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Issue 029 August 2013 [www.themover.co.uk](http://www.themover.co.uk)

# TheMover



## THE MOVER CONFERENCE

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In association with The Movers and Storers Show



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# TheMover

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## LEADER

## And then there were two

Steve Jordan, Editor



It's extraordinary! Since 1900 the BAR and its forerunners were the only UK trade association for movers, then came along The Guild in 1991, then nothing until now. Last month we announced the tentative launch of the Alliance of Independent Movers (AIM), and today I learn of another such organisation the Association of Independent Movers (AIM). They are coming along like No. 23 buses.

A few things strike me. Firstly, it seems very odd that two groups of people have, quite separately, decided that a new association is needed. It does suggest that they at least both feel that there is a gap in the market that is not being filled by the incumbents. It remains to be seen how many others feel the same way.

My immediate thought was this was an attempt on the part of the second AIM to queer the pitch for the first but, having spoken to both, I don't believe this to be true. It appears that neither was aware of the other's formation and were understandably dismayed when they found out. Neither, it appears, has any relationship with any other trade group.

It's also a great shame that the initials have turned out to be the same. Then again, for an independent association of movers there are only a few permutations available so it's perhaps not surprising that they should come out this way. The second AIM is now promoting itself as The Association to try to draw a distinction between it and The Alliance.

This could be viewed as being all a bit unfortunate and likely to distract both the protagonists and the industry from their, presumably laudable intentions. But in fact it might not be such a bad thing. The Association is setting itself up to serve the man and van market with a viable 'first rung' into the association world. The Alliance, however, is aiming higher with a more comprehensive membership criteria and bag of services. If they can find a way to co-operate, it could work to everyone's benefit.

I do, however, feel a little sorry for the poor consumer. A big criticism of BAR has always been that the customers don't know what it is or what it stands for. How exactly they are expected now to distinguish between AIM and AIM I have no idea. Seems to me that there are some compromises to be made somewhere.

Steve Jordan



● Mortgage lending in May reached its highest since October 2008.

## UK mortgage lending up 21%

Great news for the moving industry.

In its June press release The Council of Mortgage Lenders has estimated that total gross mortgage lending in May increased to £14.7 billion, representing a rise of 21% from £12.2 billion in April and 17% higher than the total of £12.6 billion in May 2012. This is the highest monthly estimate for gross mortgage lending since October 2008 and must be fabulous news for the moving industry indicating that the years in the doldrums might finally be coming to an end.

Commenting on market conditions, CML Chief Economist Bob Pannell said: "The change of guard at the Bank of England takes place against the backdrop of a modestly improving UK economy, albeit one that appears to rest upon a pick-up in consumer spending and a recovering housing market. Funding conditions, helped by the Funding for Lending scheme, continue to look favourable and are supporting more competitive mortgage pricing and availability and a gradual resumption of lenders' risk appetite."

He continued: "While the direction of travel is clear and fits well with

the more positive housing surveys from RICS and others, our forward estimate does imply somewhat stronger house purchase activity than we had been expecting. This may reflect a degree of pent up sales following the extended spell of poor weather earlier this year."

**"Funding conditions, helped by the Funding for Lending scheme, continue to look favourable and are supporting more competitive mortgage pricing ..."**

Bob Pannell

The Council of Mortgage Lenders' members are banks, building societies and other lenders who together undertake around 95% of all residential mortgage lending in the UK.

## Got an event coming up?

Put it on the online events diary – just e-mail [nikki@themover.co.uk](mailto:nikki@themover.co.uk)







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In association with  
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and Storers  
Show**

## NEWS: UK

## Removals company wins award for its community spirit

**A**mersham Town Council announced its winners of the 2013 Citizen of the Year awards with removals company Clarks of Amersham winning this year's Business Award for services to the community.

Amersham residents are invited to nominate someone who they feel deserves recognition for their contribution to the community. They have to have made notable contribution to others, so whilst they are the Mayor's awards, they are voted for by the public.

Mimi Harker, former Mayor of Amersham said, "This Business Award goes to a family run company who are pillars of the community. They have helped out with every community function that I have participated in and have also helped in raising money for local events and facilities such as the Olympic Legacy multi sports zone and HS2 campaign. Their distinctive blue vans and lorries are often used as platforms or stages at local carnivals and festivals. As well as being used for helping move and deliver equipment for Amersham Round Table and Amersham British Legion to name but a few."

Michael Clark, the Managing Director of Clarks said he was very honoured to accept the award on behalf of the company.

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● Rising house prices indicate that people are moving again.

## House prices rising fast as confidence returns to the property market

Both Halifax and the Nationwide reported significant increases in house prices for the year to the end of June with the Halifax recording its highest rate of increase since August 2010 at 3.7%.

**O**ver the same period the Nationwide recorded a 1.9% increase. Although the two indexes rarely agree from month to month the trends from both are virtually identical.

For the moving industry this is good news. It demonstrates that the market has, after years of stagnation, finally opened up and people are moving again. Only if house prices rise again to unaffordable levels will the number of moves begin to fall again and there seems to be little sign of that in the near future.

In a recent interview Martin Ellis from Halifax said that it was a general improvement in the economy that was pushing up house prices. "Also, because prices have been rising gently means that people are becoming more confident about coming into the housing market," he said. The shortage of property for sale and the very low interest rates were also having an effect.

Mr. Ellis did not believe that the government's measures to help people get a foot on the property ladder were a significant factor although he said that there are some early signs that they are beginning to stimulate the market and give it a bit of a boost. "Mortgage payments as a percentage of earnings is well

**"I don't see any near term increase in interest rates. When it does come it's likely to be a gentle increase giving people time to adjust."**

James Hookham

below the long-term average," he said. "I don't see any near term increase in interest rates. When it does come it's likely to be a gentle increase giving people time to adjust."

Two UK house builders have also reported figures that support the lenders' findings. Redrow said the number of homes it had built in the past year had risen by 15%, and added that its full-year profits, to be announced in September, were likely to be ahead of expectations. Taylor Wimpey said it was trading at the upper end of its expectations and said that it had seen a significant improvement in the housing market in the first six months of 2013.

About time too!

## MatchingDonors Living Organ Donor Initiative programme

Did you know that more than 7,500 people of all ages across the United Kingdom are waiting for an organ transplant?

**U**nfortunately, as many as 1,000 of them a year – on average, that's three a day – will die because there are simply not enough organs available. According to the NHS Blood and Transplant (NHSBT) – a Special Health Authority of the NHS responsible for managing the National Blood Service and Organ Donation and Transplantation Studies – "most of us would be willing to take a donated organ if we needed one, but currently only a third of the population is actually on the Organ Donor Register".

MatchingDonors.com has become the world's largest and most successful non-profit organisation promoting, registering, and finding living organ donors for people needing organ transplants.

Currently, patients waiting for an organ donation are placed on a national waiting list through the government. A computer system matches patients to donor organs according to objective criteria such as blood and tissue type, immune status, medical urgency and time spent on the waiting list – the average time to receive a deceased organ is many years on this list. This ranking system determines which patients are offered available organs. This process is extremely important in anyone's organ search, but MatchingDonors.com offers a way to enhance the search with a more active approach. Many patients receive their kidney transplant within six months of registering on MatchingDonors.com. Organ failure is rampant in all segments, races and ages across the United Kingdom.

The MatchingDonors Living Organ Donor Initiative programme has already saved thousands of lives. All MatchingDonors, MatchingDonors.com and MatchingDonors.co.uk services and memberships are totally free to all patients and donors in the UK. Visit [www.matchingdonors.com](http://www.matchingdonors.com) for more information or to register as a donor.





## Mentor staff leap for charity

Four fearless females from Mentor Training recently took part in a sponsored skydive to celebrate their company's 25 years in business as a fork lift driver training provider.



On Sunday 9 June, the fundraisers, from Mentor offices across the UK, jumped from over 13,000ft. After a 5,000ft freefall – during which they reached speeds of up to 120 mph – the team opened their chutes and were safely reunited on the ground.

Norma Gartland, from Mentor's Livingston office, said, "Waiting to jump was really nerve-racking, but the thought of all the money we had raised for good causes kept us focussed."

The jump took place as part of Mentor's 'Mission 25' initiative, celebrating its quarter century by raising £25,000 for charity. As well as undertaking a series of sponsored challenges – including

● Left to right: Adel Coupe, Charlotte Summerson, Norma Gartland, Amy Alton.

head-shaving and a Land's End to John O'Groats forklift drive, the company will also be donating 50p for every training day sold between April 2013 and March 2014.

At the end of the 12 month challenge, proceeds will be split equally between five charities; Help for Heroes, Prostate Cancer UK, Weston Park Hospital Cancer Charity, Children's Hospice Association Scotland and Children in Need will each benefit from the initiative.

● If you would like to support the Mentor team's charity challenge, please call 01246 555222.

## Charity in action

Britannia Leatherbarrows in Bournemouth has for many years supported ShelterBox, an international aid agency based in Cornwall that provides emergency shelter and life-saving supplies for families at times of disaster when they need that help most. The charity was the subject of fundraising at the BAR Western Area Dinner Dance in Newquay.

A press release, received recently at *The Mover* clearly demonstrates the charity's work and how it can be so important to people's lives in a crisis. The story tells of the case of the Marizmer Marquez family following a typhoon that struck the island of Mindanao and left their house as little more than matchsticks.

In fear for their lives during the typhoon, the mother sheltered the baby in the fridge and her second youngest child in the washing machine. After some ten hours of continuous rain and winds

the typhoon abated and the family emerged safe and sound but to find the house completely in ruins.

The family initially lived in makeshift shelters cobbled together from the ruins. When the ShelterBox arrived, it was able to provide temporary accommodation to allow the family to start to rebuild their lives. Mother and father are now back at work earning money to be able to buy materials to rebuild their home. Still living in the ShelterBox tent they are at least safe from the more extremes of the Philippines climate. The ten-year-old daughter was delighted that the ShelterBox also contained a children's activity pack as almost everything else that she had owned was destroyed.

● For further information on ShelterBox visit <http://shelterbox.org/about.php>.

● A ShelterBox tent amid the wreckage of a former home in the Philippines.



## GB Liners to move Brighton office after 80 years

GB Liners is to relocate its Brighton operation in the spring of 2014 into new purpose-built premises at Woodingdean, Brighton.

This will mean the branch leaving the Central Brighton locality from which it has traded for over 80 years.

The purpose-built warehouse and offices will have space for over 500 storage containers together with mezzanine floors and racked areas. A substantial yard area will allow a 50% expansion in the fleet which has been impossible to accommodate at the current premises in Central Brighton. The existing depot is being converted fully into self store for which it is ideal, given its location.

Managing Director Robert Bartup commented: "Of course, we will be sad to leave the area where my

grandfather started the business in 1923 but we have spent a long time looking for somewhere more suitable and we are happy that the search has come to an end."

Branch Manager, Tom Hare, said: "While I will miss the buzz that comes from the city centre location, I won't miss the traffic and parking problems that come with it. I am looking forward to getting into the new depot and being able to develop the business further."

The new depot will be developed by St Modwen Developments for GB Liners. Because of the sloping site, the offices are at the level of the top container and the yard entrance is at ground floor level.



● Artist's impression of the new GB Liners depot.

## INTERVIEW: LEE MACKENZIE



# Serving the trade

A chat with Lee MacKenzie of Compass Moving Services.

Compass Moving Services, run by Lee MacKenzie and his aunt, Karen MacKenzie-Harris, is a great example of a small moving company that has grown to serve the needs of the big operators. Since starting the business in 2009, not a great time to start any business, Lee and his team that includes two of his uncles and a couple of his best friends, have bucked the trend and made the business a success.

Lee was virtually born on a truck, spending time 'helping' with the family business as a child. But when that company closed its doors he set out to build something himself.

