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Issue 062 May 2016 www.themover.co.uk

TheMover



FIDI CONFERENCE IN GENEVA

Our on-the-spot report. Page 26

Channel Islands Trade Rates

Effects received at our Portsmouth receiving facility

Guernsey & Jersey

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

Alderney, Sark, Herm rates on request.



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H.M Customs Documentation - Channel Islands

- All goods received at our Portsmouth Channel Islands Receiving Facility must be already wrapped with an inventory and accompanied by full delivery details
- When shipping goods to The Channel Islands, Customs require three copies of your company's invoice stating country of origin & value - for new effects only
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- The only genuine 'self resourced' daily service to The Channel Islands
- Full origin services available on both Islands to FIDI FAIM standard

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Affiliations



TheMover

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Deadline:

The deadline for article submission is the 1st of the month preceding publication.

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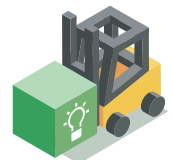
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LEADER

Extraordinary people

Steve Jordan, Editor



I have just returned from the first phase of industry conferences this year. As advised last month, I did drink more water while travelling and I do think it made a difference. Still wiped out when I got back though. I'm not sure why it struck me particularly this year but, while on my travels, I seemed to meet more extraordinary people than in the past.

I wouldn't embarrass them by naming names but a number of characters I met were very memorable. They were successful people and, as soon as I met them, I knew why. Of course their success could be put down to a number of things: sharp business acumen, hard work, ruthlessness, luck, an ability to recruit well, Nelsonic leadership qualities, brilliant parents ... a pools win! There are many reasons why people are successful but one quality, I noticed, was common throughout.

They all enjoyed people. When I talked to them they gave me the impression that I was the only person in the room that mattered at that moment. They seemed genuinely interested in what I had to say, in my story, in my ideas and dreams. They talked about themselves only enough to maintain the conversation yet they were open, humble, grateful and thankful to all those who had helped them along their way. They knew they were successful and they wanted others to share it.

Now it's just possible that they were all brilliant actors. The jury is still out on who originally said: "The most important thing is sincerity; once you can fake that you've got it made." But if these people were really that good, they deserved an Oscar each. No, there was nothing fake about them. They were the real thing.

I know that doing well in business is hard. Of course it is. And there are a great many nice people who never made a penny. But it just strikes me that if you are lucky enough to be one of those talented few who have the ability to turn a P&L black, the difference between doing well and doing great might just be the way in which you relate to people. You can't fake interest or sincerity, not really, but you can develop a genuine interest in others. Desiderata said 'Listen to others, even the dull and the ignorant, they too have their story'. It might be that their stories become the secret of your success.

Steve Jordan



● John and Pippa Banister.

Move Assured signs its 100th member

Trade organisation Move Assured has reached a milestone moment by signing its 100th member; Cambridgeshire-based Banister & Co, a family business run by John and Pippa Banister.

“Being a small independent mover with around a dozen staff, I felt we were at an awkward size to join one of the bigger widely known accreditation organisations,” said John. “It doesn't matter what assistance you need from the team, whether it is a back load from Glasgow, porter assistance anywhere in the UK and Ireland, vans, trucks or the best deals on boxes, wraps, straps, the list is endless.”

Move Assured was founded by removals man John Sargent just two years ago and has grown steadily by giving movers an affordable way of joining a trade organisation and offering a wide range of benefits.

“As a small mover myself I felt there was nothing available for companies of my size even though I knew we were as professional as the larger companies,” said John. “I was sure there was a need, so I

decided it was time to start one.”

Move Assured members pay a fee of £30 +VAT a month and there is no minimum period. Affiliate membership is also available for suitable companies offering services to the moving industry for the same monthly fee.

Member benefits include training courses, a listing on the Move Assured website, where the public can search for a mover in their area, a customer feedback page and a members' area where movers can exchange messages and arrange help with porters, etc. John is also happy to give advice to members based on his 20 years' experience in the industry.

Membership is growing at the rate of about one per week so it looks as though Move Assured's success is set to continue.

● For more information visit www.move-assured.co.uk.


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NEWS: UK

FORS PUBLISHES ITS 2015 REPORT

The Fleet Operator Recognition Scheme (FORS) has released its Annual Report for 2015.

The document reports on the first year of the scheme under the management of the FORS Community Partnership and details the activities, development and growth of the scheme.

The report highlights the significant successes in the development of FORS which has experienced an overwhelming growth across the UK in 2015, with a 32% increase in accredited operators.

Commenting on the report, John Hix, Director of FORS Community Partnership said, "The FORS Community Partnership recognises that we are privileged to have been selected to drive the development and growth of FORS. Our vision is to enable all fleet operators to attain and maintain the best possible level of productivity and efficiency with the least impact on society and the environment and to facilitate continuous improvements in operating standards. The depth of support for FORS across the UK has been overwhelming and I would like to thank the entire community of FORS operators, suppliers and supporters for their ongoing support."

To view the report please visit: www.fors-online.org.uk.



● The scheme should provide SMEs with alternative sources of finance.

Boost for small businesses seeking finance

On 1 April, 2016 the UK government's small and medium sized businesses (SME) credit data sharing scheme made it easier for new challenger banks and alternative finance providers to check credit worthiness of potential business customers.

This will improve the chances of them being able to provide finance to SMEs.

The government is requiring nine banks and three Credit Reference Agencies (CRAs) to share, with the SME's permission, the credit information they hold on SMEs equally with all finance providers. This will increase competition in the SME lending

market and help more businesses find the funding they need to grow.

A number of bodies, including the Office of Fair Trading and the Competition Commission, have all highlighted how a lack of information about the creditworthiness of SMEs has been a major barrier to competition in the SME lending market. The biggest banks currently have access to much more data

than challengers and the new regulations will enable over 100 alternative finance providers to compete effectively in the SME lending market. SMEs are vital to the UK economy, accounting for over half of private sector employment and nearly half of all private sector turnover. The ability of SMEs to access finance is important for funding business investment, ensuring businesses reach their growth potential, and for facilitating new business start-ups.

Under the Credit Information Regulations, RBS, Lloyds, HSBC, Barclays, Santander, Clydesdale and Yorkshire Banks, Bank of Ireland, Danske Bank and First Trust Bank (Northern Irish subsidiary of Allied Irish Bank) will all be required to share data on their SME customers with the designated CRAs, Experian, Equifax and Creditsafe. These CRAs must then share this data equally with all finance providers.

Harriett Baldwin, the Economic Secretary to the Treasury, said: "The government is determined to encourage a competitive banking system that supports growth and creates jobs. Small businesses are the backbone of Britain's economy and it is right we make every possible source of finance available to them. The best way to deliver this is to increase competition in the banking sector and remove the barriers to new sources of finance for SMEs. Requiring banks to share data is a major structural reform that will level the playing field between banks and alternative finance providers."

The government expects data sharing to begin later this year when tests between banks and CRAs confirm that data can be shared accurately and securely.

ATE joins FTA Van Excellence

ATE (UK) Ltd has become a Van Excellence scheme recognised partner, joining over 40 other organisations that have been recognised as supplying valuable products and services to van operators.

Mark Cartwright, Freight Transport Association (FTA) Head of Vans, said, "We are delighted to announce that ATE has joined Van Excellence as a recognised partner. The FTA-led scheme is extending its reach and provides best practice recommendations

which lead to safety improvements and cost reduction. ATE's products certainly support the safe and compliant operation of van fleets."

Since its launch in 2010, Van Excellence has established itself as the industry standard for light fleet operators across all sectors. The scheme promotes high standards and now has more than 100 accredited commercial vehicle operators, covering 125,000 vehicles, and has established itself as the voice and benchmark of professional LCV fleet managers.



Membership of Van Excellence is open to all operators of vehicles of 3.5t GVW or less.



● FORS Annual Report 2015.



● John Mason's Instant Quote Estimator.

Online international quotes from John Mason

John Mason International is offering customers the chance to instantly add up the cost of packing up and relocating abroad – thanks to the launch of its smart new online quote tool: the Instant Quote estimator.

The new system gives a price for relocating from England or Wales to popular locations including Australia, New Zealand, Canada and North America – ideal for those needing to quickly factor this cost into their moving budget.

“Users can simply fill in the form online with information about their move and select the items they wish to transport,” said John Mason International’s Chief Operating Officer Noel Briscoe. “They simply tap the type of property they are packing up and then work their way through each room clicking on the possessions they plan to take with them.”

“For more tailored removals - or if there are specific items to be accounted for - our movers can even send in photos or a video of their possessions via the same powerful portal,” said Noel. “This revolutionary digital survey is among the first of its kind anywhere in the world and gives us a much more accurate idea of the belongings our customers are moving.”

Simon Hood, Head of Sales and Marketing for John Mason, commented, “Obviously the tool has been created to provide an estimate and we would still advise a survey is undertaken closer to the move, however we examined five years’ worth of data to work out the

average volume of specific items.” Asked how customers could estimate accurately the number of cartons required for an international move Simon explained that they advised customers to allow one carton for each shelf of glass or kitchenware and one wardrobe carton for every 12 inches of hanging clothes.

“Users can simply fill in the form online with information about their move and select the items they wish to transport ...”

Noel Briscoe

John Mason is not alone. There is a trend in the industry towards the increasing use of online estimating and presumably, customers like it that way. Many people continue to insist that an accurate survey can only be done by an experienced estimator visiting the premises. That might be so but the moving industry has a reputation for not seeing the writing on the wall – reference self storage and relocation – maybe it would be a good idea not to miss out on this one.

Driverless lorries to be trialled in UK

On 5 March, 2016 the BBC reported that driverless lorries are to be trialled in the UK with the Department for Transport saying the UK would “lead the way” in testing driverless “HGV platoons”.



● Driverless truck trials are scheduled to take place on the M6 later this year.

The technology enables vehicles to move in a group, using less fuel, it said. *The Times* reported trials would take place on the M6 in Cumbria later in 2016, with vehicles in convoy headed by a driver in the leading lorry. It also said the chancellor was preparing to fund the trials as part of plans to speed up lorry deliveries and cut congestion.

Edmund King, President of the AA, said while such a scheme might work in other countries, he was doubtful it was right for the UK. “The problem with the UK motorway network is that we have more entrances and exits on our motorways than any other motorways in Europe or indeed the world, and therefore it’s very difficult to have a 44 tonne ten-lorry platoon, because other vehicles need to get past the platoon to enter or exit the road.”

A driverless lorry developed by Daimler has already been tested on a public road in Germany in October. The vehicles have a ‘highway pilot’ - which can be activated at the press of a button - that helps them avoid other road users via a radar and camera sensing system. But the company has a requirement that a human driver be present and focussed on the road at all times.

A Department for Transport spokesman said, “New technology has the potential to bring major

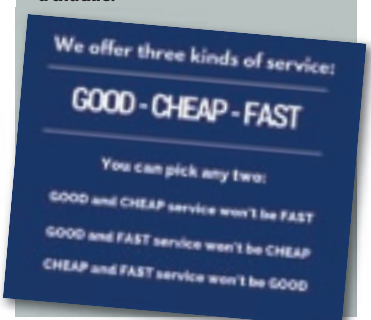
“The problem with the UK motorway network is that we have more entrances and exits ...”

Edmund King

improvements to journeys and the UK is in a unique position to lead the way for the testing of connected and driverless vehicles. We are planning trials of HGV platoons - which enable vehicles to move in a group so they use less fuel - and will be in a position to say more in due course.”

Good - Cheap - Fast

This came to *The Mover* from Eurovan. It's not original, but it is funny – and true. We thought it might give you a chuckle.



ENVIRONMENTAL: GREEN TEAMS



Cut your business costs with a Green Team

It's reported that on average, offices waste £6,000 per annum* by leaving electrical equipment on standby. This, combined with unnecessary travel, waste disposal, water use and procurement, means that the true cost to a business operating unsustainably, is likely to be substantially more.

Steve Malkin, CEO of Planet First, provider of sustainability certification The Planet Mark, believes that the key to cutting unnecessary costs is for every business, big and small, to establish a Green Team.

Steve said: "Engaging a core team of people within the business to focus on green initiatives has been proven to save businesses money whilst simultaneously improving sustainability awareness, essential to positive business growth in today's world."

"What's more, employees today are increasingly drawn to environmentally

conscious businesses so, in this time of high employment, having a Green Team in place, makes your company much more attractive to them. Often companies think they have to employ specialists to do this but recruiting from within can be easily managed and most frequently brings forth the best results."

