €6,000 on every assignment. We handled 80 temporary assignments for the

company that year."

So there we have it. A mini empire that provides a one-stop-shop for anyone moving anything anywhere. Go Baggage for the student, temporary assignee, transferee with limited goods or a relocation cap that wants more than an ordinary baggage service; Go Corporate for the more traditional moving services and move management services; and FD Platinum for those for whom money is of less value than service and convenience.

Which brings me to the title of this piece: *Turning moving upside down*. How so? Well, it doesn't seem very long ago that the international moving industry was split into two broad categories: the corporate market that was purely service oriented, where moves were larger, where price was unimportant, where contracts were long lasting and where the cash was to be made; and the private (migrant) market, that was price sensitive, intensely competitive, easy to enter and where margins were slashed every day.

"They asked me why. I said because it will save you money and make your life easier."

Fred Delahaye

Using Fred's model it seems to be the other way about. The corporate market has become more like an up-market baggage service where assignees spend allowances just as private customers; the real money is made from high-worth private individuals who want the best and are happy to pay for it; and the migrant business remains sandwiched in the middle.

Fred freely admits that it will probably change again. The trick, as always, is to see the change taking place (predict it if you are really bright), and get on the front of the wave. Meanwhile, to all those who have told me over the years that there is no money in removals – well there clearly is, it just depends how you think about it.



FREDERIC DELAHAYE PRESENTS GO CORPORATE AT LONDON'S EXCEL

Frederic Delahaye, Director of the Belgium-based Go Group, gave a presentation of the company's new global travel services for corporate clients at The Global Mobility - Enterprise, Talent & Travel Show in London on 15 May.

Frederic explained that the new Go Corporate service has been tailor-made to cater for all the needs of people travelling on temporary assignments to overseas locations and includes visas, insurance, baggage tracking, local SIM cards, excess baggage, and many other essential services to make travel and relocation easier. The Go Corporate service also provides reports and budgeting tools to assist HR managers manage their assignees' expenses while on the move.

"The Go Group is part of the Gosselin Group, an international moving and logistics business with 48 offices in 32 countries and gives us a great platform to take care of assignees' needs all over the world," said Frederic.

● To learn more visit www.go-group.com.

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COVER STORY VAN GIRLS



Moving with the girls

Have you ever had a customer asking for a female crew? Most movers have had the request at some stage. The usual answer is no. But now, a new company in London is offering that service, not only to its own customers but to members of the trade. Steve Jordan went along to the famous White Hart Lane in Tottenham, to find out more.

Van Girls started business two years ago. The company is run by Emma Lanman, an ex-firefighter, and Justine Walsh who previously worked as an outdoor adventure instructor. The idea came to Emma while still working in the fire brigade. She wanted to do some additional part time work and thought a 'man and van' type job would be a good idea. She talked about it with friends at length before one of them actually came up with a job to do. "So I bought a van and the company was started," said Emma.

She had done some research and found that there was little in the industry that was female led. As a firefighter and rugby player, most of Emma's friends were physically capable and enjoyed hard work. "I thought we could fill a gap in the market," she said.

The moving industry has always been male dominated, as have most transport-related occupations worldwide, and Emma does understand the reasons for that. She said that she has friends who have tried to get work in the removals sector but without success. "I understand that

"I thought we could fill a gap in the market ..."

Emma Lanman

COVER STORY: VAN GIRLS



guys don't want to work with women," she said. "When they are used to being all guys together it's difficult to accept women as part of the team. It would completely change the culture." Indeed it would. The language would improve, the conversation would probably change, and negotiating nights out might be much more difficult when their wives knew there was a woman on the team. But Emma's company has cut through all that nonsense. It's a female-led company so those kind of cultural differences don't matter. People pick Van Girls either because they think it's a good idea, they like the novelty and want to support them; or because they have had a bad experience in the past.

"Some of our customers have been made to feel vulnerable or uncomfortable in the past or feel that the movers have been inconsiderate," she said. "We never suggest that we would be more careful

than men, but there does seem to be a perception that girls would handle things more carefully. A lot of women in trades that are male dominated have a constant feeling of being judged, so you have to be the best you can be. If not, people won't just think it's because we are not very good, it will be because we are women. We probably carry this thought with us so it makes us more careful." But the main market for all-girl crews will, undoubtedly, be in the corporate sector. Assignees' wives are very often left to get on with the job of moving house while hubby flies out business class to take up his new role, and many would be much more comfortable if they knew that the crew would be all female. Perhaps it's an offer that all corporate moving companies should make to their clients: even if the offer was not accepted it would demonstrate a 'focus on customer needs' that we hear so much about. When »

"I understand guys don't want to work with women."
Emma Lanman
.....