It wasn't many years ago that the concept of subcontracting was anathema to most companies. But as times have changed the industry seems to be becoming increasingly polarised into the companies that get the work and the ones that do it. Compass is very much in the 'doing' camp.

"We are happy doing trade work," said Lee. "There's no need for surveys and competitive tenders. You know where you are with the trade."

After three years Compass Moving Services runs a fleet of vehicles, mainly plain so they can be sent on jobs for any customer, and employs six people. Karen runs the office. All take a very keen interest in training and take part in their customers' training courses as often as possible. "They vary quite a bit," said Lee. "Some are more concerned with packing, others focus on keeping the customer happy. We get to benefit from all of it."

Most of the work is for export with Compass providing both origin and destination services if required. And as far as Lee is concerned, he's prepared to go wherever the customers send him. "We are regularly in Germany, France and Switzerland, but wherever there's a road we'll go there. We often go to Macedonia, Romania and Bulgaria. Some companies don't want to go there but we don't mind."

All Lee's men have plain uniforms or wear the clients' uniforms if required. Paperwork too has, according to Lee, become standardised so there's not much difference between companies' procedures. "But we have noticed



"We are regularly in Germany, France and Switzerland, but wherever there's a road we'll go there."

**Lee MacKenzie**

companies becoming more demanding in recent years," Lee explained. "We are often required to pack and load a 40ft container for export in three days now whereas a few years ago we would always be given four." Just a sign of the times, perhaps.

But whatever the customer wants it's Lee's job to provide it. "We always try to do our best. We know that we are representing our customers and we are the last people the home owner sees so it's us that leaves the lasting impression. It's our aim to make sure that's always a good one."



# Join the team at Matthew James Removals & Storage Ltd.

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Harrow Green has developed a way of moving commercial freezers over long distances while keeping their contents inside temperature controlled. An innovative device converts the vehicle's power supply enabling the freezer to function normally during its journey.

Using leading edge technology in this way saves the customer time and money; it means customers don't need to make separate arrangements for transporting temperature sensitive goods which would involve specialist, expensive vehicles.

This unique device was put to the test recently when Harrow Green was asked to transport several freezers and their contents from a university in Edinburgh to Manchester. It was essential that the freezer temperatures were maintained throughout the five hour journey.

Terry Gibbs, Harrow Green's Regional Director said, "The university was confident that Harrow Green would deliver the contents of the freezers to Manchester exactly how they left Edinburgh. Our client was extremely pleased with the service we provided. We have since received several new enquiries for similar removal projects."

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## Regular parking fines show 'policy failure'

The high and sustained levels of parking fines on delivery vehicles in London are a sign of policy failure rather than successful enforcement, the Freight Transport Association (FTA) has told the House of Commons Transport Select Committee.



● Delivery vehicles have little choice but to stop on restricted routes and become 'easy pickings' for enforcement officers.

The Committee was taking oral evidence on the impact and costs of local authority parking enforcement on business from witnesses including FTA's Managing Director of Policy & Communications, James Hookham. Hookham stressed that the Traffic Management Act (TMA), that governs local authority parking policy, is in need of fundamental review as it fails to distinguish between 'parking provision', which is mainly concerned with private cars, and deliveries to commercial and residential premises, which are an essential economic activity.

"The very high levels of fines that continue to be incurred by operators attempting to deliver to premises, particularly in central London, show a failure by local authorities to adequately plan and provide for kerbside deliveries," he said. "No operator sets out to deliberately contravene the restrictions on parking, but the lack of adequate provision means that delivery vehicles

around a pound per minute for lorries to operate in town centres, they are not there to 'park', but instead perform an essential economic task. The Traffic Management Act, underpinning parking management and enforcement, has been in place for five years and FTA is calling for a wholesale review by government. "The legislation that underpins parking enforcement assumes that congestion management takes precedence over access to the kerbside. Whilst reducing congestion is important, there needs to be a balance, and good provision for deliveries is essential in order to support local businesses. It is high time that this was properly reviewed."

According to recent FTA surveys, Penalty Charge Notices (PCNs) cost businesses millions of pounds a year with several FTA members individually paying more than £1 million a year in fines. But the cost of parking enforcement is not just restricted to the fines themselves - due to the high volumes of PCNs issued to some companies, many are now forced to employ dedicated staff purely to pay and appeal PCNs; while FTA has developed a service to assist its members with this administrative burden.

Hookham added: "The issuing of a PCN is a sign of policy failure rather than enforcement success. However, due to the potentially large income local authorities can make from fines, the incentive is not there to reduce the numbers issued. Greater leadership by central government is needed to ensure a consistent and fair application of the parking policy framework which respects the difference between illegal parking and vital business deliveries."

This is a problem that is regularly faced by moving companies and crate hire companies that have no choice but to pay fines to get the job completed. *The Mover* is aware that some companies pay out many thousands of pounds every year, money that comes straight off the bottom line.

**"Greater leadership by central government is needed to ensure a consistent and fair application of the parking policy framework..."**

James Hookham

have little choice but to stop on restricted routes to gain access to adjacent premises, and become 'easy pickings' for enforcement officers. The law needs to be clarified to distinguish between 'parking' and 'delivery and servicing activity'."

Hookham urged the Committee to recognise that commercial vehicles are in town to make essential deliveries that businesses and residents rely on. Given an operating cost of



## A year of giving marks 25 years in business for Pound Gates

To celebrate its 25 years in business insurance brokers Pound Gates has woven the 25-year theme in to a range of corporate social responsibility and fund raising activities. On the last Sunday in June a team of 75 staff, friends and families completed The Orwell Walk.



● Pound Gates' cycling Santas.

The Walk offered a choice of 14, 19 and 25 miles, with routes along public footpaths, wet/muddy beaches, thick woodland and uneven farmland. Altogether the team walked 1,300 miles. Sponsorship continues to flow in and they hope to achieve £10,000 in donations. Monies raised will go to the Pound Gates and Sevatas Fund with the Suffolk Community Foundation and the Ipswich East Rotary Club, the organiser of the event. Monies donated to the Fund will be used to support causes that benefit children and young people in need, helping them make the most of opportunities and overcoming the barriers to leading full and active lives.

Pound Gates also run a volunteering scheme so staff will be able to support their good causes with time and other resources.

Kevin Collins, owner and Managing Director of Pound Gates said, "Whilst on the Monday after the Walk members of the team were feeling sore there was a great buzz in the office. What a great way to celebrate our 25 years. I am hugely grateful to all our walkers and for the wonderful encouragement and financial support we have had."

To gain staff engagement, and to help get fit, preparation for the Walk was launched in May by staff taking part in 'Walk to Work Week', completing 500 miles between them and kicking off their fund raising activity with a pound a mile donation from the company.

In the same week Kevin Collins hosted a party to celebrate their 25

years of business with clients, suppliers and old friends including, Allan Pound co-founder, his wife Irene and Hilary Gates the wife of the late co-founder Ivan Gates. Guests from the night were generous with their encouragement and pennies.

Stephen Singleton, Chief Executive of the Suffolk Community Foundation said, "We are hugely impressed and grateful for the efforts of the Pound Gates team at this weekend's Orwell Walk, and we congratulate them all for taking part in this landmark local event. It is wonderful to think that all their hard work will make a real difference to the lives of many local children and young people who will benefit from the Pound Gates and Sevatas Fund, which is managed here at the Foundation."

**"Whilst on the Monday after the Walk members of the team were feeling sore there was a great buzz in the office."**

Kevin Collins

In December Pound Gates got the 25 year celebrations off to a flying start when 25 of their staff and family cycled 25 miles dressed as Santas and raised over £7,500 for East Anglia's Children's Hospices.



● [www.themoversandstorersshow.co.uk](http://www.themoversandstorersshow.co.uk).

## Registration opens for The Movers and Storers Show 2013

Registration for The Movers and Storers Show 2013, 22-23 October, is now open at [www.themoversandstorersshow.co.uk](http://www.themoversandstorersshow.co.uk).

Even though the website has only been operating for a short time registrations are building quickly and it's looking as though the 2013 event could easily be the best ever, with people feeling more positive about the prospects for the industry and with the UK economy looking a little more healthy. As always, entry to the show is free for visitors as long as they register online before the event. There will be a charge for anyone who prefers to register at the entrance.

The organisers say that almost all the stands have now been sold for exhibitors so, if you do want to exhibit, you'd better get your skates on and contact Keith or Charlotte at Animo events at e-mail [charlotte@themoversandstorersshow.co.uk](mailto:charlotte@themoversandstorersshow.co.uk).

If you are staying overnight at

the show the accommodation will be in the small but beautiful Snoozeboxes, owned by David Coulthard. The bedrooms are extensively modified shipping containers containing all mod-cons including a wet room and WC, a TV, storage space and two separate beds. Breakfast is included in the overnight fee as is minibus transfer from the Snoozeboxes to and from The Wing building at the start and end of each day. Space is limited though, so please book soon if you fancy joining in the fun.

If you are one of the exhibitors, please spread the word and let's try to make this the best Movers and Storers Show ever.

Bookings are also in full swing for The Mover Conference taking place at the same time as the show. To book your place go to [www.themover.co.uk](http://www.themover.co.uk).

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Visit: [www.themover.co.uk/back-issues](http://www.themover.co.uk/back-issues)



**OPINION:** MOVERS DON'T CHARGE ENOUGH

## Will you make money as the market improves?

You see, we are all very nice chaps, us removals lads and lasses. We look after our customers, polish our trucks, send our mums flowers every March and have, for decades, failed to charge enough for what we do. By Steve Jordan.

Let me give you one simple statistic. On my first day working in the international moving industry, in August 1974, I was given the job of checking the rep's quotes for moves to Australia. My boss told me to divide the price by the volume and it should be about £2.50/ft<sup>3</sup>. "If it's not, come to me and we'll work out why," he said. Do the same exercise today and what figure would you be looking for? £5.00? £5.50 maybe. In 40 years the price has just doubled! Can you name me one other service-based industry, involving manual labour, bought in materials and fuel, that has risen in price by less? I doubt it. And we weren't making a fortune in 1974 either.

Some of the prices I hear people discuss in the domestic market too seem to me to be totally bonkers. A few hundred quid for moving a three-bed house half way across the country? No, I don't think so. Not with the average price of a home in the UK being around £250,000 and back on the rise again.

But the trouble is that most movers

In 40 years the price has just doubled! Can you name me one other service-based industry, involving manual labour, bought in materials and fuel, that has risen in price by less? I doubt it.

seem to be totally incapable of dragging the pricing off the bottom rung. I know that the cost of market entry is low but surely the established companies can use their initiative to command a premium for what they do? People often say that 'the customer won't pay'. I don't believe it. They could afford £2.50 a foot to move to Australia in 1974, when they'd sold their home for about £7,000, so they can definitely afford more than a fiver now. However the customer won't pay more if he

cannot see any benefit in doing so. Why should he? It's our job to make him understand the difference between the service he can get for peanuts and the one he really needs.

I was chatting with Eric Bourne from Bournes in Rye the other day. He agrees that, now the business is returning, the market is improving and people are beginning to feel a little less impoverished, it's time for a different attitude to pricing.

"Recovery to the industry is a long time coming following what is commonly regarded as the most difficult and prolonged recession in living memory," he said. "Now, media reports have suggested things are getting better and the housing market does appear to be on the up as phones start to ring again with new enquiries. However, before we all get embroiled in the mad rush to convert those enquiries perhaps we should take a breath and spend a few minutes looking back at the experiences of the past six years."

Eric said that during this time, in order to survive, many movers secured business by setting and

Most people don't move often, so they have little idea of the costs involved. If we tell them the costs are low, they accept what we say. Similarly, if we say they are higher, they'll accept that too.

negotiating prices downwards, whilst their cost basis has been steadily rising. For example fuels, materials, business insurance, vehicle insurance, vehicle repairs and maintenance, legislation, legal compliance, pension costs, professional fees, quality standards, rent, rates and many other small and hidden increases. "A buoyant enquiry line will provide us the opportunity to recover these increases, not forgetting that we need to allow for higher staff wage





costs as employment prospects improve if we wish to retain good, experienced staff."