For further guidance you can download Planet First's guide on how to continue to manage a Green Team from www.planetfirst.co.uk.

The Planet Mark, in partnership with the Eden Project, is a sustainability certification available for all businesses,

buildings and projects that are committed to improving their sustainability.

Planet First works with many businesses, charities and public sector organisations, including Marks and Spencer, Land Securities, Bywaters and Prologis, to help them reduce their energy, carbon, water and waste. It specialises in carbon footprinting, stakeholder engagement, communications and strategy to deliver continuous improvement in sustainability.

*www.ringleygroup.co.uk/environment



Six steps to setting up a Green Team

1 Invite everyone: sometimes it's the most unlikely member of staff who becomes your green hero, so make sure you give everyone in your organisation the chance to apply.

2 Focus on the quick wins first: it will encourage further action, creativity and show early success. Combined with team or individual reward and incentives your Green Team will spark into positive action.

3 Take small steps: tackling sustainability is an ongoing process and you are more likely to achieve goals if they are manageable. Small but regular steps to progress are better than no progress at all.

4 Spread the load: realistically, certain members of your Green Team will take on more work than others. Ensure that this is recognised and that the responsibility doesn't all fall onto just a few people.

5 Select realistic timeframes: actions to reduce your carbon footprint should not feel onerous. One action in any given timeframe is achievable and can be maintained.

6 Stick to your strategy: ensure that initiatives match your sustainability strategy. Colleagues may want to tackle issues such as waste but if your focus for the year is energy, steer actions.

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NEWS: UK



● BAR President Gary Wheadon (left) opens the new site for Matt Faizey.

New home for M&G Transport

M&G Transport has spent £1.25m regenerating a run-down industrial building in Acocks Green, Birmingham and creating a home for its new brand, M&G Self Store.

The new development has transformed a well-known part of the area, will create new job opportunities and provides a valuable resource for the local community. All the work has been done by local Birmingham companies.

The building had previously been occupied by Dowding and Plummer, a company that supplied industrial cleaning materials. M&G Transport obtained the building last year and undertook a major refurbishment project. The new facility was formally opened on 4 April, 2016 by Gary Wheadon, the current president of the British Association of Removers (BAR) of which M&G Transport is a long-standing member.

"The BAR is delighted that one of our members is opening a new headquarters, complete with new storage and retail facilities here in

Birmingham," said Gary. "This large investment shows the confidence Matt Faizey and the M&G team have for the future. The outlook for our industry is improving. With customers increasingly looking at the quality and the standards of those they wish to engage with, it is great to see a company embracing those ideals and responding appropriately."

Gary continued by congratulating Matt and his team on its 98.4% customer satisfaction rate. "His

team are a credit to the company, themselves and the industry. BAR takes great pleasure in seeing its members doing well and we are sure that this is just another step forward for one of our members, with much more to come. We wish them every success in the future."

The storage facility includes 220 individual lock-up units, ranging from just 16ft² to over 200ft², on three floors; they each provide customers with a secure place to store items. Typical customers include businesses wishing to store stock items, equipment or company archives; and private individuals storing household effects and personal items either long term or temporarily while they are waiting for accommodation or even decluttering when putting their homes on the market.

M&G Self Store benefits from the latest advances in the industry and from the company's experience in handling household goods. Security is provided by an advanced CCTV system, barrier access and keypad entry to restricted areas. M&G has built in wider aisles for easy access and has designed the whole area without right-angle bends so that large items can be manoeuvred into position without any risk of damage. Automatic lighting saves power while the units are unattended yet ensures that there are no dark spots while customers are on-site.

The prominent location is good for passing trade and is close to the M42 motorway. The site includes a retail shop for customers to buy essential items such as packing boxes, tape, protective material and padlocks. It will also house a range of 20ft and 40ft shipping containers

that can be used by customers to store heavy, outdoor equipment such as gardening or building tools, vehicles or garden sheds and furniture.

"The greater flow of storage through the building, plus the effect of housing development in the area, will increase the need for removals too, which is our core business."

Matt Faizey

The new building is over one-third bigger than the company's old site in Solihull and, according to Matt Faizey, will provide the room for the expansion the company needs. "We are very proud of our new home, it's really brightened up the area," he said. "The greater flow of storage through the building, plus the effect of housing development in the area, will increase the need for removals too, which is our core business. This building will give us the room we need to expand our business in the future."

The company has already employed two additional people to help manage the business and Matt Faizey is expecting the opportunities for new employment to build as the flow of traffic through the building increases.

M&G's new home - before and after

The picture on the left shows how the building looked when it was occupied by Dowding & Plummer, in stark contrast to how it now looks after its regeneration by M&G Transport.



Hannah conquers the half

Well done to Pickfords' Cardiff Branch Manager, Hannah Eccleston, who took part in the 2016 IAAF/Cardiff University World Half Marathon Championship held on Saturday, 26 March. Hannah completed the run in 2 hours 28 minutes and in the process raised over £500 for Pickfords' partner charity, the NSPCC.

Hannah battled hail, high winds and near-horizontal rain for the 13.1 mile race, although this didn't stop the supportive crowds coming out to cheer on the runners. Hannah said: "It was an amazing event and I managed to raise £503 for the NSPCC which made my soaking wet state at the end feel worthwhile. A big thank you to everyone who sponsored me."



● Hannah Eccleston.

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PROFILE: EDWARDS TRADE STORAGE



Escape to the country

Deputy Editor David Jordan makes an escape to the country to see how a Gloucestershire-based company is helping London's removers cope with sky-high storage costs in the capital.

Edwards Trade Storage, now part of Clockwork Removals, has been providing secure storage for the removals trade since 1994 and with costs in the capital at an all-time high its services have never been more in demand. As I approached Aston Down Business Park, a former WW2 RAF Station a few miles west of Cirencester, a uniformed security guard stopped me at the barrier – security was tight. As I waited outside the guardroom for Edwards' Branch Manager Jim Summerfield to escort me to their facility, CCTV cameras looked down from all angles, I was being watched.

After a few minutes Jim arrived in his car and I followed him closely through another security gate, which was opened remotely by the guard as we approached. As we drove slowly around the old perimeter track it was easy to imagine how the place would have looked 70 years

"Our future is all about expansion and continuing to deliver exactly what our trade clients want. If the demand is there we will be looking for ways to fulfil it..."

Jim Summerfield

ago when Spitfires, and later Hawker Hunter jets were prepared here for combat and delivered to their squadrons around the country.

Soon we arrived at Hanger 51, one of three used by the company to house

around 6,000 containers on the site. As we entered through the huge steel sliding doors Jim explained the emergency procedures, pointed out the muster stations and first aid arrangements. Health & Safety is clearly taken very seriously here.

Once inside and wearing my high-vis vest Jim introduced me to the team including Clockwork's National Operations Manager Damon Theobald who was making one of his regular visits. It seemed like a happy ship; everyone I met was very welcoming and seemed as though they wanted to be there. Later, Jim and Damon explained that the company is very keen to promote staff development, which is probably why.

Over 95% of Edwards' business is with London removers looking for safe, secure storage without having to pay the sky-high rents demanded in the capital.

The company's standard rate is £5.00

PROFILE: EDWARDS TRADE STORAGE



Far left: Damon Theobald and Jim Summerfield; above: Piotr Niedziela at work in the warehouse; left, left to right: Piotr Niedziela: Warehouse Manager; Jim Summerfield: Branch Manager; Paul Callard: Warehouse Manager; Ashley Tonks: warehouse/admin.

are London-based there are plans to encourage movers from other areas, especially in the South West of England, to use the service.

"There is no reason why moving companies from other areas can't use our facility," said Jim. "We're only a few miles from the M4 so movers in say Bristol or Cardiff could use us either for extra capacity or even as an alternative to providing their own warehousing. Some companies already use us as an operating centre and that's something I'm keen to expand."

With the current upturn in the economy and the seemingly relentless increases in rent across many parts of the UK it is likely that out of town deep storage facilities like the ones at Aston Down will become increasingly popular with moving companies.

"Our future is all about expansion and continuing to deliver exactly what our trade clients want," said Jim. "If the demand is there we will be looking for ways to fulfil it, both here at Aston Down and elsewhere in the country."

● www.edwardsstorage.co.uk

per week or part thereof, for a 250ft³ container with an extra £1.50 per week for container hire if required. There is no minimum period.

Removers simply deliver their containers to one of the company's London depots in NW2 or SW19 for collection by Clockwork's trucks for trunking to Aston Down. Alternatively, they can deliver containers directly to the Gloucestershire site themselves if they wish to do so.

At the end of the storage period containers are returned to the London depots within 72 hours of a request being made. The movement and location of containers is managed using the bespoke computerised system in use when Clockwork took over in 2007. The system is due to be upgraded to Moveware later this year to bring it in line with Clockwork's corporate operations.

Although most of Edwards' customers

Clockwork Removals Ltd

Clockwork Removals was founded in Edinburgh in 1996 by its current Chairman Courtenay Morison. The company has 11 branches across the United Kingdom and a workforce of 220 people handling private and commercial moves both in the UK and overseas.

Clockwork is a member of BAR, BAR Overseas Group, IAM, FEDEMAC and the FIDI Global Alliance. The company is also a Which? Trusted Trader.



NEWS: INTERNATIONAL

Voerman Group celebrates 30 years in business

The Voerman Group was founded in 1986 and so celebrates the completion of its 30th year in business in 2016. The company was started by the current CEO Robert van Voerman's father who, Robert said, was always a leader who focussed on the professional development of others, motivating employees and dedicating himself to his customers. "A Servant-Leadership style that we have maintained throughout the 30 years of our professional existence and will continue to uphold in the future," he said.

Robert said that when he became CEO in 2013, the company decided to increase its focus on the international corporate market: it now has successful branches in Moscow, Prague and The Hague. "Today, the Voerman Group has grown to become a group of companies who, all in their own way, deliver benefits to the international relocation business and other mobility needs," said Robert. "Over the course of these three decades, we have made the difference through innovation, quality, integrity and friendship. I can proudly call our organisation a global network of companies, staying true to our values and being strong throughout generations."



● The new DFDS terminal building.

New DFDS terminal opens at Dunkirk

Ferry operator DFDS has opened its new terminal building at the Port of Dunkirk.

The €14.88 million project took a year to complete and will provide customers with first-class facilities to streamline travel through the port for both private and freight traffic.

Signage from the motorway has been improved and access to the terminal for HGVs and passenger vehicles has been separated, providing a faster and more secure entry to the ferry port for these two categories of users. The terminal has 11 check-in lanes at the entrance, including one for coaches.

The new DFDS passenger building covers 350 m² and is located at the entry to the site.

All the installations necessary for controls by the French and British authorities have been rebuilt to make the transit procedures clearer for passengers. The new terminal has a double fence and surveillance cameras to ensure user safety and security.

Once past the control points, passengers enter a huge parking area with 7,380m² capacity in 41 parking lanes, including two for special trucks. The car park now holds the equivalent of three shiploads of vehicles.

The Port of Dunkirk has easy access to the A16 motorway making it a viable alternative to Calais, 28 miles to the west.



● AS 24's new, more contemporary logo.

NEW LOGO FOR AS 24

AS 24, the subsidiary of the TOTAL Group that specialises in the distribution of fuel to transport professionals, has upgraded its logo to what it says is a more contemporary style that is suited to its strategy and its customers.

This new identity is the result of a long design process carried out by branding and business specialists at AS 24 and TOTAL. Numerous workshops were conducted and qualitative tests carried out with customers, both in France and elsewhere, that enabled the company to better define the new identity.

The new logo has maintained the company's traditional name and colour scheme however now has, according to AS 24, more dynamic typography and rounded shapes. The design also incorporates a truck pictogram to position the company in the transport field and includes the TOTAL brand to emphasise the group membership.

Established in 1988, AS 24 currently has a network of 760 stations dedicated to heavy goods vehicles in 28 European countries, and a toll service that covers 20 countries.

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PROFILE: ROBIN MASON

Making a name in the 2017 City of Culture

Continuing *The Mover's* series of interviews with industry luminaries, Steve Jordan talks to past BAR President, Institute Chairman and owner of Selles of Hull, Robin Mason.



Interviewing the elder statesmen of the industry is always a great pleasure for me. When we pass a certain age, not sure what age that might be, we all like to chat about the past: it's very nostalgic. On one particularly wet day in March, however, I headed along the A63 to meet Robin Mason for what was to be a particularly reflective day.

