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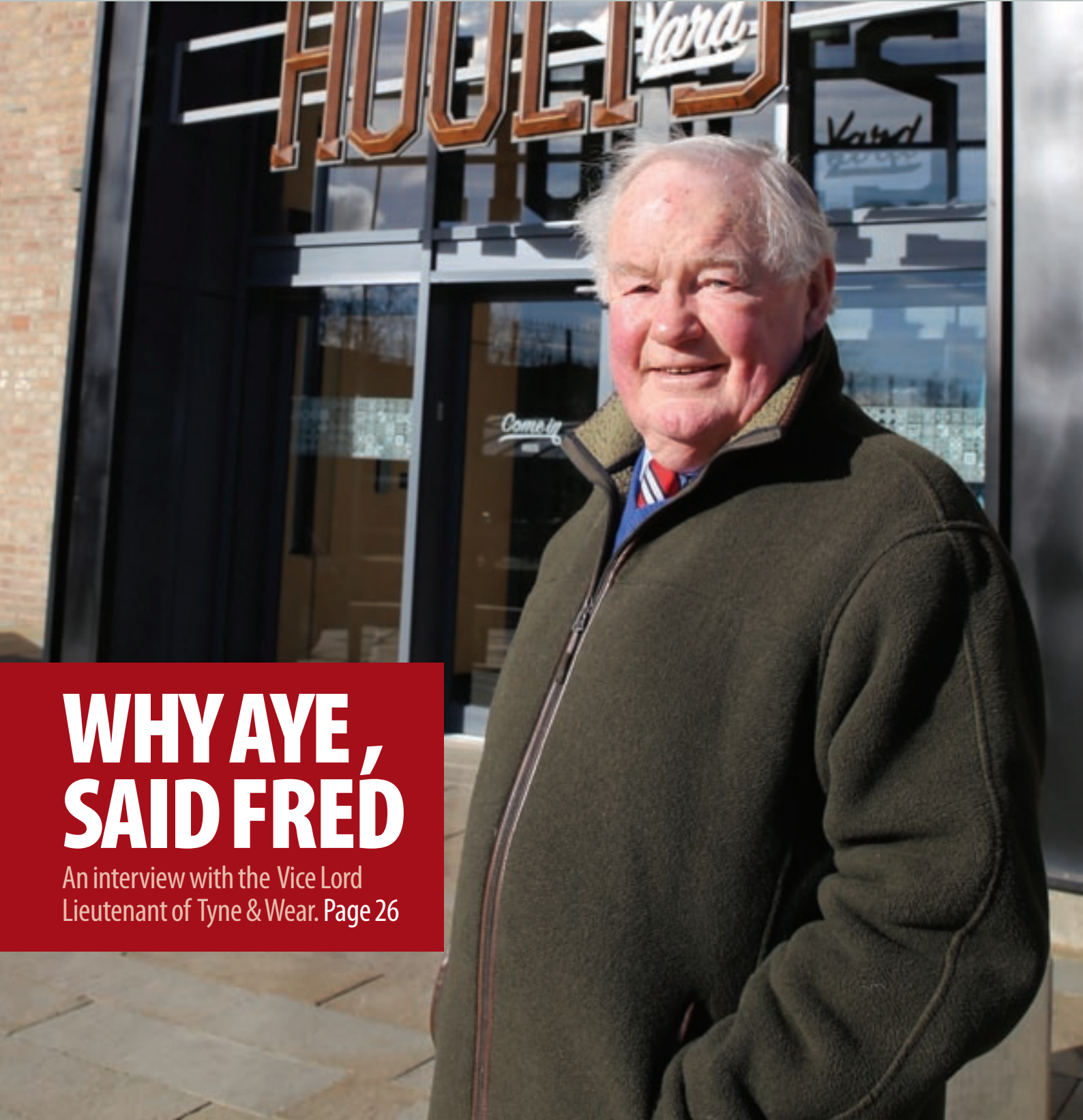


Issue 061 April 2016 www.themover.co.uk

TheMover

WHY AYE, SAID FRED

An interview with the Vice Lord
Lieutenant of Tyne & Wear. Page 26



Channel Islands Trade Rates

Effects received at our Portsmouth receiving facility

Guernsey & Jersey

0 - 500cuft	£1.70 per cuft
501-1000 cuft	£1.50 per cuft
1001 - 1500 cuft	£1.30 per cuft

Alderney, Sark, Herm rates on request.



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H.M Customs Documentation - Channel Islands

- All goods received at our Portsmouth Channel Islands Receiving Facility must be already wrapped with an inventory and accompanied by full delivery details
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TheMover

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LEADER

Drink more this conference season

.....
Steve Jordan, Editor



It's the start of the conference season. So where will you be going? Geneva maybe, or Florence; perhaps Helsinki or even the Mediterranean island of Malta. Wherever you are going you will have a number of motives: get more business; learn new things; meet new people; have new experiences. Over the years I have done a great deal of all of the above, but it does seem sometimes that today the balance has been skewed in favour of the commercial over the therapeutic.

We all want to get some new business when we travel to conferences; we need to pay the bills and attending these events can be expensive. But I do think that to focus on this one aim can sometimes mean we miss what might be even more important. Those of us who have been part of the organisational side of conferences will know for example, how hard it can be to prize people away from yet another one-to-one meeting to take part in an industry discussion. Yet the meeting, at best, might give you another container or two of reciprocal business; the discussion, by contrast, might give you a new idea that will multiply that benefit many fold.

Meeting people is great fun, and if you feel the need to monetise everything, consider this. The people you meet today may well put bread on your table tomorrow. Remember the adage: 'It's not what you know, it's who you know'. You might not reap the benefits of hours in the bar until 4am straight away; but I predict that one day the contact you made over a third Margarita will pay you back. Think not what they can do for you, but what you can do for them (sorry JFK – he stole it anyway apparently). People in the moving industry have long memories.

Justifying a day off on your own might be more difficult, especially if you have a boss. But you do need to be reasonably gentle with yourself if you are to perform well. If an afternoon of 'me time' brings you back into the cauldron of business fresher and keener, it's probably worthwhile. That's my story anyway.

Oh, and a theory of mine. The reason we all feel so knackered after a few days on the road is not because of the hard work or the booze, but the lack of water. I urge you to drink more water this conference season and I bet you feel better on the flight home.

Steve Jordan



● Paul McGimpsey with the new Atego 818.

Mercedes-Benz Atego crew cab cuts a dash for McGimpsey

Size is not everything for Northern Ireland's McGimpsey Removals – at 7.5-tonnes gvw the company's new Mercedes-Benz is one of its smallest trucks, but has quickly established itself as a big favourite.

McGimpsey operates from headquarters in Bangor, Co. Down, and the Atego 818 was supplied by Newtownabbey Dealer Mercedes-Benz Truck & Van (NI). The truck has a factory-built six-seater crew cab and is fitted with a bespoke body with doors to both sides as well as the rear, by SBR Specialist Coachbuilders, of Preston.

It has joined a mixed-marque fleet of 20 trucks of varying sizes and was chosen largely on the basis of a hugely impressive performance by its predecessor, a ten year old Mercedes-Benz Atego 815 that has just been stood down after clocking-up some 750,000 trouble-free miles.

"That truck was simply perfect," recalled Managing Director Paul McGimpsey. "The body was looking tired and it was a little worn, of course, but it still started every day. We had it from new and it never gave us any problems at all."

Mr McGimpsey continued: "We had a look around at what the competition has to offer but the quality of the Atego is undeniable, while the fact that we could order the truck with a crew cab direct from the factory, rather than having to rely on an after-market conversion, was another big plus-point. We know it's built to the same high standard as the rest of the vehicle, and fully covered by the same warranty."

Many of McGimpsey's trucks spend their days travelling to and from England or the Republic of Ireland, but the Atego is typically used for more local work. It also serves as a highly visible mobile advertisement for the company.

"Image is very important in this business and the new Mercedes-Benz looks really smart in our colours," said Mr McGimpsey. "We keep it parked at the front of our premises and it's the first thing I see when I arrive in the morning – it still makes me smile every day."


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NEWS: UK

The search begins for the UKWA stars of 2016

The United Kingdom Warehousing Association (UKWA) is calling for entries for its 2016 Awards - marking the start of the Association's annual search for the companies and individuals who demonstrate the highest degree of commitment to logistics and supply chain excellence.

Applications are sought for nine awards categories and entry forms can be downloaded from the UKWA website www.ukwa.org.uk.

The Awards are free to enter and the entry process is very straightforward.

Three finalists will be selected in every category and the overall winner of each will be invited on to the stage to collect their trophy at UKWA's Annual Lunch and Awards 2016, which takes place at London's Dorchester Hotel on Wednesday, 6 July.

For those who simply want to attend, places at the UKWA Annual Lunch and Awards 2016 are priced at £150 plus VAT for individual bookings, with significant group discounts for complete tables. The price includes a champagne reception and a three-course luncheon.

For reservations contact UKWA's Sue Knief either by telephone on 0207 636 8856 or by e-mail at sue@ukwa.org.uk.



● DP World London Gateway.

DP World offers container weighing at UK ports

DP World has announced that it will offer container weighing facilities at DP World London Gateway and DP World Southampton.

The move will ensure that businesses using the ports will be able to comply with new legislation – due on 1 July, 2016 – requiring all sea containers to be issued with a Verified Gross Mass (VGM) certificate before being loaded onto a vessel.

The International Maritime Organisation (IMO) has adopted an amendment to the SOLAS (Safety of Life at Sea) regulations to require that shippers of goods, including household effects, obtain the VGM of packed containers and communicate it to the ocean carriers sufficiently in advance of the ship

stow planning.

The regulation will be mandatory for all IMO member states and ocean carriers and container terminal operators will be legally obliged to ensure that containers without a VGM are not loaded onto a ship. The objective of the regulation is to prevent serious accidents at sea where a ship's stability is compromised by wrongly declared cargo weight.

Ganesh Raj, Senior Vice President and Managing Director for DP World Europe & Russia said, "From our contacts with UK exporters, freight forwarders and shipping lines it is clear that the industry in

general is finding it challenging to be ready to provide the VGM of containers and without alternative solutions provided by our container terminals, this could become a significant logistics barrier for UK exports and world trade generally."

DP World's announcement follows similar initiatives by the port operators at Tilbury and Felixstowe. None of the organisations have yet revealed the cost of providing the service to shippers.

We asked DP World if it intended to introduce container weighing facilities at any of its other ports around the world, but did not get a response.

Pickfords awarded Business Superbrand status

Pickfords has once again been awarded Business Superbrand status by Superbrands UK, an independent research programme that identifies the UK's strongest brands as voted by an expert council.

The Superbrand survey, now in its 21st year, defines a Superbrand as having established the finest reputation in its field, and is deemed to offer significant emotional and/or tangible advantages over other

brands, which customers want and recognise.

With a 400-year history, the Pickfords brand is synonymous with moving and is unusual in that it still bears the name of its founder.

Pickfords has consistently been voted Superbrand status since the programme's inception in 1995, and is the only removal company to feature in the 2016 Superbrand list.



● Pickfords has consistently been voted Superbrand status.

RHA says HMRC is wrong on overnight allowances

The Road Haulage Association has a historical agreement over the payment of a round sum allowance to drivers who use sleeper cabs whilst on a business journey. The agreement simply requires the employer to be satisfied the driver is away from his normal base and therefore sleeping in his cab.

HMRC has been telling hauliers that in addition to the above they need to get proof of purchases from their drivers if they are going to pay an overnight subsistence allowance up to the rate agreed with the RHA – but that is quite wrong. There is no change to the system. Drivers have to be genuinely away in their cabs overnight – in a genuine subsistence position – but nothing further is required.

“We have confirmation of that from HMRC,” said Jack Semple, RHA Director of Policy. “HMRC inspectors have, in some cases, been imposing new demands on hauliers. And the website has been incorrect. It should have been put right immediately and we have made that point to HMRC.”

“... the website has been incorrect. It should have been put right immediately ...”
Jack Semple

“The overnight subsistence payment is a proper recognition of the realities of the road haulage industry – a sector that is vital to the UK economy – and HMRC should not be seeking to add to the burden of red tape in the way that it functions. More to the point, it has agreed not to do so – but appears to have failed to communicate that internally. I fear that many hauliers, from the smallest to the very large, may have been told there are changes when there are none and that a more complicated system is being imposed, when that is not the case,” said Semple.



● House sales fell in the UK's major cities over the 12 months to February 2016.

UK city house sales down 2%

Although the annual rate of house price inflation has gone up by over 10% in UK cities, sales are down by 2% as the market braces for the potential impact of Britain leaving the EU and stamp duty changes.

