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Issue 086 May 2018 [www.themover.co.uk](http://www.themover.co.uk)

# TheMover

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## IT'S NOT ABOUT STORAGE

A look behind the image of  
Britannia Lanes in Exeter . Page 16



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# TheMover

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## Deadline:

The booking deadline for advertisements is the 1st of the month preceding publication. Artwork for adverts is required by the 8th of the month preceding publication.

## Disclaimer:

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## Published by:

The Words Workshop Ltd  
51 Fallowfield  
Amphill  
Bedfordshire  
MK45 2TT

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## LEADER

## Hands across continents and cultures

Steve Jordan, Editor



I always feel very industry aware at this time of year. I have the good fortune to be able to travel around to conferences, sometimes in exotic places, and join in with the business and networking. This year, so far, we seem to be mining a particularly rich seam of knowledge and debate, and it's still only May.

This month I have included a short report on IMC in Dubai, which I didn't attend but seemed to be extremely well received by those who did; OMNI in Palm Beach and FIDI in San Diego. It's odd that last month in this column I was having a grumble about the way in which prices have been driven down in the industry in recent years, and both FIDI and OMNI chose to include business sessions that looked at the demands on the corporate market and speculated on what the future might hold. I wonder whether it has now gone a little past 'feeling the pinch' and has moved smoothly on to full-scale strangulation.

That said, we live in a changing world and it's just possible that we will be going full circle. We have had the era of corporate account moving in which quality was king. This morphed into a much more commodity-driven approach from the RMCs and auditor-backed procurement departments that drove profit away for movers. But now we have the rise of lump sum shippers: corporate employees given a pot of cash to spend as they wish on their relocation. They have become private customers again. Perhaps the grip is loosening a little allowing the industry to breathe again.

I have enjoyed the conference scene this year: IMA was new and exciting; FIDI was grand and informative; OMNI, well, it's impossible to quantify the benefit of spending time amongst all that wisdom. Surely some of it must rub off?

If you attended the conferences I hope you agree with my assessments. If you did not, I hope they encourage you to take the plunge and go to those yet to take place in 2018 and next year. This really is a unique business in which competitors, suppliers, friends and clients all rub shoulders, enjoy each other's company and do business together across borders and cultures.

Incidentally, I was intrigued to find blockchain raising its head at FIDI, if you remember, I told you last year it would, but nobody believed me. Ah well!

Steve Jordan



● Gordon Mason overseeing the installation of the interceptor.

## Masons Moving Group invests £160k in first phase of improvements

Masons Moving Group has completed the first of a three-phase investment programme to modernise and improve facilities at its Cardiff headquarters.

This first phase saw £160k of investment aimed at reducing the company's impact on the environment and improving the wellbeing of its staff.

The improvements include the building of a new bespoke modular unit with facilities dedicated to drivers' needs such as a rest room including showers, a kitchenette space with facilities for making tea and coffee, as well as a rest area, a briefing zone with an improved communications board and a new locker room. A disabled facilities access and a special toilet/restroom facility with disabled access was also constructed in compliance with the Disability Discrimination Act.

Next came the introduction of a new fuel management system to run alongside the company's Moveman system, allowing the team at Masons to better monitor fuel efficiency. The project entailed reducing the ground level adjacent to the building and constructing a new 175mm reinforced concrete slab to accommodate a 12,000 litre fuel storage tank from which vehicles are refuelled.

To improve the company's eco-footprint Masons has also installed an underground interceptor system for washing its vehicles. The new system catches wastewater and recycles it back into the system which is then treated on site in a way that

is environmentally friendly. The work entailed the excavation of a pit 3.5m long and 2.5m wide and 4m deep for the installation of the interceptor.

Cardiff-based, S.A.S. Building Contractors were brought in to do all the foundation and drainage works for the new modular building, the fuel management system slab and the excavation and installation of the interceptor. The work took eight weeks.

**"These upgrades at the Masons Moving Group demonstrate the dedication of the Group to its ongoing innovation, improvement and growth plans..."**

Gordon Mason

Gordon Mason, Director said, "These upgrades at the Masons Moving Group demonstrate the dedication of the Group to its ongoing innovation, improvement and growth plans, ensuring that Masons remains one of the leaders in the Welsh removals industry."





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## NEWS: UK

## PLUSCRATES GAINS ISO:9001 ACCREDITATION

Crate rental specialist Pluscrates has announced that it has gained ISO:9001 accreditation for its Wembley depot.

Managing Director John Mitchell said, "Achieving ISO:9001 has been on our list of goals for a while now. It was thanks to the dedication of our Admin and Ops teams, and the guidance of a brilliant consultant at QSS, that allowed us to complete the project in a little under six months. We take our quality of service levels very seriously and it is our staffs' dedication to these high standards that has allowed us to achieve this accreditation and enable us to attain ISO:9001 for the whole company."

Phase two will see ISO:9001 rolled across the rest of Pluscrates' national network in the coming months.



● Pluscrates' Wembley depot.



● The annual rate of growth has slowed from 2.2% in January to 1.8% in February.

## UK annual house price growth slows

According to a report by the Halifax, annual house price growth has slowed to 1.8% with the average price of a house in the UK now at £224,353.

Russell Galley, Managing Director of Halifax bank said, "House prices continue to remain broadly flat, as they have since the end of last year. The annual rate of growth has slowed from 2.2% in January to 1.8% in February, the lowest rate of growth since March 2013."

"The labour market continues to perform strongly with the number of people in employment rising by 88,000 in the three months to December. Notably, this is almost entirely accounted for by full-time jobs. The strength of the jobs market

**"... prices continue to remain broadly flat, as they have since the end of last year. The annual rate of growth has slowed from 2.2% in January to 1.8% in February ..."**

Russell Galley

may finally be benefitting wage growth, with the annual growth rate accelerating from 2.3% in November to 2.8% in December. However, earnings are rising at a slower rate than consumer prices."

Despite the November rise in the Bank of England Base Rate, mortgage rates continue to stay low by historical standards. While Halifax expects price growth to remain low, the low mortgage rate, combined with an ongoing shortage of properties for sale, should mean that prices remain stable over the coming months.

## AIM offers free first-year membership to new members

The Association of Independent Movers (AIM) is offering a full year of free membership to new members until 31 August, 2018.

The decision to waive the first year's membership fee was made at the Directors' Meeting in February and was first announced on 1 March via social media.

The offer does not include assessment fees, vehicle stickers, feedback cards or any new marketing materials introduced

during the free membership period. However, new members will have access to the Members' Hub, document downloads, members' meetings and other benefits enjoyed by existing members, such as the use of the AIM logo and a company profile page on the AIM website.

Director General, Scott Rust said, "We're very happy with the response so far, but feel there are movers that are deterred by the

membership criteria. They shouldn't be. Although we won't change the criteria to suit applicants, we will always help applicants to meet the criteria."

"It's better for AIM if new members renew after the first year because they want to, rather than through a contractual obligation, so membership will not be automatically renewed and can be cancelled at any time," said Scott.



● Scott Rust.





● Inside the new Scania service centre.

## Scania dealer opens new Warrington service centre

On Thursday, 22 March 2018, His Excellency Torbjörn Sohlström, Sweden's Ambassador to the UK, visited Warrington to open Scania dealer, Haydock Commercial Vehicle Limited's new state-of-the-art service centre.

**T**he Ambassador was joined at the event by local transport operators, senior executives from Scania (Great Britain) Limited and representatives of the site developer, Carefoot Group plc.

The new development, which represents an investment of £6.3m and has been constructed in accordance with Scania's global template for efficient and sustainable dealer premises, is located on a 3.25 acre green field site adjacent to junction 8 of the M62 on Omega North, Warrington. The facilities include an eight-bay workshop, four-bay environmental station, an extensive secure commercial vehicle parking area and will provide a full range of all-makes servicing, repair, maintenance and parts services together with new and used truck sales.

"Haydock Commercial Vehicles has been a Scania dealer since the mid-1980s, serving the Preston-

Liverpool-Warrington triangle, Chester and North Wales," Dealer Principal Simon Dykes said. "Over the years, the company has enjoyed considerable growth and sustained success, and this latest development represents a reinforcement of our long-term commitment to the area's transport operators and the Scania brand. The project has seen us invest significantly in a wide range of advanced technology and specialised equipment required to maintain modern commercial vehicles. In doing so, our aim is to ensure compliance and help our customers operate as safely, efficiently and profitably as possible."

Scania (Great Britain) Limited's Managing Director, Claes Jacobsson said, "On behalf of the entire Scania organisation, I would like to congratulate the Haydock Commercial Vehicles team on this prestigious development and wish them every success for the future."

**"... this latest development represents a reinforcement of our long-term commitment to the area's transport operators and the Scania brand."**

Simon Dykes



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## REPORT: IMC CONFERENCE 2018



● Left to right: Steve Lewis, Andrew Smith and Jesse van Sas; below left: Ray Da Silva speaking at IMC World 2018.

# IMC goes global following Dubai convention

IMC World held its 7th annual convention in the city of Dubai in February.

**L**ike many, IMC had to make a change of venue as the event was originally planned to be held on the island of Bali, but due to the threat of a volcanic eruption and the dangers involved, they switched to Dubai at the last minute. The organisers chose Dubai as it is the major hub for Emirates Airlines and the gateway to Asia.

The convention was held at the same hotel as FIDI the previous year: the JW Marriott Marquis. The organisers said that the hotel was 'total perfection' and the staff were 'simply outstanding'. Speakers for the event included Ray daSilva from Mobility Exchange and Jesse van Sas from FIDI. Feedback was excellent.

IMC World has now changed to be a paid members organisation with a

membership fee of \$365 per year. This gives members the opportunity of attending up to four events every year. IMC World will go to Latin America in March 2019, probably in Recife in Brasil. Other venues will include Hong Kong and a European event later on in the year, most likely in Germany.

Andrew Rosemeyer from IMC explained that this is why the suffix 'World' was added to IMC. "We will be opening all worldwide events to members and non-

members alike, but obviously members convention rates will be less than non-member rates," he said. "We also intend to open the doors of IMC World to all mobility providers such as movers, storers, real estate, DSP, furniture rental, shipping lines, expat travel specialists, expat banking, visa and immigration experts, etc."

**More information is available on the IMCWorld website [www.imcworld.org](http://www.imcworld.org).**

**"We will be opening all worldwide events to members and non-members alike ..."**

Andrew Rosemeyer

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\*Packing completed in Hydra Island, back in the 70's



## NEWS: UK

## BRITANNIA LEATHERBARROWS SUPPORTS LOCAL YOUTH RUGBY TEAM

Bournemouth-based Britannia Leatherbarrows has sponsored the Oakmeadians Under 9s rugby team's match shirts following a move by Leatherbarrows Financial Accounts Controller Andrew Pittwood, whose stepson Liam plays for the team.

Andrew said, "The Under 9s were the only team in the rugby club that didn't have proper Oakmeadians match shirts, so they were playing their games in handed down training kit. As the team play their home matches at Meyrick Park in Bournemouth but play away all over Dorset and into Hampshire I asked our Director Robert Dance if he could sponsor the team."

Britannia Leatherbarrows is a family-run removals and storage company operating from Bournemouth Airport, Dorset.



● The Oakmeadians Under 9s rugby team in their new match shirts.



● Lisa Rogerson with her brothers Gary (left) and Simon at Copps Removals.

## Help for movers

Lisa Rogerson was featured in *The Mover*, September 2016, promoting her new step-by-step guide for people moving house. In writing her guide Lisa drew on many years of experience as the daughter of a Pickfords driver and as an army wife to provide top tips to people moving house. The idea is for moving companies to buy copies of the booklet to give out to customers.

Lisa's brothers run Copps Removals in Devon, a third-generation family

business, and happily give out Lisa's words of wisdom to their customers. They say that not only do the customers love the booklet, it also saves them time as the customers are ready and prepared. Lisa says she has now negotiated some great prices with her printers so should be able to do a good deal for any moving company interested in her publication.

For more information contact Lisa on [lisa@helpformovers.uk](mailto:lisa@helpformovers.uk)

## BIFA URGES VOTE ON THIRD HEATHROW RUNWAY

The British International Freight Association (BIFA) has joined the chorus of people urging parliament to have an early vote on the recommendations of the Transport Select Committee's report on the Airports National Policy Statement – published on 23 March, 2018.

BIFA said that if parliament votes to approve the recommendations made in the statement, it is predicted that construction could begin in 2020, with the third runway operational before 2030. Robert Keen, BIFA's Director General said: "A vote in favour would effectively give planning permission for the construction of the Northwest Runway at Heathrow Airport." He added that this would be long overdue. "We should not forget that the government gave its backing to the development of a new runway at Heathrow in October 2016. It really is well beyond time for action to be taken on this matter."