Robin lives in North Ferriby in East Yorkshire. I attended secondary school there having been born only a few miles away. The roads and tracks I had cycled down as a youngster had hardly changed, yet everything was somehow different. Progress had come to the Yorkshire Wolds, and many of the things that had clearly

not changed in 50-odd years, I had remembered differently. I trusted Robin's memory would prove more reliable.

Robin lives with his wife Jane in, what I now recognise, is an idyllic Yorkshire village. It's a mixture of the prosaic, the modest and the fabulous building projects of the rich Kingston-upon-Hull merchants and trawler skippers of yesteryear. It still felt like home, but much more prosperous than I ever felt it to be in the 1960s.

Although Robin's name is synonymous in the moving business with Hull, 2017's City of Culture, he's not a local. Having left school at age 16 he was encouraged by his cousin, Len Cox, to join him in the moving industry with E W Reeves in

Wokingham. Robin joined the company but Len soon left to continue his moving career with Overs and later on, Darvills. Many will remember Len for all the work he did with BAR in the development of contract conditions.

Robin, meanwhile, had been taken under the wing of Cecil Culver, the manager of Reeves, who had trained under Ernie Reeve himself some years earlier. "Ernie had taught Cecil very well and Cecil was very generous, prepared to pass on his knowledge, really old school," said Robin. "He gave both Len and me every chance. He was an incredible man."

Robin and Cecil kept in touch and met frequently. The last time Robin had asked



● Top left: By the Berlin Wall with Carl Cock-Johnsen, from Gebr Hertling at a CETI meeting there; top right: a Selles vehicle ready to travel to Romania with relief supplies; bottom left: With Michael Scott and Marcus Fox MP at the National Association of Warehouse Keepers Annual lunch in 1983; bottom right: Group at the Leicester Polytechnic Management Course in about 1971.



Caption Competition

Can you add in the five missing names to the faces in this photograph? No prizes, just trying to give everyone their moment of fame. This is what we know so far:

Left to right: don't know the first two, Arthur Edwards, don't know, Cyril Batty, Julian Dargavell, Tommy Bell, Jeff Miles, Peter Hill, Robin Mason, Hugh Wilson, Joe Selle, don't know the next two, Peter Barrett and John Gower.

E-mail: editor@themover.co.uk

whether he was 98 years old. "He said: 'No I'm not, I'm 99 and I'll be 100 next June and you will be coming to the party.' It wasn't an invitation, it was an instruction," said Robin. "Sadly he died shortly before the party could take place."

Education was always important to Robin. Every week he made the pilgrimage from Wokingham to Gower Street in London to attend an evening class for estimators, from 6:30pm to 8:30pm, tutored by the famous Harold Holgate and Ken Berger from Alfred Bishop. "We met all sorts of people from the industry there," said Robin. "There was a school for a week in February organised by Harold and others, all on estimating.

We even went to someone's house to do an estimate and to Bentles warehouse in Kingston that had a warehouse big enough to fit a vehicle in the lift. I took the estimator's examination and passed. It was all due to Cecil's encouragement."

At that time people like Harold, Ken, Julian Dargavell who worked with Ken Bishop and Colin Gordon, Brian Charles and Michael Gerson himself gave their time freely through the Institute in an effort to make the industry better. Times really have changed.

In those days people cared about doing things right and giving customers proper service. Is there any wonder that I sometimes cast a quizzical look at the

"There was a school for a week in February organised by Harold and others, all on estimating. We even went to someone's house to do an estimate ..."

Robin Mason

people today who claim to be able to perform an accurate estimate over the Internet? Maybe they can, but I doubt it. There is no doubt, however, that customers' expectations have changed though.

PROFILE: ROBIN MASON



● Above: the family at the BAR Conference in Brighton 1983; right: Robin and Jane.

Robin stayed at Reeves for five years before C.G. Ayres, its parent company, bought a well-established, small moving company: Bakers of Reading. Peter Lunn, MD of Ayres, asked Robin to run it. "Cecil encouraged me to go," said Robin. "He said it would be good for me."

Robin and Jane married in 1966, this year they celebrate their 50th anniversary. Jane is from The Midlands and, after two years with Bakers the couple decided to return to her roots and Robin took the job of removals manager with Knight & Riley in Stoke on Trent. "I learned a lot there," said Robin, "particularly about international work. But we didn't much like being in Stoke."

"We were a peculiar lot, we helped each other. Today it's more corporate, people have less time. It's not that they are unwilling to help, they are just under much more pressure."

Robin Mason

Again opportunity knocked for Robin because of education. He attended a removals management course at Leicester Polytechnic run by Cyril Batty. There he met Joe Selle from Hull who was on the lookout for an international manager. He took the job in 1971 and was soon running regular services into Europe. The company became a member of CETI (that later merged with Eurovan to create OMNI) and Robin served on its Board of Management for three years with Tom Mitchell of Davies Turner, Geoff Halliwell of Whites



and Jean-Jacques Borgstedt from Pelichet. "They were a tremendous crowd," Robin remembered. "We developed CETI into a worldwide network."

In 1980 Robin became the chairman of the BAR Institute and three years later the president of the Association. "At the age of 40 I was the youngest ever BAR president," he said, "until John Luxford stole my record a few years later." Joe Selle encouraged Robin, believing that the prestige would help the company become better known in the industry. Robin looked at it a little differently. He had received so much help and encouragement from the moving industry since his very first day in the business that he wanted to be able to give something back. The top job at BAR was his opportunity to do just that.

1988 saw the centenary of Selles of Hull. Joe wanted to retire but sadly suffered a severe heart attack before he was able to do so. "We had a couple of years of uncertainty then, in 1991, the family said they were selling. I was talking to Carl Cock-Johnsen from Gebr. Hertling in Berlin. He suggested I should think about buying the company. I didn't think I could buy it but a few days later Joe Luxford said the same. He said he would help me in any way he could, but I should seriously look at it."

"It was a tough decision but, with a lot of help from the bank and encouragement from our friends in the industry, we

decided to give it a go. It was a profitable business, but we still had a few sleepless nights." Robin is still grateful to those people who helped and encouraged him and Jane to take the risk. "They were always there for us." Jane became the company secretary. "She supported me 100%," said Robin.

Fortunately the operational staff were happy to carry on as were the management team. The company employed about 25 people and had eight vehicles. It gave Robin and Jane (and later on Nicola, their younger daughter) a good living and plenty of travel opportunities. But Robin was determined not to suffer the same fate as Joe Selle, he wanted to retire while he and Jane were still healthy and active.

Nicola joined the business for a time and Robin hoped that she would want to continue it, but that was not to be despite Nicola taking a very active role in the industry and becoming the chairman of the Institute herself. Fiona, Robin and Jane's elder daughter, did not want to take on the business either. So, in 2008, Robin sold Selles. "We did quite well as it was just before the recession," he explained. Sadly the company didn't thrive under the new ownership and it was subsequently sold to Hardaker's in Hull, a family business established in 1870, and is still operated by the company today.

Through BAR and the Institute, Robin gave much back to the industry. He believes that it was only people with a certain disposition who became part of the industry: people who were interested in people. "We were a peculiar lot," he said, "we helped each other." He's not so sure that it's the same now. "Today it's more corporate, people have less time. It's not that they are unwilling to help, they are just under much more pressure. The whole way of life has changed. Perhaps that's why the Institute folded?"

Robin and Jane have been retired now for eight years. It was an easy transition for him although he said it took a while to stop waking up at 6:00am. He has been a keen Rotarian for 20 years and Jane is District Secretary for the women's division of the organisation: The Inner Wheel. Rotary is one of the world's largest charities and was, Robin explained, responsible for the virtual eradication of polio worldwide. Their charitable work takes much of their time but it's a labour of love. They also take great joy from their family, including six grandchildren and one great grandson.

Robin entered the moving industry, knowing nothing about it, with a basic education and never even having moved house himself. From that fortuitous beginning he carved out a successful career, provided others with employment and, most importantly for him, made many lifelong friends.

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NEWS: INTERNATIONAL

Graebel tops Baker's Dozen 2016

On Saturday, 5 March, the *HRO Today Magazine* announced that Graebel Relocation had come top of its annual Baker's Dozen.

This is the fourth time in eight consecutive years that Graebel has been in the top position.

The Baker's Dozen is compiled by human resources and talent management professionals from Fortune 500 and Global 100 companies who take part in a confidential survey. Responses are based on their human resource and talent management teams' experiences with the RMC for the prior twelve-months. Breadth of services offered by the RMC and the scope and volume of the mobility services administered by the RMC for the client are also queried. A research team validates participants and independently analyses data to ascertain unbiased first to thirteenth rankings.

Bill Graebel, CEO of Graebel, said he believed that, "The teamwork between our customers and our people is among the core reasons why Graebel Relocation clients choose to participate and rate our performance in the *HRO Today Magazine* survey year after year. It is both gratifying and humbling that our efforts have led to the first-place honour for the fourth time in eight years."

The complete Baker's Dozen for 2016

- 1 Graebel Relocation Services Worldwide
- 2 Global Mobility Solutions (GMS)
- 3 MSI Global Talent Solutions
- 4 Cornerstone Relocation Group
- 5 NuCompass Mobility Services Inc.
- 6 NEI Global Relocation (NEI)
- 7 WeichertWorkforce Mobility Inc.
- 8 XONEX Relocation, LLC
- 9 MoveCenter
- 10 TheMIGroup
- 11 Paragon Relocation
- 12 AIReS
- 13 RELO Direct®, Inc.



● Signatories to the partnership agreement, from left to right: Chito Poblete, VP Operations Total Philippines; Dilip Vaswani, Managing Director Total Philippines; Francois Dehodencq, SVP Total Marketing & Services Asia Pacific; Raffy Villavicencio, CEO Filoil Energy Corporation; Olivier Chalvon-Demersay, VP Operations Total Oil Asia Pacific; Manuel Gonzalez, Legal Counsel Filoil Energy Corporation.

Joint venture with Total and Filoil in the Philippines

Total and Philippine oil company Filoil have agreed to create a joint venture for the fuel sales business in the Philippines.

The combined business will grow Total's network from 206 to 442 stations and its retail market share from 3% to 6%. The joint venture will also benefit from a strong supply infrastructure throughout the archipelago.

"The synergy from Total's operational expertise and Filoil's excellent nationwide logistics will propel our growth in the Philippine market," explained Francois

Dehodencq, Senior Vice President of Total Marketing & Services and head of Total's downstream business in Asia-Pacific. "This partnership allows Total to continue its development in Asia-Pacific and brings to 1,700 the number of service stations we have in the region."

The partnership will create a marketing company and a logistics company and is subject to approval of government authorities.

EUROGROUP awarded Global Team of the Year

EUROGROUP has picked up the award for Global Team of the Year Small Program at the 5th annual International Movers Convention (IMC) in Phuket Thailand in recognition of the company's increased movement of international shipments.

Darren French from the company attended the event and received the award at the gala dinner.

Richard Crowther commented, "I am very pleased for the entire EUROGROUP team, we could not have achieved this without the dedication of the EUROGROUP employees, this is a very special award and I am thoroughly pleased that we have been recognised for our continual development"

Darren commented, "I was overwhelmed when the award was announced it was such a surprise given the number of high profile companies attending, and to be voted for by our industry peers makes this such a special award to receive I am sure it will take pride of place in the EUROGROUP boardroom."

● Right: Richard Crowther, Commercial Director; Rebecca Windsor, Corporate Coordinator and Calvin Tickner, Senior GRMS Manager.



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



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Movinga's boss speaks to *The Mover*.

Editor Steve Jordan spoke to Movinga's Director Bastian Knutzen to find out more about the company and how it operates.



In our March edition we reported on the extraordinary case of Movinga, a German-based start-up removals company which has obtained US\$25 million in Series B funding from venture capital firm Index Ventures and claims to be Europe's fastest growing removals company.

After more than forty years in the moving industry I must admit to being more than a little sceptical about Movinga's claims. Not about the finance, though that is remarkable, but after launching in the UK in September last year Movinga says it's completing more than 1,000 moves a month; that I do find hard to swallow, especially as the website was not working at the time.

Following our article in March, I asked Movinga for an interview and Director Bastian Knutzen was more than happy to oblige. I began by asking him how he'd managed to convince a banker to cough up 25 million bucks to someone without any experience of the industry to start a removals company.