Hometrack's *UK Cities House Price Index* published in February showed that the number of housing sales over the past 12 months fell by 2% across the UK's top 20 cities. London has seen a 7% dip in transactions and Cambridge has seen sales fall by a fifth (20%) over the same period. Meanwhile city level house price inflation has increased to 10.2%, up from 8.6% a year ago, largely due to constricted supply. The average UK city house price currently stands at £231,700, ranging from £109,000 in Glasgow to £455,000 across London.

However, there are signs that the annual rate of growth in high growth cities in southern England is starting to plateau as the level of housing sales slows and affordability pressures on would-be buyers increase. Uncertainty around the so-called 'Brexit referendum' is also likely to slow activity further. Questions remain as to the level to which the campaign will influence households' decision making and overall levels of housing market activity. The Brexit referendum comes at a time when other policy measures such as higher stamp duty for investors and second home owners are expected to impact market activity from investors who accounted for one in five sales in 2015.



“Slower growth in sales volumes has been a trend seen over the last three years across the high value, high growth cities ...”
Richard Donnell

Richard Donnell, Insight Director at Hometrack said, “Slower growth in sales volumes has been a trend seen over the last three years across the high value, high growth cities such as Cambridge, Oxford, Aberdeen and London where house prices have been rising for six consecutive years. High housing and moving costs are limiting access to the market for a growing number of households which, in our view, will result in lower turnover and slower house price growth. The EU referendum adds further complexity to an already complex outlook.”

Boris's successor faces 22% London housing deficit

London's future mayor faces a formidable housing challenge, as the capital enters 2016 more than a fifth behind its new homes aims, according to the latest London New Homes Monitor from Stirling Ackroyd.

Across the whole of 2015, 32,910 new homes were granted approval by planning authorities across Greater London. This means that – at best – London's annual supply of homes is 22% behind official targets for 42,000 completed London homes per year.

If every single application had been approved by Greater London councils as suitable for development, then London would have been closer to reaching its house building targets. Applications in 2015 represented a total of 42,910 potential new homes. However, only 77% of these were accepted by planning authorities.

Andrew Bridges, Managing Director of Stirling Ackroyd said, “London has the finance, the space and without doubt the demand for new homes – but it seems this great city doesn't have permission. With less than three months to go until London's next mayor is elected, it's time for candidates to get serious about places for Londoners to live. London's election chatter may be stepping up, but no one is facing up to the housing reality. For all the optimism on offer, there is very little focus on practical steps. Always a fan of a classical reference, Boris might be first to admit that the housing pipeline has been the Achilles' heel of his mayoral incumbency.”



● House building in London fell short of the target by 22% last year.

TRANSPORT: TRUCKERS' TOILETS



Improve toilet facilities for truckers, says *The Mover*

The Mover is backing a campaign to improve and increase the number of toilets for HGV drivers and crews in the UK.

Specialist pressure group, Trucker's Toilets UK, was founded by Gillian Kemp in 2013 with the aim of improving the welfare of truck drivers, both male and female, by bringing the problem of finding a loo while on the road to the attention of those in power.

We all know there is a shortage of HGV drivers in the UK, according to the Freight Transport Association the number is around 45,000, but whatever the figure is the transport industry certainly needs more of them. Driver CPC, ever stricter regulation and the somewhat unglamorous image of the stereotypical trucker are no doubt some of the reasons why people are not coming forward, but the lack of proper toilet facilities and rest stops is clearly another.

Over the years traditional transport cafés have almost disappeared and while services on Britain's motorways offer adequate short-term parking and reasonably good amenities, such as toilets and showers, facilities on other routes are in short supply and in some cases non-existent. Even when they are available standards vary greatly and some are nothing short of disgusting.

"How do removals staff cope? Do they experience refusals as some HGV drivers do? Do they use truckstops? Do they have to adhere to similar 'rest' break regulations?"

Gillian Kemp

To make matters worse, some delivery drivers are being refused permission to use toilets at their destinations by their own customers, forcing them to hold on for long periods. Apparently, many deliberately reduce their fluid intake, risking dehydration and other health issues and compromising safety.

Truck drivers are being forced to resort to desperate measures as evidenced by the plastic bottles of yellow liquid often seen decaying in hedgerows alongside lay-bys and presumably filled on the move. Yuk! The Road Haulage Association has

just launched its initiative, She's RHA, to attract more women to the industry as they only represent 2.2% of the total workforce and very few aspire to become HGV drivers – small wonder.

The situation is clearly not acceptable and something must be done.

The Mover is keen to support TTUK and we'd like to hear your comments about toilet facilities on the road and any problems you have had. We will pass these on to Gillian to assist her campaign.

In an e-mail to *The Mover* Gillian said, "How do removals staff cope? Do they experience refusals as some HGV drivers do? Do they use truckstops? Do they have to adhere to similar 'rest' break regulations? I'm keen to learn more because whilst our campaign is focussed on 'truckers' I'm wanting all mobile workers eventually to be able to have access to safe access to toilets [including suitable parking] as part of their working conditions."

Send your comments to david@themover.co.uk.

● You can keep track of the latest developments at Trucker's Toilets UK by visiting: www.facebook.com/TTUK campaign.



In Belgium, from 1st April 2016, each truck weighing more than 3,5 t must be equipped with a satellite box (OBU).



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NEWS: UK



www.planetfirst.co.uk

The Planet Mark launch new campaign to help businesses cut carbon footprints

Sustainability company Planet Mark, has launched a new campaign to help organisations make year-on-year improvements on their carbon reduction programme.

The campaign, called 'Act On 7', will provide companies with easy-to-understand tips, guidance and tools, as well as inspiring stories and compelling case studies on topics such as carbon footprinting,

efficiency, engagement and innovation.

The Planet Mark is a certification programme that helps businesses reduce their carbon footprint, requiring them to reduce their carbon emissions annually. Latest

analysis by Planet First shows the business sustainability certification programme is helping customers reduce their carbon footprint by, on average, more than 7% per employee, per year. The cost savings associated with those savings come to more than £100 per employee.

"We want to empower organisations and their individuals to make ongoing progress on their carbon footprint," said Steve Malkin, CEO of The Planet Mark. "That's why we've launched 'Act On 7', a campaign to get business to cut carbon and beat our record of 7%."



"We want to empower organisations and their individuals to make ongoing progress on their carbon footprint ..."

Steve Malkin

Paris Climate Deal

'Act On 7' was launched in response to the Paris Climate Deal, that committed countries to keep the global temperature increase 'well below' 2°C and to pursue efforts to limit it to 1.5°C. Under the deal, countries are expected to set increasingly ambitious targets for cutting their national emissions and to report on their progress every five years. As part of its commitment, The Planet Mark has pledged to help its existing customers cut their carbon footprint per employee by 10% or more a year.

Jane Burston, Head of Climate and Environment at the National Physical Laboratory who sits on The Planet Mark Advisory Panel, said: "Climate change needs to be tackled by individual businesses in support of the target at the national level. Tools that support businesses

to do this simply and easily are going to be very much in demand."

Marcus Pearson, Environmental Manager at DP World London Gateway, added: "The Paris Climate Deal has further highlighted how large-scale developments need to play their part to help tackle carbon emissions. Here at the London Gateway Port and Park we are working with The Planet Mark to help lower our emissions."

● To find out more about the 'Act On 7' campaign please contact louise.bateman@planetfirst.co.uk or visit www.planetfirst.co.uk.

From high-seas to creative innovation

When American entrepreneur Malcom Purcell McClean invented the ISO shipping container back in the 1950s, he could never have guessed that his tough metal boxes would be put to so many uses around the world. So when supplier S Jones Containers (SJC) was approached by London's Battersea Studios to supply two modified units for a pop-up café, it probably came as no surprise.

The containers were designed and supplied together with the access stairs and mezzanine platform, and roof structure with letter 'B' sign that sits on top of the overall structure. The aim was to free up space in the main building - previously occupied by the old cafeteria - for redevelopment as rentable space.

Battersea Studios is home to

some of the UK's most creative businesses and the owners were keen to make the most of every square foot of the iconic building at Silverthorne Road, Battersea.

London-based architects Barr Gazetas commissioned SJC to design and manufacture the café and bring the project to life.

Tom Lacey, Associate Director at Barr Gazetas, said, "We found that by working directly with SJC as the designer and manufacturer, it brought us closer to the manufacturing process, giving us greater control of the development of the specification as it progressed."

S Jones Containers' Senior Technical Sales and Design Manager Les Newick explained that shipping containers provide great flexibility and adaptability



● Pop-up café.

and are ideal for this kind of installation. "When combined with creativity and engineering know-how, they can be extensively applied to a host of diverse projects."

In 2014, S Jones Containers Ltd,

a fourth generation, family-owned business, celebrated its centenary after a record year of container sales, hire and conversions contracts.

● www.sjonescontainers.co.uk.



● Left to right: Tarnya Ramsker, Operations Controller; Karen Bloomfield, Director; Kirk Sherratt, Contracts Manager.

Quartix celebrates 15 years by going back to the start

On Valentine's Day Quartix, the vehicle tracking company, celebrated 15 years in business.

Over that time the company has grown from just four founders to one employing over 100 people at offices in the UK, France and the USA. It claims to have installed around 250,000 telematics units for over 7,000 customers.

The company's first invoice was issued to Broadland Guarding (pictured). Since then the company has become an advocate for Quartix as well as still operating some of the company's earliest tracking devices. Quartix said that it was a one-month trial that became a 15-year partnership.

"We have stayed with Quartix for fifteen years because the system provides us with everything we require it to do," said Phil House, Director of Broadland Guarding. "We have always found the units to be efficient and reliable and the company to be customer-focussed

"We have always found the units to be efficient and reliable and the company to be customer-focussed and approachable."

Phil House

and approachable. Our founder, the late Brian Geary, was always very proactive in giving local companies with innovative ideas a chance, and Quartix proved to be one of the success stories. He was proud that we were their first customer. We look forward to continuing our partnership for the next 15 years. Congratulations to everyone at Quartix."

Second self storage facility for Brian Maidman

Five years after opening his first self storage facility in Bournemouth, Brian Maidman is soon to open his second location for Store & Secure, this time in Basingstoke. Store & Secure won the Self Storage Association (SSA) Independent Operators Best Facility award for 2014 in the UK and Europe.

The project is currently at the fit-out stage. More details later.



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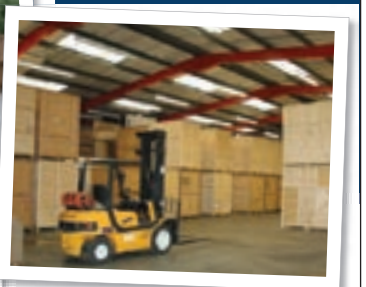


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PROFILE: ALGARVE REMOVALS



Bring me sunshine

Deputy Editor David Jordan braved the cold English winter weather to visit the company that has helped thousands of people move to sunnier climes.

As I drove to Algarve Removals' UK headquarters near Chelmsford on a cold February morning – the dash thermometer read 5°C - I wondered what the temperature was in the south of Portugal. Later I went to the BBC Weather site and checked: it was 21°C. No wonder so many Brits have decided to live there. During the last fifteen years John Scott and his family have built a successful business moving people to and from Portugal's Algarve, it's a niche market,

but with around 10,000 UK expats now resident in the area there is no shortage of customers.

As I pulled into the yard men were busily loading one of the firm's 45ft artics, ready for the weekly run to the sunshine of the Al-Gharb, as its earlier Arab rulers called the region. The name, rather disappointingly, simply means The West.

I was directed to the main office where John introduced me to his daughter Catherine, son Jonathon, and Bonita,

who is not part of the Scott family but after 15 years of service has become an honorary member. John's wife Tracy is also part of the management team but was today having a rare day off.

Algarve Removals was founded in 2001 after John and his family sold their long-established haulage business to a multinational distribution company. "After we sold the business we spent quite a bit of time holidaying in the Algarve and realised there was a gap in the market for a reliable removals and delivery service to and from the UK," said John. "We had some capital from the sale and so decided to start Algarve Removals. We started with a small van, then a 7.5 tonner and before we knew it we were operating an articulated vehicle and running a regular weekly service."

The company now has three depots in southern Portugal and has recently opened a branch in Malaga, Spain. There are plans to open a further depot in Ibiza to cater for the large numbers of UK expats now living on the island.

In 2008 the company introduced a new home-shopping delivery service to make it easier for expats living in the relative isolation of the Algarve to buy goods from UK retailers. "If you want to buy, say, a three-piece suite, or a washing machine you have to go to Lisbon or Seville, which are about three hours away from Faro," said John. "People kept asking us if we could deliver things to them from the UK and so we decided to set up a home-shopping service."

Algarve residents order goods online from retailers such as John Lewis, Tesco or DFS, and have them delivered to Algarve Removals HQ in Chelmsford.