He also compared movers to vehicle manufacturers. "If you ask any of your local commercial vehicle dealers for the cost of a Euro 6 chassis cab the price will increase £10-12k against a Euro 5, and it's apparent that all manufacturers are sticking together to recover investment cost. Is it time that professional removers follow suit and stand firmly behind realistic pricing to protect our business rather than roll over and pass all the benefits directly to the customer whilst we struggle to survive? Is it time to change?"

Many would say it is time for a change and agree with Eric that failing to pass on price increases to customers makes little sense. It seems to me that it is not the customers who need educating, it's the movers. Most people don't move often, so they have little idea of the costs involved. If we tell them the costs are low, they accept what we say. Similarly, if we say they are higher, they'll accept that too. They

can afford to pay.

The problem is justifying the difference between the higher price and that quoted by, for example, a new entrant to the industry. I ask: if you have invested in new facilities, new vehicles, first-class training, ISO standards and value-added services without having identified what benefit they are to customers and what they are worth, then have you really thought this through? You should be clear about the benefits and, therefore, you should be able to make your customer understand too. And, in a way, the closer your price approaches that of a van and man operator, the less the perceived difference in the quality and the value of service. So, vive la difference!

So, as the market returns, should we all not throw away the old baggage from the past that tells us we are not worth more? Should we not have confidence that we provide an extraordinary service that is worthy of its just rewards? Or shall we just carry on cutting each other's throats until the next recession arrives?

Your thoughts please.

## @ Comment

**This pricing nonsense has been going on for long enough. Do you agree? What can be done?**

Have your say at [comment@themover.co.uk](mailto:comment@themover.co.uk).

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## NEWS: UK



● Left to right: Maria Gilbert, Julian Grose-Hodge and Yvette Sookool.

## Robinsons first with Global EuRA Seal

Robinsons Relocation has become the first relocation company in the UK to be awarded the EuRA Global Quality Seal for DSP services.

The Global Quality Seal, which supersedes the standard EuRA Seal, is a globally recognised accreditation based on excellence in relocation service delivery and internationally recognised process management systems.

The audit process for the Global Seal saw the introduction of new key performance indicators, designed to enhance the overall customer experience. Measured against these new targets, Robinsons still passed with flying colours. The EuRA auditor commented: "You are a highly professional organisation. I have been auditing for over 20 years and what you do is definitely at the top end."

Robinsons' Group Sales Director Rhonda Olsen said: "We are very proud to be the first UK relocation company to be awarded the EuRA Global Seal. We really work hard to deliver extremely high levels of customer service, so for them to recognise this is fantastic for us. It confirms that our relocation team continues to set and consistently deliver to such a high standard and going the extra mile for our customers really is embedded in our culture."

## Making moving more fun online

Move-it Channelmoving has recently launched a new website giving customers for the French market the opportunity of receiving online quotations using a rather whizzy drag and drop feature.

Customers go onto the site, request a quotation and simply drag and drop items for the shipment into a drop box. After adding in their contact details that can get a quote instantly.

Berin Riley from the company said that it provides much greater flexibility for the customer and provides the opportunity to close the sale later. "Our prospective clients can now log on at 2am if they want to and get a quotation within minutes," he said. "We can follow it up and 'sell' the service aspects accordingly, giving us a chance to close the deal on our terms. I've been convinced for a long time that our industry has always been slow to embrace the web properly - I can remember it wasn't so long ago when quoting from a list was taboo, never mind giving an automated quotation but that's all changed. It's a logical step to use the same data we collate from a list and make the website work for us and the



● Rather whizzy: [www.moveitchannelmoving.com](http://www.moveitchannelmoving.com)

client. It didn't do Ryanair any harm!"

The design of the site is pretty revolutionary too with no more pictures of trucks and warehouses; in fact Berin was inspired by the ice cream company Ben and Jerry's. "We have tried to present

our business (and the industry) in a much more fun and modern way," said Berin. "After all, it's a 'grudge' purchase, so why not try and make the client feel a bit cosier about the prospect of moving?"

Take a look at [www.moveitchannelmoving.com](http://www.moveitchannelmoving.com).

## FTA and RHA welcome DCPC exemptions consultation

The Freight Transport Association and Road Haulage Association have welcomed the Driving Standards Agency's consultation on the possibility of exempting technicians taking vehicles to test from the scope of the Driver CPC.

The two associations are pleased that their recent joint letter to the transport minister on the subject has resulted in quick action by government.

FTA and RHA wrote to Parliamentary Under Secretary of State for Transport, Stephen Hammond, in May voicing their deep concern at advice issued by the Department for Transport which implied that garage technicians and mechanics driving heavy vehicles to statutory annual tests would be considered in-scope of the Driver CPC Directive. They raised the point that according to industry estimates there are more than 30,000 technicians in the UK, adding that although they were aware that a few companies have taken the decision to include these employees in their DCPC training programmes, they believed that the vast majority have

not, and added that for all of them to achieve full compliance for their staff in just over one year would be a massive task and cost for the industry and one that would deliver relatively little benefit.

The associations argued that they felt the Directive was never intended to cover this type of activity and would impose a burden on UK industry – particularly as there are a number of other EU Member States which consider such activities as exempt from the requirements.

FTA's Chief Executive, Theo de Pencier, said, "We're really pleased that government has listened to our case and has acted so quickly to try to provide a solution. We will be offering all the support we can to ensure that this issue can be resolved fully in advance of the deadline for DCPC."

RHA Chief Executive Geoff Dunning said, "In our view, the

intention of the EU Legislation has always been that it applies to drivers who are directly and substantially involved in the delivery of goods and that was reinforced by specific exemptions for some categories of drivers. Applying the legislation where it was clearly not intended, would make no sense and we are delighted that the minister has accepted our arguments."

The consultation closed on 28 June, 2013.



● Stephen Hammond MP.





● Left to right: Rod Seeland, John Sturt (from Bespoke Bodies), Mick Cook (pink shirt in front), Simon Beck and Malcolm Halley.

## Bradshaws and BCL in the pink

Britannia Bradshaw International Removals & Storage and BCL Office Moving are taking charity support and fundraising to a new level – by each painting a removals truck shocking pink in support of their new charity partner, Genesis Breast Cancer Prevention.

**T**he Manchester-based charity has a special place in the heart of BCL Office Moving. In 2007, BCL moved Genesis and the Nightingale Centre to their current location at Wythenshawe Hospital, with Managing Director Rod Seeland and his stepson hands-on with the move.

In 2010, Rod's sister-in-law was diagnosed with breast cancer which tragically has recently spread, and members of staff recently began to raise money in 2013 to support Genesis.

At the same time, John Bradshaw & Son, parent company to Britannia Bradshaw and BCL Office Moving were searching for a charity to support. The firm's Chairman, Malcolm Halley said: "Both Britannia Bradshaw and BCL over the years have supported many local charities, but this year we have gone that extra mile and painted two of our new vehicles in shocking pink in support of Genesis. As a company over the next twelve months, through various events, we are hoping to raise in excess of £25,000 in support of Genesis."

Lester Barr, Chairman of Genesis Breast Cancer Prevention, said: "We're thrilled that Britannia Bradshaw International Removals & Storage and BCL Office Moving have decided to support Genesis – and in such a big way! BCL assisted us with our office move in 2007, and

**"BCL assisted us with our office move in 2007, and it's fantastic that they've thought of us when looking for a charity partner this year."**

Lester Barr

it's fantastic that they've thought of us when looking for a charity partner this year."

Britannia Bradshaw and BCL are looking at their new trucks as a long-term way to support Genesis. In their daily business, the trucks will be travelling around the North West, the rest of the UK and even to Europe for at least the next ten years. They'll also be appearing at local events and festivals on behalf of Genesis to raise the charity's profile and help to attract donations.

A Twitter competition was launched in June, where anyone spotting one of the pink trucks out on the road and tweets a photo to @BCLmoving, @britmovers or @GenesisBCP will have a chance to win prizes. A grand prize draw of all entrants will be held in August to win a pair of tickets to the Genesis Skyball, held in September.

## Government to provide two new tax reliefs to encourage employee ownership

The government is launching a consultation on providing two new tax reliefs to encourage and support the creation and growth of employee-owned companies.

**F**irst is a capital gains tax relief that would apply when the controlling share of a business is sold into an indirect employee ownership structure. This would encourage individuals wishing to sell their business to consider an indirect employee ownership structure, leading to the creation of new indirect employee ownership structures.

The second tax relief being considered is an income tax and national insurance contributions (NICs) exemption. This would allow indirectly employee owned companies to pay their employees a certain amount per annum, free of income tax and NICs. There would also be an employer NICs exemption for the company.

Launched on 4 July, 2013 - 'Employee Ownership Day' - this consultation is focussed on indirect employee ownership forms; this is where shares are held collectively on behalf of the employees – for instance in an employee benefit trust. Views are sought on the two tax reliefs which the government has decided to introduce in order to encourage, promote and support indirect employee ownership structures.

The Nuttall Review of Employee

Ownership in 2012 highlighted that employee-owned companies can provide numerous benefits to the economy, including faster job creation, resilience during the economic downturn and increased commitment from staff. Following the review, the government announced at Budget 2013 that it will provide £50 million annually, from 2014-15, to support employee ownership models.

Chief Secretary to the Treasury Danny Alexander said: "The employee ownership sector has huge potential and the government wants to support it as much as possible. Employee ownership is of significant benefit to the wider economy, through increased growth and business success and this business model will also add greater diversity to our economy."

"We want to encourage greater use of employee ownership in UK businesses and want to ensure that we provide reliefs that are supportive and effective. Views are invited from both people inside and outside the employee ownership sector."

This stage of the consultation will run until 26 September, 2013 and can be viewed at [www.gov.uk/government/consultations/supporting-the-employee-ownership-sector](http://www.gov.uk/government/consultations/supporting-the-employee-ownership-sector).



**"We want to encourage greater use of employee ownership in UK businesses and want to ensure that we provide reliefs that are supportive and effective."**

Danny Alexander

## INSIDE STORY: NIKKI GEE'S MOVE



● Left to right: Nikki Gee, Leon Barratt and Lee Cousins; Below: Lee and Leon load the truck.

# Moving the Mover

*The Mover* magazine's Nikki Gee moved house recently. On this occasion she chose to use a removal company as opposed to braving the ad hoc route of hiring a van, a willing pal and a heap of potential bother. We spoke to her about whether or not the famous myth, 'Moving house is as stressful as getting married', came to pass.

**N**ikki had decided to downsize from a three-bedroom to a two-bedroom property. She also wanted to find somewhere closer to *The Mover* magazine's offices. On finding somewhere suitable in Wavendon Gate, which is at the eastern end of Milton Keynes, Nikki set about arranging her move.

Step forward Matthew James Removals and Storage from Erith in Kent. They were selected because they are one of *The Mover* magazine's best customers. (They are also a member of the BAR.) Having advertised in the publication since day one, she also thought it would be nice to give them some support back.

Nikki was pleased to report that her first moving experience was a very positive one. "I had never used a removal company before, and as a result of this move, I wouldn't consider going without one ever again. The removal men showed up promptly, looking very smart in their uniforms and lorry. They went about their work in expert fashion making everything look so easy."

**"The only stressful part is the actual packing, which I chose to do by myself. But the move itself turned out to be excellent..."**

Nikki Gee

Described as well prepared, helpful and very friendly, the driver Lee Cousins and porter, Leon Barratt encouraged Nikki to sit back and relax. Clearly experts in removals they explained that the hard work was their job and to leave everything to them. "All I had to do was put my feet up or share out the tea and biscuits," added Nikki.