"I worked in Internet marketing for a

number of years and gained a lot of experience working around the world in places like Russia, South America and South East Asia," said Bastian. "I moved house eight times in three years and although the moves were carried out very well by the removal companies, the process of getting an accurate quotation involved people visiting the house to do

"I was sure that by taking the process online and using my Internet marketing and data skills we could reduce costs and avoid empty runs." Bastian Knutzen

a survey, which seemed to me expensive and slow. One of my moves was from Berlin to Paris and although my overall customer experience was good I had to pay for the truck returning to Berlin empty. I was sure that by taking the process

online and using my Internet marketing and data skills we could reduce costs and avoid empty runs."

Bastian and his co-founder Chris Maslowski obviously impressed their backers with their business model and subsequently secured the finance they needed to make their brainchild a reality.

The company currently employs over 400 staff and, although it initially had a fleet of over 100 liveried vehicles it is now in the process of selling those and will, in future, operate solely through suppliers. It also has a network of franchised partner companies working under the Movinga brand in Italy, the UK, Ireland, Switzerland, France, Austria and Germany. Packing materials and operatives' clothing carrying the Movinga brand are supplied by Movinga to its franchisees. According to Bastian growth is currently running at 100% per month!

To ensure high standards, overseas work is carried out by partner companies who are all FIDI members: unfortunately for contractual reasons, Bastian was unable to reveal the identities of any of

Movinga's partners.

Having worked for 20 years as a salesman for overseas removals I was interested to know how Movinga's algorithm and telephone estimating system handled that side of the business. I remember vividly the sleepless nights when I thought I might have underestimated the cube and have to suffer the consequences and expense of an overflow. Getting it wrong

"... although the moves were carried out very well by the removal companies, the process of getting an accurate quotation involved people visiting the house to do a survey, which seemed to me expensive and slow."
Bastian Knutzen

with a domestic move is bad enough, but dropping a clanger with a move to somewhere like Beijing or New Zealand is an absolute nightmare.

"So far for us it has never happened," said Bastian. "But if it ever did we would pick up the bill and our partner company would not be expected to pay for an additional shipment." Clever stuff - much cleverer than me! I was sceptical about never having an overflow but Bastian assured me it was true and said he'd ask his operations manager to contact me to explain in more detail how the system works and maybe get some input from me about my experiences of doing it the old fashioned way. The call is scheduled and, if there are any revelations, I will report in a future issue.

As with domestic moves, Movinga's software collects data from every move and effectively learns to allow for discrepancies between what is stated by the customer on the inventory and what turns out to be the true cube, so the more moves they complete the more accurate the estimates become. The system isn't fully automated and staff at Movinga contact the customer by telephone to verify the information before quoting a price.

I did a little Internet research looking for customer reviews about the Movinga service. On 24 March, when I checked, the Trust Pilot site had 27 customer reviews for Movinga, 16 of which were 5-star and only five were one star (one of those was from another moving company having a grumble). If these are genuine, and I have no reason to suspect they are not, it seems that most customers are

happy with the service provided.

Like me, I expect many of you reading this will find Movinga's claims hard to believe. But, the world changes and there is no doubt that intelligently using data and computer technology can improve efficiency in any business and the removals industry is no exception. Venture capitalists are not fools and the fact that so much funding has been obtained for a start-up company clearly shows that in their opinion at least, Movinga is set to succeed. Time will tell, but if this is the future of removals it will shake the industry to its core just as Uber has in the taxi business and easyJet and Ryanair did in the short-haul airline industry 20 years ago.

Movinga has told me that it is actively looking for new suppliers especially throughout France and Italy, in Eastern Germany and the Ruhrpott, and in all regions of the UK especially in southern England and Yorkshire.

The company supplied me with a copy of its Supplier Framework Agreement which runs to 11 pages. It is written in clear English (not baffling anyone with legalese!) but does include some strict conditions for suppliers which should be studied carefully before committing. These conditions include a scale of fines for late arrival; the requirement to carry a live link to Movinga on your website; and restrictions on trading with companies considered to be competitors.

Any company wishing to apply to become a Movinga supplier can get more information by e-mailing info@movinga.co.uk (.de/.it/.fr as applicable); a partner manager will then get in touch. My recommendation, however, is to seek legal advice and not to sign anything until you are absolutely certain that you are content with the conditions of the agreement.

If Movinga proves to be a success others will inevitably follow. In fact some traditional moving companies are already making greater use of online systems to streamline their services. Interesting times!

Extract from *The Mover's* March issue

Movinga customers are able to obtain an instant quotation for their move online by simply entering key information such as the number of rooms, the number of people in the household and of course the date and addresses of the properties involved. Clever software then works out an accurate quotation meaning an in-person visit by a surveyor is not required. Once the quotation is given and accepted by the customer the price is fixed and Movinga guarantees that no additional charges will be made. Unlike most removal companies, payment is not due until 24-hours after the move is completed.

Prices are kept low by using spare capacity in carefully selected partner companies' vehicles, avoiding empty or partly full runs and optimising available space. A special routing algorithm is used to match jobs with partners running with part loads. The company claims that prices are kept up to 70% lower than typical moving costs.



Opposite page: Movinga founders Bastian Knutzen (left) and Chris Maslowski; below: Movinga staff.



NEWS: INTERNATIONAL

GSF WANTS QUICKER, SLICKER AIR CARGO

The air cargo industry needs to prove its worth as a premium service, the secretary general of the Global Shippers' Forum told delegates recently at the International Air Transport Association (IATA) World Cargo Symposium in Berlin.

Speaking on 'The Value of Air Cargo', Chris Welsh said: "Against the backdrop of weak growth in international trade, shippers are looking for even greater value from the air cargo industry. While the industry enjoys traditional benefits of speed over other modes, it needs to ensure that it is worth the premium service cost versus ocean, road and rail."

Air cargo is vital to the functioning of a modern globalised economy. Globally, air cargo represents more than 35% of international trade by value, equivalent to approximately US\$6 trillion worth of cargo shipped each year. Despite this, according to IATA, the air cargo industry has lost its dominance and experienced lower yields in recent years.

Chris Welsh explained: "The air cargo product needs to be quicker and slicker in providing end-to-end services. Shippers are calling for door-to-door shipment time to be cut by a half. That means acceleration and implementation of e-commerce and enhanced communications in providing real-time track and trace systems. Customers need to know where their freight is at any point in time."

Editor's note:

Chris Welsh spoke on the SOLAS regulations regarding container weighing at the FIDI conference in Geneva last month. See page 29.



● Chris Welsh.



● www.movership.com.

New organisation launched to reduce empty running throughout Europe

A new organisation, MoverShip, based in Switzerland, has recently launched a new website that helps moving companies fill space on vehicles and get backloads throughout Europe.

The service aims to avoid empty running for movers and so maximise profit, reduce transit times, improve customer service and help the environment too.

The system uses Google Maps to

provide a fast and easy way of identifying backloads to and from virtually anywhere in Europe. Once you are logged in you can offer space on one of your trucks, or book your cargo on someone else's vehicle, in just a few clicks of the mouse. The

company recognises that the key to its success is getting companies to participate and so the service is currently free to join for the first year. Just go to www.movership.com for more information.

MoverShip is an online platform that is based on the spirit of carpooling but adapted for international moving companies. The aim is to connect those with space on vehicles to available loads, simply and securely. The system displays clearly the routes and loads suggested by users of the platform including truck size, weight, volume and available loads.

Telephone customer service support is provided to guide users and help them become familiar with the platform if necessary. Video tutorials are also available on the website in multiple languages. The platform contains a directory of partner companies each carrying a company profile with full contact details, vehicles available and the services offered. Every company that uses MoverShip is subject to review by its partner company to share everyone's experiences and help guarantee a high quality service.

In its initial launch phase MoverShip will be offered to the European market and translated into French, English, German and Italian. In the second phase, it is expected to expand throughout the eastern hemisphere and worldwide.

Arpin International Group opens first customer care centre in Australia

Arpin International Group has opened its newest international customer care centre in Melbourne, the company's first in Australia.

The office will expand Arpin's services, assisting corporate personnel who are moving to and from the region.

"Due to the steady increase of moves to and from Australia and New Zealand, as well as specific client requests, we felt that this region was the logical next step in our strategic global plan," said Bob Sullivan, Senior Vice President of Arpin Group.

Sharon Symons has been appointed to director of customer care for Australia and will coordinate all corporate moves on behalf of Arpin International Group within the region.

In addition to Australia, Sharon will also provide customer care and

move management services in New Zealand. She will offer counselling services to relocating families on import and export procedures, shipping allowances and restrictions, adherence to policy and all aspects of the international moving process. Sharon will use Arpin's STAR system that links all Arpin offices worldwide for a seamless flow of data and information.

The Australia customer care centre joins Arpin International Group's network of offices in major metropolitan areas around the world including New York, Boston, Dublin, London, Wiesbaden, Dubai, Singapore, Hong Kong and Shanghai. Arpin International Group is headquartered in West Warwick, R.I.



● Sharon Symons.

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COVER STORY: FIDI CONFERENCE



● Right: Lorenz Amiet from Keller Swiss Group welcomed delegates to Geneva, the country in which it was founded 66 years ago, on behalf of the local association.

FIDI in Geneva

The FIDI conference in Geneva during the second week of April was largely successful, despite Swiss prices that stretched even the more expansive expense accounts. The conference hotel, The Intercontinental, played host to the 600+ attendees (significantly up on last year) in some style with the food and service being first class.

Although it was convenient for the airports the location was hardly pretty and some guests said they would have preferred to pay more to be nearer the centre of town and Lake Limon.

As always, however, managing such a large party has its challenges and it was only at the gala dinner on the last night that guests had the opportunity to sit for their meals. Some of the events also were crowded and noisy causing more than a few hoarse voices the following morning after an evening of shouted conversations.

... the events were well organised considering the size of the party with the visit to the Chateau Jardin d'Iris being a highlight for many.

That said, the events were well organised considering the size of the party with the visit to the Chateau Jardin

d'Iris being a highlight for many. The Chateau, like most in the area, was a winery however it's now famous for its commercial growing of the Iris which fill the fields around with colour in late May and are open for the public to admire. The FIDI 39 Club partied at the Club Chat Noir in downtown Geneva; and the gala dinner, held in the hotel, was a great success with good food and a fabulous band that kept some really keen people bopping until the early hours.

The business sessions started with communal percussion with delegates banging drums and ringing bells accompanied by a jazz duo. This, by contrast, was followed by the ubiquitous roll call. The plenary meetings were very well attended despite the trend towards IAM-style meetings from dawn till dusk. In addition to the General Assembly there were three key presentations: FIDI's marketing agency presented a new logo, that they now call a label, for the FAIM programme and a content marketing strategy to increase brand awareness;

lawyer Jean Francois Bellis from Van Bael and Bellis, to the discernible horror of the assembly, described the consequences of flouting antitrust laws; and there was a panel discussion on the imminent changes to the SOLAS regulations that will require all containers to have a declared VGM (Verified Gross Mass) before loading, from 1 July this year. Reports on all these business sessions are included here.

FIDI's new adopted charity, Operation Smile Honduras, was at the forefront of the entire conference. The charity provides surgical operations for children in Honduras born with cleft lip and palate – a potentially fatal condition if untreated – and conducts research into its causes. Funds were raised during the event from the fun run, sponsored by Reason Global Insurance; donations from delegates; and even as a result of a superhero group who all dressed up as Superman especially for the occasion.

It seems that FIDI will need to rethink its golf tournament somewhat if it is to retain some of its regular participants. It



● At the Club Chat Noir (second and third pictures down) and the Chateau Jardin d'Iris (two above).

cost over twice the normal green fee to play (the difference going to cover the cost of transport, trophies, etc.) but the food offered at the course was minimal and an extra €65 was charged to hire a golf bag with only four clubs. Could do better FIDI, sorry.

On balance though it was a good conference with President Rob Chipman and FIDI General Manager Jesse van Sas doing an excellent job of holding together the business sessions.



● Anton Loos explains the difference between a label and a logo.

A label not a logo

FIDI is changing its well-known FAIM logo, with the tick, to what its marketing agency calls, a 'label'.

The change is intended to reflect the emotion of trust associated with FAIM and help FIDI promote FAIM as a label of quality through the Internet using content marketing. The agency intends for the label to be used generally with the words 'FIDI Accredited International Mover', but it can be used on its own. It is available in colour or mono.

The agency, BBC in Belgium, has identified FAIM as the key customer benefit of a company being a member of FIDI and is building its communications strategy around this message. To make the message stronger the new 'label', it's not a logo, is round rather than rectangular, which BBC says represents a stamp of quality more vividly than the old imagery. The marketing will have a clear message: Don't rely on luck, rely on FAIM.