PROFILE: VAN GIRLS



“We never suggest that we would be more careful than men, but there does seem to be a perception that girls would handle things more carefully.”
 Emma Lanman

● Head Van Girls Emma Lanman (above) and Justine Walsh (right). All photos courtesy of Nina Sologubenko.

someone does say “yes please” the service is there, ready and waiting.

It’s still early days for Emma and Justine. They have two vans now and around ten part-time staff they can call upon to meet the day-to-day workload. They have learned to do the work by doing it and by watching demonstrations on YouTube*. Manual Handling training is provided by Emma to all staff and they are trained in how to secure loads. Storage is care of the self storage company with which they share facilities. They are not yet members of a trade association but probably will be soon. Small they may be, maybe even a little naive, but they have enthusiasm in bucket loads and just one click on their website www.vangirls.co.uk clearly demonstrates that they mean business.

Now there is a problem. Anyone who has read this far will be screaming about sex discrimination and complaining that it’s illegal to have a woman-only business. Well, Emma knows that it is essential to operate within the law and has no intention of excluding men from the company. “But we would like to keep the front-line staff ratios such that we can provide all-female crews on request,” said Emma. “That’s the whole point of the company.” And, if men don’t apply there won’t be a problem.

On Emma’s behalf *The Mover* did contact an employment law specialist, just to clarify the position (see side bar). We wish them luck and suggest that all movers take a look at the offering they make to their customers, particularly the corporate ones. By excluding the girls, you could be missing a trick.

*Scoff if you like but it’s possible to learn how to do much more complicated things than move furniture by YouTube.

THE LAWYER’S VIEW

Some might think that by mainly employing women, Emma and team would be in breach of employment legislation. Indeed they might in principle, if they exclude men completely, but it’s unlikely to be a practical problem. A company with the name Van Girls is unlikely to attract many male applicants and Emma has said that she doesn’t want to exclude men absolutely. Long term the company just wishes to provide the services its customers request and if some prefer to have female members of the packing crew, that’s what they should be able to have.



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European Roundup

No weekend sleeping in cabs

FE BETRA, the Belgian Road Hauliers Association, has banned drivers from taking their weekend rest breaks in their cabs. Any driver taking a normal weekend rest in the cab will face a fine of up to €1,800.

The change has been brought in to reduce the number of particularly Eastern European drivers who sleep in their cabs over the weekend. In future all employers will need to provide overnight accommodation for their drivers.



Lithuania to join the euro

Lithuania meets all the criteria for joining the euro according to the European Commissioner for Economic and Monetary Affairs and the Euro, Olli Rehn. This clears the way for the Baltic state to become the 19th member of the single currency from the start of next year.

Of the 28 countries in the EU, only Britain and Denmark have negotiated formal opt-outs from the euro. All the others are supposed to switch to the single currency at some point, provided they meet the criteria.

The remaining seven countries that remain outside the euro zone - Bulgaria, the Czech Republic, Croatia, Hungary, Poland, Romania and Sweden - do not meet all of the criteria to adopt the currency. Romania would like to adopt the euro in 2019. None of the other six has set a firm date for accession.

EU backs more aerodynamic lorries

National Transport ministers, meeting in Luxembourg in June, backed proposals for new EU rules to allow manufacturers to develop more aerodynamic lorries which are estimated to reduce fuel consumption by 7-10%, cut greenhouse gas emissions and enhance the safety of vulnerable road users such as cyclists.

The European Commission (EC) has welcomed the proposal but regrets that Ministers are proposing to apply an eight-year delay before the new rules come into force.

The proposed new rules will allow cabs with a rounded shape and foldable aerodynamic devices at the back of the trailer. These measures will considerably improve the aerodynamics of vehicles and it is estimated that a saving of approximately €5,000 per year in fuel costs for a typical long-distance lorry covering 100,000 km will be achieved. At the same time, the field of vision of the driver will be improved and new safety devices like energy absorbers could be deployed.

Border traffic booking service for Finland

An agreement for the pilot project development of a border traffic booking service was signed by the South-East Finland Centre for Economic Development, Transport and the Environment (South-East Finland ELY Centre) and GoSwift Suomi on 7 April, 2014. The service, which allows drivers to book their border crossing time in advance, starts at the end of 2014.

The pilot project is to test whether the border traffic booking service can offset peak traffic periods, by smoothing and spreading the traffic volume over a longer period - to reduce queuing, improve traffic flow and increase road safety. The advance booking service will be for traffic moving from Finland to

Russia through the Vaalimaa border crossing point for passengers and freight.

IRU calls for an EU status for freight forwarders

Speaking at a UNECE workshop, on the 'Role of freight forwarders and logistics in intermodal transport chains', IRU Head of EU Goods Transport, Marc Billiet, expressed concerns regarding the large variety of national rules, general lack of access to the profession and shared liability regimes, which apply to freight forwarders in different EU Member States. "This counterproductive situation, and resulting lack of legal certainty for actors in the logistics chain including road freight transport operators, could lead to further distortions of competition between service providers," Marc Billiet said.