● Far left: John Scott; centre left Catherine (top) and Bonita (below); left: Jonathon.

Even small items like CDs and books can be shipped and then collected by the customer from their nearest depot. Large objects can be delivered directly to the customer's home for a small extra charge.

A new Renault easiLoader high-capacity Luton van was parked outside the office, freshly delivered by the Allports Group and ready for service. The van is one of three which will replace the company's aging Mercedes-Benz Sprinters and will be used to transport household effects from anywhere in the UK to the Chelmsford warehouse ready for trunking to Portugal. Other than in exceptional circumstances Algarve Removals do not deliver mid-route preferring to concentrate on their niche destinations.

"After we sold the business we spent quite a bit of time holidaying in the Algarve and realised there was a gap in the market for a reliable removals and delivery service to and from the UK ..."

John Scott

Over the years the company has developed a reputation for high-quality service and reliability and relies mainly on word-of-mouth recommendations and local advertising for its business.

Although most work is for private customers John says he is happy to undertake jobs from other UK removals companies to either the Algarve or Malaga areas.

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NEWS: UK



● Darren Frostick.

“Our approach is unusual in that we don’t use clever algorithms or mass access portals to find potential customers; every lead is obtained by a real person talking directly to the prospect ...”

Darren Frostick

There are two service options available. The Standard Service provides inside-information on 40 companies a month with 10–100 employees who are relocating within the next 12 months. The Tailored Service allows the client to set the rules by stating exactly what type of customers they are looking for, this is based on criteria such as staff size and lead in time. Researchers then focus their calls based on those instructions and put the client directly in touch with the decision maker, or influencer, in the company.

Despite the increase in the use of Internet searches, e-mail and social media, telesales is still one of the most effective ways of communicating with prospective customers, the down side is that it is time consuming and can be very challenging for those making the calls. Leading Edge is aiming to take the heat out of the process by making the initial calls and researching the market for their clients, paving the way for them to deliver the coup de grâce!

● www.leadingedge-solutions.co.uk

New lead generation service takes the heat out of telesales

A new service providing sales information for commercial removers about companies about to relocate has been launched by telemarketing specialist Darren Frostick.

L leading Edge Market Solutions takes the hard work out of finding new business by contacting companies planning to relocate and providing its clients with valuable inside information.

Leading Edge uses a team of expert tele researchers who make literally thousands of calls to obtain the contact details and names of

decision makers and influencers involved in their company’s relocation. Darren Frostick said, “Our approach is unusual in that we don’t use clever algorithms or mass access portals to find potential customers; every lead is obtained by a real person talking directly to the prospect, so all the information is relevant and accurate.”

At present the service is available

for London, the Home Counties and the North West of England, but there are plans to extend operations to other areas in the future. Darren continued, “We decided to start with the most densely populated areas where most industry is based rather than over extend ourselves by trying to cover the whole country. Our plan is to roll out the service to other areas gradually as the business develops.”

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NOT JUST ANY BODY.



How to market your removal service online

Is your company phone ringing off the hook? Is your inbox packed with enquiries from customers? Most of us wouldn't grumble if we had more work coming in, and if you could stand to add to your client-base perhaps it's time to look at your online marketing campaign - if you have one.

By Sam Butterworth, Blog Editor for London-based Happy2Move.

Online marketing is also called digital marketing, search marketing or search engine optimisation (SEO) and some business operators think it's a bit wishy-washy. They worry that it won't provide the ROI you need to keep your business growing, or even just to keep it running.

Backlinks, social media shares, blogs, web design - is any of this helping? Is it even possible to tell?

The answer is yes.

Your online marketing campaign should provide you with tangible results. The point of it is to bring you traffic and subsequent leads. If it's not doing that and you're co-operating with the marketer, agency or in-house team, the campaign is not working properly and it could be time for a change.

What does online marketing cover?

There are numerous strategies under the umbrella term of online marketing. They include:

- Web design;
- Local search;
- Pay per click advertising (PPC, Google Adwords);
- Blogging;
- Content marketing;
- Link building;
- Social media;
- Web advertising;
- Mobile apps.

But what should an online marketing campaign cover to bring in leads for a removal company? What's the best campaign for you?

This depends partly on what kind of moving business you operate:

- Man and van business;
- Established local removal company;
- National removal service;
- International mover.

Different types of company obviously have different budgets, but also different markets they are trying to reach. So let's do a quick rundown of what every removal company should have as part of their online marketing campaign, before looking at what would suit different types of company.

Five online marketing essentials for your moving business

Web design

A well-designed website is fundamental to turn traffic (visitors) into leads. If someone lands on your site they should find it easy to navigate and simple to find the information they need, including your contact details. An attractive, professional site will reflect professionalism and keep visitors online longer, increasing the chance of them getting in touch.

Link building

This is a campaign undertaken by digital marketers to create backlinks to your website. It is beneficial (when done right) as it creates new avenues for traffic to find you; and it also makes your site look more trustworthy to search engines, meaning over time you should appear higher up in their lists of results/rankings.

Blogging

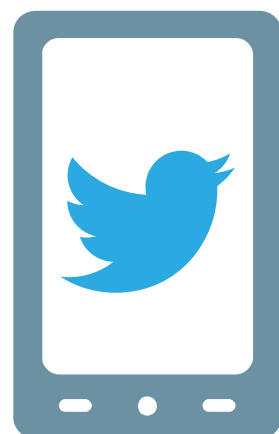
It's easy to add a blog page to your site, on which you can tell customers more about yourselves and share news that they might find useful or interesting. Don't just blog for the sake of it though, try to offer something useful and this will help retain visitors on your site. For instance you might share some news about winning a moving industry award, or a story about a new packing product that could save customers time. Quality, not quantity, is key.

Content marketing

This includes blogging but a lot more besides. Content marketing involves planning, creating and promoting content, essentially to improve search engine rankings and traffic. This kind of content is often substantial such as the Guide to West London created by London movers Happy2Move, or it could be case studies or other content that should stir up interest. Viral content is often the work of top content marketing.

Social media

You don't have to be tweeting all day long, but having a couple of active accounts on Twitter and Facebook is certainly helpful. It's a way for potential customers to get in touch with you. You are able to offer fast, reactive customer service and it's also a way to optimise your link building and content marketing work.



What's best for your moving business?

These five strategies are essential in an online campaign for any removal company regardless of size. Now let's have a quick look at some specific strategies to help your business.

Man and van business

Budgeting for marketing may be tricky for a small man and van business but it's still possible to have an effective campaign at a relatively low cost.

If you run a man and van business ensure local search marketing is included in your campaign, to target local searches potential customers in your area are making. For example, 'removal company Liverpool' or 'man with a van London'. Any decent agency will know this so if you deal with an agent make sure they do.

Established local removal company

Again, local search marketing will help drive the right kind of traffic to your site if you focus on a certain geographical area. Make sure your online marketer is familiar with the area you cover.

National removal service

Local search may actually still be suitable if you cover the entire UK. You could discuss with your marketer creating pages on your website aimed at various locations (cities, towns etc.), to try and capture local searches.

If you have more budget you might also consider pay per click advertising to increase your traffic, and have someone to work full-time on your social media accounts.

The greater budget you have for online marketing, the better the results should be. The best way to keep on top of this and to get a clear picture of progress made - because it does take time to get results - is to maintain good communication with your agency, or your in-house team if you have one.

International movers

The same goes as for a national service, if you're focussing solely on UK customers. However, if you want to draw in clients from across the globe you will need to help create a sizeable campaign which would benefit from including all the strategies mentioned in this article.

In addition you may need to work with translation services and agencies or marketers in-house who are experienced in website localisation and running international online marketing campaigns.

How long until I see results?

It is worth noting it can take 4-6 months to start seeing results from online marketing, such as higher search engine rankings. However, active social media accounts, useful blogs (for your specific moving audience), well promoted content and a sleek website can start increasing leads much faster, and that's what it's all about.

A good online marketer will give you realistic timeframes for progress and tell you what you can expect after different amounts of time. If they promise to get you on page one in a month be very wary. If it's too good to be true, it probably is.

Again, having a good relationship with your online marketing team and talking regularly is the best way to monitor your campaign's success.

Decide on achievable goals with your marketer, discuss how you will achieve them together and speak often. This way you will know if things are going to plan, or whether it's time to kick butt.

Traditional marketing and word of mouth recommendations can only go so far. The majority of people seeking moving services now search online, so you need an online presence. To make sure you have, effective online marketing is the way to go.

Sam Butterworth

Sam Butterworth is a writer and blog editor for Happy2Move, an Ealing-based removal company that operates across London. Sam has been working within the moving industry for three years. He has a background as a journalist and editor.
● <http://happy2movelondon.co.uk>



NEWS: INTERNATIONAL



● Rhode Island Community Food Bank volunteers.

Arpin Strong increases fundraising by 62% in 2015

The Arpin Charitable Fund, also known as Arpin Strong, announced in its 2015 year-end report that it has raised \$60,000 and donated to 30 charitable organisations.

We are incredibly proud of Arpin Strong's achievements during our second full year," said Mark Dearborn, President of

Arpin Strong. "Thanks to our generous corporate donors, sponsors, Arpin employees, agents and friends, we were able to raise

62% more funds than the previous year. I am humbled by their giving spirit and enthusiasm for each of our charitable causes. The Arpin Strong Board of Directors also wants to thank the Arpin family for their continued support and allowing us the time to dedicate to those in need."

The Second Annual Arpin Strong Golf Tournament held in May was the single biggest fundraiser of the year, raising over \$20,000. The funds were split equally in denominations of \$5,000 and donated to the Rhode Island Community Food Bank, Adoption Rhode Island, ALS Association of Rhode Island and the Coalition Against Pediatric Pain.

Over the past year, Arpin Strong conducted theme days, monthly raffles, and supported the efforts of Arpin's Race Team in ten events to raise funds.

Several Arpin employees founded Arpin Strong in the wake of the Boston Marathon bombings in 2013 as a way to show support for the relief efforts. The scope of the programme expanded in the following months to aid the victims of disasters around the world, including the Oklahoma tornadoes and Typhoon Haiyan in the Philippines.

Charleston first in US to hint that it will provide VGM

The port of Charleston has become the first in the USA to offer to weigh containers to provide a VGM when the new regulations come into force in July 2016.

Jim Newsome, President and CEO of the South Carolina Ports Authority is reported to have said that providing the service could represent best practice in the industry. However this solution to the problem of providing a VGM for every container is subject to approval by the US Coast Guard.

Some other US ports, including Savannah and Virginia, have said that they will not be providing a service on behalf of shippers. Few terminals seem to believe that it is worth their while investing in the necessary equipment.



DKV Euro Service offers post-pay process for Slovenian toll

DKV Euro Service is now offering customers a post-pay system for the toll in Slovenia in addition to the present pre-pay system for all vehicles over 3.5 tonnes. The new system, which was introduced on 1 February, means drivers will no longer have to climb down from the cab at toll booths to load their on-board units

(OBU). Users of the post-pay process also benefit by having extra time to pay.

The post-pay process can be used either with the OBU or with the chip card issued by toll operator DARS. Users who already pre-pay with the OBU can switch to the post-pay process on the spot by presenting their OBU and DKV

Card at any DARS toll booth or at the Toll User Centre in Ljubljana, Slovenia.

Any credit from the pre-pay process is transferred to the post-pay process user. New boxes are not being issued by the toll operator at the moment. As an alternative to their OBUs, users can pay the toll by the post-pay process using

a DARS Card. These chip cards can be purchased at any toll booth or ordered directly on the DARS website. DARS Cards that are already used for the pre-pay process can be converted to the post-pay process with the DKV CARD at any of the toll operator's booths.

● www.dkv-euroservice.com.

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REPORT: GLOBAL MOBILITY CONFERENCE



● Denise Donoghue.



● Sean Hedgley.



● Roland Sabates.

Global mobility conference

The annual Corporate Relocation Conference & Exhibition took place in February at the Hotel Russell in Bloomsbury London with attendance from relocation specialists eager to learn about the latest industry developments, meet suppliers and get together to swap ideas.

The event was organised, as usual, by Helen Elliott Everson, Founder & CEO of *American in Britain* magazine, *International HR Adviser* and *The Expatriate's Guide to Living in the UK*.

The seminar programme included a total of eight presentations all aimed at relocation professionals.

Understanding third country kids

This was presented by Mary Langford, Director of Admissions for Dwight London School. She focussed on the advantages and disadvantages for children whose routines, friendships, schools and linguistic and cultural environments were disrupted because of the career paths of their parents.

Mary, who had experienced life as a Third Country Kid from the age of two, offered insights into children in that position and discussed strategies that would help them and their families embrace the exciting and positive life changing advantages that can be gained while growing up abroad.

The importance of creating a powerful network

Denise Donoghue from FOCUS, an organisation that supports expatriate families brought to the UK by multinationals, explained the importance of networking for people living as expatriates.