BBC has chosen to market FAIM online as it believes this is less intrusive, and less expensive, than advertising. It has analysed the market and identified the keywords that most people use when searching for relocations services and plans to write a large number of articles for the FIDI website that are designed to help customers and capture their Google searches, directing them to the FIDI website. It believes that if FIDI can become recognised for being helpful to customers, and its members known for having a label of quality, the awareness of the organisation and its values will be enhanced.

Anton Loos, Managing Director of BBC, while presenting to the FIDI conference in Geneva, said that "Relevant content attracts people to FAIM at the right moment" that is when they are searching for answers to problems.

As with any new idea there were some concerns voiced from the audience. BBC says that very few companies in the moving industry are using content marketing as a marketing tool suggesting, therefore, that attaining a prime position on Google should be possible without great expense. Content marketing in itself isn't new, however, and is becoming increasingly popular so BBC will need to produce a great deal of well targeted material to be successful. Another suggestion was that while revamping the logo (label) FIDI should have taken the opportunity to change FAIM to FAIR (FIDI Accredited International (Relocator?)) to more accurately reflect the service offering of today's membership. That might be something for the future, but FIDI is sticking with FAIM, and its new identity, for now.



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There was an acknowledgement that this new initiative was not necessarily the whole answer to achieving greater awareness of FIDI and, therefore, a higher profile for members, but it was a relevant and appropriate start that will be successful to some extent. What further work is necessary in the future, will be for later discussion.

COVER STORY: FIDI CONFERENCE



● Jean Francois Bellis.

The dangers of anti-competitive conduct

At the FIDI conference in Geneva, Jean Francois Bellis from law firm Van Bael and Bellis, presented a clear and concise description of the sanctions that companies might face if they are convicted of anti-competitive conduct.

Such conduct could be something as simple as providing a cover quote or engaging in an inappropriate private conversation. It was shocking for some and a loud wake-up call to everyone to take care in their daily dealings to ensure that they do not take part in cartel activity.

“Over the last ten years more than 100 countries have adopted or amended their antitrust legislation to conform to the EU model ...”

Jean Francois Bellis

Mr Bellis said that the antitrust authorities have the right to enter your offices, even if you are not there, to seize computers and even private papers, if they have reason to believe that you have infringed competition law. They can also enter your private home. If found guilty, high fines can be imposed of up to 10% of a company's worldwide turnover, jail terms might be imposed, and there might be subsequent claims for damages from injured parties.

Mr Bellis said that the EU is a world leader in imposing high fines but the practice is spreading around the world. “Over the last ten years more than 100 countries have adopted or amended their antitrust legislation to conform to the EU model,” he explained. What's more, all those competition authorities talk to each other and compare their enforcement activities and results.

Once the competition authorities have judged against a company it can then spark more actions for damages brought by specialised law firms or private companies that invest in litigation. “These ‘vultures’ come after the competition authorities to collect whatever they can from the pockets of the companies found guilty,” he said. “They buy claims of potential victims and bring the claims on their behalf then keep a percentage of what they recover.”

The law requires companies to decide on their prices and on their choice of customer, independently without any agreement or discussion with a competitor. There isn't even any need for companies to agree: it is a breach of the law for competitors even to discuss matters such as pricing, market sharing, an agreement

not to poach business, bid rigging, the provision of cover quotes, market trends or the exchange of competitive information. Even a single ‘confidential’ conversation can be against the law and action can be taken if it can be proved to have taken place.

There have been many examples in the removals industry in recent years: in 2008 an investigation in Belgium imposed fines of €32m on removal companies; another case in which EU officials asked for the provision of cover quotes created further prosecutions; in 2007 fines of €2m were imposed on movers; in 2014 three Swedish removal companies were fined for agreeing not to compete with each other; and there is still an ongoing case in the US.

Leniency

The situation has been made more dangerous for companies since the introduction of the leniency programme which gives an incentive to people to report anti-competitive practices to obtain immunity. The leniency programme is operated by every competition authority. “If you are the first to denounce cartel activity to the authority normally you will get full immunity,” said Mr Bellis.

In the US only the first company to denounce the cartel gains immunity with all other participants facing the full fine. In the EU the first whistle-blower gains full immunity with followers receiving a diminishing discount. This can create a race to declare a cartel to the authorities, with some companies even acting tactically with the ring leader being the first to declare thereby receiving immunity and putting competitors in an unenviable position.

How to avoid problems

One way of reducing the likelihood of employees engaging in anti-competitive practices is to remove large bonuses from the remuneration package. Employees who are paid bonuses can develop a ‘win at all cost’ attitude, take bonuses and, by the time action is brought against the company, they are working elsewhere.

Compliance training with strong management support can also help. It is possible that fines would be reduced if the authority can see that the company has a robust training programme in place.

The only way to avoid the problem is to ensure that no representative of the company engages in anti-competitive practices. However, with the law so stringent, and many conversations taking place apparently in private and with no resulting agreement or in plenary meetings at industry conferences, it is very easy to fall foul of the regulations, even inadvertently. Companies should exercise caution at all times.



● Steve Jordan and the SOLAS panel.

SOLAS panel

Steve Jordan, Editor of *The Mover*, acted as moderator at the FIDI conference for a panel discussion on the new amendments to the SOLAS (Safety Of Life At Sea) regulations that come into force on 1 July, 2016.

The panel was made up of Nick Massee from Asian Tigers Mobility – Japan; Thomas de Mallmann, Africa Desk Manager for AGS Frasers; Terry Head, President of International Association of Movers (IAM); and Chris Welsh MBE, Secretary General of the Global Shippers' Forum in the UK.

The new amendments require that every container loaded on any vessel anywhere in the world declares its Verified Gross Mass (VGM). This means that every container must be accurately weighed, on certified equipment, before it can be loaded. The responsibility lies with the shipper to provide the VGM, with the terminals not to load containers and the ships' masters not to accept containers without one.

Right from the start it was clear that the level of understanding amongst the assembled delegates was mixed, with some being very aware of the requirements and others having little or no knowledge of them. As the panellists explained the situation in their own regions it became clear that arrangements to comply with the regulations worldwide varied greatly too.

In Asia, Nick said that there were significant differences regionally but he didn't anticipate any problems in the major markets of China, Hong Kong, Indonesia, Japan and Korea. In Africa Thomas said that many African countries already have weigh bridges, with facilities in Kenya, Cameroon, Nigeria and Ghana being "pretty good" whereas others had done nothing at all. Terry said that in the US the US Coast Guard, the body responsible for safety at US ports, said they were not going to publish any

regulations. So the industry has been scrambling to come up with common rules that will govern this. While in the UK it was also a mixed picture: "There is still a lot of ignorance and a lot of people don't know what to do," said Chris.

The first matter to clarify was, who is the shipper? Chris explained that it is whoever's name appears on the OBL. Terry added that it could also be a shippers' association who cuts a master OBL. Simply, if your name is in the 'shipper' box on the OBL, you are responsible for providing the VGM.

Some ports have already come forward saying that they will provide weighing facilities and will weigh containers if they do not already have a VGM. This offer was, however, one driven by commercial forces as the ports don't want to lose out to their competitors, however it was unclear how exactly they would do this. Chris explained that the regulation was originally aimed purely at the terminal but they blocked it as, if they became responsible for it, they also become liable if containers were incorrectly declared and if there were serious incidents at sea, lawsuits could result.

The requirement is for the VGM to be accurate. There is no tolerance built into the regulation. However, local authorities will adopt their own tolerance for enforcement purposes with the most common figure being discussed to be +/- 5% up to a maximum of 500kg. Piet van Herk, from Voerman said that the Dutch authorities had already accepted the declaration of a volumetric weight based upon 6.5lbs/ft³ (100kg m³) however this would not prevent a shipper being fined

if it were checked and found to be wrong.

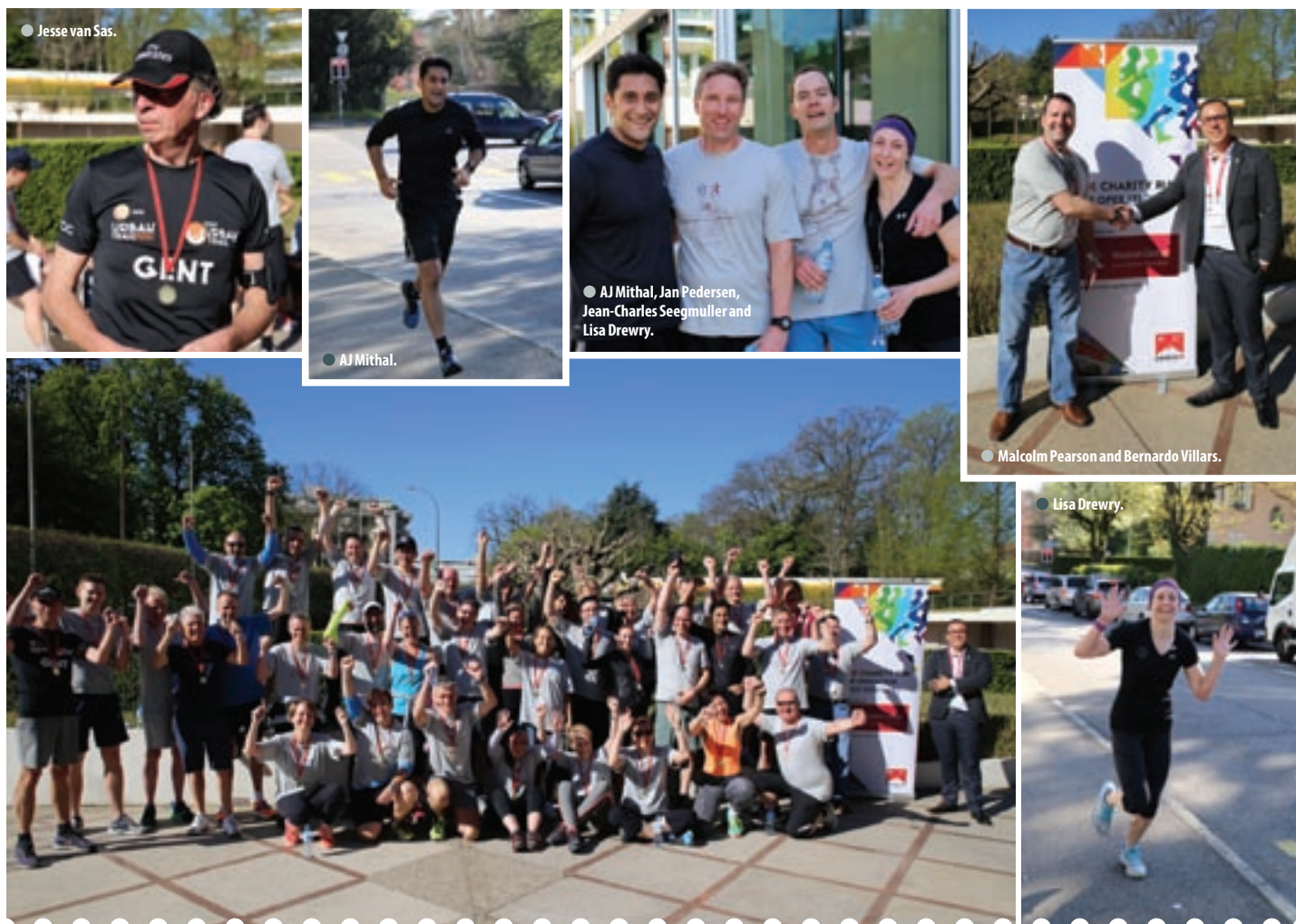
The consequences of making a false declaration have not yet been established. Thomas said that Kenya had already said that 20% of containers will be checked. In the US there will be spot checks but nobody has yet said what the penalties will be. The IMO has set the rules but doesn't say to its members how to apply them. It is, therefore, essential for every shipper to engage in a dialogue with their local authority to establish the procedure required. It is likely that, as the system gets underway, best practice will evolve and so a more common process will emerge. Chris said that the IMO will meet in May for further discussions on this.

Some ports have already come forward saying that they will provide weighing facilities and will weigh containers if they do not already have a VGM.

Some moving contracts are currently quoted on weight which may be calculated using a volumetric formula. In future, customers will know the actual weight and so shippers might need to discuss with their customers an appropriate approach.

In conclusion, there is no doubt that the regulation will come into force in July, the date will not be postponed, all shippers will be required to provide a VGM for each container, shippers must now decide exactly how they will comply. If they fail to do so they will not be able to load containers or, therefore, operate a deep-sea service for their customers.