● Robert Keen.

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● Copycat websites resemble official websites and defraud users by offering government services at vastly inflated prices.



## Prosecutions for copycat websites

Six individuals have been sentenced to more than 35 years' imprisonment, after they were convicted of defrauding UK consumers of over £37 million by operating fraudulent 'copycat' websites. The prosecution followed an investigation by the National Trading Standards eCrime Team.

These websites, which were active between January 2011 and November 2014, offered legitimate government services at vastly inflated prices. Examples include the sale of passports, driving licences, visas, birth and death certificates. The defendants were able to manipulate website search engines to appear more genuine. In addition, the defendants created fraudulent websites that resembled official visa sites, and it sold electronic visas at significantly inflated prices.

The profits were used by the

defendants to fund a lavish lifestyle, including spending the money on luxury cars and holidays.

The convictions and sentences were handed down following two trials. In handing down his sentences Judge Morris made the following comment: "The Internet is now the most frequently used marketplace. It is full of busy people in a rush who don't have time. It's a tool used by everyone for buying train tickets, holidays, cars, visas and it involves millions of mouse clicks a day. There is a lot of money to be made by dishonest people out of the honest people who don't have time to check that a site is an official government service. Those who deceive in this way should expect to go to prison for a long time".

Information courtesy of the Federation of Small Business.

## John Mason International launches visa service for those moving Down Under

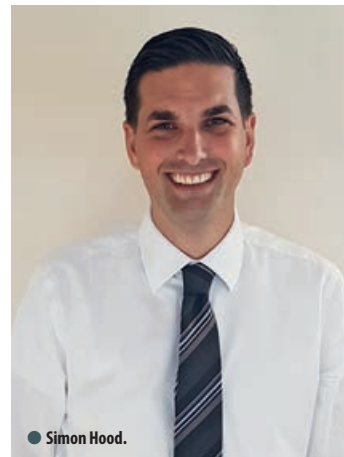
John Mason International has announced the launch of its new visa and emigration service for those moving to Australia or New Zealand.

The global removal specialist has been helping customers physically move their lives to the other side of the world for many years. Now it is also offering a service that aids customers seeking the visas they need to live and work in their new country.

"We know that, for many, relocating Down Under is an exciting but daunting time," said Simon Hood, Director of John Mason International. "Our new

service completes the final piece of the puzzle because we now offer everything required by those who are emigrating - including visas, currency, pet relocation, excess baggage, flights and of course our original function, shipping personal effects. We can also help people seeking travel and visitor visas to Australia - and those wishing to travel there for working holidays."

John Mason International recently joined the Immigration Industry Association (IIA) - a highly respected group of industry professionals providing help and support for migrants and expats across the globe.



● Simon Hood.

"We know that, for many, relocating Down Under is an exciting but daunting time ... we now offer everything required by those who are emigrating ..."

Simon Hood

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# FITNESS TO DRIVE

An ongoing hot topic in the industry is the continued requirement for operators to ensure their drivers' fitness to undertake their role as a professional driver. By Heather Lunney of Backhouse Jones Solicitors.

## **Who is responsible for ensuring a driver is fit to drive and who must be notified?**

Whilst an operator has to ensure the driver holds the relevant licence to drive, the primary duty for notification of any medical conditions lies with the driver.

All drivers (and applicants) have a legal duty to tell DVLA about any injury or illness that would affect their ability to drive safely. They should be advised by their GP if they have a medical condition which may impair their fitness to drive and if they are required to notify DVLA. Failure to do so by the driver is an offence. A driver must surrender their licence to DVLA if their GP tells them that they need to stop driving for three months or more because of the medical condition. If a driver cannot, or will not, exercise their own legal duty to notify the DVLA, then the GP does have the ability to notify DVLA themselves.

An operator is not strictly required to notify the Traffic Commissioner of any driver medical conditions under its Operator's Licence, and it does not have a duty to notify the DVLA of any such condition – this duty lies with the driver.

## **What is the effect of section 88 of the RTA?**

Section 88 can, in some circumstances, allow drivers to continue to drive without holding a current licence. This is usually in circumstances when a driver has applied to the DVLA to renew their licence but the licence expires whilst the application is being processed, or where an application is being considered following notification of a new, or changes to an existing, medical condition.

When DVLA has been notified of a medical condition which may affect a driver's ability to hold the required licence the DVLA will make enquiries with the driver's GP and other healthcare professionals involved. The individual may retain their legal entitlement to drive under section 88 provided they meet the required conditions.

## **What steps can an operator take to monitor a driver's fitness to drive?**

Under the Equality Act 2010, it is no longer lawful to ask questions about an applicant's health before an offer of employment has been made. One exception is if it is necessary to establish whether an applicant will be able to carry out a function that is intrinsic to the work concerned.

However, to avoid potentially falling foul of the Equality Act 2010, it is commonplace and sensible for operators to make an offer of employment subject to a satisfactory medical assessment being carried out. This can be by way of a medical questionnaire, and medical assessment if necessary, depending on the information provided. Some operators go a step further and require all new recruits to undergo a medical assessment with their company doctor/occupational health provider.

Once they have commenced employment, they should be contractually required to notify the operator of any medical conditions which arise which may affect their ability to safely drive. It is also advisable that operators require drivers to complete an annual medical questionnaire to declare that there have been no changes to their health or any issues which may affect their fitness to drive. If a driver notifies an operator of a condition either on the questionnaire, or at any point during their employment, it is essential that this is investigated by the operator.

**All drivers ... should be advised by their GP if they have a medical condition which may impair their fitness to drive and if they are required to notify DVLA.**



**What can an operator do if they have concerns about a driver's fitness to drive?**

If an operator reasonably believes one of his drivers may not be fit to drive or has any concerns about sending them out in a vehicle, they should stand them down from duty and request that they undergo a relevant medical assessment. This can be by way of a report from the driver's GP or a referral to occupational health. In the meantime, the operator might also suggest that they visit their GP to speak to them about the concerns. If the GP signs them off as unfit to work they would be entitled to SSP, or contractual sick pay. If, however, the driver insists they are ok to drive but the operator is not satisfied pending investigation, then it is advisable to place the driver on suspension. Any suspension would have to be on full pay. An alternative to suspension may be offering the driver other work, for example, yard duties. It would be important to remember though, that any alternative work should also be suitable in light of the potential medical condition.

**What are the options if a driver is deemed unfit to drive and/or has his licence revoked?**

If a driver loses their driving entitlement on medical grounds, the operator can consider termination on grounds of capability. They would have to ensure that they follow a fair process, part of which would be to investigate whether the driver is capable of doing any alternative work which does not require a licence and whether this is something the operator could accommodate.

The operator would need to ensure that medical opinion was obtained to confirm the driver's fitness for any alternative duties. If, after investigation, there was no alternative to dismissal, they would confirm the driver as dismissed. They would be entitled to their notice period (paid at normal pay), usually paid in lieu.

It is highly recommended that operators and drivers work together in ensuring that drivers undertake all possible assessments in an attempt to uncover health troubles which may, otherwise, be disguised until something more sinister occurs.

**Heather Lunney**

Heather advises on all aspects of employment law for the transport and logistics sector. She has experience advising on employment law issues including defending tribunal claims, day-to-day disciplinary, dismissal and grievance issues, discrimination, redundancy/re-organisations, HR issues that arise on the sale of a business or when outsourcing (TUPE) as well as strategic advice on settlement negotiations and exit agreements. Heather also carries out contract audits/health checks and drafts service agreements, employment contracts and policies/handbooks.





## NEWS: UK

EMMA REYNOLDS  
MP VISITS  
BURKE BROS

The directors of West Midlands-based Burke Bros Moving Group were pleased to welcome Emma Reynolds, MP for Wolverhampton North East, to the Group's head office recently.

Emma was formerly Shadow Secretary of State for Communities and Local Government, Shadow Minister (Housing) and Shadow Minister (Foreign and Commonwealth Affairs) and took the opportunity to speak to Chris and Gary Burke about national, domestic and international moving.

The Labour MP consulted the company on its increasing work with embassies and the moving of diplomats on assignments on the international front. Emma also expressed an interest in the community and charitable work Burke Bros carries out in its local area.

The West Midlands has been awarded £350m to help speed up the building of thousands of new homes to meet the region's housing needs and Emma was keen to hear the directors' views on regional developments.

Gary Burke, Managing Director said, "We have connections and affiliations across the globe, but we will always have strong roots in the Black Country and are always pleased to speak to government officials and MPs on issues pertaining to the moving industry and to our local area."

Burke Bros Moving Group has moved Emma on several occasions after she was recommended to them a number of years ago.



● Left to right: Chris Burke, Emma Reynolds MP and Gary Burke.



● Fair wear and tear?

## Just a scratch?

A new guide from the Fork Lift Truck Association (FLTA) has cleared up confusion over fork lift truck fair wear and tear.

The FLTA is advising businesses using rented fork lift trucks to take good care of them. Failure to do so, it warns, places them at risk of large end-of-contract repair bills. However, confusion over what constitutes 'fair wear and tear' is a long-standing issue for the industry.

FLTA Chief Executive Peter Harvey MBE explained. "Disagreements between customers and dealers can quickly lead to costly court cases and damaged reputations all around. At the end of a typical five-year contract, some degree of deterioration is expected. But, as you would expect when using a leased car, any damage caused by carelessness or neglect – be it a hole in a seat or a cracked mirror – must be paid for."

The FLTA advises that 'fair wear and tear' refers to the degradation of components consistent with

manufacturers' recommended use. Peter added, "Damage caused by carelessness or improper use – be it damaged tyres, scratched bodywork or a dented overhead guard – is simply not 'wear and tear'. This is why we advise that dealers and customers agree what condition a lift truck should be returned in and what damage is acceptable before equipment is leased out."

With this in mind the FLTA has created the *Fair Wear and Tear Guide*, available exclusively through its members. The Guide uses photographic examples of real lift trucks returned at end of contract – it shows what is and is not acceptable damage. As well as the printed version, the Guide is now available digitally from FLTA members.

Visit: [www.fork-truck.org.uk](http://www.fork-truck.org.uk).

**"Damage caused by carelessness or improper use – be it damaged tyres, scratched bodywork or a dented overhead guard – is simply not 'wear and tear'".**  
Peter Harvey MBE

SCANIA  
LAUNCHES  
ALL-NEW USED  
VEHICLE APP

Following the recent launch of Scania Direct, which provides operators with a single point of contact to the entire UK Scania dealer used vehicle stock, Scania has further simplified the used vehicle sourcing and acquisition process with the release of an all-new app, available from Apple's App Store (iOS) and Google Play (Android).

Used Vehicles Sales Director, Tony Tomsett said, "Our Used Vehicle app is a bespoke product designed and built by Scania for Scania customers – as such, finding used vehicles of the required specification has never been easier."

The app is linked to Scania Direct, which means the full range of stock nationwide can be accessed via the user's mobile device. Once a suitable vehicle has been located, an in-built contact system puts customers directly in touch with their local sales representative to progress the enquiry.

The app includes an advanced set of search filters to help customers locate the exact vehicle type they are looking for. From the search results, a detailed specification of each selected vehicle is displayed, together with a full screen image. Searches can be saved, and should the customer require further details, pre-populated information requests can be e-mailed directly to Scania Direct.

● Scania Direct's used vehicle app.



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## COVER STORY: BRITANNIA LANES



● Rob Lane.

# It's not about storage

Steve Jordan takes a trip down a wet and windy M5 to visit Rob and Emma Lane's new warehouse and self store in Exeter.

**I**t's happened to me before. Someone calls to tell me they have a new warehouse and invites me over to take a look and write a story about it. I'm torn. I know it's really important to them, they might have spent a fortune on it and it makes a big difference to their business, but is it really worth writing about? After all, every moving company in the land has one. How am I going to make good copy out of this, I wonder? But then, just occasionally, something extraordinary comes along.

