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Issue 080 November 2017 [www.themover.co.uk](http://www.themover.co.uk)

# TheMover

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## BUILDING AN EMPIRE

What the new generation thinks  
about self storage. Page 28





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# TheMover

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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:

Opinions expressed in *The Mover* are not necessarily those of its publisher, unless stated otherwise.

## Published by:

The Words Workshop Ltd

26 Swanwick Lane

Broughton

Milton Keynes

MK10 9LD

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*The Mover* is designed on behalf

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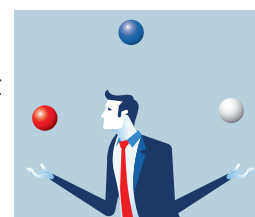
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## LEADER

## The virtual committee

Steve Jordan, Editor



While I was interviewing Lucy Maidman (see cover story), I had an interesting thought. At least I thought it was interesting. She was telling me about the new Young Storers group that has recently been launched by the Self Storage Association. At first I wondered why. Was it just an opportunity for a few 30-somethings to get together with little purpose other than to hit the bar reasonably hard? Then I realised, times have changed.

Young people today are not the same as their parents. Something happened while they were growing up. It's called technology. For many of us with greying hair, it's an uncomfortable relationship. We accept technology, we tolerate it, we are frustrated by the constant change and, fundamentally, we don't really get it. They do!

And that makes a huge difference, especially where groups of people are concerned. I can remember many happy hours sitting in association meetings talking about the same things we did last time and resolving that nothing could possibly be done until we met again in three months. Things got done, but slowly.

Today, there is less need for formal meetings. Just put everyone together in a WhatsApp group and you can meet for a chat every day if you like. Ideas dreamed up during the journey to work can be communicated, analysed, refined and agreed upon before the morning coffee's cold. Problems can be solved by group chats in minutes. Relationships can be built in days that would have taken years at annual conferences.

Of course, us oldies can do that too – but we don't. We don't quite trust it. We are not really used to it. Facebook is fine for keeping track of the kids, but real business needs to be conducted face-to-face doesn't it? Well, no, not really.

Social media has its problems. People need to be careful what they say and be mindful that 140 (or even 280) characters can often communicate a meaning that was not intended (Mr Trump take note). But younger people have a much better feel for it. The Young Storers, and the new Young Movers group launched this month by BAR, know how to do it. That immediacy of communication makes a difference. Maybe association committees and even company board meetings are to be consigned to the past. Probably not a bad thing in my opinion.

Steve Jordan



● UKWA aims to help disabled jobseekers find employers who want a diverse workforce.

## UKWA promoting workplace diversity

The United Kingdom Warehousing Association (UKWA) has announced that it will be working in partnership with not-for-profit social enterprise, Evenbreak, to promote the value of diversity in the logistics sector and, in particular, highlight the positive contribution that disabled employees can make to a business.

Evenbreak is a social enterprise formed to help inclusive employers attract more talented disabled people, help disabled jobseekers find work with employers who will value their skills and promote the business benefits of employing disabled people.

**"The many hurdles which people with disabilities might encounter on a daily basis motivate them to accomplish even more."**

Peter Ward

It aims to achieve these goals through a specialist job board – [www.evenbreak.co.uk](http://www.evenbreak.co.uk) – that matches disabled job seekers with employers looking to build a diverse workforce.

Evenbreak Director, Jane Hatton said, "By advertising their vacancies on the Evenbreak job board, inclusive

employers will attract disabled candidates that they may not find through any other recruitment channels, while disabled jobseekers can be confident that employers who have chosen to place their vacancies on this site are serious about looking beyond their disabilities to identify what skills they have to offer." She added, "By promoting a positive image of disabled people in employment and the benefits of employing disabled people, we also hope to balance out some of the current negative and inaccurate portrayals of disabled people in the media."

Peter Ward, CEO of UKWA said, "Employing people with disabilities benefits employers. For example, employees with disabilities are fully aware of how difficult looking for a job can be, and often try to compensate their deficits through greater efforts. The many hurdles which people with disabilities might encounter on a daily basis motivate them to accomplish even more. Therefore, they often show a greater loyalty to their employer as well as more motivation and UKWA will promote Evenbreak to its membership through various channels."