Bulgaria to cut funds for transport

The European Commission (EC) is planning to stop two more programme funds for Bulgaria for transport and competitiveness. According to a media report Bulgaria's President Rosen Plevneliev said: "This is a catastrophe for the country in its hardest moments." Recently the EC suspended the payments on the country's regional development and environment programmes.



Social security authorities in Belgium exempt vans from CO₂ tax

The social security authorities in Belgium have exempted drivers of vans from CO₂ tax even if they use the vans for private purposes. The new legislation came into force in the second quarter of 2014.

In future, the private use of commercial vehicles will no longer be taken into consideration for CO₂ tax purposes except under exceptional circumstances. Furthermore the fact that a commercial vehicle is used for commuting from home to the workplace will not result in CO₂ contributions becoming due. Commuting with a company car or a pool car is however still considered as private use on which CO₂ contributions are due.

This change in the social security authorities' position does not affect the position of the income tax authorities, which remains less flexible; if a commercial vehicle is used by an employee for private purposes it will be considered a benefit in kind subject to income tax.

The world's first electric road?

A project to create the world's first 'sustainable motorway' has been launched in the Netherlands by two environmental organisations, Milieudefensie and Natuur & Milieu.



● A video explaining Project A15 is available on YouTube.

The aim is to turn the A15 motorway, which runs from the port of Rotterdam to the east of the Netherlands, into a stretch of road used by a large number of electric vehicles, all powered by electricity from renewable sources that is generated along the motorway's corridor. But it is hoped the users will also be the producers. The philosophy is to create a community of solar and wind energy production along the A15 in which local residents and companies can participate, perhaps by putting solar panels on their houses or by investing in a wind farm or starting a wind farm owned and run by the local community.

The initiative, known as Project A15, is being funded by money from the country's National Postcode Lottery. By 2015, the two NGOs want 40,000 people to own or share an electric vehicle powered by the sun or wind energy from turbines alongside the A15.

Project A15 is seeking to create a community of electric car users,

and one of the initiatives is called Testrijders Team Trial. Thirty-five entrepreneurs, companies and individuals in the A15 corridor own an electric car, and their goal is to share it as much as possible. Each of them will create their own community of users with whom they can interact through an interactive website.

On 20 September, Project A15 will go nationwide with National Plug-in Day. This day is designed to give people the chance to experience electric cars. People will be able to drive an electric car belonging to their neighbour or friend, have driving lessons in electric cars, have car sharing explained, and there will be a clean car rally in ten cities.

Natuur & Milieu's latest initiative is the launch of its own leasing deal for consumers and small businesses. It has also launched a project on best use of plug-in hybrids and initiated research on car sharing with universities.

● For more details watch the video at www.youtube.com/watch?v=ye30KCh2TGU.



● Left to right: Remy Coleman, Steve Lewis, Yuko Yamada, Miki Hoshina, Aki Nitta and Bradley Foster.

UniGroup Japan goes to the ball game

Most people think baseball is a uniquely American pastime, however it's pretty big in Japan too. When Steve Lewis, UniGroup's Asia Pacific's Managing Director, visited Tokyo recently, they took the opportunity to visit the local game.

The game was an inter-league match-up between Central League's Tokyo Yakult Swallows hosting the Pacific League Tohoku Rakuten Golden Eagles – a rare opportunity to see teams from different leagues play. With close to 1,000 players in 12 teams within the Nippon Professional Baseball – a good proportion of these being foreign nationals - there is ample movement back and forth between Japan and their home countries.

Just this year, UniGroup Relocation Japan had the opportunity to assist the family of Jason Standridge – a baseball player at the Fukuoka Softbank Hawks - relocate to Japan from the US, the move was completed to the utmost satisfaction of the Standridge family, without any damages. "Everything with my shipment went well," Jason said, thanking UniGroup for making it a smooth and pleasurable experience.

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INTERVIEW: LAUWRENS DE JONG



Holland's UK connection



Henneken International Removals is one of the oldest removal companies in the Netherlands. It was founded in 1870 and remained a family business until 2001 when the company was sold and changed its direction. Steve Jordan interviewed its Director, Lauwrens de Jong, to find out more.

The family business was a local affair: mainly haulage within the Netherlands plus a bit of moving. Gradually the moving side increased in importance to become, in time, the company's most important activity.

Meanwhile, Lauwrens de Jong was going through college. When he needed a job his Uncle John came to the rescue offering him holiday work at his moving company Waaijenverg Groep in Ede. "I suppose it was there that I got the bug for moving," said Lauwrens. "You come into the business, and never leave."

He started as a trainee in 1992 but stayed with the company after leaving education in 1995, eventually switching from the head office to a small branch on the company in Groningen in the north of the country. "It was mainly a farming community there so we shipped a lot of farmers to Australia, New Zealand and Canada along with their equipment."