To be fair, I should have known. The Lane family have something of a reputation for chucking away the rule book when it comes to designing buildings. I remember being stunned by the company's place in Bristol, run by Rob's sister Maria and her husband Angus, when I went there for the first time a few years ago. The head office in Truro, run by Mark, Rob's elder brother, has always been impressive and has now been extended further. That Rob and his wife Emma should have built something wonderful should not have

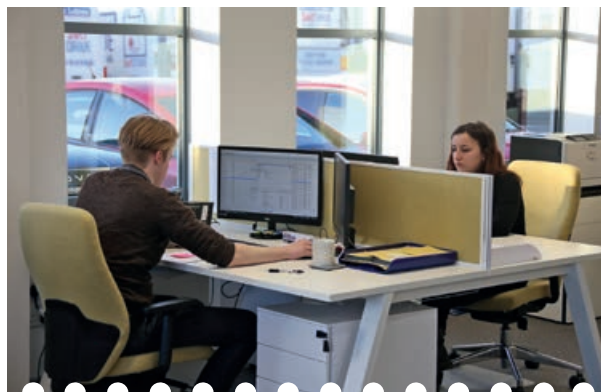
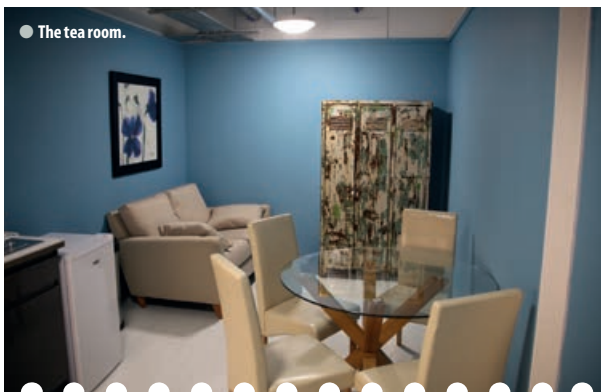
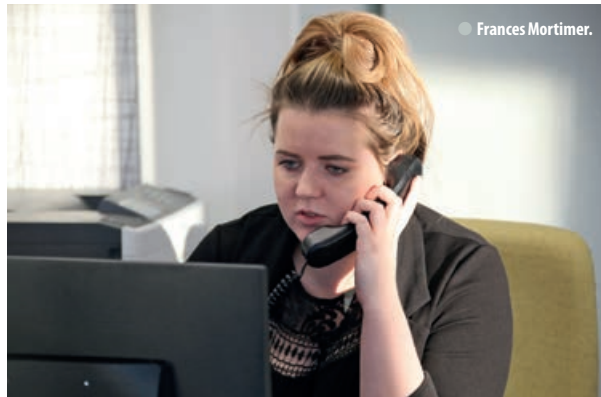
been a surprise for me. But it was!

Now I could tell you about how many boxes it can hold, how high it is, how many self storage rooms it has, how many loading bays and how big the yard is but, when you see the place for the first time, that doesn't really seem to matter anymore. There is something else going on.

Its location, for a start, catches you a bit by surprise. It's on one of the busiest commuter routes in the area in the middle of one of Europe's largest trading estates. It's a landmark building, strategically



## COVER STORY: BRITANNIA LANES



positioned and designed to impress with its high curving roof, blue and red frontage and three-dimensional windows adding a zigzag contrast to the building's otherwise flowing lines. Its neighbours include Porsche, Citroen and Mini just opposite. Most of the other luxury automotive brands are nearby too. Nearly 75% of the company's trade comes from drive-by customers and it's no surprise. "We even added a clock on the front so people could check the time on the way to work," explained Rob. "It's something else to catch the eye."

Then you walk inside. To say it has the 'Wow!' factor would be an understatement. The doors open automatically onto a vast, open plan office with white and blue feature walls, pristine white desks, mustard chairs and details including trunks and

stylized maps that suggest a theme of travel by land, air and sea. Then you look up. There's something missing. There's no ceiling!

Of course, there's a story to that. The building was designed by Mark and Rob. It was originally designed to accommodate four storage boxes high but, because of the curved roof, there was the potential to go higher. "We realised we were only about 30cm short of being able to go five high," explained Rob. "But we didn't know where the extra height would come from." But then the brothers had a brainwave. If they cut out all the suspended ceilings and lowered each floor of the building just a little, that would give them the extra height they needed for the additional level of revenue-generating storage.

**"We even added a clock on the front so people could check the time on the way to work. It's something else to catch the eye."**

Rob Lane

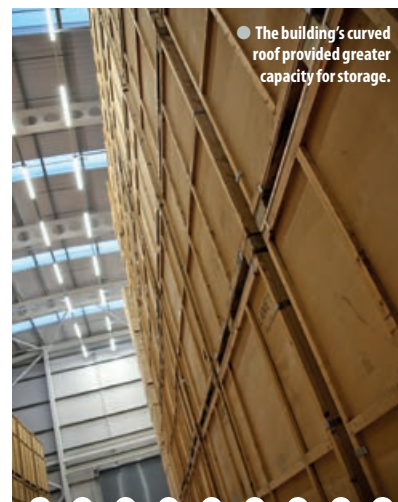
It also created a unique look to the inside. Instead of the smooth lines of a traditional tiled office ceiling, they would have something very different. The wiring, plumbing and air conditioning ducts would be exposed. Some might think it ugly. Rob thought it was a beautiful industrial style and, with the addition of 20 period lights that he recovered from a

*continues over*

## COVER STORY: BRITANNIA LANES



● Assembled staff.



● The building's curved roof provided greater capacity for storage.

**"My staff are important, so I want them to enjoy working here and look forward to coming to work. We spend a lot of time here, it's got to be right."**

Rob Lane

*continued from previous page*

factory, the look was complete. "I had seen the style used in restaurants in refurbished buildings but the regulations are much more strict for new build," he said. "It was a lot of extra work, but I think it's worth it." I would agree. Amusingly Rob said that they had originally fitted movement sensors to reduce power usage, but in a modern office that didn't work so well. "People tend to stay at their desks more than they might have done in the past. Because nobody was moving around the lights kept going out. It was quite funny. So we had a choice, either get people to walk around a lot, or fit remote controls." So, controls it is! The lights also dim depending on the light coming in through the windows.

The atmosphere in the office is one of calm relaxation. No customer could ever fail to be impressed and, as a working environment, it's airy, spacious and uncluttered: Rob hates clutter. "I wanted people to think, wow, that's different, when they walk in," said Rob. "Emma and I also wanted somewhere nice for people to work. My staff are important, so I want them to enjoy working here and look forward to coming to work. We spend a lot of time here, it's got to be right."

The inspiration for the building comes from Rob's experience of colourful French industrial estates and the demands of the modern self storage business that represents over 50% of the company's business. "The self storage industry is all

about presentation," said Rob. "Most places are clinically clean with bright white counters and screens. I wanted ours to be more distinctive and set a new level in the UK. The big nationals are building big statement buildings so we wanted our building to stand out when compared with them." And there appears to be a commercial benefit in being different: the company's wooden container storage has increased by 30% since the building opened last year and the self storage has doubled with, Rob claims, very little promotion.

There's virtually no paper anywhere except on the operations desk. As with any moving business, that's the nerve centre of the business and not a place that Rob is prepared to turn over purely to technology. "An old-fashioned diary can never go offline," he said. There's plenty of thought gone into the outside too with a yard that provides enough space for a road train to drive in and turn in a single swing.

The principle is repeated throughout. The crew's room is very smart with lockers personally chosen by Rob, the bathrooms include elements of styling that suggest they are more than just functional. The showers are used not just by Rob's own crews but visiting drivers too.

But the building is not just a pretty face. It's a highly efficient moving facility, self store, and provider of shredding, archiving and fulfilment services. The self store was created by Active Supply and Design and provides around 70 rooms on each floor ranging from student lockers to 250ft<sup>2</sup> rooms. Customers have code-controlled access 24/7 as long as their account is up to date; the corridors have proximity lighting designed to eliminate dark areas to provide a comfortable, safe environment for visitors around the clock; there's one room in which the sizes of the rooms are marked out on the floor to help customers decide what space they

need; and relaxing music plays through the radio. "That music needs to be a little louder to make people feel comfortable," said Rob. He then noticed a minute scratch on a room door. "We'll need to get that fixed." Attention to detail matters.

The zigzag windows are more than just striking from the outside. Inside they have a function, creating a viewing and reception area on each floor giving panoramic views of the whole city. Rob uses the area to host networking meetings and the customers like it too. "One elderly couple brings deck chairs and sandwiches," he said. "It's a lovely place to sit."

It's a family business, now into its third generation. Rob's parents, Mike and Sylvia Lane always said to put the money back into the business and build something for the future. Rob and Emma have worked hard to do exactly that and now their daughter, Alexandra (19) is learning the ropes. What exactly does she do?

"Whatever Mum or Dad ask me to," she said. Emma added that they all just get on with doing whatever is needed. "We are not very good at job titles here," she said.

Those who are not family, feel as if they are. Matt Collingbourne, the general manager, has worked with Rob for many years and Frances Mortimer, Assistant Manager and European Co-ordinator says the company has a very 'family feel' about it. "It's a happy place to work, cheery but quiet," she said.

The truth is, you could build a warehouse and self store, more cheaply, that would be just as functional. If you were just looking at the bottom line, you might do that. But it's not about the storage, it's about the image, the style, the pleasure of coming to work every day, the challenge of being different and the excitement of being in business. Yes, Rob could have taken the easy route, but that's not the Lane way and, anyway, where's the fun in that?



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## NEWS: UK



● John Munnelly from John Lewis Partnership.

## Industry gathers for UKWA National Conference

**F**rom the likely impacts of Brexit, new regulations and labour shortages through to online retail and real estate, 25 expert speakers pulled no punches on the key issues affecting the logistics industry over UKWA's two-day National Conference, held in Chesterfield in March.

120 delegates heard directly from HMRC about the potential options for new Customs processes post-

Brexit and harsh penalties for those not complying with the new Fulfilment House Due Diligence Scheme, that came into force at the beginning of April this year.

On behalf of HMRC's EU Exit Policy team Tom Parry Jones declared he was 'here to listen' to conference delegates, but was told by Barbara Scott, founder of Customs Associates and an UKWA special advisor, that two years was simply not enough

**"Increasingly this Association is facilitating vital knowledge transfer, sharing best-practice and driving the dialogue between our industry and those influencing the policies that will affect all of our lives for many years to come."**

Peter Ward

time for businesses to adapt to the post-Brexit world. In a live poll at the conference, 52% of delegates said they were 'as ready as they could be' for Brexit, with 23% saying they were 'not at all prepared'.

Savills' Director of Research Kevin Mofid told conference that 2018 has seen the best ever quarter for take up of space, but that it remains a landlord's market. He said with only 6.5% vacancy nationwide and 3% in London, property developers were failing to react to market demand, while global investors are taking advantage of a weak pound and are snapping up available real estate.

Other speakers on day one included: Andrew Marston, Director Research UK at CBRE; Lynn Parnell of Logistics Partners; Tim Ward of architects Chetwoods; and guest speaker John Harvey, who led the intercontinental logistics service provider Tibbett & Britten Group plc for 20 years. Day two included presentations from John Munnelly, from John Lewis Partnership; Lucas Dawe, Commercial Director at Gist;

Stuart Taylor of training organisation Mentor; and Mark Thornton of Maginus.

Summarising the event, UKWA CEO Peter Ward said that the conference had been intense, informative and exciting, with interactive technology enabling live polls and questions to be posed by delegates to speakers throughout presentations. "We have identified many of the challenges and issues we are facing as an industry, discussed opportunities and considered potential solutions," he said. "This year's theme 'Adapting for success in an unpredictable world' was well received by delegates and comprehensively addressed by our expert speakers. I'm proud of the UKWA's contemporary approach and current direction. Increasingly this Association is facilitating vital knowledge transfer, sharing best-practice and driving the dialogue between our industry and those influencing the policies that will affect all of our lives for many years to come."

## Van Excellence celebrates success at Fleet News Awards

Companies and organisations signed-up to the FTA's (Freight Transport Association) Van Excellence scheme won four awards at the *Fleet News* Awards presented at the Grosvenor House Hotel in London on 14 March, 2018.

**T**he *Fleet News* Awards are now in their 30th year and judged by a panel of experts, chaired by a former chief executive of the Society of Motor Manufacturers and Traders (SMMT), Christopher Macgowan.

The Van Excellence winners were Wakefield-based Freedom Group, which was named winner in the 'Fleet of the Year: Up to 1,000 Vehicles' category; Skanska won the 'Safe Fleet' category; mobility provider Alphabet won the 'Leasing Company of the Year with more than 20,000 Vehicles' award; and Skanska's Julie Madoui was named Fleet Manager of the Year.

"The Van Excellence scheme was set up to champion outstanding operational standards with the aim of improving safety and the reputation of the van industry," said FTA's Head of Vans, Mark Cartwright. "The success of our members and partners at the *Fleet News* Awards shows that the Van Excellence scheme really does help firms to excel."

Membership of FTA's Van Excellence programme is open to all operators of vehicles of 3.5t GVW or less. At its heart is the Van Excellence Code which sets out standards for best practice in van operations. Van Excellence supports operators who are seeking or who



have gained certification, alongside all van owners who are keen to ensure they are operating to nationally-recognised standards.