She said that the process of relocating starts as an adventure then quickly turns into a culture shock; this leads on to anxiety and loneliness; followed by a period of adjustment and adaptation. Denise was able to offer useful tips about successfully attending networking meetings, developing a memorable elevator pitch, and managing your network contacts to achieve the best possible result.

Tax seminar

Roland Sabates, a tax attorney and Director of Operations for H&R Block's Expat Tax Services, presented his seminar covering tax issues for expatriates living abroad. He specialises in resolving international tax problems for individuals and small business owners and his seminar covered such knotty subjects as foreign information reporting, IRS voluntary disclosure programmes and US taxation of foreign trusts.

At first sight it appeared to be a little in depth for many of the audience but, judging by the number of people attending and the enthusiasm of the questioning after the presentation, Roland had got his presentation spot on.

UK immigration update and compliance

Sean Hedgley, Co-Head of UK Immigration and UK Consultant Rob Lyon from management consultants Fergusson Snell presented an overview of recent policy changes in UK immigration and discussed

the results of a recent survey on new hire migration and skilled labour shortages. They also looked at the possibility of a skills levy on sponsoring organisations and the effects of increased costs in bringing migrant workers to the UK. They also covered compliance and due diligence in running an efficient corporate immigration programme in today's competitive market.

Building a strategic vision of global mobility

Beth Warner and Ross Markham from Deloitte LLP discussed the strategic side of global mobility. However, Beth said that it was important for a business to understand what it needs from its global mobility programme before deciding to become more strategic. "If you just need a traditional function, that's fine," she said. "You could spend a lot of money, and that's not required."

One conclusion presented was that cultural engagement is becoming more important for companies rather than simply the satisfying of a critical business need. Different generations need and expect different things from global mobility with cultural awareness and understanding being of increased importance. The workplace itself is becoming less important. Anecdotally, Simon Mason, from John Mason Ltd who was in the audience, gave an example of a contact of his who paid someone in China to do his job for him while he relaxed on the golf course. Nice work if you can get it.

REPORT: GLOBAL MOBILITY CONFERENCE



● Beth Warner.



● Ross Markham.



● Mary Langford.



● Andy Piacentini.



● Left: an enthralled audience at the conference; below: plenty of business was conducted at the trade exhibition.

Beth and Ross said that China and India will be the dominant sources of talent by 2020.

Key trends in global mobility

Andy Piacentini from the RES Forum, a forum for in-house mobility professionals, gave a presentation entitled 'Evolve or die'. This was not the first time this type of subject has been touched on at the Hotel Russell conference. Andy explained that his organisation had conducted a survey of around 100 global mobility professionals to ask about their role and how they see it evolving over time.

The survey said that the majority see their roles as experts on due diligence and the use of their knowledge to provide strategic advice. The management of talent and the role as an expert of people effectiveness they saw as less important. So did their senior managers. However, Andy explained that if any part of the mobility professional's job could be automated, it is the due diligence and the resulting strategic advice functions. His implication was that global mobility roles need to evolve or they will be replaced by automation.

Documenting expatriate reward

Juliet Carp is an employment law specialist at Dorsey & Whitney (Europe) LLP and the author of 'Drafting Employment Documents for Expatriates'. She looked at the potential pitfalls of documenting

... cultural engagement is becoming more important for companies rather than simply the satisfying of a critical business need. Different generations need and expect different things from global mobility with cultural awareness and understanding being of increased importance.

expatriate reward with a special focus on risk reduction, retaining discretion, remuneration, and the documentation of benefits such as schooling, housing, etc.

This is just a very short summary of the presentations. All were excellent and packed with information for anyone working in a global mobility environment. It is, however, impossible to accurately reflect all the ideas and advice in these pages. Anyone wanting to know more should put a note in their diary to attend next year.



NEWS: INTERNATIONAL



● Maritime transport pricing will now have a degree of transparency.

More transparency in shipping line prices

An investigation by the European Commission has achieved commitments from fifteen shipping lines governing the way in which prices are announced.

The lines involved in the three-year enquiry into price signalling have agreed to change future pricing regimes. The Commission's commitments decision will introduce a degree of transparency into maritime transport pricing for the first time. In particular the lines have agreed that they

will cease to announce general rate increases and publish the actual prices available to customers on an individual basis.

Under Article 9 of the main EU competition law procedural regulation (Regulation 1/2003), the Commission published a Notice in the EU Official Journal giving interested parties, such as

shippers, one month from 16 February, 2016 to comment on its proposed commitments decision.

Chris Welsh MBE, FTA Director of Global and European Policy, said: "We welcome the Commission bringing this important case on liner shipping prices to a satisfactory close. We look forward to a new clear and open approach by the shipping line operators which will remove the need for our members to resort to court proceedings for competition damages, an option which has been made easier by the 2014 EC Competition Damages Directive and the new Consumer Rights Act 2015 competition legislation in the UK."

The Notice details the content of the competition law infringements issued to the parties and confirms that the proposed changes to future pricing behaviour are acceptable to the Commission. While the Notice also acknowledges that the shipping lines deny any infringements that does not alter the Commission's original assessment of the allegations. What it means is that the Commission has agreed not to continue its investigation in exchange for a commitment from the shipping lines to significantly change their pricing behaviour in the future.

While the lines involved will not be the subject of a decision finding infringements nor fined, they have agreed to stop the behaviour which the Commission considers unlawful and undertaken to improve the system of price announcements in future.

Fjord Line launches ferry service to Scandinavia

Ferry company Fjord Line and maritime shipping company CLdN ro-ro SA have entered into a commercial partnership which gives Fjord Line access to CLdN's European network for the transport of freight and cargo.

From February the company will operate a weekly service between Zeebrugge in Belgium and Gothenburg in Sweden. This opens new possibilities for Fjord Line's transport of freight and cargo on its Bergen-Stavanger-Hirtshals and Langesund-Hirtshals routes. Since the cessation of DFDS's

service from Harwich to Esbjerg in 2014 there are no direct ferry services from the UK to Scandinavia, so the new service from Zeebrugge could provide a viable alternative to the long road trip from the Hook of Holland or the Channel ports. For movers based in mainland Europe the new route may also offer savings both in road miles and tolls.

Rune Hetland, Cargo Manager at Fjord Line said, "Our partnership with CLdN starts an exciting chapter for expanded freight and cargo transport by sea between



● MS Bergensfjord.

Norway and central European ports. We look forward to developing these new shipping solutions, and offering our current and future customers new and exciting possibilities."

Fjord Line is a modern shipping company established in 1993 that offers passenger and freight transport between Norway and the rest of Europe.

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NEWS: INTERNATIONAL

OMNI to discuss insurance in style at Florence conference

The keynote speaker at the 2016 OMNI conference – to be held at the stylish, five-star Westin Excelsior hotel in Florence, Italy from 15–19 April – will be lawyer Michael McDaniel from the Law Offices of Countryman & McDaniel.

Michael addressed the OMNI conference in Bali two years ago and his extraordinary presentation was so well received that the organisation has brought him back for a second time.

Michael's topic will be marine insurance. Some people find insurance to be a little dry (unless they want to make a claim of course) but Michael's unique style is guaranteed to bring the subject to life, just as he did previously.

The title of his talk will be 'Operational and Administrative Challenges: Managing Transferee Expectations'. He will look at the roles of the insurers, managing agents and relocation specialists but also at the obligations customers have as part of the process. He will describe the claims adjusting process, give examples of actual claims and how they were resolved, and take a look at how companies can meet customers' reasonable expectations and effectively handle their unrealistic ones.

Two years ago Michael galvanised the OMNI members by making marine insurance exciting, dramatic, interesting and amusing all at the same time. There is little doubt that he will achieve the same this year.



● Michael McDaniel speaking at the 2014 OMNI conference in Bali.



● Migrants near Calais.

Calais solution based on FTA plan

According to the FTA (Freight Transport Association), the plans outlined last month by David Cameron and François Hollande to tackle the migrant problem in Calais were its idea.

The Freight Transport Association (FTA) outlined a five-point action plan to tackle the situation, and

had called on both governments to adopt it in order to protect the vital link between Dover and Calais which handles £89 billion worth of UK trade every year. The plan was:

1. To move the migrant camp away from the motorway and Eurotunnel facility to deter migrants from attempting to board commercial vehicles and trains;

2. To secure the Port of Calais and Eurotunnel facility against incursion by migrants and to complete the secure parking zone in the port area for use by operators;
3. To emphasise to the British and French governments the need to maintain the juxtaposed border controls and investment in police and security arrangements to guarantee that drivers' rights to safe passage through the port are respected;
4. To support registration of migrants

and processing of asylum claims by the French authorities to legitimise and control those camped out around Calais;

5. To declare the Port of Calais and Eurotunnel facility as off-limits to any industrial protests.

Pauline Bastidon – FTA Head of European Policy said: "Prime Minister Cameron and President Hollande have demonstrated that they have understood the issue in Calais as set out in FTA's earlier communications on the crisis at the French port. Their agenda coincides with ours, and reflects many of the key points proposed in the FTA five-point action plan to address the problems our members are facing."

The UK government has announced £17 million of additional funding towards additional security measures and police forces, to protect essential infrastructure and reinforce security arrangements.

The money will reportedly also go towards efforts to move migrants away from the camp in Calais to other facilities in France, and will help fund joint work to return migrants that are not in need of protection to their home country.

Ms Bastidon added: "The additional funds will provide much needed security and FTA will campaign for part of the money to be used towards new secure parking zones for drivers in and around Calais, to ensure that they and their trucks are less vulnerable."

The FTA says it will continue to work constructively with both the UK and French authorities to translate these positive announcements into concrete action.

Hare-raising job for Oman

Oman Moving & Storage in Ireland has provided logistics support for the Hares on the March 2016 project in aid of the Jack & Jill Foundation. The hares were on display around Dublin until 29 February before being sold in a live online auction. The 110, 3ft-high hares have been created by some of the most talented Irish artists.

"We received a 40ft rigid truck full of plinths and hares, these had to be unloaded by hand then loaded into one of the two vans involved in the distribution/installation process," said Dave Southern from Jack and Jill Foundation. "We were lucky

enough to have a band of ten or so volunteers to assist with the unloading of the truck. Once the truck was unloaded we filled up the vans with between ten and 13 plinths and hares and set off to undertake the installation process. We decided to deliver hares to shops, galleries and work places during the day and hotels and shopping centres during the night."

Distributing the hares to 52 venues around Dublin took four days and nights.

● To adopt or sponsor a hare or find out more about Hares on the March go to: www.haresonthemarch.ie/index.html#services.

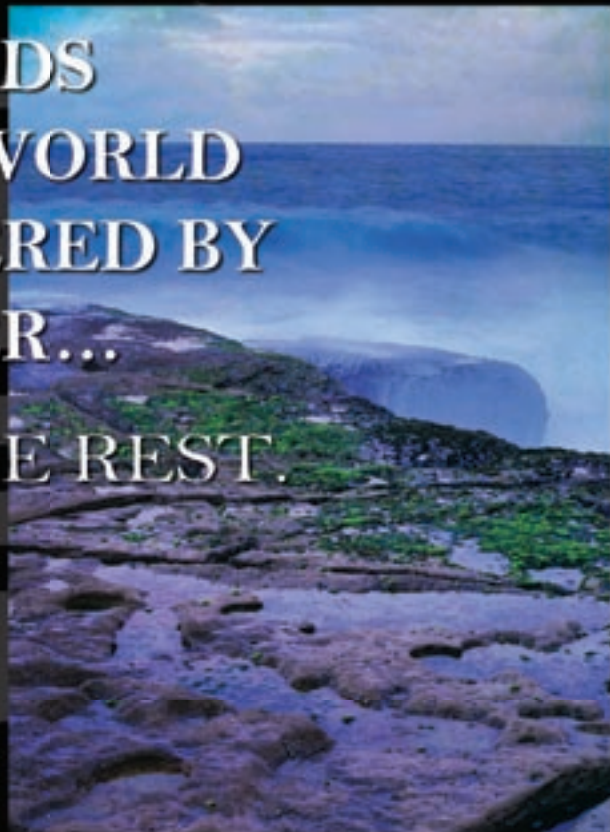


● One of the hares on display.

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COVER STORY: FRED HOULT



Fred Hoult – a canny lad

It's a long way from apprentice fitter to Vice Lord Lieutenant of Tyne & Wear. But Fred Hoult made the journey and became one of the moving industry's elder statesmen in the process. He worked hard, had some help from family and friends, and some luck along the way. Steve Jordan went to see him to hear his story.

Fred Hoult has been 'retired' for some years now, if you can really call it retirement. He doesn't have an office as such, so we met in a vacant office in his family's business complex at Hoult's Yard, a new development on the site of Maling Pottery in Newcastle, from where his moving company operated for 40 years.