During his time at Groningen his company became a member of a new organisation: The Dutch Movers (TDM). It wasn't long before Lauwrens was asked to handle sales for the organisation and so,

saying au revoir to Waaijenverg, he took a desk at one of the member companies, Henneken in Zoetermeer. The link was formed. When the Henneken brothers decided to sell the company, Lauwrens was asked if he wanted to buy. With the help of cooperative bankers, he did so in 2001. That was when the transformation began.

"So I just went around telling people that we were experts in the UK and Ireland and the work began to flow in."

Lauwrens de Jong

"It was a good company with good people and the economy was doing well at that time," he said. But, although the company was successful, Lauwrens felt that it should specialise, it should have a niche. "There were plenty of companies moving goods around Europe, but very few specialising in the UK and Ireland. I decided that we would never make much money by doing what everyone else did. Instead we should adopt the cross-channel

● Above: Henneken moving a home for elderly people, some of whom have to stay in bed.

run as our niche market and become expert at it." He had already had some experience when working for the MOD with Mondial Movers who took over TDM in 2000. Henneken is still part of the Mondial network.

Lauwrens admitted that in the early days it was something of a self-fulfilling prophesy. He had already built up the trade work with some of Europe's largest corporate movers. "So I just went around telling people that we were experts in the UK and Ireland and the work began to flow in." Today the company has around 300 runs across The Channel every year for its own clients and trade customers.

The company is still a small business by some standards – 15 permanent on-road staff and ten vehicles – but Lauwrens says that its people are loyal and dedicated to providing good customer service. "Our trade customers don't want damages or complaints," he said. "We always try to charge the right price, not chase prices down. But to do that it's important to get the service right. I believe that if you do a good job, people will always get back to you."

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NEWS: INTERNATIONAL



● Tribute ride to Simon Andrews.

TT races: a headache for IoM movers

We all know how difficult it is to get around on the roads these days, but the next time you're sitting in a traffic jam spare a thought for the residents of the Isle of Man during TT fortnight.

Every June the normally tranquil island is turned into a boiling cauldron of motorcycle mayhem as racers from around the world put their lives on the line to compete on the famous mountain circuit.

Most roads are closed during the TT by 'Act of Tynwald' and it makes life almost impossible for the moving men of the IoM to operate. Tens of thousands of racing fans descend on the island to watch the spectacular show and take part in mass rides around the circuit on the days between races.

Roy Bracher, who runs Roy's Removals on the island, sent us these pictures of riders taking part in a tribute ride in honour of racer Simon Andrews who was tragically



● Roy's Removals.

"The Steam Packet Company (ferry) said they carried some 12,000 bikes, not counting the ones in vans and trailers ..."

Roy Bracher

killed during a road race in Northern Ireland a few weeks earlier.

"We were standing at Sulby Bridge for about an hour and a half watching them go through. It was estimated around 5,000 bikes took part," said Roy. "The Steam Packet Company (ferry) said they carried some 12,000 bikes, not counting the ones in vans and trailers, and 37,000 passengers during the TT fortnight, no wonder it's so difficult to get around. They also announced early bookings made for next year were 7,000 during the first ten hours of tickets going on sale."

The TT is one of the most exciting, if controversial events on the international sporting calendar and every bike racing fan will want to make a pilgrimage at least once in their life to see it. But if you're not a believer the best advice is to stay well away until the racing is over.

30 years for Asian Tigers Mobility - Korea

Asian Tigers Mobility in Korea recently celebrated its 30 year anniversary in business at the Yeosu World Expo location in Korea. Founded in May 1984 by Joseph Song, the company has grown to be the leading moving and relocation company in Korea today.

The event was celebrated with

the participation of all the company's employees along with their spouses and significant others over the course of two days. The event was a triple celebration as the company recognised Joseph's enormous contribution, marking his 60th birthday this year and also becoming a grandfather for the first time.



● Asian Tigers Mobility - Korea.

High cube containers taking over from traditional 40ft

High cube 40ft containers are stealing a march on traditional 40ft equipment and by the end of 2013 represented just short of 50% of the maritime container fleet, according to Drewry's recently published *Container Census* report.

The overall fleet of maritime 40ft high cube containers grew by over 7% in 2013, a much faster pace than the global container fleet whose growth was limited to just 4.3%.

"Gains made in the maritime standard fleet came wholly at the expense of standard 40ft equipment, whose count continued to decline, although the 20ft share held stable at about a third," said Andrew Foxcroft, Editor of Drewry's *Container Census* report. "These long-term changes in the fleet composition are predicted to continue through 2014-17."

The report said that growth in the overall container equipment fleet was slower in 2013 than in 2012 (5.3%), but in line with the five year average of 4%. Prior to 2009 annualised fleet growth had been double this figure, indicating the impact of weaker trade growth and liner efficiency gains on overall equipment demand.