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## REPORT: OMNI CONFERENCE 2018



# OMNI CONFERENCE 2018

The annual OMNI (Overseas Moving Network International) conference took place in Palm Beach, Florida from 19-22 March, 2018.

**T**he OMNI conference is open to all OMNI members and provides a forum for the owners and CEOs of the world's leading mobility companies to share experiences and learn from each other.

The conference had its focus firmly on the future with a close look at innovations in the auditing processes used by corporations to verify charges; the increasing importance of compliance in the market today and the experiences of OMNI member companies as they use the Dow Jones Risk and Compliance service to provide confidence for their clients; and the ways in which technology can be

used more effectively to capitalise on the growing 'lump sum' market.

The business sessions included an interview with Mark Olsen, the CEO of Parsifal Corporation, a company that helps its clients obtain high quality moving and relocation services, and protect pricing and performance with specialist auditing. Conducted by Nigel Saunders (Nuss International, Australia) the revealing interview explored the value of auditing services (both to the client company and the suppliers); the handling of weight anomalies; the development of technology and the ways in which it is used by auditors; and Mark's vision for the future

and how it will affect his customers and their suppliers.

Justin Taylor, the managing director of Graphitas, a leading digital marketing company in the UK, made a welcome return to the OMNI conference having made a big impression last year with his advice on the use of technology as a promotional tool. This year he explained how Facebook can be used as an effective and economic way to reach customers by focussing your audience.

Joleen Lauffer, Executive Vice President of Aires in Pittsburgh, provided an insight into the growth of lump sum relocation allowances for employees and why it is



## REPORT: OMNI CONFERENCE 2018



● Keith Meader, OMNI President, opens the 2018 OMNI conference in Palm Beach.



● Justin Taylor.



● Joleen Lauffer looks at lump sum relocation.

## OMNI awarded its annual tonnage awards with Graebel once again winning the Platinum award for the top booker worldwide.

becoming increasingly popular with some companies. Joleen explained the methods used to calculate the sums paid to employees of different levels of seniority and demonstrated her company's 'Springboard' app that helps Aires' lump sum customers budget for an overseas move and manage the process. In closing, Joleen speculated on how technology is changing and will continue to change

the ways in which relocation services are provided.

OMNI awarded its annual tonnage awards with Graebel once again winning the Platinum award for the top booker worldwide. On receiving the award on behalf of his company, Dale Collins emphasised the importance of the Dow Jones compliance service in today's corporate mobility market, congratulated

OMNI on making the use of the system compulsory for all OMNI members, and encouraged its extensive use throughout the network as a way of providing the best possible security for corporate customers.

JK Moving Services of Virginia, USA was accepted as a new Probationer member of OMNI. Walter Laffitte (Canal Moving & Logistics Corp, Panama) replaced Willy Toedtli on the Board of Directors and, after serving for two years as OMNI President, Keith Meader (Asian Tigers Mobility, Thailand) stood down with Salvatore Ferrante (Crown Worldwide Moving & Storage, USA) taking over the honorary role.

## NEWS: INTERNATIONAL



● Mark Olsen presents at the OMNI conference.

## Mark Olsen from Parsifal presents at OMNI conference

Mark Olsen, CEO of Parsifal Corporation, took part in the OMNI (Overseas Moving Network International) conference in Palm Beach, Florida in March.

OMNI invited Mark to an informative interview session as a pioneer and market leader in relocation technology and audits.

Interviewer Nigel Saunders (Nuss International) provided Mark with a wide range of questions to learn more about Parsifal, its services and most current technologies to explore how OMNI members can operate to facilitate their

**“The audit process would run more efficiently through a better understanding of what needs to be done.”**

Nigel Saunders

processes more efficiently. OMNI is a network of corporate moving and relocation companies operating on every continent, based in 160 locations spanning 113 cities and 57 countries. OMNI has worked to focus its member companies to have close working relationships with organisations such as Parsifal Corporation to ensure that the relocation process is managed as smoothly and professionally as possible for the end client.

“The whole audit process would run more efficiently through a better understanding of what needs to be done, as this would help our members prevent unnecessary issues from arising in the first place,” said Nigel Saunders. “We also value Parsifal’s insights into the future trends and technologies developing within the moving and relocation industry.”

Mark explained that Parsifal maintains a historic commitment to excellence in quality results for clients and differentiates itself in the industry by an ongoing drive to keep positive relations between all parties, including movers. “Achieving our brand promise of exceptional accuracy, protection and fairness is possible through the use of our innovative PAS™ Technology which is further augmented by proprietary features such as AccuScan™,” he said.

There was continued discussion about procurement software products such as MyReloWorks® and its new mobile app platform. In addition, ReloSnap™ which has recently begun a pilot programme is a newly developed technology applying decades of auditing experience using geolocation technology. Features include Time-stamping and GeoTagging through a mobile, multi-platform application, as well as a new technology that remotely focuses on shipment volumes through a Parsifal feature known as VeriCube™.

An advertisement for Mudinmar International Movers. The top part features the company logo and tagline: "Your reliable partner in Spain and the islands." Below this is a photograph of a family (a man, a woman, and two children) standing on a grassy field with their arms raised in celebration. Above them are white line-art icons of a house, a car, and a bicycle. At the bottom, contact information is provided: "UK &amp; Ireland +44 2038 070 021" and "Spain +34 963 974 383". The footer includes logos for MUDINMAR, PAIMA, IAM (International Association of Movers), and FEDEWAC EUROPEAN MOVERS.

## Arpin Van Lines ranks top in supplier satisfaction for second year running

Arpin Van Lines has earned the No:1 ranking in supplier satisfaction among the largest suppliers of household goods shipment services for the second straight year according to independent research firm Trippel Survey & Research, LLC.

In the 16th Annual Relocation Managers' Survey, Arpin Van Lines earned the highest overall satisfaction score among the nation's largest carriers with an average overall satisfaction score of 8.95 out of 10. Arpin also earned the No:1 net satisfaction percentage among franchise/system carriers.

“We are honoured to once again receive such high marks from corporate relocation managers,” said David Arpin, Arpin’s President and CEO. “As a family-owned business, customer satisfaction has always been a part of our core philosophy. We will continue to work hard to exceed customer expectations by listening to and anticipating their needs.”

In 2017, Arpin Van Lines was ranked No: 1 in ‘top block’ service in overall household goods supplier satisfaction and also received the top ranking in customer satisfaction as ranked by an independent survey of US transferees.



## TheMIGroup celebrates 40 years in the relocation business

**T**heMIGroup celebrated its 40th anniversary on 1 April, 2018. Back in 1978 the concept of 'globalisation' was just starting to ripple through the international business community and the company's founder, Bryan Bennett saw the opportunity in this shifting climate to start his own specialist international household goods moving company.

Movers International was the first company in North America to specialise exclusively in international household goods moving and, over

the past 40 years, the organisation has evolved to meet the changing demands of the industry. From those humble beginnings in Edmonton, Alberta, to expansion throughout North America, EMEA and Asia-Pacific, TheMIGroup has transformed into a full-service company offering relocation services including domestic and international services, compensation, and consulting services for corporate clients as well as individuals on the move.

Bryan Bennett said, "It has always

been, and continues to be my opinion that managing and coordinating the many individual people and pieces inherent in arranging and delivering great relocations, also results in the music of success with happy transferees and satisfied clients."

TheMIGroup Worldwide Partner Network is located in over 150 countries and has the capacity to provide professional services across all time zones.

Visit [www.themigroup.com](http://www.themigroup.com).



● Bryan Bennett.

## Arpin Strong raises over \$79,000 for charities

The Arpin Charitable Fund, also known as Arpin Strong, announced in its 2017 year-end report that it has raised over \$79,000 and donated to 34 charitable organisations.

**M**ark Dearborn, President of Arpin Strong said, "2017 was a very successful fundraising year and we were able to exceed last year's record-breaking donations by more than 6%. These strong fundraising and volunteerism efforts have allowed us to continue to expand our charitable giving and make a real difference for those in need."

The fourth Annual Arpin Strong Golf Tournament held in May was the single largest fundraiser of the year, raising over \$28,000. The funds were split equally and donated to The Jimmy Fund at the Dana-Farber Cancer Institute, Honor Flight New England,

MitoAction, and Teach for America.

Over the past year, Arpin Strong helped to raise funds and supplies for victims of Hurricane Harvey in Houston, Texas and Hurricane Maria in Puerto Rico, and also held a clothing drive for the families of four movers who lost their lives in the September 19 earthquake in Mexico City. Arpin Strong also conducted theme days, monthly raffles and supported the efforts of Arpin's racing team, which participates in charity runs and other activities, in nine events to raise funds for charitable causes.

Employees founded Arpin Strong in the wake of the Boston Marathon



● The Arpin Strong Board of Directors presents a cheque for \$7,000 to Joe Byron, founder and Executive Director of Honor Flight New England.

bombings in 2013 to show support for the relief efforts. The scope of the programme expanded in the following months to aid the

victims of disasters around the world, including the Oklahoma tornadoes and Typhoon Haiyan in the Philippines.

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## REPORT: FIDI CONFERENCE 2018



# FIDI in San Diego

A report by Steve Jordan.

Some might say that it was remarkable that the FIDI conference took place at all this year, after the double switch of venue – Rio – Puerto Rico – San Diego, but it did. And I must congratulate the team for doing an excellent job under very difficult circumstances. Numbers were down a fraction, probably due to the uncertainty over the venue and the close proximity to Easter which is an important family time for many, but FIDI still put on a fine event.

The hotel was the iconic Hotel del Coronado on Coronado Island, just across the water from downtown San Diego. The Del, as it's locally called, was built in the 1880s, making it of some historic significance and has been the retreat of the famous throughout its life and the location for the 1959 Billy Wilder movie, *Some like it hot*. Marilyn Monroe, Frank Sinatra, Jane Russell, Peter O'Toole and Ronald Reagan, amongst many others, all called The Dell home at some time.

As a conference venue it worked well.

The meeting rooms were splendid, especially the timber-clad Crown room in which the delegates met to chat and eat lunch; and the magnificent ballroom, with panoramic views over the beach and Pacific Ocean that was home to the plenary meetings. Some said the rooms in the old part of the hotel were too small; some said the hotel looked worn; for me it all just added to the character of the place. I particularly enjoyed the gold-painted, manually operated lift, especially when Andrew was on duty. He had worked

## 30 years of the FIDI Academy



Freddy Paxton took the opportunity of celebrating 30 years of the FIDI Academy at the San Diego conference saying that it changed the perspective of who we are. He had also invited Michael Scott, the first headmaster of the Academy as a special guest to address the group.

Michael paid tribute to Jean Pierre who first organised the FIDI Institute, as the Academy was originally called, and Lars Ösman and Colin Quarrington who wrote the FIDI manual. He spoke of the FIDI Academy history including

the development of the courses and told of how the students were put under extreme pressure to bring them together and help them learn from each other. "You could tell we were the instructors, because we wore a tie," he said.

Ernst Jörg has been working with the Academy for 29 of those 30 years and now retired as the Dean. Freddy joked that it was taking five people to replace him. Ernst spoke of how he and Michael had trained many people and how they had shared ideas. He paid tribute to Gwenda van Rompey, the Academy





● Hotel del Coronado.

many of the delegates told me that he had really chimed their bells and they found both his presentation and the subsequent workshop session he chaired, very helpful.

There were two panel discussions: one looking at the relationship between movers and RMCs, with Cartus, ARC and BRGS all taking part to explore ways of smoothing the process for mutual benefit. During the discussion on technology, blockchain was heralded as the next major change. If you remember, I told you it would (see *The Mover*, July 2017, page 8). The second discussion threatened to be a little more animated as Don Fisher, who runs an auditing company that vets invoices from movers for payment, faced questioning from three panel members and Jesse van Sas. It was a fascinating discussion but, as it turned out, he adeptly navigated the questioning, and the audience played their cards very close rather than asking Don any awkward, and perhaps commercially ill advised, questions (see page 30). *The Mover* has asked Mr Fisher for an interview, which might be more revealing, sometime soon.

The social events were well done, as always, however they were all outside and the San Diego chill had some of the guests running for cover, especially at the welcome cocktail party when some of the ladies found huddling around the gas heaters to be the most comfortable place. That said, the garden patio was still full of guests long after the bar had closed so they can't have been that uncomfortable. The weather had warmed a little for the gala dinner on the beach on the last night: evening dress and a buffet on sand was an unusual combination, but I heard few complaints and the sweet, crumble and ice cream, was exquisite.

2018 represents the 30th anniversary of the FIDI Academy created by Jean Pierre,

## The meeting rooms were splendid, especially the timber-clad Crown room in which the delegates met to chat and eat lunch ...