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## NEWS: UK

## SET FINANCIAL STANDING RATES IN POUNDS AFTER BREXIT

The Freight Transport Association (FTA) is calling on the UK government to set its own rates of 'O' Licence operator's financial standing in pounds sterling, not euros, after Brexit on 29 March, 2019.

The requirements for financial standing seek to ensure that operator licence holders have sufficient funds to work in the logistics sector, and have sufficient reserves to prevent cuts in vehicle maintenance to make cost savings. For standard operating licence holders, European law currently requires bank reserves of €9,000 for the first vehicle and €5,000 for each subsequent vehicle. For EU countries which do not use the euro, the rate is reassessed against the exchange rate of the local currency every October. For non-Eurozone countries, this can create fluctuations year to year.

James Firth, FTA's Head of Licensing Policy said, "Transition period or not, it would be absurd if the domestic UK road transport industry continued to be pegged to a financial standing rate in euros after Brexit. This means the UK needs to consult with industry, or select a level at which business is to be judged, to ensure that operators are able to plan efficiently and manage cash flows accordingly. Between 2012 and 2016, the actual figure required has fluctuated by almost £2,000 for the first vehicle, simply based on the changes in the exchange rate for euros – this situation needs urgent attention to ensure that stability for business expenditure can be established moving forwards."

The Office of the Traffic Commissioner is expected to announce the official rates for financial standing in 2018 in the coming weeks.



● House building in August was up 15% on the same period in 2016.

## UK house building hits record levels

In what is traditionally a slow summer month for construction, August turned out to provide a welcome boost for the construction industry, as the value of new contracts awarded reached £5.8 billion based on a three-month moving average, resulting in a 7% increase on the month and the highest recorded figure since March 2017.

The latest edition of the *Economic & Construction Market Review* from industry analysts Barbour ABI, highlights the levels of construction contract values awarded in August across all

**"The construction sector can once again be thankful for the strong showing of the residential sector ..."**

Michael Dall

regions of Great Britain. As it has done since late last year, residential construction performed strongly and accounted for £2.7 billion on the month – the highest recorded

figure since Barbour ABI began tracking the series. The high level of residential work greatly helped the number of construction projects commissioned in August, seeing a monthly increase of 20% and up 15% from August 2016.

Commenting on the figures, Michael Dall, Lead Economist at Barbour ABI, said, "The construction sector can once again be thankful for the strong showing of the residential sector, which provided £1.8 billion more than any other sector in August, along with an increase of 55% compared with August 2016."

## Trucksmith shortlisted for leading van award

Devon-based van converter Trucksmith has been shortlisted for the coveted *What Van?* Converter of the Year 2018 award, as part of the magazine's annual reader awards.

The *What Van?* Converter of the Year award is in its fourth year and recognises the very best converters in the industry. Trucksmith, which has pioneered the low-loading Luton van, won the award last year.

Simon Partridge, Executive Brand and Sales Manager at Trucksmith said, "This is a high-profile award that is voted for by the public, and having won it last

year we're incredibly keen to repeat the feat. We have continued to focus on innovation and quality, investing in equipment and a quality local workforce to ensure that we provide our customers with the highest standard of van conversions. We know the competition will be tough to beat in this highly competitive sector of the transport industry."

The winner will be announced at an awards ceremony in December.

Trucksmith is an approved body builder for leading van marques including Renault, Vauxhall and Fiat. It currently has a 64,000ft<sup>2</sup>

production facility in Uffculme and is celebrating over 30 years of van conversions.

To vote in the awards visit:

<http://whatvan.co.uk/readeraward>.



● Simon Partridge.

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● Paul Martin with Sir Ranulph Fiennes.

## Sir Ranulph Fiennes celebrates 80 years with Kelly's

The world-renowned adventurer Sir Ranulph Fiennes took a break from exploring the wide-open spaces of the Antarctic to join the celebrations marking Guildford-based Kelly's Storage 80th birthday on 22 September.