COVER STORY: FIDI CONFERENCE



FIDI Fun Run sponsored by Reason Global Insurance

On 12 April, 2016 Reason Global Insurance sponsored the FIDI Fun Run, held at the FIDI convention in Geneva, in aid of Operation Smile Honduras.

Operation Smile is an international medical charity that has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate or other facial deformities.

“We really want to help these children and the funds we raise can make a real difference ...”

Malcolm Pearson

If it was a fresh but glorious Geneva morning when the 42 runners, walkers and amblers lined up for the 5k event. Each, by way of their entrance fee and voluntary donations, had provided valuable funds for Operation Smile. Unlike some

charity events the organisers had kept costs down to a minimum by limiting the expense of unnecessary equipment such as start and finish tunnels, timing equipment or, as it turned out, a tape measure: the competitors got plenty of running for their money as it turned out to be nearer 8.4k than the billed 5k. Nobody seemed to mind much though and this did ensure that all the proceeds could go directly to the charity.

First home were AJ Mithal from Mithals International in New Delhi, Jan Pedersen from Trafimar Relocation Services in Mexico City and Jean-Charles Seegmuller from Seegmuller Paris who all crossed the line together. The first lady was Lisa Drewry from Taylor Moving International in Toronto.

The exact cause of cleft remains unknown and Operation Smile is trying

to find the answers as well as treating the children affected. It is believed to be related to the poor nutrition of mothers during pregnancy which is why it is such a problem in the developing world and particularly significant in Honduras. Bernardo Villars, a member of the Board of Directors for Operation Smile in Honduras, explained to the runners after the event that the problem was life threatening, with many affected children not achieving their first birthday owing to infections and their inability to feed properly.

Malcolm Pearson from Reason Global Insurance was delighted with the turnout in Geneva and thanked all those who took part. “We really want to help these children and the funds we raise can make a real difference,” he said.

Operation Smile is FIDI’s adopted charity.

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NEWS: ON THE ROAD

IAM encourages under-17 safety

Driving charities the Institute of Advanced Motorists (IAM) and the Under-17 Car Club (U17CC) have combined efforts, which will provide young drivers a unique pathway to safe and enjoyable driving even before they are old enough to pass their test.



● IAM teams up with U17CC.

The partnership, which was launched in March, will make the Under 17 Car Club Charitable Trust an IAM approved training organisation. The U17CC celebrated its 40th anniversary this year. It is dedicated to ensuring young people get the best grounding in driving skills before they reach their 17th birthday.

U17CC members meet most Sundays at a variety of locations around the UK including: Bovington Camp, Dorset; Castle Combe circuit; Caerwent in Monmouthshire; Devon Drivers' Centre in Clyst-St-Mary; Long Marston Airfield, Warwickshire; Moreton-in-March, Worcestershire; and Throckmorton Airfield, Warwickshire, where they learn to drive in a safe off-road environment from the age of 11.

Paul Silverwood, President of the Under 17 Car Club, said, "This is a remarkable opportunity for the leading young driver charity to work alongside the leading charity for experienced advanced motorists. We will offer the IAM the very best of a younger generation of enthusiastic advanced drivers."

Young people not only have the opportunity to drive cars but a

number of commercial vehicles too, which as well as improving safety could encourage more school leavers to take up driving as a career.

Shaun Cronin, IAM Regional Quality Manager said, "For a young person getting behind the wheel years before they can legally take to the road is a one-off opportunity. But this is about having fun too – our members get the opportunity to spend their Sundays driving a wide variety of cars, lorries and buses – and even learning advanced skills on a race track. The bottom line is this: working together with the IAM, the Under 17 Car Club can prevent a lot of crashes and, hopefully, we can save young lives."

The IAM has long campaigned for greater resources to be put into initiatives targeting younger drivers, who are the most at-risk group on our roads. Road accidents remain the biggest killer of young people in the UK. In 2013 there were 191 people under 24 killed and 20,003 injured while driving cars and motorbikes.

● For more information about the Under 17 Car Club and its Pathfinder project visit www.under17-carclub.co.uk and www.under17driver.co.uk.

Trials of wirelessly connected vehicles and driverless cars to hit UK roads as part of innovation push

On 5 April, 2016, Highways England published its Innovation strategy which sets out for the first time its wide-ranging plan to ensure it is keeping pace with advances in technology, bringing benefits to road users up and down the country as well as unlocking economic growth.

A connected corridor or 'wi-fi road' could see cars and infrastructure wirelessly connected, with drivers receiving news of advanced road closures or congestion warnings. The strategy also includes trialling radar technology on motorways and in tunnels to improve the way breakdowns are detected.

The strategy builds on the announcement by Chancellor George Osborne in the March 2016 Budget that driverless cars will be tested on motorways by the end of 2017.

Roads Minister Andrew Jones said: "Innovation is absolutely critical to our £15 billion investment plan for roads. A more reliable road network is good news for motorists and good news for the economy. Quicker, safer roads will improve

access to jobs and opportunities. Placing Britain at the forefront of innovation and research in this area will also create more jobs and investment."

Highways England Chief Executive Jim O'Sullivan said: "We're committed to using innovation to benefit the millions of journeys made on England's Strategic Road Network today and in the future. We will work with our partners in the supply chain, technology specialists and the automotive industry to trial new technologies that will help make journeys on our roads safer, more reliable and better informed. This will involve supporting trials of better connected and autonomous vehicles on our motorways by the end of next year, testing radar technology to better detect breakdowns, and



● Highways England Chief Executive Jim O'Sullivan.

trialling fuel price signs on the M5 between Bristol and Exeter."

The strategy confirms research and development in: radar technology and autonomous vehicles on motorways; specially adapted wireless vehicles; improved signalling of junctions

on motorways; the use of sensors to provide better information about the condition of roads, bridges and tunnels; the creation of a Test and Innovation Centre to pioneer new research; the development of 'expressways' on A-roads to encourage more free-flowing traffic.

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PROFILE: CONROY REMOVALS

Making plans with Conroy Removals



Conroy Removals was established in Napier in 1972 by David Conroy. Steve Jordan recently interviewed his daughter, Fiona, about the company and its plans for the future.

It was 44 years ago that David Conroy started the moving company that carries his name in Hawke's Bay, Napier in New Zealand's North Island. Only the following year his brother, Gary, opened in Napier's twin city of Hastings just a few miles away. From that moment on the irresistible urge to expand has driven the company to become one of the largest and best known companies both in New Zealand and Australia employing upwards of 260 people.

"We got the opportunity to buy into a business in Brisbane. Ten years later we had expanded up to Townsville and have now added Sydney, Melbourne and Perth in Western Australia."

Fiona Conroy

Fiona said that it was not the brothers' intention to grow the business but as volumes increased so they took opportunities to expand into Auckland, Tauranga and later to Wellington, and into the South Island cities of Christchurch and Nelson.

At first the work was purely domestic and commercial removals. However, there is a high flow of traffic between Australia

and New Zealand and Conroy soon added international moving to its offering. "We got the opportunity to buy into a business in Brisbane," explained Fiona. "Ten years later we had expanded up to Townsville and have now added Sydney, Melbourne and Perth in Western Australia."

The Australian traffic is mainly import/export work; New Zealand remains predominantly domestic with approximately one third of its traffic either originating from or going overseas. In 44 years the company has done very well. So what does Fiona put the success down to? "A lot of hard work and taking opportunities as they have come along," she said. "We have always tried to keep it simple and not to take anything for granted. There are always challenges out there."

For the future Fiona sees the main challenge to be the integration of a digital offering. "There are a lot of companies offering an online service," she explained. "We are very focussed on that. It has become very important for us." The company already offers a small load service online in which customers can book and pay for local deliveries of one or two boxes quickly and easily with just a few clicks of the mouse. But Fiona does not see the technology standing still.

"People are time poor," she said. "They all want 24/7 access to services and the software is becoming more easily available. What we can do online is increasing all the time and customers are often willing to give something new a try. They are very quick to tell us if it's not working properly, so it's important to listen carefully to



● Top: David and Gary Conroy; above: Conroy have expanded across New Zealand and into Australia since the company was started 44 years ago.

customers and respond quickly if necessary. That agility and speed is really important."

There are companies springing up all over the world that are successfully offering online services to their customers. Traditionalists will scoff of course, saying that it's impossible to replace the experienced estimator and people will always want their hands holding, especially when it comes to international moving. But maybe not. Perhaps the days of the 100% online moving service are just around the corner. Whether it is or not, like Conroy, companies the world over would do well to make plans.

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LEGAL: CLANDESTINES



Clandestine Civil Penalty

The migrant crisis is an ever increasing problem with a substantial impact on the road transport and rail industries. UK Border Force are now putting tighter controls in place at many of the ports, including Calais, Coquelles and Dunkerque. By James Lomax, Backhouse Jones Solicitors

The Immigration and Asylum Act 1999 ('the Act') entitles UK Border Force to impose a civil penalty against a business and/or a driver who are caught with clandestine entrants aboard their vehicle. In 2003, an appeal against the level of penalty that could be imposed on a company was determined, with an emphasis on the procedures that the business had implemented to secure against clandestine entrants. This ultimately led to the introduction of two codes of practice governing the civil penalty regime for vehicles. These are the Civil Penalty Prevention of Clandestine entrants ('prevention code'); and the Civil Penalty Level of Penalty ('penalty code').

The prevention code is an extremely important document. It describes the minimum systems to be put in place by businesses to prevent clandestine entrants gaining access to a particular vehicle. Such methods include the use of security

devices and checklists which are completed by the driver and monitored by the company. UK Border Force also requires training to be undertaken by the drivers to bring awareness of both the risks, and the ways to secure and check their vehicles whilst abroad.

In the event that clandestine entrants are located on a vehicle the penalty code permits UK Border Force to take action not only against the company operating the vehicle, but also the driver – for who the company will be jointly and severally liable. The maximum penalty that

In the event that clandestine entrants are located on a vehicle the penalty code permits UK Border Force to take action not only against the company operating the vehicle, but also the driver ...

Businesses are encouraged to review the code of practice (located at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/257187/levelofpenaltycodeofpractice.pdf) and review their systems to make sure that they are compliant.

can be levied against a business or driver is £2,000 per clandestine entrant. Vehicles can also be detained where a charge is levied, and even sold if that charge remains outstanding.

In the event that adequate systems (those in compliance with the

prevention code to a minimum standard) are put in place, a company's liability for penalty should be substantially reduced. Provided the driver is sufficiently trained and implements the necessary systems, the likelihood of clandestine entrants gaining access to the vehicle should be substantially reduced.

The government maintains that the existing civil penalty is an important part of the official response to encourage businesses to implement systems to prevent the risk of illegal intruders. However, it concedes that the current regime takes a simplistic and binary approach to imposing a penalty. It also admits that this approach has failed to keep abreast of developments (whether more sophisticated methods used by migrants, or new technology available to secure HGVs). The current minimum standard, therefore, is no longer seen to provide an adequate level of security. Neither is the binary approach considered adequate to suitably recognise or reward those who have taken additional steps to secure their vehicles.

For these reasons, the Home Office has implemented a consultation (located at <https://www.gov.uk/government/consultations/the-uks-clandestine-civil-penalty-regime>) to consider reform to the prevention and penalty code.

Briefly, the aim of the consultation is to:

- Revise the penalty scheme with the aim of punishing the worst offenders;
- Ensure the penalty scheme incentivises operators to invest in high quality security measures;
- Encourage continual improvement

of vehicle security;

- Work with the industry to target the worst offenders; and
- Explore with operators how best to incentivise good practice.

The consultation document produced by the government provides some alarming figures in respect of the growing issue. In 2012/2013 the number of illegal immigrants prevented from entering the country was 11,000, by 2013/2014 this had increased to 18,000 and in 2014/2015 this jumped to 40,000.

UK businesses should take heart from the government's new proposals. Its avowed aim is to provide a framework which is 'harsh on the reckless, encourages the careless to improve, and rewards those who have invested in security'. In other words, the proposals are aimed squarely at errant hauliers. Get your house in order and not only will your business security increase; your fear of civil penalties for illegal intruders will become a thing of the past.

As such, businesses who may be affected by the migrant issues are invited to review the consultation document and respond with constructive views to assist in the reform. If the industry stays silent on these issues, it would be missing a valuable opportunity to work at improving the systems of UK Border Force. It may come to haunt you should your drivers be found with clandestine entrants on board.

● If you wish to discuss the impact of the code of practice or the consultation further, please do not hesitate to contact Backhouse Jones on 01254 828 300.

James Lomax

James qualified in September 2010 after a two year training contract with Backhouse Jones.