It's now a modern serviced office complex on a ten acre site that has 73 companies taking office space and a further 17 companies occupying warehouse and factory units. Part of the site has self storage with 372 lettable units. It's a big place and a far cry from the company's origins.

"My grandfather (Edward) was an estimator for the removals service operated by Bainbridges department store in Newcastle (now John Lewis)," Fred explained. "When the manager died, and he didn't get his job, he was pretty fed up. They pooled all their money, including my grandmother's co-op coupons, and bought four horses and two trailers. They started from nothing. There was no family money." That was the beginning. It was 1919, a time for a new beginning for many.

They were canny folk and worked hard. "They were aggressively commercial," said Fred. Three of their sons joined the business: Edward, Jimmy and Frederick (Fred's father). "Uncle Eddie did accounts,

Jimmy looked after the vehicles, and my father was the salesman and the driving force of the business. They were all very well respected in Newcastle."

It was just after the First World War and the company was able to buy ex war department vehicles. These were much more flexible than the railway containers generally used for long distance removals and enabled Hoult's to run a regular door-to-door service to London. They took removals south and deliveries from department stores as back loads. They built up good relationships with the top shops in London - Harrods, Heals, Barkers, etc. - serving their high worth clients. "Shopping was different in those days,"



“I decided I would return to do an apprenticeship as a mechanical and electrical engineer with CA Parsons in Newcastle. It was a very fine company. If you had served your time at Parsons you could get a job anywhere.”

Fred Hoult

● Left: Fred Hoult outside the serviced offices at Hoult's Yard; above, in his role as Vice Lord Lieutenant of Tyne & Wear; above right, with his son Charlie, now MD of the family business.

products and was very run down. “The intention was to close the pottery,” said Fred. “But then a year after they had bought it the government lifted the restriction and they were able to sell all the coloured goods. They recovered the money they put down to buy the business in the first year.” After that Frederick became very keen, replaced the coal-fired kilns with electric and took on agents all around the world. Young Fred was tipped to take on the pottery but sadly his father and Uncle Jimmy died and the decision was made to close it before he left school.

Fred and his brother (Tim) were the only male heirs. “I was at boarding school and no academic,” said Fred. “I decided I would return to do an apprenticeship as a mechanical and electrical engineer with CA Parsons in Newcastle. It was a very fine company. If you had served your time at Parsons you could get a job anywhere.” On completion of his five years, he joined the moving business.

It was some years later, as the moving company was thriving, that Fred had a little luck of his own. While accompanying an American antique dealer on a buying tour, he came across a house that was for sale. “It was a beautiful place with nine acres of land on the banks of the Tyne. It was £18,000 which I couldn't afford but thought was a good price. I put £3,000 down and borrowed the rest. I sold it to Laurie Barratt of Barratt Homes for £45,000 with an option to retain part of the land and build another house. I sold



● The old clock tower at the Maling Pottery site.

this one for £45,000 too and earned enough money on both deals to gear up so I could buy the remainder of the shares in the company from the family. I became the sole owner of Hoult's Removals.” Meanwhile, his brother became a successful accountant.

Fred became a well-known face in the industry including a term as the chairman of the Overseas Group of BAR, was BAR president in 1976 and became a director of Eurovan. He took an early leap into self storage, well ahead of the trend, and used the premises at Maling Pottery to offer space to anyone he could. “Anyone I could get £20 a week from, I'd do it.”

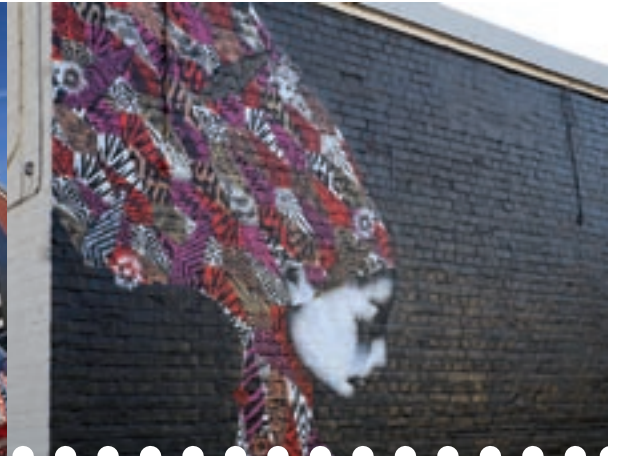
He became interested in moving pianos into Europe. At that time the RORO services to Europe were just starting so he polished up his school French and went around saying: “Je suis Fred Hoult, le removal homme.” He famously put mezzanine floors in his vans so he could move more pianos at a time and the business grew. He also worked for the government freight agents to provide a

said Fred. “Smart society went to London to do their shopping. We would collect from the stores and distribute goods all over the country.” Eventually Hoult's bought its own depot in London to serve the trade.

The company acquired Arts and General Carriers in London, a company that specialised in moving pianos and was soon moving around 150 a week in the 1930s. The company prospered and in 1947 it was able to buy the removals department of Bainbridges: sweet revenge it would have been for Grandad Edward, had he lived to see it.

Two years later the company had the opportunity to buy Maling Pottery in Newcastle as a going concern and also for storage potential and vehicle parking. The pottery had specialised in highly decorated earthenware but, during the war, it was only allowed to sell plain white utility crockery. By 1949 the pottery's stores were full of unsalable, coloured

COVER STORY: FRED HOULT



● The old pottery now provides legal walls on which famous artists can display their talent.



much more efficient system of returning service personnel's goods back to the UK. Hoult had three depots in Germany.

Pickfords at the time was a pain in his side. "Their principle was any price that Fred Hoult quotes just undercut it: that's hard going," he said. "I didn't think the company was directed well and I think historic events have proved me right. The National Freight Corporation (NFC), of which Pickfords formed part, had something like 750 properties on their books and so many of them were city centre that anyone could have made a success of it. They had the world at their feet. I don't think they ran the removal business well and so it was difficult competing against them."

It's perhaps no surprise then that Fred chose to sell Hoult in 1983 to Pickfords. "Originally I thought it might be a career move but I didn't enjoy working with them," he said. "I was probably not very easy to manage either as I was used to running my own show. But it seemed to me that very few of the businesses they bought at the time prospered long term."

While selling the business he also sold some of his property including a site in London and one in Glasgow. All three sales were going through simultaneously. "I had a frenetic time, I remember coming home and saying to my wife I don't know whether I'm a millionaire or I'm bust."

Hoult was a successful company. Asked what made it so, Fred said that it was the people who made the difference. He'd been able to recruit well. "I was a crap interviewer but within a fortnight I could tell if someone was any good."

Among his prodigies were Bob Wyper who became commercially very successful and Geoff Watson, joint owner of Doree Bonner. He greatly admired Jean Jacques Borgsted, Jim Thompson and Ian Wilson. "Paul Evans is brilliant too," said Fred.

All of this is a window on Fred's character. Asked what he enjoyed about the moving industry Fred won't say the customers, the

vans, the high office or the international travel. "I enjoyed being with the people," he said. In his youth he played rugby for Gosforth and liked nothing more than mixing with people from all sides of life on equal terms after the match. "It made me feel as though I was part of the town."

Since leaving the moving industry Fred has not been idle. He's bought and sold a farm, bought and sold a Vauxhall dealership, was chairman of a wire works, was chairman of the Freeman hospital in Newcastle, and set up a central purchasing system for the NHS. These were big jobs that he was invited to perform. "You shouldn't complain about the way officials do their job if you are not prepared to have a go yourself," he said.

Fred has been a tax commissioner, is still a magistrate and a school governor, was High Sherriff of Tyne and Wear in 1986 – looking after the Royal Family and visiting dignitaries, and eight years ago became the Vice Lord Lieutenant of Tyne & Wear. In that role he represents the Queen in the area. "It's prestigious and enjoyable," he said. "I get the chance to spend time with people who I wouldn't normally meet. The Royal Family have a great knack of bringing the best out of people."

"It's prestigious and enjoyable. I get the chance to spend time with people who I wouldn't normally meet. The Royal Family have a great knack of bringing the best out of people."

Fred Hoult

Today, Charlie Hoult, Fred's son is MD of the business with his daughter Anabel as chairman. His other daughter, Louise, is a GP in Oxford. Charlie has overseen the complete transformation of the old pottery in recent years, not least with the

street art all around, painted by famous artists glad to have a legal wall on which to display their talent. There is also a chance that the dynasty might continue if any of Fred's nine grandchildren choose to get involved. If you ever meet Fred, and want to wind him up, just mention inheritance tax then stand back and watch his face turn puce.

For Fred there are plenty of things other than work to occupy him. He's always been a keen sailor and still has a small boat on Holy Island. He came to our meeting fresh from a tennis lesson ... a lesson mind you! He said that at his age the rallies are not very long so he finds it helpful to have a coach fire balls at him for a while. It is also good for him to help recover his fitness after a recent quadruple bypass. "I like winning," he said. "I don't like people to get the better of me; but it's not an obsession." Hmmm! I'm not convinced Fred.



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NEWS: ON THE ROAD

HGV Driver Shortage 2016

In February 2016, Returnloads.net carried out an opinion survey inviting HGV drivers to take part.

The purpose of the survey was to gauge the driver's opinions about the current apparent HGV driver shortage. In total, Returnloads.net had 412 responses that resulted in some interesting findings.

In contrast to what is generally perceived as the factors contributing to the driver shortage, the drivers have highlighted poor wages, poor facilities and the way that they are treated as the top three factors.

Less than half of the drivers surveyed actually think there is currently a driver shortage and nearly all the drivers surveyed felt that the best way to attract new drivers or retain existing drivers is by increasing wages and improving facilities.

What is quite worrying is the 36% of drivers who say they are not treated well by the companies they drive for, that is over a third of drivers who felt this way. Even more worrying is the 78% who would not recommend becoming a professional HGV driver.

The survey results have highlighted issues which, if not

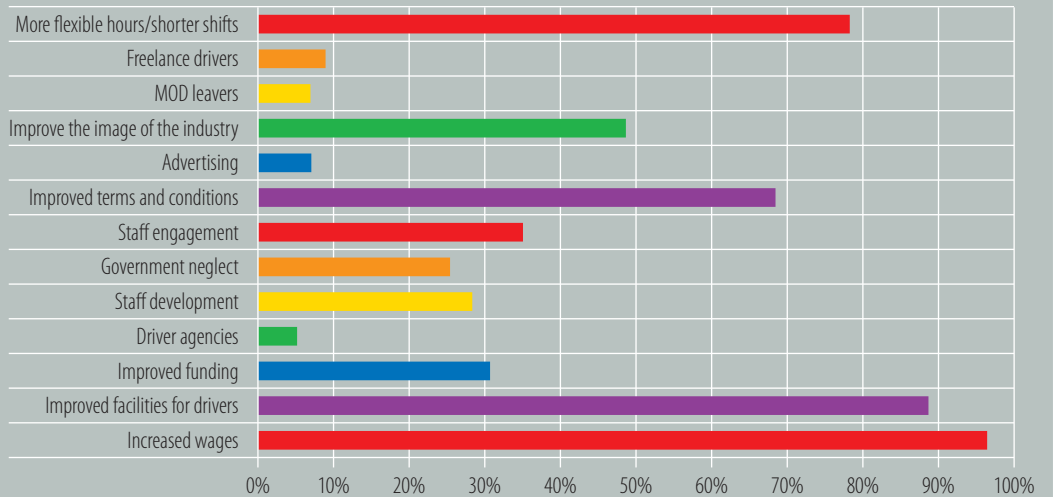
addressed, could result in more HGV drivers leaving the industry and fewer drivers coming in.

Recently published figures from the ONS show that nearly 80,000 qualified HGV drivers with valid driver CPC are choosing not to work as HGV drivers, suggesting that there is not a shortage of drivers but just a shortage of appealing work.



● HGV drivers list long shifts and poor facilities among issues that need addressing.

What drivers believe could be done to attract more HGV drivers



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RESEARCH: WHERE BRITS MOVE TO



Where are your customers going to?

International removals company, Burke Bros Moving Group, has taken a look at the latest emigration statistics, researching the last 30 years on where British people have been moving to from the UK. Australia's in the lead, which will surprise nobody, but the others on the list are not so predictable.

It has been estimated by the World Bank that between 4.5 million and 5.5 million Britons currently live overseas. So where exactly are British people moving to? The latest data shows the top ten countries where British citizens are setting up home:

Table A: Top 10 countries of next residence for British citizens

Country of next residence	Estimate
1 Australia	30,000
2 France	13,000
3 USA	10,000
4 United Arab Emirates	9,000
5 Canada	8,000
6 Spain	7,000
7 New Zealand	7,000
8 Singapore	3,000
9 Switzerland	3,000
10 Hong Kong	2,000

Source: Office for National Statistics (26 November, 2015)

The table shows Australia in first place as the most popular destination for British citizens, but it has also been the country of choice for Britons consecutively since 1985. However, the latest figures show only 30,000 British citizens relocated to Australia compared to 49,000 in 2005.