Kelly's has been a familiar name in Guildford for 80 years and, although exploring Kelly's vast storage area wasn't as taxing as some of his adventures, Sir Ranulph was highly impressed with the facility, as well as the Business Storage and Records Management services.

Sir Ranulph was joined by many influential leaders in business and charity including the Mayor of Guildford, Nigel Manning. Kelly's

started life in 1937 as a removals company, moved into international shipping, and is now a leading storage and records management company.

The celebrations saw a stream of enthusiastic guests. The birthday event was kicked off with a speech by Paul Martin, Managing Director of Kelly's Storage, followed by David Martin, Director of Kelly's Storage.

Paul said, "By designing a service around what customers need, we have established Kelly's as one of the leading innovators in the storage market. We are a family run company with strong values that place people and innovation first - and that will ensure we stay ahead for the next 80 years."

## USA is top emigration nation for Brits

USA was the most popular destination for Brits looking for a new life abroad last year, according to Royal Mail's international Redirection data. The country topped the list after Royal Mail analysed more than 20,000 international Redirection applications from the last 12 months. Nearly a fifth (17%) of all the redirected mail travelled 4,242 miles to the US, with nearly a sixth travelling 629 miles to France (14%).

According to the latest Office for National Statistics figures, more than 323,000 people left the UK last year to set up home abroad. This is the second consecutive

year that the US, France and Australia have taken the top three spots. Even though the locations remain the most popular, the number of applications actually fell last year - the USA by 0.2%, France by 2.3% and Australia by 4.4%. Senegal (0.03%), Andorra (0.02%) and Corsica (0.01%) made their first appearance this year.

### MOST POPULAR INTERNATIONAL DESTINATIONS FOR REDIRECTED MAIL

1 USA	17%
2 France	14%
3 Australia	10%
4 Spain	8%
5 Republic of Ireland	6%

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## BUSINESS: EXTERNAL ELEVATOR



● The external elevator can reach up to the seventh storey.

**“We decided then that we should invest in an external elevator as it would be much safer for our employees and we wouldn’t need so many porters on the job.”**

Trevor Woods

were able to give any helpful suggestions. The truth is, most moving companies have handled big, heavy items through windows and over balconies in the past using little more than a ladder, webbing and muscle power. It was just the way it was done.

There is a better way, of course. The proper way to do it is to use an external lift. Trevor Woods from Britannia Sandersteads said that his company came to that conclusion around five years ago (before the Kensington incident). “We had a few jobs that all came up together that were from flats with no internal lifts,” he explained. “We decided then that we should invest in an external elevator as it would be much safer for our employees and we wouldn’t need so many porters on the job.”

Sometime later, and as the elevator wasn’t in constant use at Sandersteads, the company decided to hire it out within the trade. “Companies can hire the elevator by the hour, half day or day,” said Trevor. “We supply it with a fully trained operator who is also one of our senior foremen. He’ll stay and help with the job during the period of hire.”

Since then, Sandersteads has invested in a portable elevator designed for getting into tight spots. This can carry up to 200kg so will easily lift a four-seater sofa, and extends to the third floor. The big one can carry up to 400kgs and reaches 25 metres/82 feet or, in simple terms, that’s seven floors.

Trevor said that using an elevator didn’t really cost much more as there was a significant saving on labour costs and time. But money wasn’t the issue. “Movers need to do the job properly. There’s no point in risking lives. If every moving company simply insists that the customer pay for an elevator if it’s needed, nobody will be tempted to cut corners.”

The accident in 2014 brought the issue into clear focus. With elevators available for hire in most parts of the country there really is no need for movers to take a risk.

## Need a lift?

Virtually everyone in the UK moving industry, and further afield, will remember that day in 2014 when two young men died falling from a balcony in Kensington while trying to lift a sofa, over railings, into a flat. It was a tragedy that reflected badly on the whole moving industry.

**T**he boss of the company certainly won’t forget as he was jailed for 14 months for corporate manslaughter. His company was fined £1.2million and is no longer in business. Sentencing, Judge Gerald Gordon said that on the day of the accident, there was a “shocking failure to consider the health and safety of employees and others”. He added

“Those who are wilfully blind to the risks despite warnings - as you were - have got to expect to go immediately to prison.”