His background includes a Law degree at Leeds Metropolitan University followed by the Legal Practice course and after completing his training, went on to specialise in Employment and Commercial Litigation.

James advises on a broad range of commercial disputes ranging from contracts of carriage issues, debt recovery, sales of goods and services, HM Revenue & Customs disputes, and high value disputes relating to vehicles and their fitness for purpose. He also advises on numerous employment issues including unfair dismissals, wages claims, trade union matters, sex, race and disability discrimination and contracts of employment.



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NEWS: ON THE ROAD

Britain's youngest HGV driver?

Is Harry Jones of ATR Removals in Bracknell the youngest HGV driver in the UK? Quite possibly.

Harry recently passed his Class 2 HGV after training at the HGV School in Aldermaston. He is just 18 years old. Proud dad, Simon Jones, told *The Mover* that after Harry passed his car driving test he managed to get insurance for him on the company's Luton vans. "I thought I would struggle to get him truck insurance. I rang Mastercover who I have been insured with for many years. After long discussions they were prepared to insure him on our 7.5 tonne straight away and if he goes accident free they will look at adding him to the 14 tonner in six month's time." Simon also wishes

to thank Basil Fry insurance who were very helpful and said they would cover Harry straight away on both trucks: "But the premium was out of my range unfortunately," he said.

Isn't it great to see young people do well! What's more, it's very comforting to hear of two insurance companies doing all they can to say 'yes' and giving him a fair chance to prove himself. If only that attitude were reflected more widely with business in general.

The Mover wishes Harry well in his new career. Is he the youngest HGV driver in the business, or even in the UK? We think he might be. Do you know better?



● Harry Jones.

Severn crossing tolls to halve

News that tolls on the Severn bridges are to be halved has been described as a step in the right direction by the Freight Transport Association.



● The Severn Bridge tolls are the most expensive in the UK.

George Osborne announced as part of his Budget statement in March that the government will halve tolls on the Severn River Crossings, once the crossings are in public ownership in 2018, subject to public consultation. Alongside this, it will also review the costs and benefits for developing a free-flow barrier-free tolling system.

The Severn Bridge tolls are the most expensive in the UK, costing £6.60 for a car, £13.20 for a

van and £19.80 for a coach or lorry. This is a significant financial burden for all companies operating vehicle fleets in South Wales and for people commuting to work across the estuary.

Responding to the Chancellor's announcement, Ian Gallagher, FTA Head of Policy for the South West and Wales, said, "As always the devil is in the detail – the chancellor has said that the tolls will be reduced when the bridges are in public ownership but this is subject to public consultation.

If the government must consult, this should be carried out prior to handover so that a reduction in charges is in place from day one."

The FTA has previously stated that the tolls are an unfair burden on both businesses and commuters and called for them to be reduced as soon as possible.

"Reducing the tolls will be a welcome shot in the arm for businesses and commuters who use the bridges daily ..."
Ian Gallagher

Mr Gallagher added, "Reducing the tolls will be a welcome shot in the arm for businesses and commuters who use the bridges daily, allowing businesses to invest in the things that matter such as new vehicles and staff recruitment."

It is predicted there will be an outstanding debt of approximately £50 million on the bridges at the time of the changeover.

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Rear vision security cameras

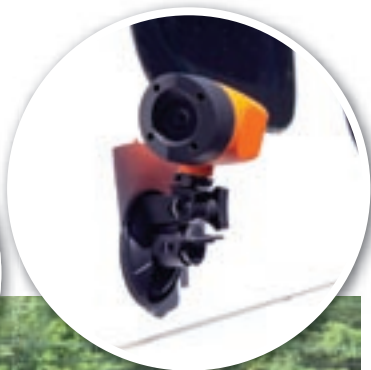
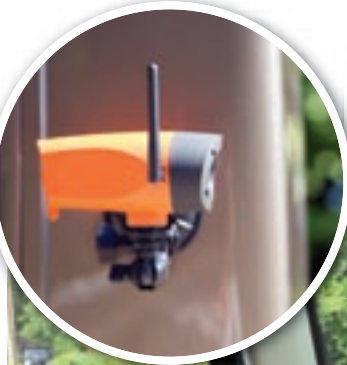
The Journey 1 by Hyndsight Vision Systems is a lightweight, fully wire free camera and monitor unit that can be used with up to four cameras to monitor the rear and sides of trucks and containers for unlawful, and what could ultimately be costly, intrusion.

Supplied as a complete kit the Journey 1 includes: a wireless sunlight readable monitor, a wide angle camera with a non-fish-eyed view, two flush mounts, an antenna set and two chargers all in a protective case.

Up to three additional cameras can be paired to one monitor allowing for a full 360° view. The monitor will work up to 100 yards away from the camera making this system suitable for any towing situation. The system runs on rechargeable batteries or it can be hardwired into a vehicle.

The quoted cost is \$499.00 from www.hyndsightvision.com.

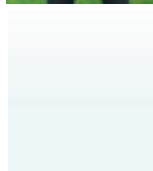
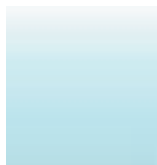
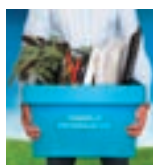
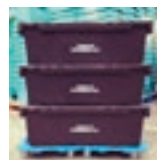
● The Journey 1 wide angle cameras can be attached to the backs and sides of vehicles.



● The Journey 1 monitor mounted on the dashboard.

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ENVIRONMENTAL: GREEN WAREHOUSES

How to make your warehouse more environmentally friendly

World leaders recently agreed to curb climate change, and we all have a corporate responsibility to lessen our impact on the wider world, so Linde Aftersales offers five tips for improving green credentials while boosting your bottom line.

1. Green lights

Lighting a warehouse can be expensive and energy intensive, but there are several steps you can take to reduce consumption.

- Installing LED lighting could significantly reduce energy consumption and cut costs by as much as 50% according to one study. LED bulbs are more energy efficient and also have a longer lifespan than traditional lighting solutions.

- Motion sensors can extend the life of bulbs and can be used in combination with dimmers and timers to minimise energy waste by ensuring lights are only on or fully on where necessary.

- Painting the walls of your warehouse white and keeping light fittings clean can also provide very low cost ways to increase the effectiveness of your lighting.

2. Temperature control

Heating, ventilation and air conditioning can use significant amounts of energy, particularly in large spaces.

- Make sure that you're not using more energy than you need to. For example if your warehouse is empty most of the time, how much heating do you really need? Lowering the temperature by 1% could reduce your heating bill by up to 8% according to the Carbon Trust.
- De-stratification fans are large slow fans that can help ensure that warm air is well circulated and could reduce energy consumption by up to 20%. In warmer weather the fans can also help with cooling.
- Regular maintenance of air-conditioning systems can ensure that they're operating at optimum levels.

3. Keep heat in

Around 55% of heat could be escaping through the walls and roof of your warehouse. Spray foam or loose fill insulation can be much more efficient than traditional fiberglass batt insulation.

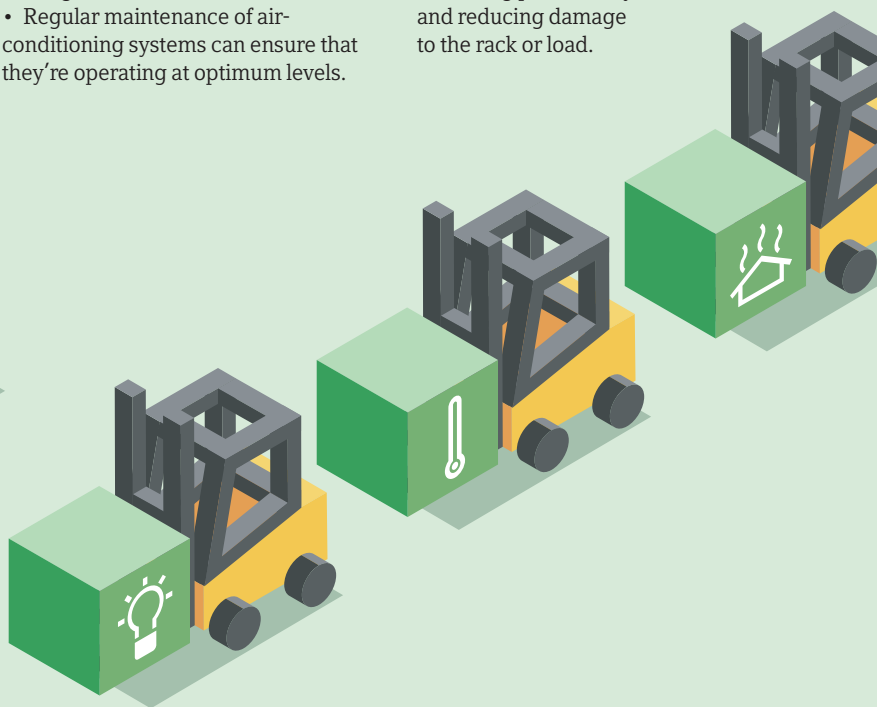
Spray foam will cost roughly twice as much to install as batt insulation, but is also around twice as efficient.

4. Use your height

Before you extend the square footage of your warehouse, consider whether you've made best use of vertical space.

The right machinery and storage units can help you make the most of overhead space, saving on square foot expansion costs, relocation costs and energy usage associated with lighting and maintaining a bigger area.

Modern machinery such as smart operator-assist systems for reach trucks will help your employees to work safely and efficiently at a greater height by reducing operational incidents, increasing productivity and reducing damage to the rack or load.



5. Maintain your machinery

Machinery is an integral part of warehousing, whether it's used for transportation stacking or picking. You can extend the life of your machinery with regular maintenance checks to maximise performance and ensure all vehicles and equipment are working as efficiently as possible. This also helps to ensure the safety of employees.

Evaluating your needs in this way will help to ensure that you save energy and have a more productive workforce.

● For more information visit www.LindeAftersales.co.uk.



Use your height

Consider whether you've made best use of vertical space before you extend the square footage of your warehouse.



Maintain your machinery

Regular maintenance checks can extend the life of your machinery and maximise performance.

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When we found Monti, the 18-month-old bear was being kept by a hotel owner in Bulgaria, for the amusement of guests. For Monti, his 9m² cell was roughly equivalent to a man living in a telephone box – and he'd been caged since being a few days old.

Monti is now recovering at our bear sanctuary in Belitsa, Bulgaria, but we know that more bears like him are suffering today. FOUR PAWS is a leading force in global animal welfare issues and is committed to taking action against all forms of animal cruelty. Will you give us the urgent help we need to rescue more bears like Monti and put an end to their torment?



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YOUR COMMENTS

YourComments

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

Will 'She's RHA' woo women into the transport industry?

The Mover, March 2016, page 8

Nikki French

Grace Removals Group, Sydney

What a great topic of debate you have opened up with this article. I think it's a subject which confronts our industry and for which there is no easy answer. The RHA can see the need to entice more women to the industry for all the reasons explained in your article. It is without doubt that a more even gender balance would facilitate a great deal of benefits to our industry and many women could find a fulfilling and rewarding career. The trouble is how to do that without seeming patronising. And perhaps we ladies currently in the industry should also be prepared to accept a little more patronising for the future good of the industry.

It is without doubt that a more even gender balance would facilitate a great deal of benefits to our industry...

I recently watched the movie *Suffragette* and what those women who took up the cause had to endure for the benefit of us all now was phenomenal; I admit to shedding a few tears. As the decades of my life march on I find it quite incredible that it is less than ten decades since those women faced that struggle. And in some parts of the world today they have not crossed off the basics of what most of the globe would consider to be equality.

I was at an event for women at one of the industry conventions a couple of years ago and the theme of the speech was the empowerment of women in the industry. A cold shiver ran down my spine and I have never been back. Whilst I am

a supporter of networking and mentoring amongst women I think it's very important to focus on the message being shared. If we want to have more women in the industry then we need to engage the men and there is nothing more likely to switch off a bunch of blokes than a discussion on the empowerment of women.

If the RHA can harness the content so that it gains case studies and cold hard facts on why having a gender balance delivers better profits and better quality outcomes for business and then promote that to the industry then I think it will have an impact. What they need to do in tandem is to promote to a female audience why working in the transport industry is a rewarding career choice. Fundamentally, unless the female pool of applicants increases then progress will be stopped in its tracks. Maybe we can learn something from other industries such as engineering.