France is currently the second favourite country for British expats globally, with 13,000 people moving across the channel from the most up to date statistics. However, this is considerably down from 27,000 in 2005 but is beginning to climb from a low of 7,000 in 2009. France is now the most popular country for Britons in Europe, ahead of Spain.

Spain, a country that has traditionally been associated with British expats, had only 7,000 people move there according to the latest yearly figures. The loss in popularity for Spain can be seen in this figure being down nearly 80% from 33,000 in 2003.

New Zealand, which is another favourite country for British expats, also seems to have declined in recent years with 15,000 Britons moving to New Zealand in 2004 compared with just 7,000 in the latest year on record.

The United Arab Emirates (UAE) has also seen an increase over the last decade, with it not even being in the league table 18 years ago. The latest figures show the UAE in 4th place with 9,000 people moving there compared with 8th place in 2004. This will be due to the increase in job prospects in the area in recent years, as the UAE is becoming a strong global leader in international business.

Overall, even though fewer British citizens are emigrating overseas than in recent years, Australia and France continue to remain the top two popular destinations.

However, this is not the complete picture of all long-term international migration

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RESEARCH: WHERE BRITS MOVE TO



UAE



China



India



Australia

from the UK, as there is a lot of movement to consider including those who have come to work or study here and are returning home.

The table below shows the top fifteen countries of next residence for both British citizens and non-British to include all emigration from the UK.

Table B: Top 15 countries of next residence for all British citizens and non-British migrants

Country of next residence	Estimate
1 Australia	38,000
2 France	24,000
3 China	19,000
4 Poland	18,000
5 Spain	17,000
6 USA	16,000
7 India	12,000
8 United Arab Emirates	10,000
9 Canada	10,000
10 New Zealand	10,000
11 Germany	7,000
12 Italy	5,000
13 Republic of Ireland	5,000
14 Singapore	5,000
15 Netherlands	4,000

Source: Office for National Statistics (26 November, 2015)

Interestingly with the second table we see a new set of countries appear when

all migration from the UK is added which reflects the wider communities living in the UK and where they are migrating to. For example, China is now third in table B but does not appear in table A at all, with 19,000 migrants emigrating in accordance with the most recent figures.

China along with other countries such as Poland and India show large increases in potential moves within these markets. These countries have now reached the top seven destinations for all long-term migration traffic showing that many of these migrants are not in fact British citizens moving to these destinations. 18,000 people migrated to Poland in 2014.

Although overall migration for people leaving the UK has fallen, for various reasons such as the global economic climate and lifestyle changes, it would appear the world is becoming a more level playing field and those opportunities to be found overseas, may not be as desirable.

Even though Australia and France continue to be the two most popular countries for British citizens, for migrants moving for corporate and educational opportunities, it is hard to ignore countries like China, India, UAE, Switzerland and the Netherlands.



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Making money from Standards

It was in the late 1970s that business first came across BS 5750, the forerunner of ISO 9001. Since then British and ISO Standards have provided a continuous underpinning of business life. But what is the real benefit of Standards? In particular, how can movers make more money by having recognised accreditations? Steve Jordan talked to Chris Waymouth of QSS to find out.

Today BAR (British Association of Removers) has 419 members of which 212 have become certified to one of the suite of removals Standards. That means that over half of the BAR membership has at least one certificate hanging on the wall saying what a fabulous job they do. The tally is increasing as every week goes by. But is having the certificate enough? Surely it is what you do with that accreditation that really matters.

Chris Waymouth is Chief Executive of Quality Service Standards Ltd (QSS), a wholly owned subsidiary of BAR and the



“Doing a Standard teases out all kinds of inefficient sometimes conflicting practices. It shows up duplication of effort, gaps in communication and unnecessary work.”

Chris Waymouth

organisation charged with assessing members of the moving industry against relevant BS, EN and ISO Standards. Chris said that companies choose to have their services accredited for a number of reasons, including staying ahead of the competition. “But mainly it’s because they believe that holding a Standard will make them more money in the long run,” he said.

Commercial and corporate moving

The benefits are, to some extent at least, dependent on the type of business you are in. It was in the early 2000s that the CMG (BAR’s Commercial Moving Group) spotted the writing on the wall. They worked very hard to develop the BS 8522 Standard and then made it compulsory for every CMG member to comply as a condition of membership. This gave all CMG members a unique sales proposition. Membership of the CMG soon became a requirement on many tender documents for commercial moving. “Professional purchasing managers needed to make sure that their supply chain won’t let them down,” explained Chris. “In this case customer demand was the driver.”

The CMG Standard was a great success. “It changed things because the CMG did a fantastic job of promoting it,” explained Chris. “Purchasing managers only had to select a CMG member to get all the credibility they needed.” In the same way, ISO 14001 and ISO 27001 are being increasingly specified because it is essential for large organisations in particular to demonstrate compliance throughout their supply chains. “Our industry holds a huge amount of personal data, including national insurance

numbers, phone numbers and passport details, that have to be exchanged with others especially during an international relocation,” said Chris.

Chris explained that he often gets calls from companies that need a Standard in a hurry because they have realised that a contract requires it. Even contracts that have been held for many years can be updated requiring the supplier to hold a Standard. One of Chris’s customers had been working for a large bank for years, then was required to hold an appropriate Standard to verify his service. “How soon can we get it?” the customer pleaded. “The tender is due in.”

So, if you are in the commercial or corporate market, you will be at a serious disadvantage if your services do not comply with a recognised Standard. You probably won’t even get a chance to quote.

Private market

If you are in the private market, however, the argument might not seem quite so obvious. Private local and international moving is still price driven but that could be changing. Don’t forget that most private movers also go to work. If they are continually working with ISO Standards



“All the Standards bring efficiencies in what everybody does whether it’s through training, simplification or better communication. That’s what can and should be sold to the customer.”

Chris Waymouth



“If you go for a Standard, make sure you have objectives. Set targets. Measure your results. Make time to tell your customers what the Standard means to you and how it allows you to do a better job for them.”

Chris Waymouth

at their office they will become familiar with them and are more likely to demand them from their domestic suppliers. At the very least they will know what they mean.

The key thing

But underlying all of this is another, much more important benefit. The benefit of a Standard is not in achieving it and being able to hang a certificate on a wall, it's the process. “It's not just having the Standards, it's the effect they have on your company that makes the difference,” said Chris.

The process itself makes you more efficient, more professional and, as a result, will allow you to make more money. “Doing a Standard teases out all kinds of inefficient sometimes conflicting practices,” said Chris. “It shows up duplication of effort, gaps in communication and unnecessary work. The work flow, the way information is passed through the system, can be adjusted to make sure the right people have the right information at the right time. It streamlines the whole process and ensures that everything is done as efficiently as possible.”

So it's not having the Standard that matters, but what you had to do to get it and how much better your customer service is as a result. Better by far than the company up the road that has not had the same forensic inspection of, and professional input to, its operational systems.

But you need to make sure your customers understand that the Standard really means something. It means that you communicate well, there are fewer misunderstandings, your packing is better because your crews are trained better, your facilities and equipment are first class so they won't break down, and your internal procedures are as efficient as they could possibly be. Of course you could do all that without an ISO Standard but you wouldn't have Chris and his team helping you, benchmarking you; what's

more your customers will have nothing to judge you by.

“All the Standards bring efficiencies in what everybody does whether it's through training, simplification or better communication,” said Chris. “That's what can and should be sold to the customer. The logo is just the outward evidence.”

Will your company be able to increase its profits? Clearly yes, and in three ways. You will save money by being more efficient. You will have the opportunity to tender for accounts from which you might otherwise be excluded. You have a sales proposition, of which the public is becoming increasingly aware, so you should convert more jobs at better prices.

The public will pay

But everyone knows that moving is price driven and the public won't pay more! Chris believes that they will, if you sell it right. “The industry has always been bad at selling because the barriers to entry are low and everyone gets dragged to the bottom,” he said. “But people do understand the difference between value and price, you just have to explain the benefits to them properly.”

Most moving companies work on low net margins relying on volume of work to make a decent living. If the opportunities created by having a recognised Standard allow companies to make an extra 5% profit, for many their bottom line would be doubled. “Even if you just add £10 to each job it would make a significant difference at the end of the year and nobody would notice or care,” said Chris.

Chris advises everyone who has a Standard, or is thinking of getting one, to consider their motives. Why did you do it? How has it benefitted your company? How are you going to make your customers understand the benefits? He said that they are missing a trick if they just put a logo on a letterhead and do nothing more. “If you go for a Standard, make sure you have objectives,” he said. “Set targets. Measure your results. Make time to tell your customers what the

Standard means to you and how it allows you to do a better job for them.”

BS, EN and ISO Standards are available to all moving companies, not just BAR members, for removals, storage, self storage, international moving and commercial moving. There are also the generic Standards such as those for information security management (ISO 27001) and environmental quality management (ISO 14001). There are others too. It is quickly becoming the norm to have a recognised Standard and those companies that do not are beginning to stand out for the wrong reasons. The professional moving industry has forever been blighted by the influence of the low cost operators. Perhaps the rise of the Standards culture is, at last, providing the opportunity for the cream to rise to the top.

● For more information contact Chris Waymouth at: Chris.Waymouth@bar.co.uk.



“But people do understand the difference between value and price, you just have to explain the benefits to them properly.”

Chris Waymouth

NEWS: PRODUCTS



● Far left: Steve Clear; left and above: containers are made from 8mm Scandinavian redwood tongue and groove in the company's workshops.

British manufacturer launches high-quality timber storage container

Telford-based Direct Containers (UK) Ltd has launched a new high-quality 2184 x 1574 x 2424, 250ft³ wooden container for the removals and storage industry.

The containers are manufactured in the company's workshops in Shropshire using 8mm tongue and groove Scandinavian Redwood boards rather than the traditional 3mm plywood used by many manufacturers.

The company claims the robust construction of the containers will extend service life, allow maximum stacking, and eliminate side-bulging when fully laden. They are also

easy to repair by simply removing a damaged board and sliding in a new one, preserving the integrity of the unit and avoiding unsightly patches.

Direct Containers' Managing Director Steve Clear, who worked in the removals industry for over 40 years said, "I know how easy it is to damage containers when they're being moved around the warehouse and on and off vehicles and I thought the industry deserved something better. I believe our new tongue

and groove containers are the best on the market and so far every mover who's seen them agrees."

Despite being made from solid timber, the units are actually lighter than most conventional containers. "We know that weight can be important, especially if you're using 7.5 ton vehicles, so we considered that very carefully at the design stage. Although the upper part of the box is heavier, we've reduced the overall weight by lightening the

base and using special strengtheners to give a very stable platform. The result is they weigh slightly less than many others on the market," said Steve.

As a small manufacturer with relatively low overheads, Steve has been able to keep the cost of the containers at a very competitive level. Although the unit cost is slightly higher than the major manufacturers' – around 10% - the longevity of the product means the life-time cost should be much lower.

In addition to the standard 250ft³ units Direct Containers (UK) can manufacture containers of any size to order, enabling warehouse storage space to be fully utilised. Units can also be adapted to serve as offices within a building or can be specially treated for outdoor use.

The containers are flat-packed and can be collected from the company's factory in Telford, just off the M54. A delivery service is also available and shipping to overseas destinations can also be arranged.

● www.directcontainers.co.uk. Call 0800 6980093.

RAVAS iForks and app provide SOLAS container weights

RAVAS has come up with a solution to the problem of supplying a VGM to the shipping line when the new regulations come into force in July 2016: iForks and the RAVAS SOLAS app allows items to be weighed as they are loaded into the container and the VGM sent straight to the shipping company.

iForks can be installed on any counterbalanced or reach truck in a matter of minutes. With iForks on the truck, every load lifted is immediately weighed and the weight displayed in the cabin. Extended scale functions include

registering of ID codes with every weight recorded.

The app can be installed on a PDA, iPad or iPhone. After identifying the container by its number and registering its tare weight, the app allows the user to identify individual pallets or shipments and register their weight, communicated by iForks. Total container weight is computed and registered on the PDA, and can be downloaded to a PC via USB cable as a CSV file. If the app is used on an iPad or iPhone, the information can be e-mailed to the shipping company straight from the app.



● iForks and the RAVAS SOLAS app allows items to be weighed as they are loaded into the container.



● Multi Trolley.

Multi Trolley allows a single user to move heavy furniture

Multi Trolley is a unique and patented product that allows a single user to move heavy furniture such as tables, desks, sofas, doors and beds.