Tough words, but few in the industry would disagree. At the time, *The Mover* received a number of letters from moving companies calling the unfortunate lads ‘cowboys’, and worse. But, when asked how a professional moving company would have handled it differently, none



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## NEWS: UK

## MOVECOP PUTS THE WOLVES IN WOLVERHAMPTON

West Midlands-based Movecorp Ltd undertook an unusual task last summer when it was asked to transport and set-up 30 giant wolves around the streets of Wolverhampton as part of a public art display. The wolves all featured designs by local artists, including one by Movecorp's Emily Bland - affectionately named 'Wolfy McWolf' - by the Movecorp team. Emily, who studied fine art at university before joining Movecorp, created artwork depicting the many modes of transport used by the company during its international moving operations.



● Wolfy McWolf.



● DVS will categorise HGVs depending on the level of a driver's direct vision from a cab.

## TfL releases Direct Vision Standard star ratings for HGVs

Transport for London (TfL) has released interim direct vision star ratings for Euro VI Heavy Goods Vehicles (HGVs) as part of the development of its proposed Direct Vision Standard (DVS).

The DVS will be the first initiative of its kind to categorise HGVs depending on the level of a driver's direct vision from a cab. HGVs will be given a rating between 'zero-star' (lowest) and 'five-star' (highest), with only those vehicles rated 'three-star' and above, or which have comprehensive safety systems, allowed to operate in London from 2024.

The development of the proposed Direct Vision Standard forms part of the Mayor of London and TfL's Vision Zero approach to reducing road danger. Research by TfL shows that during 2014 and 2015, HGVs

were involved in disproportionately high numbers of fatal collisions with cyclists (58%) and pedestrians (22.5%) on London's streets, despite only making 4% of the miles driven in the capital.

Industry views have helped TfL shape the proposals which now include plans for an HGV safety permit scheme based on the DVS ratings, and industry-recognised safety systems to reduce road danger.

If approved, the proposals will require all HGVs over 12-tonnes to hold a safety permit to enter or operate in the capital from 2020. Those rated 'one star' and above

would automatically be granted a permit, while those rated 'zero star' (lowest) would have to include specific, recognised safety systems such as sensors, visual warnings and comprehensive driver training, before a permit is granted. The safety permit scheme would evolve over time, taking into account advances in technology.

It is proposed that from 2024 only those rated 'three star' and above, or which have an advanced safety system, would be allowed on London's streets.

Alongside developing the Direct Vision Standard and the proposed safety permit scheme, TfL is also lobbying the European Commission for changes in international vehicle safety and design regulations to push for long-term improvements to future HGV fleets.

Alex Williams, TfL's Director of City Planning said, "Businesses across the capital need HGVs to operate, however the number of deaths involving HGVs is unacceptable. The industry has already made significant advancements to safety and has been very keen to support the work we are doing to go even further and develop the Direct Vision Standard. Alongside the Mayor, we are committed to ridding London's streets of dangerous vehicles and are taking a Vision Zero approach to road danger. We welcome the industry's feedback on our latest proposals for the Direct Vision Standard as we work together to improve vehicle safety."

### Editor's Note

It's interesting that the responsibility for reducing accidents is always put on the vehicles. Perhaps better training for cyclists might be helpful or a public information campaign to encourage pedestrians to look where they are going rather than at their smartphones.

## Double national honours for dolly maker Evo Supplies

Skate dolly manufacturer Evo Supplies Ltd has achieved two top national accolades this year, first by being featured in the *Parliamentary Review*, for excellence and best practice in manufacturing, and by being listed as one of the top 100 small business in Britain by Small Business Saturday UK, a campaign that highlights small business success and encourages support for small businesses.

On Monday, 18 September Evo's co-owners and Directors, Juliet and Greg Dunn, attended a

Gala Evening at the Palace of Westminster to mark the publication of this year's *Parliamentary Review*, which showcases excellence and best practice across a range of sectors. Evo Supplies is one of the companies chosen to represent best practice in the manufacturing sector. The Review is sent to more than 500,000 MPs, Peers, leading policymakers and business leaders.