I think you should also take heart to know that progress has happened without even realising it. As it's not polite to reveal a lady's age I just say that I have 20 plus years in the industry and have often walked a lonely path as a female manager. But there are far more females attending industry conventions than there ever were and my female colleagues are a strong influence who are well respected. FIDI now has two female board members which means it is only a matter of time before it has a female president. You can bet your life that FIDI board meetings have changed substantially in the last couple of years.

I'm off to the inaugural Women in Logistics meeting in Sydney next week which has sold out two weeks before the event so clearly it's of interest. I'll let you know how I go.



Anonymous

I enjoyed reading your article in *The Mover* (March 2016) about the 'She's RHA' initiative.

My first reaction to the initiative was quite negative. I've never liked the "this group of people needs help because they are weak" approach to equality or employment balance, because it is usually based on a false premise which makes it rather insulting.

In my opinion, creating groups based on gender within any industry is more akin to separatism than promoting equality. It also shows subtle sexism by those creating the groups.

I don't know enough about the transport industry as a whole, but the removals industry would benefit from more female operatives. That isn't to say it needs more women in the industry, because that implies it's suffering because of a lack thereof. It's about improvement, not repair.

Setting up groups within an

industry probably does little or nothing to address the real reason why there is gender imbalance, particularly in removals. If a removals business has 20 male applicants and zero female applicants, how many women are they going to take on?

More than any women's group, Emma Lanman and Van Girls could probably attract women to the removals industry, simply by being role models. Perhaps they could be convinced to front a recruitment campaign, if the industry ever needs one.

Editor's note:

Thanks to the writer of this piece for voicing his opinion. I was asked not to print his name as he said that it's impossible to have a moderate view nowadays, on this topic people are always branded as misogynists or feminists and there is nowhere in-between. If that's true it's a very sad reflection on society, but I respect his wish.

Did you know?

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

Three years after a person quits smoking, their chance of having a heart attack is the same as for someone who has never smoked at all.

Coca-Cola was the first soft drink to be consumed in outer space.

Kleenex tissues were originally used as filters in gas masks.

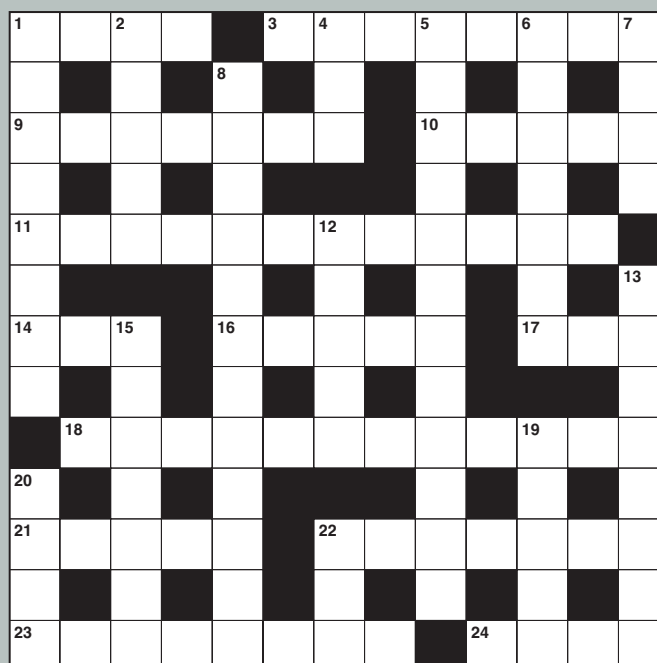
In France, it is legal to marry a dead person.

Europe is the only continent without a desert.

Gorillas are apes, not monkeys.
The difference between apes and monkeys is that apes don't have tails.



Puzzles



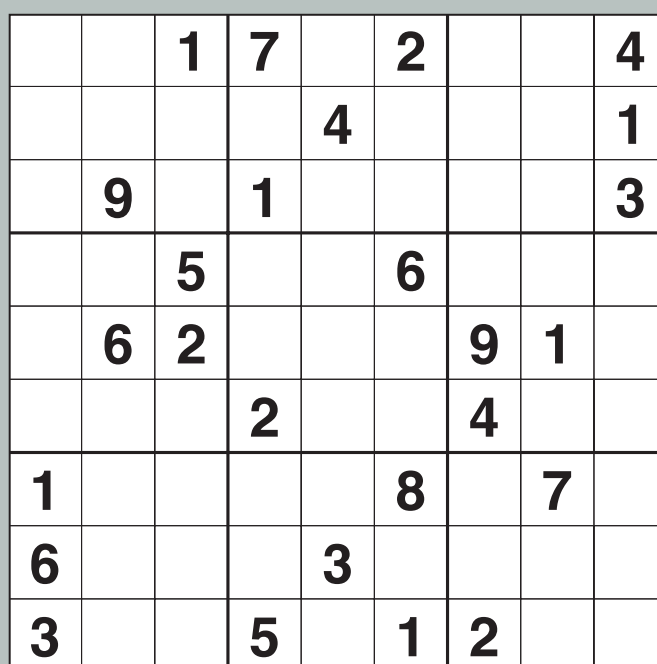
ACROSS

- 1 Large barrel (4)
- 3 Photograph (8)
- 9 Most tidy (7)
- 10 Allow entry to (5)
- 11 Someone who sets up their own business (12)
- 14 Long bench (3)
- 16 Jewelled headdress (5)
- 17 Obtained (3)
- 18 Heartbroken (12)
- 21 Small antelope (5)
- 22 Declaring to be untrue (7)

- 23 Person who goes to bed late (5,3)
- 24 Wire lattice (4)

DOWN

- 1 Extreme reproach (8)
- 2 Viewpoint (5)
- 4 Eg pecan or cashew (3)
- 5 Smooth and easy progress (5,7)
- 6 Port in northern Germany (7)
- 7 Young children (4)
- 8 Person who receives office visitors (12)
- 12 Studies a subject at university (5)
- 13 Physical power (8)
- 15 Twisting; meandering (7)
- 19 Newly-wed (5)
- 20 Fourth Gospel (4)
- 22 Ground condensation (3)



NEWS: PEOPLE

Al Fuchs joins Arpin International Group as director of global pricing

Al Fuchs has joined Arpin International Group as director of global pricing. He is based at the company's office in Phoenix, Arizona.

"With over 23 years in the industry, Al brings a deep understanding of best practices regarding international pricing, supply chain selection and RFQs," said Bob Sullivan, Senior Vice President of Arpin Group. "We are thrilled to have him join our leadership team as we continue to increase our capacity to meet growing worldwide demand, while delivering outstanding customer service at the most competitive rates."

As director of global pricing,



● Al Fuchs.

Al's responsibilities include negotiating rates and pricing, preparing proposals for prospective and current customers, controlling costs and maximising profitability by providing Arpin with logistics options that make processes more efficient.

Al comes to Arpin from Champion International Moving, where he was director of global partner services. There, he oversaw its worldwide partner network, negotiated rates and provided pricing to global clients.



● Larry Goldman.

Larry Goldman joins Suddath

Suddath in Florida has recently announced the appointment of Larry Goldman to its Global Moving Services business unit as vice president of residential sales.

Larry has been in the business for over 20 years. Prior to joining Suddath, he held senior sales leadership positions in large, consumer-centric organisations such as Spectrum Brands, Comcast and ADT. In his new role, he will be responsible for all domestic and international residential relocation sales for the newly restructured business unit.

"His leadership will be integral in delivering residential moving services at an unparalleled level."

Michael Brannigan

"Larry brings a wealth of experience in leading business-to-consumer sales teams on a global scale," said Michael Brannigan, President and CEO of The Suddath Companies. "His leadership will be integral in delivering residential moving services at an unparalleled level."

"Suddath has a rich history and impressive record as a transportation and relocation leader," said Larry. "I look forward to using my sales experience to grow and expand this strategic business."

Basil Fry appoints new director

Specialist insurance broker Basil E. Fry & Company Limited has announced the appointment of Ria Houston B.A. (Hons) Dip CII as a director. Ria joined the company in 2005 as an account and claims handler and has excelled in every position she has held since that time. She is widely admired amongst her clientele for her attention to detail, technical knowledge and negotiation skills.

Managing Director Philip Wildman said, "Ria has been an integral part of our success and expansion within the removal, storage and self storage industries over the past eleven years and we are delighted to announce her appointment with effect from 4 April, 2016."



● Ria Houston.

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The White & Co Mystery Mover

Congratulations to John Luxford, Luxfords of Weybridge in the UK, who correctly identified Miranda Hyder from BAR Services squinting from behind her bee-keeping headgear last month. She was speaking at the BAR conference in Edinburgh in 2008, why so cloaked only she can remember. This time our subject is a more global character – but who's the name behind the winning smile? To win the White and Company Red and Black watch, e-mail your best guess to editor@themover.co.uk.

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Tony Allen: And finally ...



“Incomprehensible jargon is the hallmark of a profession.” (Kingman Brewster Jr)

Jargon? It's quite a laugh really because we know that it's often just simply a means of mystifying a particular skill or profession. Take lawyers for example; do we really need all of those complicated phrases? They will tell you: yes. They will tell you that this is shorthand to facilitate ease of communication between like professionals.

I put it to you that this explanation is nothing but jargon in itself!

My background is in sales and marketing. My first job was with a major multi-national organisation. I was a salesman, then I became a sales representative, then I became a sales executive and then I became an area sales manager. Do you know what? It was the same job with the same company with the same salary, but the title of the job changed according to whatever was the current fashion. Of course it didn't worry me because I had very rapidly become a manager, and that certainly impressed the neighbours.

The interesting thing about these early days was that the 'discipline' of marketing just simply did not exist; we were on the cusp of a revolution. The kingpin in any organisation had been the sales director; but this was about to change as this position was rapidly subsumed by a marketing director. For my part I was then lucky enough to be sponsored to take a degree in marketing and in due course was able to 'walk the walk and talk the talk'. As marketing people we were furnished with a whole host of words and phrases which, ostensibly, made us more important and enabled us to re-focus the objectives of the company. We probably even had a secret handshake - although by then I think it was probably the sales director whose hands shook.

Example:

Sales Director: How many new accounts have you opened this month?

Marketing Alternative: What is your client conversion rate (CCR) for this current chronological quotient?

Sales Director: How can we help you to obtain more customers?

Marketing Alternative: How can we optimise your client conversion rate (CCR)?

Get the picture?

As soon as jargon is picked up by the populace at large, it then becomes a cliché and is then dropped by the cognoscente - sounds painful - and a new phrase is introduced. We no longer increase a company's turnover, we 'grow the company'. We are quite happy to adopt this new terminology as it makes us

appear much more knowledgeable. But somehow it is not quite so effective when used by the man who happens to own the Newsagent's shop.

We have our fair share of jargon in the moving industry - or as we now say the relocation industry. Sometimes I believe that we really do overlook the fact that, whilst we might fully understand the 'lingua franca' of our industry, our potential customers might not understand what the hell we are talking about. Storage in containers? But a container is where I keep my tea bags! See what I mean?

Now I've tried really hard to express my opinions on this subject without mentioning our friend the estate agent where not only are we confronted by a surfeit of jargon, but we also have a plethora of euphemisms. Take, for example, the client who saw the write-up on his property and decided to take it off the market as it sounded like just the sort of place where he would like to live. Or the house where nothing had been done to it for thirty years and which was then marketed as being maintenance free! I suppose the good thing here is that before they get to us, house buyers will have been in contact with both an estate agent and a solicitor. As a result, the moving industry will almost seem like a jargon-free zone.

I suppose that the point I am making here is that when does a 'specialised language concerned with a particular subject or profession' become instead a pretentious language? Alarming, politicians and civil servants now seek to adopt the language of business; for example some hospitals insist upon referring to their patients as clients and MPs seek to 'grow' their constituency numbers (pass me the smelling salt!). Are we impressed? Maybe we are, because the practice is growing.

I really like the quote made by the great Bill Bryson in one of his books when he described how at a conference of sociologists in America, love was described as 'the cognitive effective state characterised by intrusive and obsessive fantasizing concerning reciprocity of amorous feelings by the object of the amorousness'. He went on to describe jargon as one of the great curses of modern English.

So there we have it. Of course there are many alternative views on the use of jargon. It's an interesting subject and I hope you get the picture, because in the words of the Chinese: a picture is worth a thousand words!



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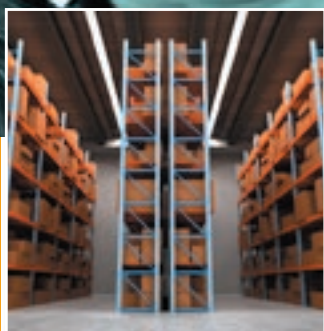


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