Lee and Leon both proved to be a credit to their trade by applying their

knowledge and uncanny foresight at any chance they could. For instance, Nikki remembers how they approached her huge kitchen table. "They took one look at it and just knew that it wouldn't fit through the door. So rather than wasting their time trying to wiggle it through a narrow door space, they took the time to unscrew the legs and later put them back in place when we arrived at the new house. They also

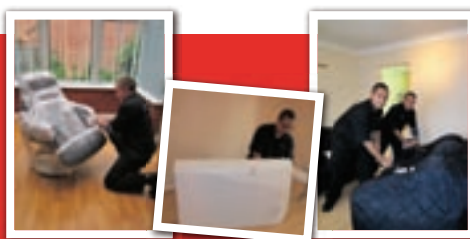
gave me a few handy tips that have turned out to be very useful. It was also impressive how they managed to fit all of my things into the back of their lorry. I bet they are experts at the game Tetris."

So going back to that famous myth, Nikki is firm in the belief that there's no basis for truth in it. "The only stressful part is the actual packing, which I chose to do by myself. But the move itself turned out to be excellent, in fact it was the least stressful part of all. So in the end, that silly myth turned out to be a load of old rubbish."

So we can take heart in the fact that there are great removal companies that go above and beyond the expected and don't hesitate in excelling themselves. Nikki sums up her move, "Without hesitation, I would recommend Matthew James Removals and Storage for a really friendly, helpful and straightforward service. I will also add that every single one of my belongings arrived in the same condition they left the old house in. Not a single thing got broken in the move, so that's another cliché dispelled."

### MEN AT WORK

Nikki was impressed by Lee and Leon's skills. "They went about their work in expert fashion making everything look so easy."







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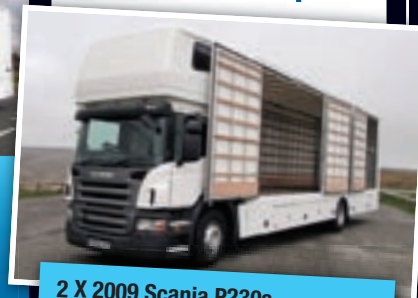


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## CROATIA'S BORDERS TIGHTEN

Croatia has upgraded its borders since becoming the 28th Member State of the European Union on 1 July, 2013.

**T**he country has seen its border policemen triple in number to around 6,000, with a stricter form of passport and customs control. Croatia's main problem is that it lies on the notorious 'Balkan smuggling route' used to ferry contraband drugs as well as illegal immigrants from Africa and the Middle East into Western Europe.

Although Croatia will not automatically join the EU's passport-free Schengen zone on July 1, it is under pressure to meet with the criteria and achieve its goal in two years' time.

## CBP enters next phase of importer security filing

Preparation for liquidated damages phase begins.



● If goods for which an ISF has not been filed arrive in the U.S., CBP may withhold the release or transfer of the cargo.

**O**n 9 July, 2013, the U.S. Customs and Border Protection (CBP) entered into the liquidated damages phase of the Importer Security Filing (ISF) enforcement process.

"The Importer Security Filing and Additional Carrier Requirements are part of CBP's layered enforcement strategy," said Acting Commissioner Thomas S. Winkowski. "CBP works collaboratively and collectively with the other agencies and the trade to maintain the highest level of security and safety for our nation while facilitating legitimate trade."

CBP began the liquidated damages phase of ISF enforcement on July 9, 2013, adding to the use of manifest holds and non-intrusive inspections to enforce ISF compliance. In order to achieve maximum compliance with the least amount of disruption to the trade and to domestic port operations, CBP has been applying a measured and common sense approach to enforcement.

CBP may now issue liquidated damages of \$5,000 per violation for the submission of an inaccurate, incomplete or untimely filing. Liquidated damages in simplified terms refer to a penalty secured by a bond. If goods for which an ISF has not been filed arrive in the U.S., CBP may withhold the release or transfer of the cargo. For carrier violations of the vessel stow plan requirement, CBP may refuse to

**"CBP works collaboratively and collectively with the other agencies and the trade to maintain the highest level of security and safety for our nation while facilitating legitimate trade."**

Thomas S. Winkowski

grant a permit to unload for the merchandise. Additionally, non-compliant cargo could be subject to further inspection on arrival.

The ISF and Additional Carrier Requirements were borne out of the Security and Accountability For Every (SAFE) Port Act of 2006 which required the filing of additional advance data elements to help CBP to make earlier and more informed targeting decisions and improve CBP's ability to target high-risk US-bound containerised vessel cargo prior to its arrival in the U.S.

The 10+2 rule was published in the Federal Register on 25 November, 2008 and has been in effect since 26 January, 2009.

## SMALL COMPANIES GRANTED RELIEF ON EU ACCOUNTING RULES

Small companies will have to reveal less information in annual financial statements as a result of a red-tape cutting measure formally accepted by a vote in the European parliament in Strasbourg on 12 June, 2013.

**T**he new directive merges and updates two existing accounting directives.

Over the past 30 years, amendments to these existing directives added many new disclosures and valuation rules making them more complex and increasing the regulatory burden for companies. The new accounting directive permits small companies to prepare only abridged balance sheets and profit and loss accounts, although such enterprises remain entitled to provide more information if they wish.

The new rule affects companies with fewer than 50 employees, a turnover of not more than €8 million and/or a balance sheet total of not more than €4 million, which are defined as small in the directive. The New Accounting Directive is to be transposed by Member States into national laws between 2013-2015.



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## Latest Crown World Mobility Perspectives series available

*International Assignment  
Return on Investment.*

**C**rown World Mobility is pleased to announce the release of the next issue in its *Perspectives* series.

This second issue, titled *World Mobility Perspectives: International Assignment Return on Investment* is available now to download on Crown World Mobility's website - [www.crownworldmobility.com](http://www.crownworldmobility.com).

This article, authored by Lisa Johnson, Practice Leader, Crown World Mobility, is part of a series of white papers that share industry insight with world mobility professionals, showcasing the depth of knowledge Crown has accumulated over the years. The information provided is a beneficial tool to organisations and provides them with the necessary knowledge to make strategic plans.

This article addresses the issue of measuring international assignment ROI and provides examples of how organisations are managing this often tricky subject. International assignment-related return on investment is a topic that the global mobility industry has attempted to get its arms around for many years. This article provides a snapshot of some of the best-practice approaches that companies are taking to support international assignment-related ROI, as well as practical tips that mobility professionals can use to move their programs in an ROI direction.

Lisa Johnson said: "This *Perspectives* article from Crown World Mobility is intended to



● The latest in the *Perspectives* series.

**"This ... is intended to further the discussion around international assignment ROI and provide examples of ways that companies are addressing this issue."**

Lisa Johnson

further the discussion around international assignment ROI and provide examples of ways that companies are addressing this issue. It also supports organisations' own considerations as they assess their Global Mobility strategies."

● Visit [www.crownworldmobility.com](http://www.crownworldmobility.com) to read the full article.



## Crown Vietnam opens new office in Ho Chi Minh City

Crown Worldwide Group has moved to new premises in Ho Chi Minh City, Vietnam. The new modern office is in a central location and will provide services to Crown Relocations and Crown Records Management clients.

**J**amie Rossall, Country Manager – Crown Vietnam said, "We are all very excited to be moving to our new, larger premises. The move will enable us to take on more staff as we continue to grow across each of our business units here in Vietnam. This will benefit our clients as we continue to increase the level of support and solutions we provide."

This year Crown is celebrating 20 years in Vietnam and serves a wide variety of industries, including

banking, finance, oil and gas, manufacturing, government, pharmaceuticals, hotels and resorts.

### New office address

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## INSIGHT: THE EFFECTS OF DRIVER CPC



# The effect of CPC legislation

By Kirsty Terry, recruitment expert at Milestone Operations.

**D**river CPC legislation is about to come into force for HGV drivers on 9 September, 2014. For all new drivers as of 10 September, 2009, however they are required to have completed their CPC training before they start driving. CPC training involves periodic training of 35 hours every five years.

Milestone surveyed a portion of their own drivers to forecast the impact it may have on agency drivers. 8% of those surveyed stated that they wouldn't be doing CPC training, therefore a worrying amount of the workforce will be lost in September 2014. There will also be the impact of drivers who either can't afford CPC training, or won't have completed it in time. 30% of the Milestone drivers have not yet begun their training. It is

expected there will be a temporary shortfall in the supply of drivers after September 2014.

19% of the industry are also entering retirement age – not including the 8% who don't plan to complete the CPC training – so up to a quarter of the workforce could be lost over the next few years. The industry will have to double its current rate of recruitment in order to fill the gap if that is the case.

The cost of CPC training is not as high as was initially predicted, there are a large number of training providers all looking to benefit from the large number of drivers who require training within a short period of time. To be competitive, trainers are lowering their prices so as to attract as much of the market as possible.

The introduction of the legislation has

● Above: going nowhere – will the shortfall of qualified drivers available after September 2014 mean trucks standing idle?

received some negative reviews from HGV drivers – reviews from HGV drivers who have completed the training do not always see it as a beneficial qualification. They perceive the legislation as bureaucracy.

Our survey revealed some surprisingly positive opinions about the usefulness of Driver CPC. The most common response by drivers is that most of the areas covered in the training were 'very useful'.

It is undeniable that the CPC legislation will have an effect on the logistics industry, but the impact should only be short-term. The biggest threat to the industry is more the ageing population of drivers. The industry is unappealing for prospective drivers also – with expensive qualifications, and lack of jobs for newly qualified drivers.

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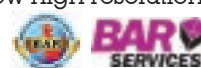


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## THE MOVER CONFERENCE



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**The  
Mover  
CONFERENCE  
2013**

# The Mover Conference 2013

Time to be inspired.

**B**y now you are probably aware that *The Mover* will be hosting its first conference for the moving industry at Silverstone race track on 22 and 23 October, 2013. It's a bold step for us; but I truly believe that now is a time for looking to the future with genuine optimism. The moving market in the UK and overseas is returning to prosperity after years in the doldrums.

The UK economy is picking up and gone are the days of 'hanging on to what you've got'. Those movers that have survived the last few years have emerged from the recession wiser, stronger, and ready to power ahead. Some companies even started during the dark days and have never experienced anything else. I have news for you guys: it gets better.

Now is the time to promote your business, be innovative, look for better ways of serving customers, developing value-added services, and learn how to make money – unashamedly. Everything we do at The Mover Conference will be to help you do exactly those things.

### What's going on?

The programme of events is now coming together. We've decided that we need to combine work and play, or should I say, make you work but make it fun too. We will have morning and afternoon business sessions on both days. They will be a combination of presentations, Q&A

sessions, workshops and plenty of time for you to chat.

The Self Storage Association UK has a new CEO in the shape of Rennie Schafer. Rennie has previously been the CEO of the Australasian Self Storage Association and has an extensive knowledge of the self storage industry across the world. He's coming along to give you a few ideas about expanding into self storage where, even now, there are tremendous opportunities for movers particularly those who already have suitable premises.

VOSA will be along to talk to us too. The agency is soon to merge with the Driving Standards Agency (DSA) so we'll not doubt hear a bit about that. But the guys will be looking more closely at ways in which you can avoid falling foul of regulations on the road.

Value-added services will come under the spotlight too. What, for example, are you doing about supplying materials, van hire, cleaning services, utilities, handyman services, gardening, money transfer and much more? There's much more to moving than moving.

The chaps who are launching the new trade association, AIM (Alliance of Independent Movers), will be there to explain what they are doing, why they are doing it and how you can get involved – if you wish.

And Madam Becky Adams will be joining us as our keynote speaker. Becky has



● Madam Becky Adams.

spent her whole working life in the sex industry, an occupation which is, it's fair to say, more 'customer focussed' than most. She retired from 'active service' (as she puts it) in 2009 and has since become an author, TV personality and acclaimed public speaker. I'll tell you more about her next month – but I promise you won't want to miss a moment as she explains how to grow your business bigger and faster than ever you thought possible.