Lars Östman and Colin Quarrington. The first seminar had 25 people attending and the FIDI Academy subsequently brought thousands of people together from all over the world to learn from experts and from each other. Last year 2,400 people took part in FIDI courses. Ernst Jörg, FIDI Past President, took the opportunity to stand down as the Dean of the FIDI Academy after many years of service. Chantal Fera, the Academy Manager, said that every year they offer at least two new products, either webinars or e-learning. "Nowhere in the world will our affiliates find industry-related training at such a low cost and flexible options and worldwide coverage," she said.

FIDI showed a new video, celebrating 30 years of the FIDI Academy, featuring the founder of the FIDI Academy Jean Pierre; Brian Charles, a former Academy trainer; Michael Scott (former head of the FIDI office and responsible for the FIDI Academy until 2000); Ernst Jörg; Jesse van Sas; Chantal Fera; and Freddy Paxton, FIDI President. An excellent production and tribute to those who have worked on behalf of the Academy over many years.

Scan the QR code to see the video.



the lift for 38 years, was almost 1,000 years old and took great pleasure in trying (and failing) to remember everyone's names. Brilliant chap! The lift didn't work all the time of course, it was almost as old as Andrew, so that made checking out from the fifth floor more exciting than usual.

The business sessions at FIDI were very good. Jamil Qureshi, a motivational speaker, returned to FIDI after his debut in Dubai. Once again, I really enjoyed his performance but was less sure of the overall message (see page 32). That said,

manager who was, he said, its soul and died far too early, just ten years ago. He also thanked the FIDI board who had provided the finance to develop new programmes, the Academy trainers, the students and the companies who supported them.

For him the Academy had provided personal and professional growth and the opportunity of meeting a lot of fabulous people. "It was a privilege to meet these people and be involved with the younger generations because that's when you find out things are changing," he said, urging

everyone to embrace and listen to young people because they have the ideas.

He said he would not give advice but wished that the Academy would keep going, keep passionate, keep energetic and dynamic, make sure the trainers were happy, engaged and dedicated, and continue to develop new programmes and new ways of delivering them. He said it had been a pleasure and an honour to serve the Academy for so long.

FIDI presented Ernst with a commemorative book of memories on behalf of the FIDI Academy.



● Ernst Jörg receives a book of commemoration from FIDI.



## Fisher comes to FIDI

FIDI presented a panel discussion in San Diego involving three members of the moving industry - Lorenz Amiet from Keller Swiss group, Steve Lewis from Voerman International and Cedric Castro from AGS - and Don Fisher from Fisher & Son Consulting, an auditor specialising in the household goods moving industry. The session was moderated by Jesse van Sas.

**A**s an introduction Mr Fisher explained that he had a background in the moving industry. His first job as an auditor was to work on behalf of a corporate client to assess a contract with a Relocation Management Company (RMC) to make sure it was cost competitive. He said he found some overcharges and some charges that were over market. He picked up new clients by giving them tighter controls over their HHG rates.

Jesse said that in a perfect world there would be no need for auditors. Lorenz Amiet said that the world isn't perfect and auditors have a role to play, at least in educating the moving industry to do a better job.

Asked whether he thought his role would fade out as movers become more compliant, Mr Fisher said probably not. "Everything is driven by corporate compliance and procurement," he said, adding that procurement people don't

understand international moving. "I have never met a procurement officer in any of the multinationals that likes sourcing this product." He said that his job was to work with companies to understand all the elements of a relocation. "Our goal is to ramp up procurement as fast as possible and give them tools by which they are able to source it on behalf of our client."

Jesse asked Steve Lewis if he thought that auditors had made the service more into a commodity rather than a niche



service. Steve said that he thought they had but it was for the industry to present itself in a way that ensured quality levels were high and the assignee gets what they are paying for. "If we don't, we are just a commodity and we will be treated as such." He said.

Mr Fisher said that price was important but moving companies should learn how to sell something other than price to the client. "You need to be able to differentiate yourself on 'why you!' and most people today don't know how to do that very well." He said that his company "never" looks to price to be the determining factor. Companies should know their costs and be prepared to say no if they cannot go lower.

Jesse challenged Mr Fisher saying that in his experience he felt it was always "one way traffic". Mr Fisher said that most of the time his company doesn't know the company that's quoting. "Once the bids have come in and we have decided we are going to put out an offer, the offer is based on what procurement wants," he said. "If they want to base it aggressively we take the lowest price in every cell, and drop it by 10%, no matter who put the price in. That's how the offer is developed. It will be sent to the providers to say do you want it, or counter. It's up to the carriers to convince procurement that they cannot go lower and still adhere to the KPIs ... If we pay more, and the quality scores are equal to the person that was a little more aggressive, then the person who had the higher rates eventually will not get the work. Quality will determine volume."

Lorenz said that a company has to have the resources to complete the templates. Some companies might be too small to do it. He said it was important to know the destinations and the clients to be able to cost the contracts accurately and whether the risk should be passed on to your supply chain or kept within your own company. "Our approach is that we keep most of the risk ourselves. If we did a good job and got the statistics right that means we will not lose out." Asked whether he shares the necessary statistical information with movers Mr Fisher said that his company had got better at it and tried to represent at least 90% of the business. However, he added that it was necessary for suppliers to do some of their own research. "Our system isn't perfect," he said. "If there are ways of improving the template that would make it easier to complete, we are game for that."

Jesse said that it appeared that the contracts were now very tight so there were no loopholes through which a supplier could make additional margin. Cedric said that if you work well and

keep everything to the contract it's still possible to make a reasonable margin. "Of course, if you don't pay attention to all the details then this is where you will be affected by lower margin and fines which are difficult to accept," he said.

Mr Fisher explained that there are fines imposed by the client if KPIs are not met. "We really do try to build a team concept in these things to try to improve the process," he said. "Everybody is open to criticism. It's not the client's objective to give penalties. The client wants a good move and for the providers to work as a team." He said that his role was to be the buffer between the supplier and the client. If suppliers disagree with him they can go direct to the client. "We do not take offence. We are not the judge and jury."

Cedric said that there were challenges working both with RMCs and auditors. "But with auditors you can argue straight away and you know where you stand," he said. With RMCs, Cedric said that it could take much longer.

Mr Fisher said that he was in favour of performance-based pricing so that if companies do consistently score highly there should be a bonus. Steve Lewis said that he had not seen that. Mr Fisher said that was something that suppliers should talk about during the negotiation. "We would be the first ones to support that," he said. He added that he was promoter. "That's why I'm here. I don't feel that RMCs belong in the household goods moving business. They are just data pushers. There's better value for our clients to own the contracts. We want to see movers make a reasonable margin ... whatever it may be it's up to you to convey that to the client and have the ability to sell it." He added that he wanted movers to have big contracts and the relationship with the clients that, he felt, was lost in the RMC model. He would not work with RMCs as he feels there is a conflict of interest.

Jesse challenged Mr Fisher on reports that he had accused movers of being thieves. "I don't think we used that word specifically, but we have seen airfreight charges that are way over IATA rates and pet transportation bills that are 100% over cost. People will do creative billing ... maybe the rates that they take are too low and they have to make it up some place else." He said that this doesn't make the industry look good.

Lorenz said that he felt the Fisher model, including fines, helps organisations that design the product first and then work out the cost. If people put in costs that are too low, and they can't do the job properly, they will incur fines. "I think the fines are a good way to protect quality," he said.

**"There's better value for our clients to own the contracts. We want to see movers make a reasonable margin ... whatever it may be it's up to you to convey that to the client and have the ability to sell it."**

Don Fisher

The panel discussed whether SOLAS (Safety of Life at Sea) weights were sufficiently reliable to be used instead of a disputed density ratio. Steve said that in some parts of the world they were not. Mr Fisher said that although some ports were better than others he still looked at the volume on the OBL and the piece count. "Over time it should get better, so we can pull away from some of our rules and standards," he said. He added that he had just seen a SOLAS weight for a 44m<sup>3</sup> shipment of close to 30,000lbs. "It's industries such as yours that need to work together to try to improve on these things." He also said that he won't deviate from the 45lbs maximum per item unless there are extenuating circumstances. If companies tried to play the system by packing into small boxes or breaking furniture down into small parts, they would be challenged.

In closing, Mr Fisher, who has a reputation for not engaging with the moving industry, explained why he had asked to attend the FIDI conference. "I came here because there are misconceptions about what we do and why we do it," he said. "I wanted to say that we are human, we are not perfect, and are always willing to learn. If there are ways of improving the model to help you to price it, that's our role. We are approachable, we have never said no to anybody. It would be good to hear from movers to get their opinion on how we can improve."

## Editor's note

**I was surprised that there were not more questions from the audience, especially as it was clear that feelings were running very high with some companies who felt that Mr Fisher's business model was having a detrimental effect on their business. Some told me that they agreed to do the work only because some revenue was better than nothing at all. Perhaps they were intimidated, either by Mr Fisher or the setting. For this reason I have conducted an interview with Mr Fisher so that I could ask some of the questions that didn't emerge in San Diego. It will be published in our June issue.**

# Managing the relationship between movers and RMCs



**D**erek Duffy (Armstrong International) chaired a panel discussion at FIDI in San Diego to look at the challenges and goals of Relocation Management Companies (RMCs) to help encourage true partnerships with moving companies and a move away from a customer/supplier relationship. The panellists were, from the RMCs: Ken Eng (Cartus); Bill Mulholland (ARC); Kyriako Bouris (Weichert) and Derrick Young (BGRS); and for the movers: Jason Will (Asian Tigers); Charles Luyckx (Elliott Mobility); and Lorne Dixon (Mexpack).

Derek started the conversation with a look at compliance and asked Derrick Young to explain the position from the RMC's perspective. Derrick said that there were four main compliance points: the contract with suppliers, compliance with clients' policies, compliance within countries to make sure suppliers follow the law, and personal information and technology security. "We have had to put in place a lot of Draconian wording that nobody likes and it's very difficult for small companies to meet all of these objectives," he said, explaining that it was the clients and the EU that were driving it. "We try

to negotiate on behalf of the moving community," he said, but added that the need for compliance was likely to grow and eventually it would be necessary for suppliers to have verification that they are compliant rather than just signing it off on the contract. "You will need to prove that you are compliant."

Derek Duffy asked whether there had been any change in processes or were people generally just signing a document and moving on? Would there be a time when clients audited suppliers for compliance right through their supply chains? Derrick said that unless there was some audit process in place that certified a company as being compliant, RMCs would need to go through some kind of audit process.

Ken Eng said that Cartus had started seeing contracts in which a compliance audit could be requested. "The request is for a third-party company to go into a supplier's office and to check their processes and what the results have been."

Derek asked what would be the cost of adding another layer of audit and who would pay for it. Kyriako Bouris said that those costs should be borne by the client. "We haven't had push back," he said. "Clients won't want to sacrifice compliance and ask someone else to pay for that." Jason Will suggested that a compliance audit could be included within FIDI/FAIM.

Ken said that Cartus had recently

## It's time to think a little differently

**J**amil Qureshi is a highly acclaimed psychologist and performance coach working for sports and business teams worldwide. He was on a return visit to FIDI. In Dubai he had looked at making relatively small changes in your business and learning to think differently. In San Diego he continued with a similar theme focussing on what he called the six Cs of highly effective teamworking: communication, coordination, cooperation, cognition, conflict resolution and coaching.

I remember saying last time that I thoroughly enjoyed Jamil's presentation but found it harder to understand exactly

what he wanted us to do differently and what effect he thought it would have. This time I felt the same. He said that success comes not just from individual performance but from the connectivity between team members. He used the example of an Olympic 4 x 4 relay team that can perform much better than any individual, as long as they get the 'handover' right.

Jamil said that it wasn't so much cooperation that was important but the willingness to cooperate. People needed to know that they were better when working together: working on a mission, not just having a mission statement.

Many conflicts, Jamil said, could be resolved by asking "Why?" five times. He said that it enabled you to peel away the layers to establish what really motivates people. If someone asks for more money, for example, if you find out what they want to do with the money you might be able to make it easier for them to achieve it, without paying them more.

Jamil asked what would you do if the rules changed? If you could no longer charge for your services, how would you make a living. Or if your prices went up by three times, how would you justify what you do? If a super-



developed a 17-page addendum relating to GDPR requirements. "If you are certified through FAIM a lot of what you are doing will be right in line with what we are looking for." But he warned, "if it is not robust enough, it will be returned because the monetary penalty could put us out of business in one instance. We treat this very seriously."