Global box production is not expected to increase much over the short term, following a decade in which the underlying rate of annual production has changed little at around three million TEU a year.

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NEWS: INTERNATIONAL/PEOPLE

EU court ruling raises the stakes against cartels

Companies found guilty of taking part in cartels are likely to face more legal action for damages from victims after Europe's top court said that cartel members could be found liable for price rises initiated by rival businesses outside the cartel.

On 5 June a landmark ruling from the Luxembourg-based Court of Justice of the European Union (ECJ) came in a case involving elevator manufacturers Kone, Otis, Schindler and ThyssenKrupp. The companies were fined €992 million euros by the European Commission in 2007 for fixing prices of elevators and escalators in Belgium, Germany, Luxembourg and the Netherlands.

A subsidiary of the Austrian Federal Railways later sued the companies for €1.8 million in an Austrian court, saying its elevator suppliers, which were not members of the cartel,

were able to charge an inflated price as a result of the cartel's actions.

The Austrian court subsequently asked the ECJ for guidance because Austrian laws block victims from seeking compensation if their suppliers are not part of a cartel. Judges in Luxembourg backed the plaintiff. "Where a cartel has the effect of leading competitors to raise their prices, the members of the cartel may be held liable for the loss caused as a result," they wrote in the ruling.

This is an important decision, since it increases the exposure and potential damage for cartel defendants.

Annual scholarships announced at Graebel

Five college-bound students of Graebel Companies' employees were awarded fifteen hundred dollars each to spend toward their college expenses this year.

For nearly three decades the programme has granted scholarships to Graebel employees and drivers' college-bound children and this year, a total of 25 applications were submitted. Two independent judges, with a background in education, reviewed the 25 anonymous applications and chose their top ten candidates. During the final round of review, Bill Graebel, CEO, personally reviewed each application.

Selection criteria was based on candidate academic excellence, responses to essay questions, extra-curricular activity participation and the completeness of the application. The 2014 Graebel scholarship recipients include: Sandra Adounvo, daughter of Claude Adounvo; Yuliya Hartenbower, daughter of James Hartenbower; Paige Kordonow, daughter of Dave Kordonow; Naomi C. Quispe, daughter of Naomi S. Quispe and Ryan Ubinger, son of John Ubinger.

"This year an impressive group of aspiring students were among the applicants," said Bill. "This programme was founded by my



"It is with great pleasure that we rewarded these five students for their hard work thus far and provided a helping hand toward their future."

Bill Graebel

mother, Lois Graebel, in 1986 to help invest in the futures of the sons and daughters of Graebel employees and drivers. It is with great pleasure that we rewarded these five students for their hard work thus far and provided a helping hand toward their future."

David Brown joins the Reason Global Team

Reason Global has announced that David Brown has joined the company. David will be known to many in the moving and storage industry having looked after clients' insurances in this sector for the last 17 years, most recently with Jelf Group PLC.

Throughout what has been a challenging period for the moving industry, Reason Global has managed to maintain a steady growth of its client base and has now decided to add to the team. David's experience, qualifications, knowledge and technical expertise in the industry made him the ideal addition.

Dave Raynor, Managing Director, said he was delighted to welcome David to the company. "We've known David for many years and have always been aware of his high level of customer care, allied to his very strong technical expertise and industry experience. We have been delighted to be able to bring him on board to our team."

David himself is excited by the move. "Reason Global has grown steadily over the last five years and it has become obvious through that time that the company has become one of the insurance industry leaders for movers and

storers both in the UK and globally. The challenge ahead is an exciting one and I'm delighted to have joined a very forward thinking company that shows passion for the industry as a whole."

David was also pleased to renew old acquaintances as several of the Reason Global team worked with David previously at insurance specialists the Willis Group. "It's great to work again with some of my old colleagues as part of the team. I've been impressed by their overall professionalism and enthusiasm for the industry. As the only Lloyd's broker dedicated to the moving and storage industry this further demonstrates the knowledge, expertise and integrity of the company and I look forward to helping to strengthen the existing client relationships and develop new clients over the coming years."

● David Brown.



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SIMPSON PACKAGING PACKER OF THE YEAR CONTEST

Enter the Packer of the Year contest and see if you have the best crew - see our website for the entry form. (Tuesday 21 October only).

THE LEARNING ZONE - FREE ENTRY

Our programme of free seminars is back with a vengeance this year, and it's all free! Debate and presentation topics will include trade associations, how to sell to different generations, making money from add-on services, and how cutting edge technology may be about to affect your business. Come along and have your say!

THE MOVERS & STORERS TRUCK SHOW

Back by popular demand! Enter a removal vehicle of any kind (including vintage) and see if you can win this coveted trophy. See our website for the entry form. (Wednesday 22 October only).