**Madam Becky Adams will be joining us as our keynote speaker. Becky has spent her whole working life in the sex industry, an occupation which is, it's fair to say, more 'customer focussed' than most.**



● Rennie Schafer.

So there you have it. Do come. It's going to be a fabulous two days both at The Mover Conference and The Movers and Storers Show that we're running alongside. And if you have never been to an industry conference before, maybe because you were not entitled to go, you were too shy or it cost too much, come along to this one. At just £295 including overnight accommodation, it's truly amazing value.

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## CONFERENCE REPORT: EUROMOVERS



● Thomas Juchum.



● Denis Zonneveld.



# Business in Istanbul

On 22-26 May, 2013, in the timeless city of Istanbul, Thomas Juchum, Manager of the Head Office of EUROMOVERS International, welcomed delegates to the 9th EUROMOVERS conference in the classic Ottoman Legacy Hotel. It was a perfect venue for what is always a friendly and productive meeting of the EUROMOVERS family.

**T**homas first introduced Denis Zonneveld, the EUROMOVERS Chairman, who explained the theme of the conference - Quality, Integrity and Exclusivity – which mirrored the values of the organisation. Denis went on to thank the conference sponsors: Reason Global, the only dedicated Lloyds Broker for the moving industry; RoldoRent, suppliers of containers, boxes and roll cages; and Container Plus who provide containers to the moving and self storage industry.

### **The Mover magazine**

Speakers for the first business session included Steve Jordan, Editor of *The Mover*, who explained a little about the magazine that, since its introduction in April 2011, has gained a worldwide following and, as it enters its third year of production is becoming increasingly international in its coverage and

content. Steve explained that *The Mover* was started because he felt that the whole of the moving industry was disenfranchised as all other publications were run by organisations. "If you are not a member of one of the organisations you are starved of information and denied a voice. Even if you are entitled to receive and contribute to a trade publication you only have the voice the publisher will allow you to have. We started *The Mover* because we care about the moving industry and felt that it deserved a more inclusive and open communication."

### **Quality Austria**

Next up was Martin Nussbaumer, a lead auditor from Quality Austria. Martin is able to provide certification for both ISO 9001 and ISO 14001 and is currently the appointed auditor for EUROMOVERS in Germany. He explained in his

**"We must constantly measure, analyse and improve. It's not just about getting a piece of paper on the wall. A management system will keep you moving forward and stop you from rolling back."**

Martin Nussbaumer

presentation that Quality Austria is able to provide auditing services worldwide either through its own offices or as a member of the global IQ network.

He provided an overview of integrated management systems and demonstrated how using Standards in an integrated way can help ensure that they work for a business and are not just a drain on it. "Are we successful because of our management system or despite it?" he said. "We must constantly measure, analyse and improve. It's not just about getting a piece of paper on the wall. A management system will keep you moving forward and stop you from rolling back. It will help you to motivate employees, improve internal communication, create straightforward documentation and develop effective and efficient processes. Doing the right things right."

Brian Limperopulos, from IAM completed the formal speeches (see separate article) leaving the remainder of the conference dedicated to industry awards and networking.



## CONFERENCE REPORT: EUROMOVERS



● Martin Nussbaumer.



● Brian Limperopulos.

## More IAM members sign for RPP but still a way to go

Brian Limperopulos, Programs Manager, International Association of Movers (IAM) addressed the EUROMOVERS members in Istanbul to explain a little of the history of the organisation and the benefits of membership. In particular he looked closely at the organisation's nascent Receivable Protection Plan (RPP) that saw impressive growth in 2012.

**B**rian explained that IAM is the largest international association in the moving industry worldwide with 2,300 members in 175 countries. IAM was originally formed in 1962 (then called Household Goods Forwarders Association of America (HGFAA)) to represent moving companies engaged in US military work. Since then their overseas agents have joined too to create a global network. Today the membership of IAM continues to grow. "We are seeing the GDP growth of emerging countries reflected in our own growth in new members," Brian explained.

### Membership protection

IAM has a multi-layered strategy designed to protect its members including a Code of Ethics to which all members are expected to adhere.

IAM requires new members to have been in business for at least one year, provide a copy of its

business registration and disclose the names of all its principals and provide photographs. "This all helps us determine whether a company constitutes a threat to our existing membership," he said.

**"This provides RPP members with advanced business knowledge to find out who is not paying their bills within the association..."**

Brian Limperopoulos

The organisation monitors the use of its trademark worldwide and responds quickly to any company using it fraudulently. "The trademark provides legitimacy and credibility

to the company," said Brian. "If people use it wrongly we immediately ask them to take it down as this reflects badly on the rest of the organisation."

IAM also works hard to forge strong relationships with other industry organisations worldwide including AMSA, CAM, FEDEMAC, FIDI, EUROMOVERS, LACMA, PAIMA and other national organisations. It has also focussed strongly on building closer contact with governmental agencies that regulate the industry to make sure that they are protecting the consumer while not over regulating the industry.

### Receivable Protection Plan (RPP)

The keystone of the IAM proposition in recent years has been its emerging RPP designed to offer some protection to member organisations in the event of another member going out of business. Brian explained that RPP was a voluntary service that had, so far, been adopted by 145 members. It had recently seen rapid growth in membership as the level of service within the scheme had increased to provide greater value: 108 of those members had joined in 2012 alone. Currently the fund has a pay out limit of \$4,000 however Brian said that this would increase as more members joined. "This is not a lot but this is a voluntary members' programme. We have to put in compensation caps initially to protect the viability of the fund so that it doesn't get raided in a single year."

IAM also includes within RPP an Invoice Dispute Resolution service that has been running for some time but formalised in 2011. Members can request IAM intervention for debts with other IAM members that are over 90 days old. If a debt of over \$10,000 remains unpaid the creditor can request the expulsion of the debtor from IAM. IAM will also name and shame transgressors in its monthly Alleged Debtors List provided to RPP members. "This provides RPP members with advanced business knowledge to find out who is not paying their bills within the Association and to make appropriate adjustments."

Brian closed his presentation with a short commercial encouraging IAM members to join RPP. He said that there is a one-time enrolment fee of \$650 and a \$100 annual fee thereafter. More information can be found at [www.iamovers.org/rpp.html](http://www.iamovers.org/rpp.html) or you can e-mail Brian at [brianl@iamovers.org](mailto:brianl@iamovers.org).

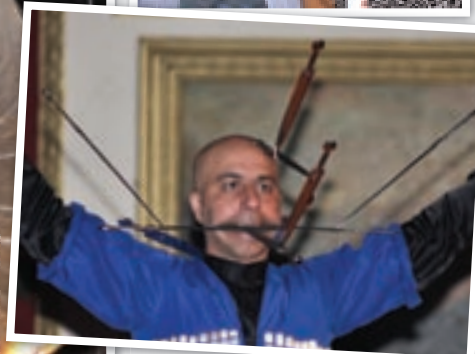
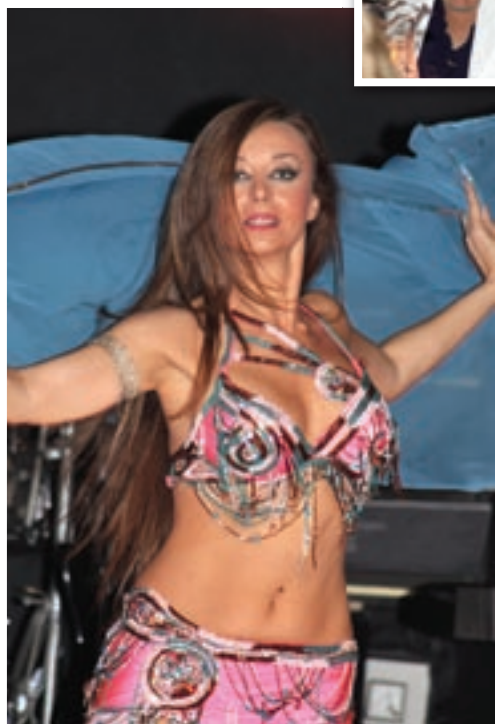
## CONFERENCE REPORT: EUROMOVERS



### Shaking it about at EUROMOVERS

**P**arty night at EUROMOVERS was held at the classically Turkish Kervansaray Restaurant & Night Club close to the famous (now slightly more famous) Taskim Square in the heart of Istanbul. Kervansaray has been the place to go and the place to be seen in Istanbul for over 60 years and is still very impressive today.

It was a fabulous night for all those who are fans of belly dancing, and many were. The food and drink too was typically Turkish as expected. A truly unforgettable evening and a great way to round off a fabulous conference.



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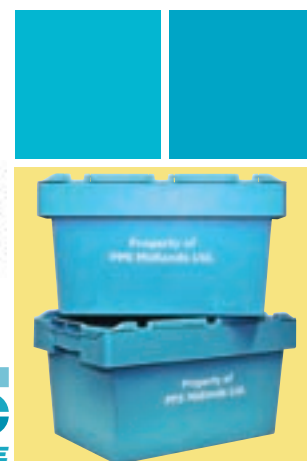
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## NEWS: ON THE ROAD

## VOSA AND DSA TO MERGE

Roads Safety Minister Stephen Hammond has announced that the Vehicle and Operator Services Agency (VOSA) and Driving Standards Agency (DSA), are to merge into a single agency bringing together their testing and standards services.

**A**lastair Peoples, VOSA's Chief Executive, will become Chief Executive for the two agencies and will oversee their strategic operations towards a full merger over the next year.

Rosemary Thew, the DSA's former Chief Executive, stepped down on 30 June and has also announced that she will be leaving the Civil Service.

Commenting on the announcement, Alastair Peoples said, "I welcome the opportunity of working with both agencies to bring together the vital road safety services we provide. The aim of combining the two agencies is to remove duplication of functions, improve efficiency and give our customers a simpler framework to work with. I will now begin the process of working with staff and stakeholders to develop proposals to combine the work of VOSA and DSA. We will continue to provide a quality service and the same level of professionalism while taking forward this work."

The merger is an outcome of the recent motoring services strategy consultation designed to offer motorists and businesses better and more convenient services, while making road safety a top priority.



● Heading for high prices - motorway services charge considerably more than their high street counterparts.

## Time to end the motorway rip-off

Motorway service areas are charging up to four times the high street price for basic food and drinks, according to research conducted by road safety charity, the Institute of Advanced Motorists (IAM).

**E**ssentials such as a 500ml bottle of water cost £2.09 (£0.95 on the high street in London) while the cheapest cheese sandwich cost £3.99.

On the high street, the everyday shopper can expect to pay 25% less than a service area user. At a popular high street newsagent, a standard size Mars bar costs £0.79 and a pack of Walkers crisps is priced at £0.95.

Motorists are dissatisfied with the value for money available at motorway service areas but are left with little choice when making long trips around the country. When asked to rate the price of food and drinks at motorway service areas, more than half of respondents (51%) rated them unreasonable.

The survey also found that 65% of respondents are most likely only to stop at motorway service areas just to use the toilets.

### Price comparisons include:

- A medium white coffee: £3.09 (£2.10 London high street);
- A standard sized Mars bar: £0.95 (£0.79 London high street);
- A pack of Walkers crisps: £1.05 (£0.95 London high street);
- 500ml bottle of water: £2.09 (£0.95 London high street);
- A basic cheese sandwich: £3.99 (£1.00 local high street).

London has the most expensive

white coffee at £3.09, while generally prices were around £2.50.

54% of respondents consider the price of petrol at motorway service areas unreasonable. With petrol prices averaging about £0.10 per litre more than at off-motorway forecourts the IAM is calling for a complete review of motorway prices, together with filling stations being forced to advertise theirs and their competitors' fuel prices, as is the case in France.

The research also revealed that from one motorway service area to the next, the price of petrol can vary by up to £0.10 per litre.