The ergonomic and revolutionary technique of mounting the trolley onto the item to be moved, rather than the other way around, dramatically reduces the risk of injury as the trolley itself bears the full weight of the load instead of the human body. Two people are therefore no longer needed to move a single item, simplifying the moving process, increasing productivity and saving time and money.

Multi Trolley is becoming a mainstay of the removals industry in Europe and beyond. It is now also patented in Japan and Australia, and today has users and retailers in over 30 countries worldwide. The company is a commercial partner of FEDEMAC and has recently taken part in moving industry events in Riga, Sofia and Reims. The latest version of the product, the Multi Trolley Standard 4.0, offers several improvements over previous models,

Multi Trolley Standard Technical Specifications

Height	780mm
Width	420mm
Adjustable posts	780mm
Fixed posts	420mm
Weight	10kg
Maximum load	250kg

making it more user-friendly whilst still offering a load-bearing capacity of 250kg.

For more information visit www.multitrolley.com or <https://vimeo.com/138295325> to see a video demonstrating the advantages of using Multi Trolley over the more traditional approach to moving.

Multi Trolley was originally designed by the company's owner at sister company Örebro Budet, with over 40 years' experience in the moving industry, when he saw a need and designed Multi Trolley to fill it.



"Years of experience in African relocations are not enough to maintain the gold-standard reputation jealously protected by the stakeholders of Worldwide Movers Africa. Innovation is pivotal to thinking and planning for the future of mobility to intra and extra African destinations. Not just for us, but for all who rely on us as a vital part of their moves to and from Africa."

Eric Beuthin
President & CEO of Worldwide Movers Africa



PROFILE: PACKIMPEX



Like father, like son

Marcel Jörg now runs Packimpex in Switzerland, the company his father, Ernst, founded in 1977. Steve Jordan spoke to him to find out a little more about the company and what it's like to follow in his father's footsteps.

Ernst Jörg came from a freight forwarding industry background. But it was in 1977 that he came to the conclusion that there was more opportunity to add value to the shipping process if the public were involved. That's when he started the moving business.

The company, the name of which is a contraction of 'Packing import export', began in the Swiss capital, Bern and quickly started to earn a good reputation for successfully moving diplomatic personnel. In 1989, when Ernst wanted to expand the business by taking on extensive warehouses, his business partners got cold feet and Ernst took full control.

The business was a success. It gave Ernst the opportunity to capitalise on his command of languages and to provide a comprehensive service. "My father felt that the more complicated it was, the better," said Marcel. "That's where the money is."

Ernst quickly built himself a name in the industry: he became a FIDI Academy trainer in 1991, was elected to the FIDI Board in 1998, served as FIDI president between 2002 and 2004, and is still the Dean of the FIDI Academy to this day. For Marcel, taking over as the second generation to run Packimpex gave him big shoes to fill.

Marcel could easily have done something else. Before entering the industry he had worked in finance in The States. Ernst didn't pressurize him into the moving industry but Marcel did feel some responsibility to take over the family firm. "I am the only child so I instinctively knew that if I didn't do it that would be the end of the Jörg family's association with the company," he explained.

So he set about setting himself up to continue the dynasty. "I did everything I could in terms of education that could possibly be of help to me when I took over the company, including studying economics and learning four languages," he said. "By the age of 27 I decided to start work in the company because I

couldn't stand not knowing whether I was going to like it or be able to do it. Now I think I should have stayed out of the industry for longer but, once you are in, you can't get out."

That was back in 2001. Two years later they recognised that relocation was going to offer the company its best future, again following the principle of the more complex it is, the better. They bought a small relocation company in Basel and copied the format in other cities. Packimpex now operates out of nine locations in Switzerland, all offer comprehensive DSP services leaving the moving to the locations in Bern, Geneva, Basel and Zurich.

Ernst breathed life into the company and drove it forward for many years. But in 2008 the time was right for Marcel to take over. Ernst became chairman. By then Marcel had already made his mark

also considering offering a modular airfreight service where customers choose small, medium or large containers rather than a more bespoke offering. This is largely to serve the new corporate assignees who are spending their relocation allowances. "In practice, this makes them into private buyers," said Marcel.

Another change has come about as a result of Swiss labour rates becoming very expensive as a result of the strong currency. In 2011 the company opened its operation in southern Germany so that it could operate with a cheaper labour base. "We now do the 'in and out' of Switzerland for our trade customers with German labour, as do many of our competitors," explained Marcel, "but we do it with our own staff. We have a fleet of ten trucks providing distribution services into and out of Switzerland from the German hub and also run full loads around Europe. This is very unusual for a Swiss company."

Marcel said that he prefers to do the work in this way because it allows him to control the quality. "It's hard to add value if you use subcontractors because your customers could easily go direct."

Marcel says that he has continued to develop the company in the same way that his father did before him. He's also playing his part in supporting the wider industry in the same way: Marcel is a trainer for the Master in International Moving course through the FIDI Academy. "It's challenging, taking me out of my comfort zone, but I like being with all the international crowd," he said.

The switching of generations is a tricky time for any company. There can never be any guarantee that children will be interested in a family business or have the ability to take it forward. Although Marcel freely admits that he might not have chosen this industry had it not been for the family connection, he has clearly embraced it and, in so doing, helped to secure the company's future for many years to come.

"By the age of 27 I decided to start work in the company because I couldn't stand not knowing whether I was going to like it or be able to do it."

Marcel Jörg

and went on to lead the growth of the relocation initiative. "In terms of managing the business I have a very similar outlook to my father," he explained. "Always growth driven, always ambitious, always trying to be ahead of trends and valuing the niche we have developed for ourselves." Today the relocation business, in terms of value added, is equal to the moving side. The company now employs around 260 people.

The service offered by Packimpex has evolved over the years. The company still provides all its service in-house where possible but is now including more modular services where customers can buy the services they need individually rather than as a combined service. It is



● Far left: son Marcel (left) and father Ernst Jörg; left: Packimpex now has nine locations in Switzerland.

LEGAL: EMPLOYEES' PRIVACY



MONITORING EMPLOYEES' PERSONAL COMMUNICATIONS AT WORK

As an employer, do you have the right to monitor your employees' communications at work, or do your employees have the right to privacy? Laura Smith, a solicitor in the Backhouse Jones employment team, has the answer.

The European Court of Human Rights (ECHR) has recently considered this in the case of *Barbulescu v Romania*. The answer, in short, is that employers do have the right to monitor personal communications subject to 'reasonableness and proportionality'.

This is an issue which is becoming more common as businesses invest in technology and rely on a number of methods of electronic communication to carry out daily work. E-mails, Internet, text messages and personal messenger are now common methods of communication in the workplace and with that comes temptation to blur the lines between business and personal use during working time.

Mr Barbulescu was an engineer who used his business Yahoo

Messenger account to send and receive personal messages with his fiancée and his brother, including messages about his health and sex life. This was in breach of his employment contract. His employer discovered this accidentally and dismissed him as a result.

Mr Barbulescu argued that all evidence of his personal communications should have been excluded on the grounds that it infringed his right to privacy.

The European Court of Human Rights held that Article 8 (the right to respect for private and life) was engaged, but that courts were entitled to look at the evidence in deciding whether the dismissal was justified. The Judgement did not reveal the precise content of the personal messages, only the fact that they were personal messages

and importantly for employers, the Court recognised the need for employers to be able to verify that employees were completing professional tasks during working hours.

Practical tips

- In light of this case, it is worth considering what policies, if any, are in place to support the need for reasonable and proportionate monitoring of personal communications.
- Employers are advised to have in place an appropriate IT and electronic systems policy, together with a social media policy. Employee use of social networking or blogging sites is conduct which usually takes place outside work, however this may have a bearing on the reputation of the business in the event, for

example, that derogatory remarks are made about the business.

- The policies must be clear and the wording must be transparent. Most UK employers tolerate at least some personal Internet and telephone use at work and it is important that the parameters of such use are set out and clear. In another case of Grant and another v Mitie Property Services UK Ltd two sisters dismissed for excessive Internet use won their unfair dismissal cases on the basis that the policy relied on by the employer, which referred to personal use being

This is an issue which is becoming more common as businesses invest in technology and rely on a number of methods of electronic communication to carry out daily work.

permitted 'outside core working times', was not clear enough. A technicality such as this is far from desirable and can easily be avoided, by stating for example 'personal Internet use is not permitted save for use within the employees lunch hour only'.

- It is also important that the policies highlight the right for employers to monitor employees' use of electronic communications and systems in the workplace and also highlight the sanctions applicable for breach of such policy.

- Employers also need to ensure that the policies are applied consistently and fairly to avoid claims for unfair dismissal and discrimination. For example, if the policy states that offensive jokes and images should not be circulated in the workplace, but then permits some employees

to send jokes or images, singling out an employee for dismissal on this basis is likely to be unfair.

- If you suspect an employee of misuse of electronic communications or misconduct relating to social media, it is important to carry out a full investigation to substantiate the suspicion and gather all available evidence.

Comment

The use of technology for carrying out business activity is ever changing and developing in order to improve efficiency. With this advancement however comes a new area to watch. If an employer is unsure as to what parameters they can take action in, I would suggest that legal advice is sought.

The note to take from this decision is to give thought to having clear policies in place and avoid disproportionate responses. The case does not give employers a green light to snoop on employees' personal e-mails and serious consideration must be given to the Data Protection Act 1998 and the Regulation of Investigatory Powers Act 2000, which already place important limitations on employers' power to monitor their employees' private communications.

It is also important to remember that Data Protection and Right to Privacy is fundamental to the employer/employee relationship. There is important guidance for employers on how to comply with data protection principles in the context of e-mail and Internet monitoring which is the most common problem area and it is advised that legal advice is sought before embarking on action against an employee where this could be a concern. When investigating such matters, all information and specific personal content should be kept confidential between those dealing with the investigation, disciplinary and appeal only.

Laura Smith

Laura joined Backhouse Jones in 2008 having studied in Liverpool to obtain her LLB (Hons) degree in Law.

Laura advises on a broad range of commercial disputes ranging from contracts of carriage issues, debt recovery, sales of goods and services, HM Revenue & Customs disputes, and high value recovery and loss of use matters for clients.





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MADE IN BRITAIN 

NEWS: PEOPLE



● Will Whitehorn.

Will Whitehorn to be next CILT UK president

Will Whitehorn FCILT FRAeS FMS, Director of Stagecoach Group Plc and Chairman of Transport Systems Catapult, is to become the next president of the Chartered Institute of Logistics and Transport (CILT).

He will take up the one-year presidency from Beverley Bell when she passes on the honour at an inauguration lunch to be held in London on 20 May.

Will is a Fellow of the Institute and has been a vice president for

the past four years. He is a leading figure in the transport sector and has worked in the profession all of his working life.

Commenting on his appointment, Will said, "It is a great honour to have been appointed president of CILT in the UK. I am thrilled to

represent the profession at such a momentous period of technological change that is currently sweeping through every aspect of our activities. We are on a rapid curve towards artificial intelligence and autonomous systems transforming the future of transport and logistics; this change will require an increasing emphasis on new skills and qualifications."

Commenting on Will's appointment, CILT's outgoing President, Beverley Bell said, "I am delighted that Will Whitehorn has accepted our invitation to become the Institute's president-elect. He is an extremely well-liked and well-respected professional and his experience and expertise will ensure the Institute is at the forefront of the latest developments in our industry."

Will worked for Virgin Group for 25 years. There he helped establish Virgin Atlantic on the global stage before spearheading Virgin's move into rail. He was a founding director of London and Continental Railways and went on to lead Virgin's bid for the West Coast Mainline franchise. In 2004 Will became president of Virgin Galactic, a spaceflight company within the Virgin Group, overseeing the construction of the world's first commercial spaceship.

As well as holding several non-executive roles outside the industry Will is a Fellow of the Royal Aeronautical Society and The Marketing Society.



● Nigel Butler.

New chairman for SMMT

The Society of Motor Manufacturers & Traders (SMMT) has appointed Nigel Butler as chairman. Nigel is commercial director of Renault Trucks and takes over from Penny Randall who has been in the role since 2012.

Nigel Base, SMMT's Commercial Vehicle Manager said, "As well as sharing the same name as me, Nigel is an experienced industry professional - so we have much in common. We look forward to working with him during 2016 and beyond, helping shape the policy agenda and addressing the many challenges our industry will face."

● www.smmt.co.uk

AIReS welcomes Kate Williams

Kate Williams has joined AIReS as a client services director. She will be located in San Francisco and be responsible for strategic client service management.

Kate has ten years of relocation management experience, serving in operations and client services roles. Most recently, Kate held the dual-role of operations management and client services supporting a leading tech company. She managed a tri-regional global team with responsibility for overall programme execution.