THE 050 PIT STOP CHALLENGE

Ever wondered what it's like to change the tyres of an F1 car? This year we're giving you the chance to find out! Compete against the clock, with great prizes to be won. (Wednesday 22 October only).

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NEWS: PEOPLE

Graebel Relocation leaders' roles expanded

Debbie Maupin, President of Graebel Relocation Services Worldwide has recently announced several leadership role changes.

Bill Nemer CRP, GMS, Senior Vice President, based in the company's world headquarters in Denver, Colorado and Bren Freeman CRP, GMS, Vice President of the Atlanta, Georgia centre will assume responsibility of US international operations, customer service and pricing respectively.

Myra Lance GMS, Vice President, will pass her related responsibilities to Bill Nemer and Bren Freeman in this regard and will continue to oversee operations and customer service delivery in the Graebel regional centres in Prague, Singapore and Shanghai. Reporting to Jim Petzel, President of Move Management and Global Services, Lance will also be accountable for US operations within the company's sister divisions: Move Management, Inc. and Graebel Movers International, Inc.

Teresa Valdez CRP, GMS, Senior

Vice President, Global Client Services will oversee the global client relations team and structure and will play an active role in the company's global expansion strategy and formation.

Additionally, Dan Carraher CRP, GMS, has been tapped to switch to an international sales support role. Carraher's knowledge of international assignment services, tax, compensation and close to six years with Graebel offers a unique blend of experience to this group.

Matt Johnston CRP has returned to Graebel to take on Carraher's previous role as director of international client accounting.

Reporting to Bobbie Haworth CRP, GMS, Senior Vice President of Contract Services, Johnston will manage compensation administration, tenancy management services and international client accounting.



● Bill Nemer.



● Bren Freeman.



● Myra Lance.



● Teresa Valdez.



● Dan Carraher.



● Matt Johnston.

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RECRUITING STAFF?

By Caroline Seear
Managing Director of Red Recruit



Keeping hold of and attracting your key assets

During the last few years of the tough economic climate most moving companies were more concerned with cutting their workforce than keeping it. However, now it's time to start looking at how you can hold on to the people that make your business thrive, attract new staff and inspire people to work for you.

Sometimes it is hard to measure at what point employee turnover begins to have a negative impact on a business. Recently some companies have been grateful for staff moving on, giving the business the opportunity to hold off on filling vacancies until things looked up. Some clients made very few redundancies and only had natural reductions.

However this left companies with key members of staff whose leaving would make a bigger impact on the business. Now we have the busy period and there are fewer experienced removal people in the industry as many have left and the big companies have cut training programmes. This leaves a shortage of talented, experienced people in the younger age range within the industry. It's therefore even more important to retain good staff and to have a strategy to attract them.

There are many things that can be done to keep staff motivated and happy. One of the main reasons for a member of staff looking to leave is the working environment. This may be because of a change of management - you can flush this out by communicating well and having an open door policy; or that people are not being listened to and feel that their ideas are being ignored. A reward scheme for employees that have good ideas might help.

If money is tight, why not try some of the following:

- Start a company 'Wall of Fame' and add them to it;
- The front parking spot;

- A handwritten thank you note that goes on their personal file
- A public thank you;
- Give them a new, improved job title;
- Provide them with some one-on-one mentoring;
- Celebrate the anniversary of their joining the company;
- Allow them to dress casually on Fridays.

This helps them feel as though they are appreciated as an integral part of the team. Making employees part of the decision-making process also keeps employees happy and motivated.

At Red Recruit, like all companies, we have many staff that have been here for a number of years and some who have left. Amie Cutts who joined Red in 2003 said:

"At Red we are part of the decision process and I like that. There is an open door policy and people are always thanked in private and publically." Danni Joyce, who joined Red 10 years ago and has re-joined after doing a degree added that what she liked was the continued career development. "When I joined I was 17 and I came into Red under the work experience scheme, I didn't know anything about office work or recruitment. I was mentored and did my NVQ up to level 4 and I am now a manager at Red."

Attracting staff to join your company is also key. At Red we tell potential candidates all about your company and why it's a good place to work. Consider putting a PowerPoint together for potential new employees. Outlining why the company was started, what your mission statement is, and your vision for the future. Your current staff will also benefit from this. Consider other benefits: a day off for birthdays, or staff events that you do together.

● For more ideas on these and many other ideas and tips e-mail caroline.seear@redrecruit.com

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NEWS: PEOPLE

Stephen Bonollo changes role at Santa Fe

Santa Fe Group has announced that Stephen Bonollo, previously the company's General Manager International Australia, has been appointed to the role of Group Director Partner Relations. Stephen will take over responsibility for the company's Group partner relations for moving services from Mathieu Dunod who will now focus on his key role as Regional Director Santa Fe Relocation Africa.

As part of his new role Stephen will oversee all partner operations.