### Cost of petrol in pence per litre:

- Hopwood Park M4: 144.90 (132.90 off motorway);
- Corley M6: 144.90 (131.90 off motorway);
- Michaelwood M5: 142.90 (135.90 off motorway);
- Strensham M5: 142.90 (133.00 off motorway);
- Pont Abraham, Wales M4: 141.90 (133.90 off motorway);
- Forton M6: 141.90 (133.90 off motorway);
- Sarn Park M4: 133.90 (131.70 off motorway);
- Heston Services M4: 144.90 (132.80 off motorway);
- UK average at supermarkets: 131.00.

**"Motorway service areas are supposed to be for motorists to eat, drink and freshen up. It's very important to have a break every two hours and these costs will put people off stopping."**

Simon Best

IAM Chief Executive Simon Best said, "Motorway service areas are supposed to be for motorists to eat, drink and freshen up. It's very important to have a break every two hours and these costs will put people off stopping. Tired motorists pose a danger to themselves and other road users. Around 17,000 people every year break down on the motorway simply because they have run out of fuel, which can cause lane closures and delays for everyone. High petrol prices will put people off filling up. Forcing stations to advertise their competitors' prices would drive costs down."



## VOSA targets 'White Van Man'

Light Goods Vehicles, often known as 'white van man', are involved in twice as many accidents as HGVs and have an MOT failure rate of 50%.



● VOSA is targetting white van man during 2013.

Furthermore, in VOSA checks, light goods vehicles are prohibited six out of ten times, and when weighed, these vehicles are overweight three quarters of the time.

These results not only demonstrate a threat to the safety of road users, but also an unfair advantage over white van man's HGV counterparts. That low compliance rate is even worse considering that HGVs are subjected to a significantly higher level of regulation than light goods vehicles.

During 2013, VOSA are conducting a targeted programme to address this situation and raise the standards of the LGV industry. The majority who try to be compliant will be offered education and advice to enable them to achieve their goal of operating safe and compliant vehicles. A mixed tactical approach

will be used to address the operator who is ignorant of the requirements. They will be subject to enforcement action at compliance checks, married to the carrot of educational assistance to enable them to raise their standards. The minority who have no desire to comply will be subject to enforcement action in an effort to force compliance.

The first steps in this initiative will be a programme of checks in twenty cities throughout the year to raise VOSA's profile with LGV operators in specific market sectors, and the first of these will be directed towards the building trade. This will be allied to cooperation with trade bodies and associations to convey the message that VOSA are determined to raise the standards of the LGV fleet through joint working, education, assistance, and if required, enforcement action.

## Driving in Germany ... holiday advice from IAM

Driver training specialist IAM Drive & Survive (run by the Institute of Advanced Motorists) is offering tips to drivers from its Training Manager, Simon Elstow. Here he looks at driving regulations for Germany.

- While some autobahns (motorways) are free of speed restrictions, this is only on parts of the network. Where there are speed limits posted, they are strictly enforced.
- The drink drive limit in Germany is 50mg of alcohol per 100ml of blood. This could be crucial when considering the 'morning after' effect.
- To park in Germany you need to buy a blue parking disc (parkscheibe), available at service stations, and parking vouchers (parkschein). Parking meters are also common.
- Radar speed camera detectors are illegal in Germany, whether or not you are using them. Be aware that this includes detectors which are built into your sat nav. Penalties include fines of up to €1,500.
- During daylight, you must use

dipped headlights or daytime running lights if your vision is impaired by fog, snow or rain.

- You should carry a warning triangle, set of bulbs and a first aid kit, although these are only compulsory for residents. And don't forget your nationality sticker.

### Driving to Germany through France

When driving abroad, you need to think about the regulations not only of your final destination, but of the countries you'll pass through on your way. For instance, if you're heading to Germany via France, don't forget that you are required to carry a pack of two disposable breathalysers to keep the gendarmerie happy. The breathalysers must meet NF standards and carry the NF certification.



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## FEATURE: BS STANDARDS



# Are BS Standards really worth the trouble?

**M**ost businesses strive to deliver excellent customer service and to operate as efficiently as they can. Good administration, training, health and safety procedures and reducing the company's impact on the environment all play a part in running a business that customers will want to use and employees will want to work for. Managers all have their own ideas about the standards the business should aim to achieve, but do those standards measure up to others in their industry and how can they prove to their customers they are professional and competent?

Applying for accreditation to a recognised industry standard is one way of demonstrating a company's commitment to quality and best practice, but achieving and maintaining that accreditation is time consuming and expensive and many companies, especially smaller organisations, may not think it's worth it. *The Mover* spoke to three removals companies who have taken up the challenge to see if and how it had helped their business.

"We get most of our business by referral so we don't need to use BS EN 12522 as a selling tool, but it probably would help if we were formally tendering for a job."

**Lance Green**



G&R Removals in North London specialises in moving pianos and decided to apply for BS EN 12522 – the standard for domestic furniture removals – thirteen years ago. G&R's Managing Director Lance Green said that although he couldn't directly attribute additional business to having the accreditation it did mean they had to

"It really has streamlined our operations and we don't have to second guess each other because we all work to the same system – we have to."

**Scott Rust**



look closely at the way they did things and meant they had to stick to the systems they'd put in place. "A formal health and safety policy and a documented fire procedure for example are things we'd have anyway, but because we need to produce them during our annual audit we make sure they're kept bang up to date," said Lance. "We get most of our business by referral so we don't need to use BS EN 12522 as a selling tool, but it probably would help if we were formally tendering for a job."

Central Moves in Twickenham is also BS EN 12522 accredited, MD Scott Rust said. "BS EN 12522 has been very useful in that it gives us all guidelines to work to and a clear set of defined rules. It really has streamlined our operations and we don't have to second guess each other because we all work to the same system – we have to."

White & Co is one of the UK's largest moving companies with branches across the country dealing with domestic, corporate and overseas work. The company holds a number of BS Standards as well as FIDI FAIM. CEO Ian Palmer says he is proud to advertise their accreditation and to make customers aware of them during sales negotiations. "I think most people who own property know about BS Standards and see them as a reassuring mark of quality when they're choosing a removal company. Also, when it comes to tendering for corporate or local authority work they can make a difference to

who gets the business, especially if it's a close contest."

Ian also finds the annual inspection by the auditors of value as it allows someone with a fresh pair of eyes to look at how they operate and sometimes suggest ways that things can be improved. "It's easy as a CEO to see everything through rose coloured glasses, so it's good for someone outside to take a look at our operations from time-to-time," said Ian. "We set the bar pretty high for our branches and we know we comply with all the Standards we hold, but there is always room for improvement and I'll often ask for the auditor's opinion about items that are not part of the inspection. They have a lot of experience and visit other removal companies every day so they can sometimes pass on ideas and practices that may be useful to us."

"Having so many branches the annual audit fee is a considerable investment for us, but I think the Standards are invaluable to our business and I would urge others, especially smaller stand alone companies to embrace them and go for accreditation."

"I think most people who own property know about BS Standards and see them as a reassuring mark of quality when they're choosing a removal company."

**Ian Palmer**



Quality Service Standards Ltd (QSS) a subsidiary of the British Association of Removers offers a range of certification and auditing services for the removals industry. *The Mover* asked QSS to contribute to this article but they declined.



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## PROFILE: CENTRAL MOVES



● Man with a van and a plan - Scott Rust.

**The contract work helped pay the bills in those early days and I was able to build up my own business at the same time ..."**

Scott Rust

we all understand the company's values and we work together to provide a first class service," said Scott.

As well as routine domestic moves Central enjoys a healthy level of business from local authorities and government departments and other prestigious clients, including the Historic Royal Palaces! When it comes to royalty, who moves what and where, is highly confidential. All Central Moves staff have been vetted by the security services and exercise the highest levels of integrity.

**"The BS EN 12522 has been very useful in that it gives us all guidelines to work to and a clear set of defined rules,"**

Scott Rust

Scott's wife Tatjana Alourdas is a Greek national. They met at a Young Movers conference about ten years ago and married in 2008. Tatjana runs the European side of the business, much of which is between the UK and Greece, although as agents for Eurovan jobs to other parts of Europe are also quite common. Tatjana's knowledge of the industry and impressive language skills – she speaks Greek, Italian, French and English – come in very handy when dealing with overseas customers.

In addition to Eurovan, Central Moves is a member of BAR and FEDEMAC and also holds BS EN 12522 the furniture movers standard. "The BS EN 12522 has been very useful in that it gives us all guidelines to work to and a clear set of defined rules," said Scott. "It really has streamlined our operations and we don't have to second guess each other because we all work to the same system – we have to."

Central Moves now has 14 full-time staff and a fleet of five vehicles, two 3.5t two 7.5t and one 18t van.

"The company could be much bigger but I think that would mean sacrificing quality – good reliable people are not easy to find," said Scott.

## COMPANY PROFILE: Central Moves, Twickenham

**T**wickenham-based Central Moves started life in 1997 when Scott Rust left his job working for a small family removals company, bought a small panel van and began sub contracting for some of the larger removals companies in the area. "The contract work helped pay the bills in those early days and I was able to build up my own business at the same time," said Scott.

By 2001 the business had grown considerably and Scott decided it was time to form a limited company and take on a full-time office manager. The lady he appointed, Aileen Drummond, still manages the busy Central Moves office and has played an important role in the company's success. Several of Central's original road staff are also still with the company. "Having people who have worked together for so long means that



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## INSIGHT: RECRUITMENT AGENCIES



● A recruitment agency will ensure that all candidates are suitable for the position, something an employer may not have time to do effectively.

## Recruitment agencies: do they make sense?

There are lots and lots of recruitment agencies, in the UK alone there are over 135,000. But what's the point of using an agency when you can simply advertise for the people you need and do the whole thing yourself? Ray Inskip, Managing Director of Flame Recruit, explains some of the reasons why using an agency – for both the employer and employee – makes sense.

**A** lot of people have asked me why they should use a recruitment company to get new employees when they can find them themselves simply by advertising in the press. I think this is a good point and it also raises the question of why a candidate should use a recruitment company rather than just look out for a suitable vacancy.

Let's start by looking at it from the candidate's point of view. I've worked in the removals sector for the last five years and I have found the industry to be what I would call 'incestuous' in other words, everybody seems to know everybody else, so it's easy to get found out if you start looking around for a job. One advantage of using a recruitment company is the confidential nature of the service. For example, when I present a candidate's CV to a client, I take off all the personal details and current/previous employers so they cannot be identified. Also a recruitment agency should have lots of contacts in the industry and will be aware of who's looking for staff. Another benefit is the agency can speak to a potential employer

during the day to arrange interviews, etc. so the candidate doesn't have to try and make surreptitious calls when they are supposed to be working.

A good recruiter will know a lot about the company they are sending the candidate to and will be able to brief them before an interview. This will help them prepare and increase their chances of success.

After an interview a recruiter will obtain feedback from the company and advise the candidate of the outcome. Often people are left up in the air, or just e-mailed to say they were unsuccessful without being told why.

Finally, a recruiter will be able to help the successful candidate negotiate the best remuneration package; often people are a little intimidated when it comes to salary offers.

### So what's in it for the employer?

By using a recruitment agency rather than going it alone you will only receive candidates that can actually do the job. Advertising the position in the press and then having to sort through what could be

**A good recruiter will know a lot about the company they are sending the candidate to and will be able to brief them before an interview.**

hundreds of applications yourself is very time consuming and may result in good candidates being overlooked. Add to that the time it takes to contact candidates and arrange interviews and the whole recruitment process could take weeks.

A recruiter who specialises in your industry will have potential candidates already registered on their books that can fulfill the role you are looking for, so the whole process can be completed in a fraction of the time. They will also know the 'going rate' for the job and be able to advise you on the right level of salary and benefits to offer.

As every employer knows, sometimes things don't work out as

planned and a new employee has to be 'let go' after a few weeks. If you've recruited the person independently all the money you spent on advertising, etc. will be lost, but a good recruitment company will have a rebate system so you can recoup some of your costs. Not all recruitment companies are the same so it's worth enquiring about their rebate policy, not just their fee, before you engage them.