What does FAIM mean to RMCs? Bill Mulholland said that it was extremely important as around 50% of his business is international and RFPs always ask what standards are applied to supplier networks. "That's why we gravitate to FIDI as it provides an assurance to [the clients] and it legitimises the vendor because they have gone through the entire process to be vetted," he said. "Getting the FAIM certification is the highest level of dedication and legitimacy."

Derek asked whether corporations were aware of FIDI/FAIM. Kyriako said that this was an area in which RMCs and FIDI needed to work together to market the FAIM certification. "The more we can get that message out collectively to the client base it's going to help." Bill Mulholland added that it was a great help for his company to go in with a strong supply chain management story. "But if the matrices aren't right, they don't care about FAIM. I hope that FAIM keeps getting more robust because it makes our job easier."

FIDI has recently added a financial assessment element to FAIM. Derek asked the RMCs how important that was to them. Kyriako said financial stability had been hit hard in recent years and that had got the clients' attention. "We spend a lot of time on financial assessments in our supply chain," he said. Derrick Young added that he had to protect both his

clients' money and his own.

Derek asked Ken how Cartus measured the performance of his supply chain. He said that he used an eight-point scale (one being low). He knew the results for every supplier and every region. But he explained he wasn't just looking for a high average score. He also wanted a minimum of low numbers. "It's the ones and twos that cost the money," he said.

Kyriako said that numbers are important but it was his job to educate the clients. If something went wrong, it was the way in which it was handled that mattered. Derrick added that when there are service issues it's very important that the supplier passes on all the information about the causes and the corrective action taken so they can demonstrate the quality of the response. Ken said that his first response to a problem is always to find out what happened and not always blame the supplier. "Invariably there is a second side," he said. "We do defend. We are defending ourselves, we are defending the network and we are defending the brand. We do not always take our client's emotion or our account manager's emotion in the first take."

Lorne Dixon said that it would be very helpful to be able to keep the communication going with an RMC if there was a low score on a shipment. "It would help us to build those relationships and make sure the partnership moves forward," he said.

Derek asked Lorne about the application of the Single Point of Contact (SPOC) model which requires communication with the client through one person only. He said that he understood why it was introduced but it was difficult to apply in Mexico. "I wonder if we could meet

**"If you are certified through FAIM a lot of what you are doing will be right in line with what we are looking for."**

Ken Eng

halfway and share some information, such as arranging the surveys?"

Bill likened it to a hospital in which the nurse is dealing with everyone but has to work with experts. In that case his company would be the SPOC but would not stop communication with the experts as they cannot communicate as well as the specialists do.

Derrick said that the SPOC model is driven by clients as up to 75 people can be contacting an assignee during a move. "We don't prefer it because we understand the challenges in communications and have to have specially trained staff to operate it," he said. He said he was always looking for middle ground that's best for the client and the supply chain.

The final subject was technology and how it can and will help improve efficiency. Bill said that in his opinion Blockchain was already providing the answer. He said it was originally developed for the control of electronic currency and has now been extensively adopted by the logistics industry. "It's like a gigantic global spreadsheet that can't be changed," he said. "Blockchain will be 1,000%, what everyone in this room is using in the next five years. Every company will insist that you use blockchain to track all shipments." (see *The Mover*, July 2017, page 8).

competitor started in business on your door step, what would they look like? How could your company give worse service? This last one, in particular, was a route to creative thinking and it let people have fun. "It's called reversing the problem," he said. He also suggested asking new starters, within 21 days of their appointment, to be asked what astonishes them about the company, good or bad. Leave it longer and the new person becomes part of the establishment and is no longer astonished.

It was necessary to fully understand the capabilities of a resource. He

suggested asking people what skills they have that they don't use at work. Perhaps those skills could be used in some way. People should be encouraged to coach each other and to tell each other what they do really well. "You need to create an environment in which people can fail without being branded a failure," he said. Communication, he said, should be simple.

In closing, Jamil said that 40% of everything we do is done by habit alone. "We don't need to drive dramatic change in our businesses, just create sustainable success by breaking habits and getting people into better habits,"

he said, "and working better as a team."

Jamil was undoubtedly entertaining, amusing and his delivery was very sharp. I did, however, feel that his presentation would have been much easier to understand if he had been able to provide some relevant, industry-related examples that people could have taken back to their offices to work on. But, the problem is, as soon as you do that, people will find reasons why that specific example doesn't apply to them. They get wrapped up in the details rather than the general principles and completely miss the point. It's tough being a motivational speaker.



● Jamil Qureshi.

## NEWS: ON THE ROAD



● Chris Grayling.

## UK GOVERNMENT PLEDGES EXTRA £100 MILLION TO FIX POTHOLES

Transport Secretary Chris Grayling announced on 26 March, 2018 that local roads in the UK badly affected by severe winter weather will benefit from a further £100 million to help repair potholes and other storm damage.

The extra money will help repair almost two million potholes as well as help protect the roads from severe weather in the future. The funding is on top of the £75 million already given to councils from the Pothole Action Fund this year, as well as the additional £46 million boost for highways authorities announced just before Christmas.

Transport Secretary Chris Grayling said, "We have seen an unusually prolonged spell of freezing weather which has caused damage to our local roads. We are giving councils even more funding to help repair their roads so all road users can enjoy their journeys without having to dodge potholes."

The Road Haulage Association has welcomed the move. "This news is good for all road users, but in particular for road transport operators," said Chief Executive Richard Burnett. "Harsh winter conditions have seen many roads fall into such a state of disrepair that many are no longer fit for purpose."



● The RHA says the increase will inflict more pain on hauliers.

## More penalties on the way for older HGVs

The UK government announced on 28 March that operators of older trucks will pay an extra 20% towards the HGV Road User Levy from February 2019, while Euro 6 operators will pay 10% less.

According to the Road Haulage Association (RHA) an estimated 56% of UK registered trucks will be hit by the increase.

The Department for Transport claims the move will encourage hauliers to use less polluting vehicles and help improve air quality. RHA Chief Executive, Richard Burnett said, "We're at a complete loss to understand the government's latest decision to inflict yet more pain with another tax hike on hauliers."

Richard continued to say that despite the huge strides the transport industry has made in adopting cleaner air technologies, the

government has made it clear it has no interest in supporting the industry on its journey to an emissions-free future. "Of course, we all want clean air," continued Richard. "What's needed is a realistic scrappage scheme that supports our industry during this transition, not a penal approach."

The HGV levy is one element of the UK government's £3.5 billion programme to clean up the air and reduce emissions, which includes £255 million for councils to improve air quality and a dedicated Clean Air Fund of £220 million for those local areas with the biggest air quality challenges.

## DON'T STOP WITHIN 150 MILES OF CALAIS

The Road Haulage Association (RHA) has registered its concern about reports that two migrants attempting to illegally enter the UK had broken into a lorry three hours from Calais. It's thought that the migrants got into the lorry when the driver last took a break in Reims and were discovered at the Channel port by customs officers.

This comes shortly after another British haulier had spoken to the media about the dangers UK-bound truckers face along the coast at Caen. "Despite the millions of pounds UK taxpayers have forked out on security in France, truckers are still running a dangerous gauntlet of migrants desperate to reach the UK," said RHA Chief Executive, Richard Burnett.

"Lorry drivers are fearful every time they cross the Channel and we advise them not to stop within 150 miles of Calais, it's clear that this problem is no longer confined to port areas. Traffickers are targeting UK lorries in towns and cities further afield – so if it's Reims today, where will it be tomorrow?"



**"... truckers are still running a dangerous gauntlet of migrants desperate to reach the UK."**

Richard Burnett

## Belgian low emission zone sticker scam

Although there are no stickers required in Belgium, one company is allegedly offering a sticker and day passes, at a cost.

According to CLARS (Charging, Low emission and other Access Regulation Schemes), it's free for foreign vehicles to register with the city of Antwerp for the LEZ. There is no sticker required. Green-Zones.eu charges €19,90 for a sticker

that is unnecessary.

Operators can buy day passes for the Antwerp LEZ if they do not meet the standard. But it is much cheaper from the city than from others.

The company, Green-Zones.eu, offers stickers for many LEZs and, according to CLARS, always charge far more than from official sources. The organisation said that it is usually possible to buy

stickers in different languages from official sources.

CLARS and [www.urbanaccessregulations.eu](http://www.urbanaccessregulations.eu) provides all the information vehicle operators need about the many confirmed (planned or in operation) access regulations in Europe.

More information from: [lucy.sadler@airqualitypolicy.co.uk](mailto:lucy.sadler@airqualitypolicy.co.uk).



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- ✓ Storage lockers
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### 2013(63) Mitsubishi Canter 7C15

New 22ft Dropwell Body, 3 man Cab, Very Low Kms, choice Available, tested 7.5t GVW



### 2010 Scania G 230

New 5 door furniture dropwell removal body, full body skirts with lockers, paint to customers specification, Tested 18t GVW



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### 2011(11) Iveco Eurocargo 75E16

3 Man Cab, New 22ft Dropwell Luton, Rear Barn Doors, Fully Tie Railed, Very Low Kms, Tested 7.5t GVW



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### 2015(65) Mercedes Sprinter 313 CDI

JCP Dropwell Luton, Walk in Ramp, choice of 2, manufacturers warranty until 2018



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ANY BODY.



# Social media: is it meaningful?

Mark Turner, co-founder and CEO of The Takeover, a successful marketing boutique in Shropshire, looks at the world of social media and how it's used.





If we want social media to have a real and tangible effect on its audience and their interactions or buying habits, it first has to be 'meaningful': used as a platform that benefits your business; it has to have a specific purpose behind it.

#### **Meaningful: is social media helping to solve a business problem?**

Social media can solve all sorts of business problems, but to capitalise on it you first need to understand how it can be used. Looking at the storage world specifically, there are generally two key capabilities to focus upon: its use as a representative tool to help tell the story of your brand; and its power to drive traffic.

Let's start by looking at five social media business benefits:

#### **1) Improved brand awareness**

One of the best and most brilliant things about social media is that it's an unparalleled tool with regards to the way it can be used to increase brand awareness. One out of every five minutes spent online is taken up by Facebook browsing, with an ever growing number of individuals using social media platforms as a type of search engine, to help them gain an idea of your trustworthiness and complete some personalised market research. This means that a friendly face to represent your business' Instagram account, or positive interaction on Twitter, can make all the difference in shaping how clients (both current and future) will see you.

#### **2) Increased search rankings**

Did you know that social media accounts for around 10% of your SEO ranking factor? Well now you do. This is important because it means that the more social media shares and interactions you receive, the higher you will be placed in Google search results. So linking social media accounts to your website is essential. You should also try varying the content links that you share on these platforms, so that they connect to multiple pages on your site. This will not only make the user experience more relevant to their interests, but will also reduce your bounce rate and send you soaring though the rankings.

#### **3) Increased appeal**

One cost-effective way to advertise your business is to use geo-targeting to make sure that you're seen by a specific local audience and doing so will undoubtedly help you to increase your appeal and relevance. Let's say, for example, that

## **One of the best and most brilliant things about social media is that it's an unparalleled tool with regards to the way it can be used to increase brand awareness.**

your ideal customer lives within a 10-mile radius of your business premises. With the help of social media networks like Facebook and Twitter, you can directly target this audience so that you're communicating the right content to the most receptive people.

#### **4) Enhanced recognisability**

Well-known brands sell their products because everybody knows who they are and they trust them. You can do this with the help of social media, which can be used to build your relationships and increase your fame. Whether it's turning your buyers into an extension of your brand through encouraging them to act as your online representatives, or using the opportunity to interact with prospective customers and business contacts by following, commenting, liking, retweeting, sharing, or joining groups where you can demonstrate your expertise, you can now connect online like never before. This is networking for the digital generation, and it's there and waiting for anyone who wants to capitalise on it.

#### **5) Improved customer interactions**

Strong customer service is essential to every business and social media can help you to deliver it, making it so that you're always available for your customers and can respond instantly. A perfect tool to set you apart from the competition, it means you can work harder and more efficiently to help you surge ahead and succeed.

#### **The biggest social media trends of 2018**

Social media is a modern marvel that you can't afford to ignore. To take full advantage of it, you need to understand the latest trends and how you can capitalise on these.

#### **1) Facebook algorithm – what's all the noise about?**

Facebook has chosen 2018 to deprioritise business and media content in newsfeeds.

It was Mark Zuckerberg himself who announced this change as part of his overarching plan to ensure that time spent on Facebook is time well spent. "Recently, we've gotten feedback from our community that public content – posts from businesses, brands, and media – is crowding out the personal moments that lead us to connect with each other," he said.