"I am extremely excited about this opportunity to continue to develop our relationship with our



● Stephen Bonollo.

overseas partners," said Stephen. "Our focus is to provide exceptional levels of service, quality and consistency."

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Thanks to all of you who entered last month and congratulations to those who spotted a very confident Santiago Bosche from Liftvan Argentina staring out from the page. It was Tina Borba from Crown Worldwide Moving and Storage in California who was the first correct answer out of the hat. This time there's more of a European feel. E-mail your answer to editor@themover.co.uk and you could be the winner of a White & Company Red and Black watch.

Succession planning at Bournes: A new role for Eric Bourne

Eric Bourne, who has been Managing Director for Bournes since taking over from his father in the 1970s, has announced his intention to move into the role of Chairman of the Board of Directors as part of the company's succession plan.

The succession plan sets out the company's aims for developing and training future leaders and senior management to enable continued sustainable growth and development as the current roles are resigned due to retirement.

Having joined the company in 1962 Eric and his brother Roy have worked tirelessly to develop the company from the local Rye Removal Company of the early days to the multi-million pound global relocation service provider it is today, having been joined by their sons Wesley, Leon and Tom during the 2000s.

In his new role as Chairman, Eric aims to guide and support the senior management team in its overall strategy, he will remain a key ambassador for the company throughout the global relocation industry and looks forward to continuing to meet colleagues across the world at industry events. The senior management team has put together a detailed plan to ensure that through his role as Chairman Eric's extensive knowledge, skills and capabilities can be utilised to equip the future generations with the tools they need to continue the development.

During his time as Managing Director Eric has played an active

role in not only developing Bournes own business but has had a significant influence on the changing industry as a whole, having served as a representative of BAR in several key positions from 1975 to 2000, including on the Board of Directors. He has also been influential in the formation of the UniGroup Relocation Network.

The role of managing director will be filled by his son Wesley Bourne.

Having started his working life as a porter and driver for the company in 1994, Wesley officially joined the management team in 2001 following successful completion of his degree in business and gaining international industry experience in the USA and the Netherlands. In his current role as general manager Wesley has driven much of the recent growth at Bournes including the development of the Corporate Relocation Solutions division and significant innovative improvements to sales, move management and operations.

In 2008, following participation in the UniGroup Relocation Network Futures Group, Wesley was appointed to the network's Board of Directors and continues to play a key role in its expansion and development worldwide. Wesley also sits on the Council of the BAR Overseas Group.



● Eric Bourne.



● Wesley Bourne.



● Vin with colleagues at Britannia Goodwins.

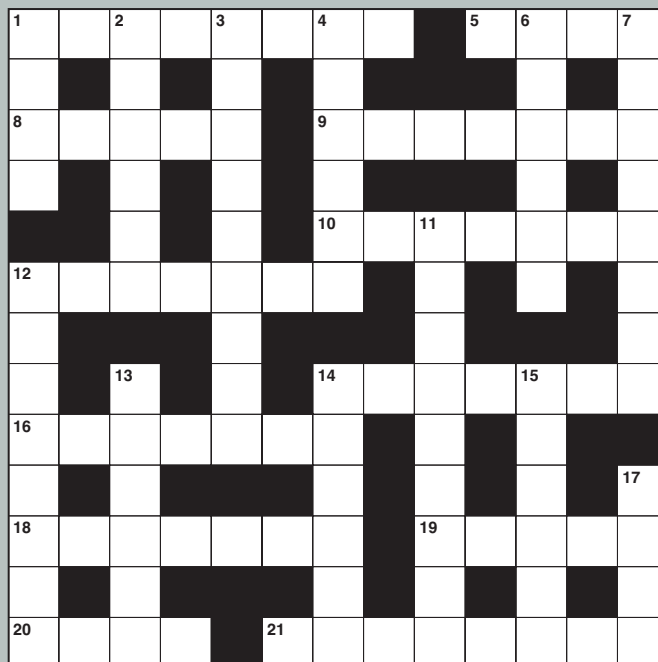
Goodwins of Stafford says farewell to 'Vin'

One of Britannia Goodwins of Stafford's longest serving employees, Vincent Beardmore, has retired after 46 years service with the company. Vincent started as a porter with Goodwins in 1968 and later became an HGV driver. "Vin is one of the best guys a company could wish for and we all wish him well in his retirement," said

Managing Director Robert Goodwin. Vincent, seen here cuddling Roberts wife Alison surrounded by his colleagues, is looking forward to spending more time fishing and shooting in the Staffordshire countryside.

Vincent's son Clive joined Goodwins earlier this year and will be continuing the family tradition.