Recruitment agencies have a knack of being able to find candidates that are not on the open market – especially with more senior positions. Often ambitious executives will register with an agency to help them plan the next step on their career path and match their skills and experience with the right company. This really can bring the best people for your business.

So, the next time you're looking for a new employee, or even looking to move on yourself perhaps you should consider giving a recruitment agency a try. Don't forget, if they don't find the job or the candidate you want, there's no charge!

● For more information visit [www.flamerecruit.co.uk](http://www.flamerecruit.co.uk).



## Phillippe Mirault joins Grospiron

France's oldest mobility company, Paris-based Grospiron International has hired a new Managing Director, Mr. Phillippe Mirault.

Mr. Mirault has been invited onboard to oversee Grospiron's continued expansion including the company's international relocation whilst building on the recent acquisition success of leading industry specialist CSU/Cosmopolitan Services Unlimited.

With a career spanning over 25 years in the industry, Mr. Mirault is one of the most experienced operators in his field. He has held senior appointments at some of the biggest names in removals, including Arthur Pierre, Transeuro and Team Relocations.

"Phillippe Mirault is the right man to help us manage our rapid growth. Our network of branches and services has expanded sharply since our acquisition of CSU/Cosmopolitan," explained the owner of Grospiron International, Jean-Luc Haddad.

● Phillippe Mirault.



● Michael Midgley.

## Michael Midgley joins sales at AIReS

After contributing to different departments at AIReS, Michael Midgley, CRP is currently moving to his newest position of account manager at AIReS' Central Regional Office in Pittsburgh, PA.

AIReS' General Manager John Casuccio said, "We are excited to see another AIReS operations staff member move over to a selling role. It furthers our mission of placing the educated and well rounded subject matter experts in the field to represent our company to our current and future clients."

Michael Midgley joined AIReS in 2011. "I was immediately drawn to AIReS because it is a great local company that has an unbelievable culture, is privately held, and continues to grow," said Michael.

He began his work at AIReS in the Expense Management department, later moving to the Consulting

Services division. Of his various positions he said, "Through working with various departments in my previous positions and ongoing cross-training, I have been able to gain a great knowledge base and understanding of how AIReS has been able to position itself so well within the relocation industry," said Michael. "I always want to grow, both professionally and personally. AIReS has a culture that really fosters growth, so I am looking forward to my career development and the challenges that come with that."

Michael's territory will consist of Minnesota, North Dakota, South Dakota, Iowa, Kansas, Nebraska, and Missouri.

## Lisa Head joins the team at The Mover

It's been busy, busy, busy here at *The Mover* office lately, so we've recruited a new pair of hands to help us cope with all the work. Lisa Head joined our administration team in June and has already made her mark in keeping the motley crew of writers in check and making sure they follow strict office procedures – not an easy task. Lisa will also be helping our super-efficient Administration Manager Nikki Gee keep *The Mover* website up to date as well as dealing with enquiries from readers and taking her turn making the tea.

When she's not working or looking after her three children and husband David, Lisa enjoys keeping in shape at a local dance fit group and discussing the merits of English literature with groups of friends at her book club.

We all wish her well in her new career.



● Lisa Head.

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## NEWS: PEOPLE

## Chris Jenkins promoted at Suddath

**S**uddath has announced the promotion of Chris Jenkins to Global Account Sales Executive. Chris has been with Suddath for eight years. He is based in Jacksonville and will focus on national account sales in the southeast region of the United States assisting in cultivating relationships and developing new business. He will work closely with the operations staff to ensure customer requirements and expectations are clearly defined and satisfactorily met.

"With Chris' positive attitude and drive, coupled with his tenure with the company, he will provide



● Chris Jenkins.

our customers with exceptional service, and I am confident that he will bring continued success to Suddath," said Brian Loud, Senior Vice President of Sales and Marketing.

Suddath has more than 1,900 employees and 19 locations throughout the US.

## Crown World Mobility appoints new Global Practice Leader for Intercultural & Language Services

**C**rown World Mobility has announced the appointment of Joanne Danehl as its new Global Practice Leader, Intercultural & Language Services. Danehl is responsible for the growth of Crown's intercultural and language training capabilities across the globe. She will work closely with consulting, compensation and immigration practice leaders to provide excellence in the complete mobility service that Crown offers.

Danehl comes to Crown with 20 years' experience in commercial training and development. During the past 11 years she has worked within the global relocations industry, in the field of language and intercultural training, both in the UK and the USA. Using her operational and account management experience, Danehl is adept at identifying the developing needs of today's assignees, in a changing world mobility market. Danehl's knowledge and experience has allowed her to build training solutions in a variety of disciplines, including management skills, IT



● Joanne Danehl.

and telecommunications, sales and marketing.

She has presented at a number of high profile conferences on topics such as candidate assessment strategies, building global competence within organisations, and links between global relocation and talent management.

Joanne, a UK national, is based in Chicago, USA where she has lived since 2004. She is very much looking forward to sharing her experience with Crown's clients and customers.



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## The White & Co Mystery Mover



Congratulations to Noel Glavin of Anglo Pacific for correctly identifying Denis Caulfield in last month's photo. Denis was Noel's FIDI tutor in Brussels many years ago. Those who have anything to do with the Young Movers will still know Denis today as someone who has not lost his enthusiasm and dedication to the industry. Also in the picture is Brian Lane who is still thriving (and looking even younger) with Asian Tigers Mobility – Philippines. This time we have a man in full flow with plenty of rock and not a little roll if memory serves. There's also a clue around his neck. But who can it be? Answers to editor@themover.co.uk. The first correct response will win a beautiful White and Company Red and Black watch.

## O'Neil Software appoints new chief executive officer

**O**'Neil Software, Inc. has announced that David Holt, formerly Executive Vice President responsible for software development and support services, has been promoted to Chief Executive Officer. He will assume responsibility for overall management, direction and growth of the Irvine, CA company that has, for over 30 years, provided technology solutions primarily for commercial and corporate records storage and management.

Tim O'Neil, the company's Founder and Board Chairman, issued the following statement: "I have worked closely with David on software development objectives and goals since 1988. As my long-time friend and business partner, I'm confident he will use his organisational and team building skills to grow the company, not only as he has done in software development, but now also in sales and marketing."



● David Holt.

He added, "Since coming on board as our first Director of Software Development in 1991, David has provided strong and innovative leadership in creating software solutions for the records storage industry. For over 20 years under his stewardship, our technology has followed

and adopted the best of the emerging trends in automation and data management. This has provided us with the foundation to meet all of the challenges that come the way of a software company in the competitive and constantly changing world of information technology. From the early days of IBM-compatible PCs, to the advent of the Internet and web and now the opportunities that the Cloud paradigm provides, we have kept our solutions at the forefront of our industry. In his new, wider ranging set of responsibilities, David will broaden our foundation and make possible expanded initiatives into new products, services and markets."



## New appointments at Asian Tigers Mobility, Malaysia

Asian Tigers Mobility, Malaysia has announced the appointments of Dan Brod, Anusha Pillay and Raffi Cortanyan. Dan will be looking after and developing the American market, Anusha will head Sales & Marketing and Raffi, a French national, will continue to grow the French market.

After graduating from the University of California, Dan Brod worked for luxury hotels and resorts in the Bay Area and then ran his own surf tour business in Indonesia. Dan is joining Asian Tigers Mobility, Malaysia after five years of fruitful work with Asian Tigers Indonesian. He speaks English, Bahasa Indonesia and Spanish.

Anusha Pillay was born in South Africa and moved to Malaysia after living and working abroad in the US and UK. She brings with her business development knowledge of the moving industry and is looking forward to achieving great success with Asian Tigers Mobility, Malaysia.

Raffi Cortanyan originates from France and has a background in the hospitality industry having previously worked with Accor Hotels in Sydney. He is fluent in four languages (French, English, Armenian and German) and is passionate about sports, being a very keen tennis player.



● From top: Dan Brod, Anusha Pillay, Raffi Cortanyan.



● Despicable? Me? Gru is the villain turned hero.

## MOVING MOVIES

By Mary Jay

### Title:

**Despicable Me 2**

### Directors:

**Pierre Coffin and Chris Renaud**

### Starring:

**Steve Carell, Kristen Wiig**

### Genre:

**Animation**

### Certificate:

**U**

### Running time:

**98 minutes**

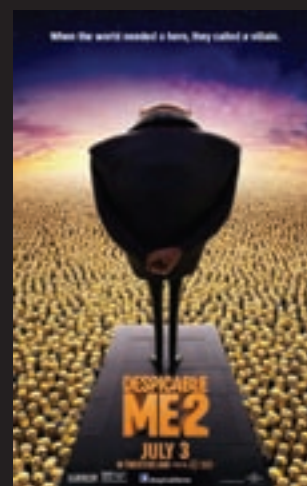
## Even more despicable

Steve Carell is back as the voice of Gru, the ex-super-villain that is now living happily with the same little girls from the previous film. Seeing as he is now an ex-villain, the AVL (Anti-Villain League) seem to think he is the perfect person to recruit for their latest mission: finding the person who has stolen a secret laboratory containing a chemical that makes living things into indestructible monsters.

Lucy (Kristen Wiig) becomes Gru's partner in the mission after an unconventional introduction between the two. Agnes, the youngest of Gru's girls, immediately warms to her. While Gru and Lucy are trying to find the culprit of the crime, Gru realises that his girls are growing up which makes him more protective over them. At the same time he feels he has to try and fight his feelings for Lucy. The brilliant supporting roles include voices by Benjamin Bratt, Miranda Cosgrove, Russell Brand, Steve

Coogan and Ken Jeong.

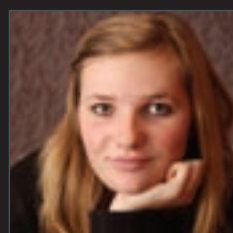
Steve Carell is known for his comedic acting and although we can't see him and can only hear a voice that is put on, we still laugh at Gru like we do with other characters Carell has played. This film is perfect for the summer holidays if the kids get a little bored, take them to see this and they'll be entertained for the afternoon.



## Upcoming films

Towards the end of August new comedy *We're the Millers* will be coming out. It's about a drug dealer that has to persuade people to be his family to be

able to make a drug smuggling mission look like a family holiday, what can possibly go wrong? It has a brilliant cast including Jason Sudeikis, Jennifer Aniston and Emma Roberts. Perfect for teenagers looking for something to do this summer.



Mary Jay is a student of film at Redborne College in Bedfordshire.

## NEWS: PEOPLE

## New salesman for MS Move Management

**M**S Move Management in Switzerland has appointed Jose Carretero as an International Sales Executive.

Jose has been working in the international moving industry for 23 years. He started in 1990 as a logistic specialist in Geneva and has since developed extensive experience through his work in several moving companies, becoming branch manager Zurich at his previous job.

The company said that Jose is an excellent negotiator with linguistic skills that allow him to adapt to the needs of clients and to build an excellent relationship with them. He is also used to working in a multicultural environment.

At MS Move Management, Jose will work in the Swiss German area and help to improve and attend to business in this region.

## New head of consulting for Santa Fe Group

The Santa Fe Group has announced the appointment of John Rason as Head of its new Consulting Services team to support clients across the globe.

**J**ohn joined the Santa Fe Group two years ago and has used his international HR and global mobility experience to support its clients. John's career in the field of HR and global mobility spans more than twenty five years during which time he has held senior roles in global mobility consulting, international HR and HR consulting. He is also a Fellow of the Chartered Institute of Personnel and Development (CIPD) and holds a Masters in Managing Human Resources from Kingston University.

John will be leading Santa Fe's Consulting Services team and working closely with Santa Fe Group management to support clients on a global basis.