So businesses need to take a new approach to continue using Facebook to their advantage, so we suggest posting timely information that is relevant to your company, with a focus on quality as opposed to quantity. Rather than posting offers and deals alone, tell stories about your team, your customers, or the positive impact you've had on the wider community. Keep posts varied, sharing a variety of images, links, videos, questions, and so on, all of which are true to your brand and instantly recognisable as belonging to you.

#### **2) Ephemeral content**

'Ephemeral' is not a word that we hear very often, but it means something that only endures for a short period, such as on Instagram or Facebook. Although this may last for no longer than 24 hours, it still gives you a unique chance to showcase your storage solutions in a new and exciting way. Because this content appears at the top of your followers' feeds, it can make sure that your brand stays firmly in the forefront of their minds. We advise using it as a daily newflash, where you share everything including a smattering of babies, dogs, and doughnuts just because they're guaranteed to be a hit!

#### **3) Video, video, video**

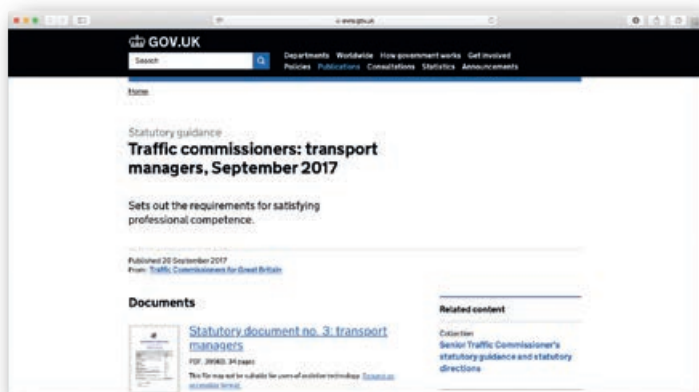
Did you know that 90% of all the content shared by social media users in 2017 was video-based? It's time to make this a part of your online marketing strategy. Remember that you have to capture your audience's attention in around three seconds flat, so make that starting sequence count.



#### **Mark Turner**

Mark is the co-founder and CEO of The Takeover, a successful marketing boutique based in Shropshire. He has extensive business experience working in multiple fast paced retail sectors, including self storage, and will be speaking at this year's Self Storage Association annual conference in Paris about digital marketing.

## NEWS: ON THE ROAD



● The Senior Traffic Commissioner's guidance on transport managers at <https://www.gov.uk>.

## Operator loses licence after failing to co-operate with DVSA

**A** sole trader who ignored requests for tachograph and drivers' hours records has been disqualified from operating vehicles for two years.

Welsh Traffic Commissioner Nick Jones said the Wrexham firm's lack of any acknowledgment to DVSA was a key factor in his decision. He added that good operators respond to requests from an enforcement agency. "It is wholly unacceptable to

simply ignore the DVSA requests," Mr Jones said in a written decision.

A traffic examiner began investigating the operator after one of its vehicles was stopped on the A5 in Shropshire. Both the vehicle and trailer were issued with S marked prohibitions, indicating a significant failure in the maintenance systems. The driver also didn't have the DCPC qualification and wasn't using a tachograph card to record his duties.

The traffic examiner sent four production letters to the operator but didn't get any responses and had no contact from them. The firm did subsequently tell the Traffic Commissioner's office that it wouldn't be attending a public inquiry into the issues reported by DVSA.

Mr Jones made an order to revoke the operator's licence and disqualify the sole trader from holding or obtaining another licence for two years.

In a separate case the traffic commissioner for West Midlands, Nick Denton, reduced a licence from 27 to 22 vehicles for an operator owing to poor maintenance of a vehicle. The company's fitter had failed to deal with a faulty ABS warning light which was reported every day for two months; there were serious issues with the exhaust and the braking system; and tape had been used to cover the AdBlue warning light, allowing the vehicle to continue in service with emissions above the permitted limit.

The transport manager's reputation was left severely damaged.

The Senior Traffic Commissioner's guidance on transport managers sets out what is expected of a competent transport manager and is available to read at: <https://www.gov.uk>.

## CO<sub>2</sub> TEST FOR HGVs

**A** recent notice from the Society of Motor Manufacturers and Traders (SMMT) has advised that from 1 January, 2019, some types of trucks will fall within legislation that will require manufacturers to declare HGV CO<sub>2</sub> values when selling on the EU market. The European Commission has developed a test method to measure fuel CO<sub>2</sub> emissions from trucks based on the Vehicle Energy Consumption Calculation Tool (VECTO).

Cars and vans have long been subject to CO<sub>2</sub> regulations, with both sectors working to meet long-term targets set by the European Union. Since 2013, there has been an EU strategy to bring trucks over 7.5 tonnes into a similar regime.

## POSSIBLE CAZ IN BATH

**T**he Bath and North East Somerset Council has recently completed a three-month consultation period for the Bath Air Quality Action Plan. The subsequent report will inform a feasibility study for the Joint Air Quality Unit (DEFRA and DfT) that requires the development of a final implementation plan that will develop and implement a plan to reduce the concentration of nitrogen dioxide in the air in the shortest time possible. The report is due for completion by December 2018 and may result in the imposing of a Clean Air Zone (CAZ) in the city.

The Freight Transport Association (FTA) said the imposition of a CAZ in Bath could have a significant impact on the costs of local business in the area. FTA's Head of UK Policy Christopher Snelling said: "Any small business that relies on second-hand vehicles operating in or through Bath may be priced out of business."

## New European cashless toll settling system now available

**A** new on board toll settling system, UTA One®, has been launched by cashless payment system provider UTA (Union Tank Eckstein GmbH & Co. KG), enabling tolls to be paid in all participating EU countries. The device initially supports the toll systems in Belgium - including the Liefkenshoektunnel - France, Italy, Austria, Poland (A4), Portugal and Spain. Later, Germany and other European countries will be added by what is called an over-the-air update.

The number of countries will continue to rise, because UTA will continuously expand its offerings as additional toll systems are launched within the European Electronic Toll Service (EETS).



● The new UTA One®.

The new update option along with the integration of all transfer standards of the European toll environments, Global Navigation Satellite System (GNSS) and Dedicated Short Range Communications (DSRC), make the new toll solution particularly future-proof.

"To offer our customers the best possible solution for interoperable electronic toll services (EETS), we have thoroughly tested the new UTA One® prior to its launch", explained Volker Huber, CEO at UTA. "Thorough testing on miles of real-life trips to Strasbourg, Calais, Brussels, Aachen, Bolzano, Innsbruck and Salzburg has shown the toll solution to be reliable."

Vehicle operators will soon be able to use a single On Board Unit (OBU) to travel across Europe with all fees charged to one invoice. UTA also handles administration and evaluation so customers will need just one partner. They will also benefit from a user-friendly ordering and registration process, which is available in several languages at [www.one.uta.com](http://www.one.uta.com).





## Banksman lighting helps improve safety

**B**anksman lighting from Labcraft provides additional bright, white light around the vehicle to areas which conventional reversing lights cannot reach. It is suitable for any vehicle required to work in areas of darkness or poor light and is simple to install - either to pre-registered vehicles, as 'standard', or for retrofitting to an existing fleet. The system can be installed to illuminate when in reverse only, or when both reversing and in forward motion up to 10kph.

The system accommodates

various chassis heights to ensure that the light spread is optimised for each individual vehicle. The lights are made from tough polycarbonate with strengthened lenses to protect the LEDs and have a 5-year warranty. The system is compliant with all relevant regulations.

The company claims that the Banksman lights reduce personal injury and damage while reducing downtime and keeping staff and the public safe.

Visit [www.labcraft.co.uk](http://www.labcraft.co.uk)



● The Banksman lighting system provides additional light for operating in poor light.

## LOOKING TO ACQUIRE REMOVALS BUSINESS

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## RELOCATION: HIGH RELO

# An Olympic effort by High Relo



High Relo in Korea has provided a specialist 'white gloves' service for the Italian Olympic Committee for moving goods to Pyeongchang for this year's winter Olympics.

**T**he company stepped in with very little time to spare as deadlines came close and the chosen contractor was unable to provide the service required.

At the Rio Olympic Games the Italian Olympic Committee used DHL for their logistic needs, however, this had only been a door-to-(outside) door service with the Olympic committee doing the unpacking themselves. They had great difficulty reassembling the furniture which caused chaos at the time.

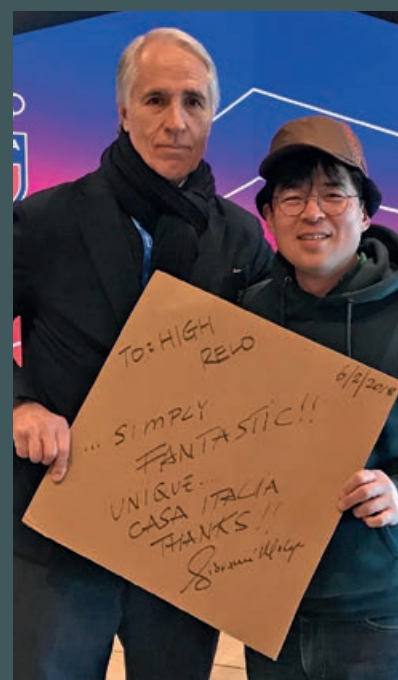
For the Winter Olympics they planned to use Hanjin Transportation as their official freight forwarder in Korea. Unfortunately, their booked carrier Hapag Lloyd's vessel skipped a sailing and its arrival at Busan port was not expected until 5 February. Considering the clearance process and the inland haulage, it was unlikely that the goods would arrive by the opening ceremony on 9 February. So, they contacted Bright Yoon at High Relo for a solution.

"I suggested they convert all surface shipments, 3 x 40' HC containers, into

air shipments when the vessel arrived in Singapore," said Bright. Bright appointed The Family Movers in Singapore to handle the job: Jenne Fung and one other member of staff worked all weekend to supervise the transfer of the shipment. The complete consignment arrived in Korea on 31 January with delivery to Pyeongchang by 6 February.

"During the delivery our crews had to work in -17°C but it felt even colder because of the wind chill," said Bright. "They were really struggling, even though they were wearing uniforms and ear muffs."

The furniture included unique works of great artistic value. All the items were of different shapes and sizes, including an octopus-shaped sofa and a clothes peg-shaped bench. "Even the designer of the furniture had a hard time reading the assembly drawing," said Bright. With hard work and a large element of skill, however, the chaps from High Relo got the job done in time for the opening night. "Though this project required us to work long days, it was very rewarding."



● Top: High Relo Supervisor Mr Hyun J.I.; above: Mr Giovanni Malago, Current President of the Italian National Olympic Committee with Jay Yoon.



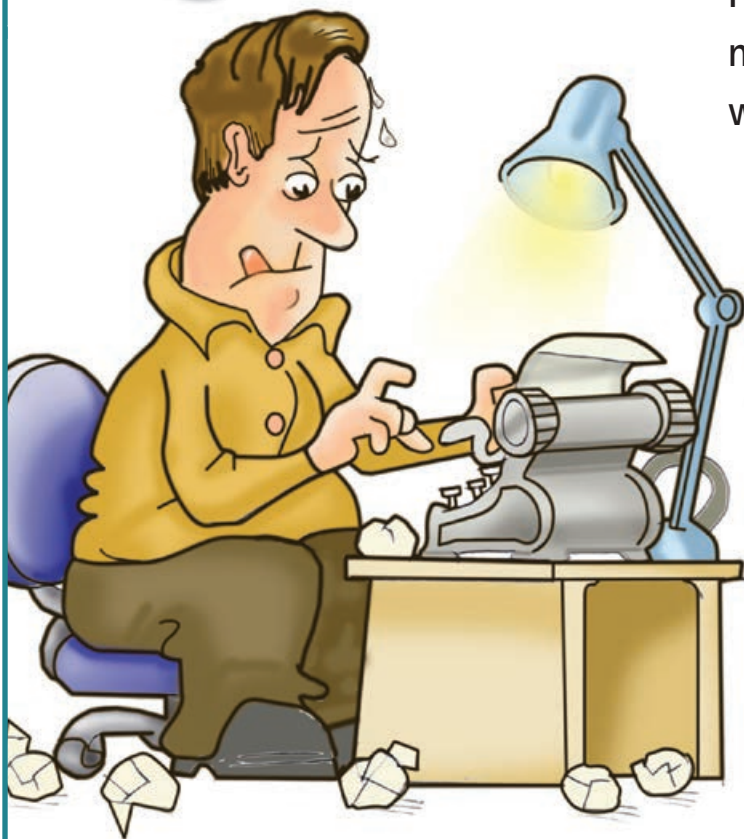


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# **TheMover**

## NEWS: PEOPLE

## AITT appoints new General Manager

One of the UK's foremost accrediting bodies for trainers of fork lift trucks and related workplace transport operators and instructors – AITT – has announced the appointment of a new general manager.