Puzzles



ACROSS

- 1 Plantation producing grapes (8)
- 5 Petty quarrel (4)
- 8 Fine-quality coffee (5)
- 9 Central bolt (7)
- 10 Flower arrangement (7)
- 12 Weakness; flaw (7)
- 14 Rower (7)
- 16 Dessert (anag) (7)
- 18 Shows again (7)
- 19 ___ Milan: Italian football club (5)

- 20 Part of a pedestal (4)
- 21 Measure of the heat content of a system (8)

- 11 Thriller movie with Vinnie Jones (9)
- 12 Started to lose strength (8)
- 13 Looked furtively at something (6)
- 14 More likely than not (4-2)
- 15 Pertaining to the mind (6)
- 17 Military force (4)

DOWN

- 1 Upper front part of a boot (4)
- 2 Central parts of cells (6)
- 3 Young racehorses (9)
- 4 Gathering up leaves in the garden (6)
- 6 Cast doubt upon (6)
- 7 Male comedian (8)

	7		4				
			8	2		5	
			1		7		8
6							2
5	2			6		9	1
9							5
8			6		2		
	9			5	3		
					8		4

Your Comments

What happened to Pimm?

Ilfra Goldberg

I was washing a woollen blanket this morning and noticed that it came from Pimm and Son of Guildford. I idly wondered if they were still there and noticed your entry on the website.

Pimms was my mother's favourite shop when we were children, growing up near Guildford in 1940s

onwards. Rationing was still on for some years after the War but my Mother would stand and survey the shop window. By the 1950s she could go in and buy soft furnishings.

It is amazing that I, now aged 76, still have this blanket which has been in constant use for many decades.

Re: Leader *The Mover*, June 2014, page 4.

Brian Szukala MBA BSc(Hons) CMILT
Transport Knowledge Plus

Just reading your latest e-mail and saw the bit about BAR and FOR - isn't there a danger of FOR getting confused with FORS (Fleet Operator Recognition Scheme), especially as FORS are planning to go UK wide rather than just focus on London?

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Wednesday 10 September, 2014, 6.30pm – 10pm
The Rising Sun, 144 Ongar Rd, Brentwood, Essex CM15 9DJ

Moving etc... Northampton Network

Thursday 11 September, 2014, 6.30pm – 10pm
The Queen Eleanor, Newport Pagnell Road West, Wootton, Northamptonshire, NN4 7JJ

Moving etc... Kings Langley Network

Tuesday 16 September, 2014, 6.30pm – 10pm
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Moving etc... Camberley Network

Wednesday 17 September, 2014, 6.30pm – 10pm
The Ely, London Road, Blackwater, Camberley, Hampshire GU17 9LJ

Moving etc... Eastbourne Network

Thursday 18 September, 2014, 6.30pm – 10pm
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Tickets cost £20 each. To book your place please e-mail events@movinggetcnetwork.com or visit www.movinggetcnetwork.com for more information

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13 September, 2014, Silkeborg, Denmark

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7 – 10 October, 2014, Orlando, Florida, USA

FEDEMAC General Assembly

21 – 22 October, 2014, Reims, France

CSD Annual Congress,

21 – 22 October, 2014, Reims, France

The Movers & Storers Show

21 – 22 October, 2014, Silverstone Racing Circuit, UK

Annual Meeting, Professional Group Moving Companies (ASTAG)

24 – 25 October, 2014, Werdnberg, Switzerland

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DID YOU KNOW?/PUZZLES

Did you know?

We've dug up a few facts that we thought you may (or may not) find interesting.

Oysters can change gender depending on which is best for mating.

There are depictions of medieval knights fighting snails in ancient manuscripts but nobody knows why.

The Guinness Book of Records holds the record for being the book most stolen from public libraries.

The chance of you dying while on the way to get a lottery ticket is higher than the chance of you winning.

Earth is the only planet not named after a god.

Niccolo Paganini, though by many to be the greatest violin virtuoso of all time, was so good that many thought he was the son of the Devil or had sold his soul for his talent. He was even forced to publish letters from his mother to prove he had human parents.



Puzzle solutions



V	I	N	E	Y	A	R	D	T	I	F	F
A	U	E	A					M		U	
M	O	C	H	A	K	I	N	G	P	I	N
P	L	R	I					U		N	
	E	L	N	O	S	E	G	A	Y		
F	A	I	L	I	N	G	W	N		M	
A			N				O			A	
L	P	G	O	A	R	S	M	A	N		
T	R	E	S	S	E	D	D	E			
E	E				D	F	N		A		
R	E	P	L	A	Y	S	I	N	T	E	R
E	E				O	S	A		M		
D	A	D	O	E	N	T	H	A	L	P	Y

2	7	8	4	3	5	1	6	9
3	1	9	8	2	6	7	5	4
4	5	6	1	9	7	3	2	8
6	8	1	5	7	9	4	3	2
5	2	7	3	6	4	8	9	1
9	4	3	2	8	1	6	7	5
8	3	5	6	4	2	9	1	7
1	9	4	7	5	3	2	8	6
7	6	2	9	1	8	5	4	3

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