Lars Lykke Iversen, Chief Executive Officer of the Santa Fe Group said,

"We are very pleased to be offering our consulting services on a more formal basis for both potential and existing clients. We see John as a recognised thought leader in his field and I know our clients will benefit from his global mobility experience particularly in programme design."

● John Rason.



● Michael Cedercreutz.

## New MD at Victor Ek

**V**ictor Ek has announced the appointment of Mr. Michael Cedercreutz as the company's Managing Director with effect from August 2013.

Mr. Cedercreutz is currently on the company's Board of Directors and represents the fifth generation of his family's involvement with the company. He has gained a strong international background by working abroad in various fields of sales and marine insurance. His most recent position was in a leading Finnish recruitment company.



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## New director at DS Smith

**D**S Smith Plc has recently appointed Adrian Marsh as the company's Group Finance Director succeeding Steve Dryden who has now left the company. Adrian moves to DS Smith from Tesco. Steve Dryden stepped down on 28 June following the publication of the company's end of year results that showed an increase in revenue of 86% and an increase in profit of 77% compared

with the previous period. DS Smith is a major supplier of packing materials widely used throughout the moving industry.

"I am very excited to be joining DS Smith at such an important stage in the company's history. I have been extremely impressed by the business and the management and look forward to supporting the Board in driving the company's development."

## NEWS: PRODUCT

## New stacker from Mitsubishi

The latest development from Mitsubishi Fork Lift Trucks is an all-new pedestrian stacker series, AXIA ES which, it claims promises exceptional productivity in every setting.

**I**ts name, based on the word 'axis', has been chosen to reflect the truck's exceptional ability to turn and manoeuvre, even in the tightest of spaces. Mitsubishi describes AXIA as 'the all rounder', as its versatility – and range of models – answers many workplace needs.

With an extremely compact powerhead, a very narrow chassis, outstanding visibility and a user-friendly tiller arm control, AXIA can be operated on board vehicles, in block stacking applications and in any other situation where space is limited. The operator can instantly switch the performance setting to safety mode to maintain sensible speeds.

Capacities of 1.0, 1.2, 1.4 and 1.6 tonnes are available. As well as lifting loads to heights of up to 5.4 metres, AXIA models will comfortably provide vertical transport for those loads over distances of 50 metres and beyond.

Initial lift models can be chosen, at each capacity between 1.2 and 1.6 tonnes, for workplaces with ramps or uneven floors. There is also a straddle leg version, for handling bottom-boarded pallets up to a width of 1,200mm.

While rain, splashing water, dirt, dust and rough handling are not

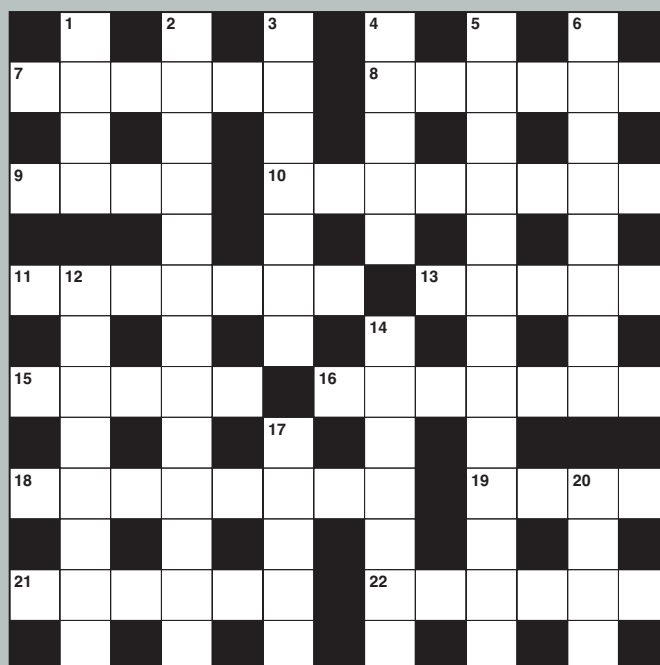


● The all new AXIA ES.

generally encountered by stackers, extreme conditions will not stop AXIA. A sealed chassis, water-resistant design, shock-resistant, sealed transmission and other high-durability, low-maintenance features developed by Mitsubishi for its power pallet series are also present in AXIA.

● For more information visit [www.mitsubishi-forklift.co.uk](http://www.mitsubishi-forklift.co.uk).

## Puzzles



### ACROSS

- 7 Capital of the Bahamas (6)  
8 Small N American lynx (6)  
9 Italian acknowledgement (4)  
10 Tract of land with few trees (8)  
11 The largest planet (7)  
13 All (5)  
15 Tortilla topped with cheese (5)  
16 \_\_\_\_ Bloom: English actor (7)

18 Smiling broadly (8)

19 Electrically charged

particles (4)

21 Something that occupies a gap (6)

22 Cuts up meat very finely (6)

### DOWN

- 1 Indian garment (4)  
2 Amazingly (13)  
3 Made the sound of a duck (7)  
4 Receded (5)

5 Shortened forms of words (13)

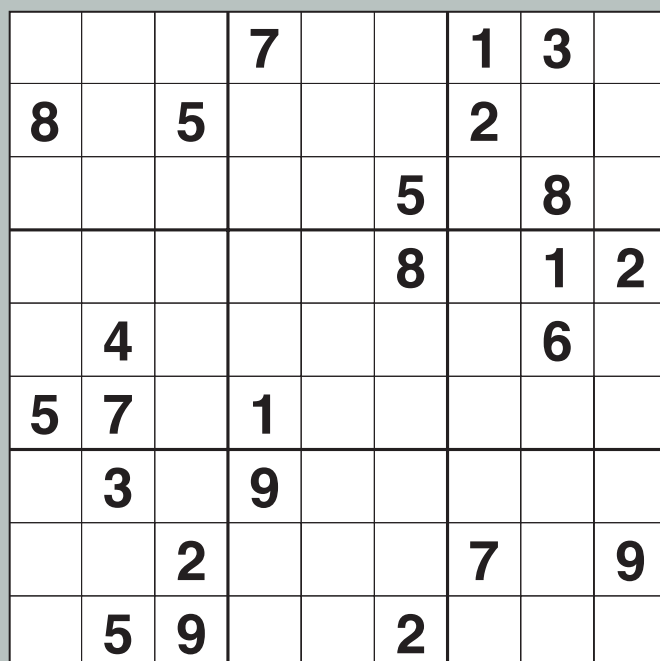
6 Gathered or collected (8)

12 Not scared (8)

14 Paper folding (7)

17 People who don't tell the truth (5)

20 Christmas (4)



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# DiaryDates

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**MöLo International Fair**  
19 – 21 September 2013, Kassel, Germany

**AMÖ General Assembly**  
21 September 2013, Kassel, Germany

**National Fork Lift Truck Safety Conference**  
25 September, 2013, Warwick University, UK

**IAM 51st Annual Meeting**  
7 – 10 October 2013, Vancouver, BC, Canada

**SSA UK European Self Storage and Trade show**  
14 – 15 October, 2013 London, UK

**The Movers and Storers Show, including The Mover Conference**  
22 – 23 October 2013, Silverstone Circuit, UK

**FEDEMAC General Assembly**  
25 – 27 October 2013, Sofia, Bulgaria

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Although *The Mover* is published in the UK it tries to include as many stories from around the world as possible. So, don't be shy. If you have something to say about what's going on in your country or a message for the members of the global moving industry, just tell *The Mover* and we'll tell the rest of the world.

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# Did you know?

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

Lamborghini cars were the result of a tractor company owner being insulted by the founder of Ferrari.

A male Emperor Moth can smell a female Emperor Moth up to seven miles away.

According to a British law passed in 1845, attempting to commit suicide was a capital offence. Offenders could be hanged for trying.

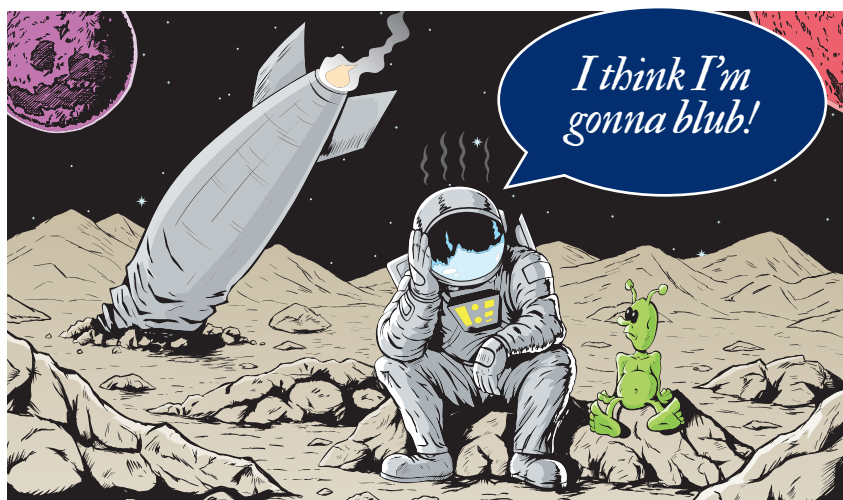
Armoured knights raised their visors to identify themselves when they rode past their king. This custom has become the modern military salute.

Leonardo Da Vinci invented scissors.

The microwave was invented after a researcher walked by a radar tube and a chocolate bar melted in his pocket.

A shark is the only fish that can blink with both eyes.

In space, astronauts cannot cry because there is no gravity, so the tears can't flow.



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G	R	I	N	N	I	N	G
	A	G		A		A	O
F	I	L	L	E	R		M
D	Y		S		I	S	L

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

## FEATURE SCHEDULE

Over the coming months we'll be putting together in-depth features concerning aspects of the moving industry. If you'd like to contribute, please e-mail [editor@themover.co.uk](mailto:editor@themover.co.uk).

Features coming up:  
September: India



## MARKETPLACE

# MarketPlace

Marketplace ads are booked per unit or multiples thereof, and run for a minimum of 12 months. 1 unit measures 30mm (height) x 60mm (1 column).

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The Mover is distributed free of charge to UK movers. Annual subscriptions are available in Europe and the rest of the world at a cost of £100 per year. E-mail [adverts@themover.co.uk](mailto:adverts@themover.co.uk) or contact Nikki Gee on +44 1908 695500 to subscribe.

### Copy dates

Booking of adverts: 1st of the month preceding publication.  
 Artwork for adverts: 8th of the month preceding publication.

### Enquiries

All enquiries to:  
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 26 Swanwick Lane, Broughton  
 Milton Keynes MK10 9LD.  
 Tel: 01908 695500; Email: [adverts@themover.co.uk](mailto:adverts@themover.co.uk)

### PLEASE NOTE:

Advertising rates cover the cost of advert insertion only. Advertisers should provide their own advertising artwork. The Mover can generate new or amend existing artwork for an additional charge. All advertising must be paid for in advance by credit card.

\* Marketplace advertisements are booked per unit or multiples thereof, and run for a minimum of 12 months. 1 unit measures 30mm (height) x 60mm (1 column).

	1 – 4 insertions	5 – 8 insertions	9 – 12 insertions
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Half page	£600	£585	£570
Quarter page	£345	£335	£325
Quarter page single column	£345	£335	£325
Two column square	£260	£250	£240
Four by one	£260	£250	£240
Three by one	£200	£190	£180
Inside front cover	£1155	£1125	£1095
Outside back cover	£1210	£1175	£1145
Centre spread	£1470	£1435	£1395
<b>MARKETPLACE*</b>			
1 unit mono	£420 (1 year)	n/a	n/a
1 unit colour	£525 (1 year)	n/a	n/a
<b>CLASSIFIED</b>			
Lineage – up to 20 words	FREE	n/a	n/a
Semi-display – per column centimetre	£25	n/a	n/a
Vehicle for sale box	£190	n/a	n/a
Box number for confidential responses	£30	n/a	n/a
<b>INSERTS</b>			
Loose inserts (per 1000 A4 supplied)	£160	n/a	n/a





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