Adam Smith, who has a richly experienced career in workplace transport training, joins the Association of Industrial Truck



● Adam Smith.

Trainers with the aim of increasing membership, providing even greater support for existing members and – as an accredited trainer himself – bringing new ideas based on a close understanding of the needs of instructors. In addition to this, Adam will contribute to the development of the Accrediting Bodies Association (ABA) Workplace Transport.

Following his appointment Adam said, "I am very excited to be taking on this role for AITT. As a not-for-profit organisation, run by a membership that embraces not only training companies but also fork lift manufacturers and end-user companies, AITT has a unique perspective on all aspects of training. The input from our membership is what sets us apart and gives us a sharper focus on trainers' requirements."



● Dean Strolia (left) and Lewis Ranchod.

## Two new account managers join the TwentyCi sales team

TwentyCi in Milton Keynes has appointed Dean Strolia and Lewis Ranchod as account managers. The company offers the UK moving industry its MoverAlerts service that identifies properties as they come on to the market.

Dean and Lewis joined TwentyCi in 2017 and initially worked in a sales and admin support role. Matt Hawkins, Sales Manager for TwentyCi said, "Dean and Lewis have shown a lot of ambition and willingness to learn and have developed greatly in the short time they've been with us. They fully deserve the chance to take on these additional responsibilities

and have already demonstrated the desire to give our clients the highest levels of customer service. Dean is already smashing his sales targets!"

Commenting on his new role Dean said, "Matt and account manager, Sue Schonberger have been very helpful in passing on their knowledge of all the current clients and I'm very much looking forward to speaking to everyone." Lewis added, "I am really looking forward to helping our clients get the best returns possible."

Expect to hear from Dean and Lewis in the very near future!

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## The White & Co Mystery Mover

Well done to Macarena Scalia from Ginter in Miami for correctly spotting a very fresh-faced Eric Lim from what was KC Dat in Singapore in last month's *Mover*. This time we come a little further west, but not much. Who is this? If you know, send your answer to [editor@themover.co.uk](mailto:editor@themover.co.uk) for a chance at winning the White and Company Red and Black watch.

## Bibi Misir rejoins Paxton

Bibi Misir has returned to Paxton International after a short time away. She is an international household goods specialist with over 25 years' experience. According to the company Bibi is well versed in the corporate culture and brings a seasoned knowledge and approach to the team.



● Bibi Misir.



## Mike Brazier joins AGM Group

The AGM Group has announced the appointment of Mike Brazier as head of marketing. Mike joins AGM Group from Capita Employee Solutions where he headed various marketing functions for its employee benefits and pensions business.

During his 20 years in marketing Mike has driven the marketing programmes and brands for various organisations associated with the global mobility industry, including: Interdean, Santa Fe and K2. During his extensive career he has developed many successful marketing strategies, campaigns and initiatives including the founding and development of the 'Global Mobility Survey' which was once the largest research study of mobility programmes worldwide.

Group Sales and Marketing Director, Mark Costa-Rising said, "I am delighted Mike has joined AGM Group, his knowledge and passion for marketing and how we design and deliver programmes for the world of moving and relocation will ensure AGM Group companies



● Mike Brazier.

continue to lead the way in understanding and creating value for their clients."

Mike commented, "I am very excited about joining AGM. I am utterly delighted by the history and expertise behind the business. To me, brands such as Gerson and Abels have always been the original marks of excellence for international relocation and moving - and something they have never forgotten. They have persistently focussed on their strengths and made this their craft. My ambition is to make these real-life values available to our customers in this digital world."

## St Patricks Day wedding for Patrick and Joe

It was a very special St Patricks day for McCrory's Removals director Patrick McCrory and his long-term partner Joe Mc Kevitt as they tied the knot after 32 years. The wedding was held at the elegant Council House venue in the Old Market Square, Nottingham and was attended by family and friends from all over Ireland and the UK.

Patrick said, "As we are both Irish and this was St Patricks Day, you can imagine it was quite a wedding, with both our families travelling from all over Ireland. Joe is a bus driver with Nottingham City Transport, so there was also a good representation of bus drivers, as well as furniture remover colleagues from all over the country."

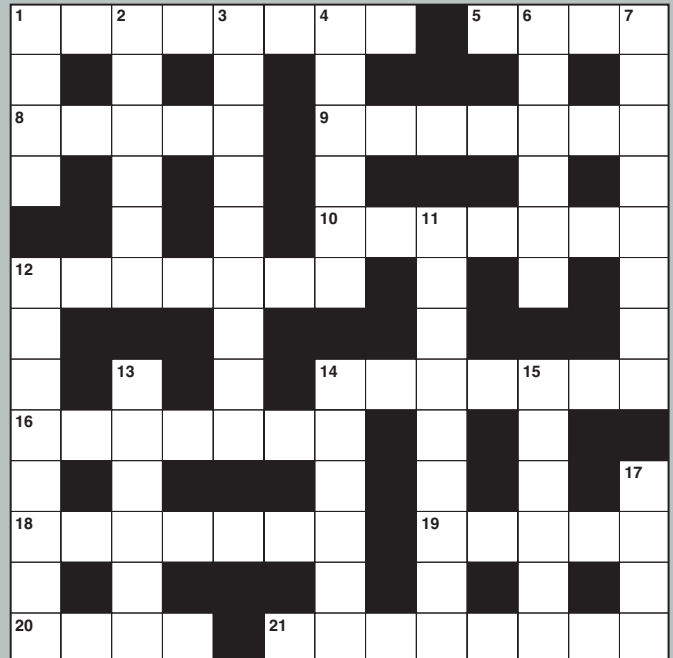


● Patrick and Joe.

The dancing, music and laughter lasted late into the night, and many of the guests said that it was the best wedding they had ever attended.

Joe added, "Although we are both of Irish origin we have been settled in Nottingham for over thirty years now and we feel that not only have we adopted Nottingham but that the people of the town have adopted us as well." Until fairly recently, life for Gay couples was far from easy. "We have lots of stories of what it's been like to live our lives as outlaws before eventually becoming happily married with the blessing of the establishment," said Patrick. "And with it being St Patrick's day, we'll have no excuse for forgetting our wedding anniversary!"

## Puzzles



### ACROSS

- 1 Catering to high-income consumers (8)  
5 Thaw (anag) (4)  
8 \_\_\_\_\_ Lewis: British singer (5)  
9 Spanish beverage (7)  
10 Fluids (7)  
12 Type of carriage (7)  
14 Illness (7)  
16 Fell quickly (7)

- 18 Escaping (7)

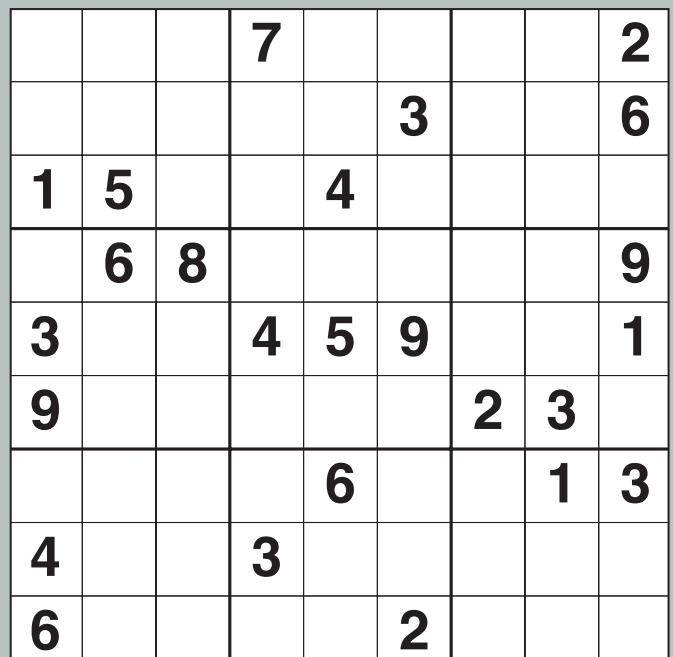
- 19 Henrik \_\_\_\_\_: Norwegian author (5)  
20 At that time (4)  
21 Breakfast food (8)

### DOWN

- 1 Unattractive (4)  
2 Short-sighted (6)  
3 Process of forming logical conclusions (9)

- 4 Without difficulty (6)

- 6 Recluse (6)  
7 Conduct business (8)  
11 Match to get into a tournament (9)  
12 Most pleased (8)  
13 Time that is to come (6)  
14 In slow tempo (of music) (6)  
15 Deleted (6)  
17 A single time (4)



## MARKETPLACE

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9	4	1	6	7	8	2	3	5
2	8	9	5	6	4	7	1	3
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## Tony Allen: And finally ...



## It's just a hobby horse

Yehudi Menuhin once said: "If music be the food of love, then how come I'm always so damn hungry?" Actually it wasn't Yehudi Menuhin and I've no idea who it was – probably me – but for a brief moment I bet it injected a degree of credibility into that important first paragraph.

I knew that I'd have to return to the subject of music sooner or later, but for some time I have been playing in a six piece electrified ukulele band; although I'm not sure how electrifying our performance is! (Author's Note: I'm a bit unsure about using exclamation marks anymore since Donald Trump appears to have turned them into an art form.)

Anyway, I digress. The reason why I return to this subject is that, for me, music is a massive departure from the real world, although I hope that this does not apply too directly to our audiences. I suppose, when you come to think about it, that's what hobbies are all about. Sometimes, with the busy lives that we all lead, it's very difficult to find time for anything extracurricular; but I advise you to try.

From the point of view of our little band, we do seek to do as many charity 'gigs' as we can. As a result we have performed in a whole host of different venues, from village halls to large theatres and I must admit that it is always great fun. We've appeared in front of The Duke of Kent, The Duchess of Cornwall and many other well-known Sussex pubs (couldn't resist it). I must add that none of us are on the right side of the tree of life, but we seem to be able to muster sufficient energy to make our performances work.

Of course - and as always appears to have been the case in the music industry - we're all on drugs. For example, I'm on Statins at the moment and the bass player is on Rivaroxaban - which actually sounds to me like a Boney M song. In addition we do seem to have a major problem with 'groupies' - that is to say, there aren't any!

As you can imagine, we do spend a large amount of our time travelling around and we seem to have acquired a mass of increasingly sophisticated equipment; my latest purchase being a puppet snake with a moveable mouth. There has even been talk about us using a tour bus, which would be ideal especially if it visited the tulip fields in Holland. But of course life on the road can be tough, especially when you have to face a 45 minute drive home at the end of a performance. Sometimes I have even missed *Book at Bedtime*, but that is a sacrifice one must make for

one's art.

So work hard and play hard is a good philosophy of life. How many times have you come home from work after a particularly tough day and thought: 'I'm just going to get home and put my feet up in front of the telly and maybe doze for a while', only to be told that you have been invited out to some friends for the evening (blast!)? But then to find that the evening has had a much more beneficial effect on your demeanour than you imagined, with your mind made ready with renewed vigour for the next day.

So diversion from the norm is what hobbies are all about. Winston Churchill had a number of hobbies, and one of the main ones was bricklaying. During some of his worst times in World War II, when all appeared lost, he would escape to the garden and start building a wall. It sounds daft but that gave him an opportunity to clear and refresh his mind, after which he was able to look at things in a new light - although I'm sure that the odd brandy helped as well.

There are so many different types of hobbies. A neighbour of mine is a collector, and I really mean a collector. He goes out for a walk every day and takes with him a refuse sack and collects

As you can imagine, we do spend a large amount of our time travelling around and we seem to have acquired a mass of increasingly sophisticated equipment; my latest purchase being a puppet snake with a moveable mouth.

any discarded rubbish that he comes across and then tallies the number of bags per week. Bonkers? Not really, he loves it and he is actually doing his bit to 'Keep Britain Tidy'.

So, in conclusion, maybe everyone should have an absorbing hobby that is far removed from their normal life. I've actually heard people say that their work is also their hobby and I suppose that this can be appropriate if they completely and utterly enjoy what they do, but I'm not sure that this is the majority. Most of us need to escape into a pastime which is far removed from our working lives. There is no point in a builder, for example, having a hobby which involves building brick walls, this might not be a suitable foundation for happiness. The only hobby I would not recommend is politics, this could send you way round the bend, and it would certainly never get my vote.





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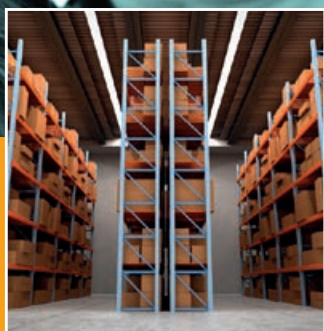


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