"Kate's energy and drive make her the perfect fit for the role of client services director," said AIReS' Vice President of Operations, Joleen Lauffer.

Kate is from the Republic of Panama. She speaks Spanish and English and holds a bachelor's degree in Spanish/Latin American Studies. She has also personally experienced relocation several times - both domestically and internationally - which allows her to relate and form close bonds with relocating clients and their employees.



● Kate Williams.



Jean-Christophe Cardot joins Gropiron International

Gropiron International has announced the appointment of Jean-Christophe Cardot as group regional director overseeing the company's branches in Lyon, Nice, Marseille and Toulouse. He will be based in Lyon, France's second largest city.

Jean-Christophe has over 20 years' experience in the industry having previously worked as a sales representative, sales director and branch manager. After graduating from business school he joined Allied Arthur Pierre before moving on to Trans Euro and finally Team Relocations, before taking up his new appointment with Gropiron International.

Did you know?

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

A sheep, a duck and a chicken were the first animals to fly in a hot-air balloon.

The patterns and colours you see when you close your eyes are called phosphenes.

If you put a raisin in a glass of champagne, it will rise and fall continuously.

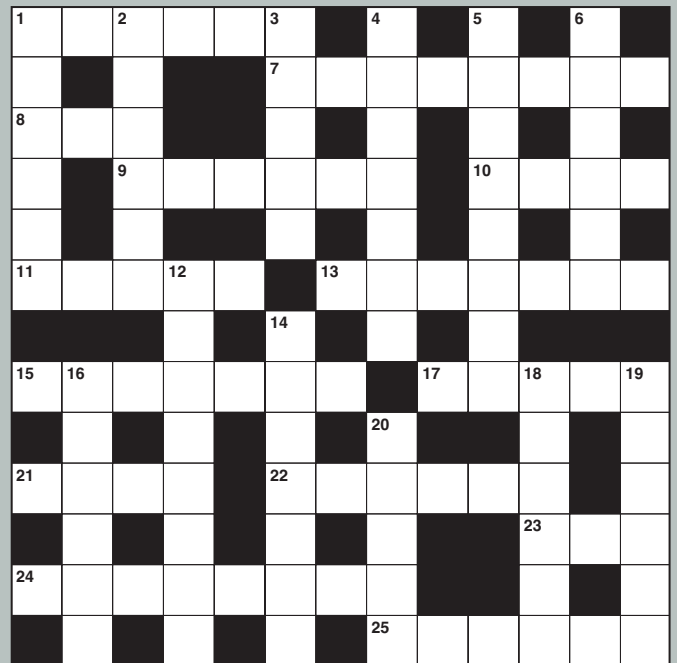
The first known contraceptive was crocodile dung, used by Egyptians in 2000 BC.

In France, it is forbidden to call a pig Napoleon.

The Himalayas cover one-tenth of the Earth's surface.



Puzzles

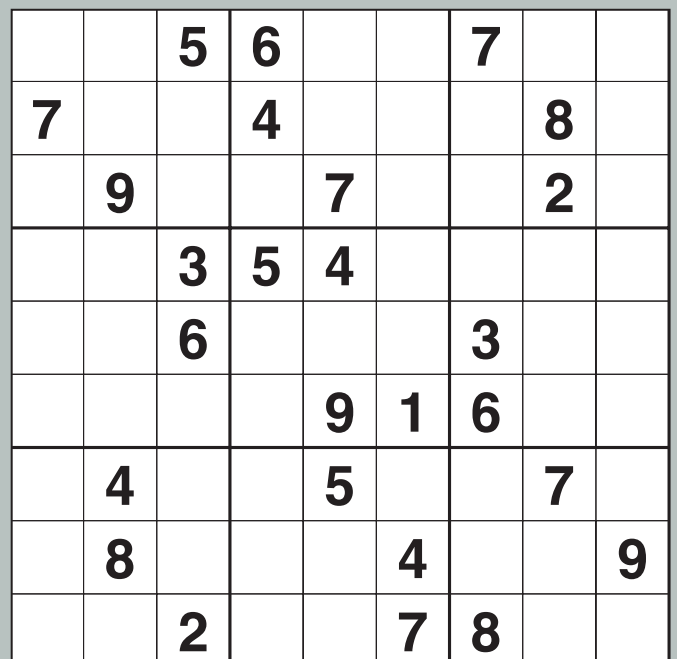


ACROSS

- 1 Excessively ornate (of music) (6)
- 7 Where tents are pitched (8)
- 8 Life force (3)
- 9 Orange vegetable (6)
- 10 Seal of the Archbishop of York (4)
- 11 Feudal vassal (5)
- 13 In a relaxed manner (7)
- 15 Whispers (7)
- 17 Equipped (5)
- 21 Scottish singer-songwriter (4)
- 22 Cowardly (6)
- 23 Muhammad ____ : boxer (3)
- 24 Came off the tracks (8)
- 25 In truth; really (6)
- 4 Eg hate or joy (7)
- 5 Appraiser; valuer (8)
- 6 Walk casually (6)
- 12 Spherical (8)
- 14 Sharp snapping sound (7)
- 16 Loan shark (6)
- 18 Threaten (6)
- 19 Repudiated (6)
- 20 ____ Arabia: country in the Middle East (5)

DOWN

- 1 Remember (6)
- 2 Trite remark (6)
- 3 Pale brownish-yellow colour (5)



YOUR COMMENTS

Your Comments

We asked you for your response to some of the stories we publish in *The Mover*. Here are some of your comments.

Michael Gerson

Unfortunately I have to advise you that Dotty Giannittasio who had been with Ed Bernstein of Quaker Moving & Storage, Philadelphia died after a long struggle with cancer.

Dot, who died on the 13/01/16, had been with Ed Bernstein for over forty years and was well known and loved by those who met her with Ed at the various moving conferences.

Ed himself was not an 'express mover' but, he did marry Dotty on his ninety-first birthday. Dot was a much loved school teacher at South Philadelphia High School and whenever she was on the street in Philadelphia ex pupils would cross over and greet her, so popular was she with her students and this occurred for years well after retirement. She will be sorely missed.



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The White & Co Mystery Mover

Congratulations to James Fountain from TEAM in London for spotting the forehead of Lars Lykke Iversen poking out of an old Russian tank – if you want to know why – ah well, that’s a very long story. This month the photo is similar, in that regard anyway. If you were there, you’ll know; if not, you’ll need great eyesight. The first correct answer drawn will receive the coveted White and Company Red & Black watch. Answers please to editor@themover.co.uk.

Fishing ...

Andrew Nelson

Anglo Pacific International Plc, Glasgow

I didn't like to go fishing – I was too impatient. My dad did his best father and son bonding with me (aged about 9) and we visited various locations, gave me a rod and showed me his undoubted expertise as a skilled angler. I tried flies, spinners and live bait, the latter with equal measures of disgust and excitement but of course with limited results. What he didn't do was actually explain the challenge and thought process of each mission. Perhaps he did and I didn't get it.

As I have aged, I still haven't picked up the mighty rod, but have taken an admiration for the work of this widely participated passion. The way in which you think 'smarter' than the fish - testing, challenging, changing position, time and types of bait to create the victory of the catch. I can't help thinking that there are many parallels with fishing and the removals industry sales.

We often visit customers in their natural environment and the desired outcome of a sale is just as important as the catch of the fish. But do we draw inspiration from the wily fisherman's skills or do we just do what we have always done? Do we carefully look at the customer's needs, how reasonable or demanding their expectations and apply costs accordingly? Do we look at the quality of their items, their attention to detail and the

value they attach to quality over price? Do we take each challenge individually and look at our best angle in order to win the contest or do we drop line in the water with the same bait, position and equipment as an established and well-rehearsed ritual?

Survival is important I agree, but if the cost of that survival is that our industry creates an inability to reinvest in equipment, train our future staff or dare I say create a reasonable profit, then why do we appear to be so keen to use our bottom line profit as our starting point? Going cheap on your quote is like speeding in your car, lots of people do it but most say they don't and the bravest amongst us may raise their hand and protest their innocence, but I know I have been apathetic in the past because I didn't think of or understand the bigger picture.

Our new recruits to the industry can often come through our ranks as young talented people who are selling to customers with limited training and bundles of eagerness. So next time you give a fishing rod to someone, are you encouraging someone that routinely 'throws their line in the water' hoping for a bite or a skilled and clever angler who will provide plenty of 'food' for your business? I would suggest that your industry needs the latter.

Leader

The Mover, February 2016, page 4

Bob Bluffield

I just felt the need to congratulate you on a very good and well-balanced editorial. Unfortunately the media usually fails to mention the plight of the truckers who have to face this gauntlet of abuse and violence every day while the French police tend to simply look on. And, when I have mentioned this through social media it creates the wrath of those that are encouraging more to join the migrant camp. It is high time for the 'Jungle' to be moved far from the ports, away from temptation, but this, of course, would not please the migrants because it would provide them with less



opportunity to break the law. Your comments were most poignant but one of the problems as I see it is that too many in this country (I hasten to add, mainly those of the Left persuasion!) are giving their support to these people whilst doing nothing to protect truckers and motorists.

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- BAR Annual Conference**
19 – 22 May, 2016, London, UK
- EUROMOVERS International General Meeting and International Conference**
26 – 28 May, 2016, Helsinki, Finland
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Tony Allen: And finally ...



Added complications

To quote the well-known but fictitious Victor Meldrew: "I don't believe it!"

I'm on holiday; I rent a car; the car is advertised as keyless - although, enigmatically, you are actually supplied with a key. The concept is that you keep it with you at all times; all you have to do is approach the car and it unlocks itself provided that you have the key nearby. You then sit in the car which then starts without using the aforementioned key - although, in so saying, you do have to depress the clutch and then, if you can find it, push an elusive button on the dashboard.

Hang on, that's surely more complicated!

Well that's not the half of it. The key is small and unassuming, if you have empty pockets then that's fine, but if they are full - handkerchief, wallet for example - then that's a problem. So sometimes you place the key in the car, perhaps near to where the radio is. Furthermore, when you get out of your vehicle you must remember to lock it by depressing a button on the door handle, the wing mirrors then retract to show you that the vehicle is locked. That word 'remember' worried me a bit here, and sure enough I did on one (maybe two!) occasions leave the car unlocked with the key prominently displayed next to the radio.

Now picture the scene. You've left the car after having locked it. Since you have no empty pockets to speak of, you hand the key to your partner to look after. Ten minutes later you realise that, because it is a very hot day, you need to make a lonely ten minute return journey to collect a necessary sun hat. And when you get back to the car ... yes you've guessed it: where's the key, the one that you thought you would never need again? It's with your partner; and where's your partner?

I hope you get the picture; are we making things needlessly complicated? For example, have you been to post a letter recently? Boy oh boy, before you even begin, you need to have a degree in geometry, it used to be so easy - first or second class! Not anymore; now size really matters along with advice from your local mailing specialist.

New passport photo? This seems to have reached a point where you need a producer and a director to achieve the required result. I just can't believe how (needlessly?) complicated things are becoming. The only thing that appears to be simple these days is yours truly!

What about the 'science' of eating? We have nutritionists, dietary consultants, carbohydrate specialisers, protein

observers and members of the up and coming Gluten Free Party. Are we creating too many specialisations? Are we becoming too sub-divided?

Let's put this another way: In this age of specialisation are we creating a state of affairs where we appear to learn more and more about less and less until finally we will know everything there is to know about absolutely nothing?

Of course there is another way of looking at this. One somewhat trite definition of marketing is: establishing and satisfying needs. There is, however, an alternative definition which expounds: first create a need; then publicise that need; then offer a solution to that need. Perhaps this is a possible explanation as to what's going on here. It had never ever occurred to me that what was missing in my life was a keyless car (which actually had a key). At no time had I contemplated how much better my life would be without a car key. First create a need ...

New passport photo? This seems to have reached a point where you need a producer and a director to achieve the required result. I just can't believe how (needlessly?) complicated things are becoming.

At one time you could place a letter in a letter box without agonising over the size or myriad other complications. It worked fine and cost a very reasonable sum. Then the requirement for profit became paramount to satisfy the needs of management and shareholders, as opposed to the needs of the customer.

Marketing Director: "I know, let's make posting a letter so complicated that it will need to be accompanied by specialist knowledge. If all you want to do is post a letter, you will have to go to a Post Office to establish its weight, size and destination and then to rely on the 'specialist' to guide you through a labyrinth of rules and regulations (first create a need?). You will then become so flummoxed by the impediments to sending a letter that you will hardly have noticed that the cost of doing so has, inexorably, reached a point where you are almost better off delivering it yourself."

Anyway, there you have it, food for thought. I'm certain that you can produce many similar examples of our increasingly complicated lives. This is all in the name of progress I suppose - but I'm not so sure that I believe it!

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