On Small Business Saturday – to be held on 2 December, 2017 – Evo will join thousands of other small businesses across the country in a



● The Evo Supplies team show off some of their products.

huge celebration of all the UK's small businesses, raising awareness of the vital contribution small businesses make to the nation's economy.



## Regular voluntary overtime must be included in holiday pay

Paul Mander from Penningtons Manches solicitors explains why workers are now entitled to claim overtime pay while on holiday.



● Payment for regular voluntary overtime is now considered part of 'normal pay'.

**A**s widely reported, a recent slew of cases has changed the law in the UK so that workers who work regular hours, but receive additional pay (in the form of overtime, commissions, bonus, etc.) are now entitled to have that additional pay included in the calculation of holiday pay in many circumstances. This is because EU law states that workers should receive their 'normal remuneration' during periods of statutory holiday for work that is 'intrinsically linked' to the performance of their duties.

There remained question marks, however, in relation to certain types of payment. For example, if overtime is voluntary (overtime which the employee was not contractually required to perform) is payment received for such work part of the worker's 'normal remuneration'?

In the case of *Dudley Metropolitan Borough Council v Willet and others*, the workers argued that various allowances and payments made for voluntarily working in excess of their contracted hours should be included in the calculation of

holiday pay - it was worked regularly and was therefore part of their 'normal pay'. The employer sought to argue that, with the work being voluntary, it was not 'intrinsically linked' to the performance of the tasks that were required to be performed under the contract of employment.

The Employment Appeals Tribunal rejected the employer's argument. It cited that the purpose of the Working Time Directive (WTD) was to encourage workers to take their holiday. Receiving less than their normal pay at times of holiday was likely to discourage workers from taking it. Whether a payment is part of 'normal pay' does, however, depend on the facts of each case.

Employers will therefore need to apply this case in calculating holiday pay for their workers who regularly work voluntary overtime. In most cases whether this applies should be a matter of common sense. It should also be noted that the rule only applies to the four weeks' holiday provided under the WTD. It does not apply to the additional 1.6 weeks' holiday which the UK law requires.

### Paul Mander

Paul is Head of Penningtons Manches' employment law team. He advises on a broad range of contentious and non-contentious employment and partnership matters and is recognised in particular for his expertise in restrictive covenant and injunction issues. Visit [www.penningtons.co.uk](http://www.penningtons.co.uk).



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# E Abrahams: 152 years of case making in London

Deputy Editor David Jordan travels to London's East End to meet the capital's longest established wooden case makers.

**W**hen London case maker E Abrahams & Co Ltd began trading in 1865 Queen Victoria was less than half-way through her reign, Liberal John Russell was Prime Minister and Britain became the first country in the world to introduce a speed limit for motorised vehicles - 2mph in populated areas and 4mph elsewhere, preceded by a man with a red flag.

At that time, Abrahams was one of scores of similar companies in London's East End making wooden cases for the thousands of ships that plied their trade between what was then the world's busiest port and the rest of the world.

I'd arranged to meet Abrahams' Financial Director Marc Ben-Nathan to discover how the company had survived for 152 years while its local competitors had long since disappeared and how the business is continuing to prosper today.

As we sat in the office above the factory amid the hum of circular-saws and occasional interruptions from people and smartphone notifications – Marc had warned me the interview may be a little hectic – he explained how the company had adapted to the changing market. Marc began working for Abrahams in the 1990s as a part-time job after leaving university; after 25 years he is still here.

"The traditional market for wooden cases was hit very hard when the shipping industry moved to steel sea containers

back in the 1960s and 70s, and a lot of case makers went out of business as a result," said Marc. "When I started we were making export crates for the oil industry and that accounted for around 75% of our business. Gradually, orders started to die off and we started building warehouse containers for the moving industry, supplying most of the major companies."

**"We began getting enquiries from moving companies in the fine art sector who wanted high-quality bespoke cases and that has now become our core business ..."**

Marc Ben-Nathan

Abrahams still builds warehouse cases but the growth of the self storage industry, offering individual secure rooms, has reduced the demand considerably. Lift vans are still a popular line for the removals industry, but it is the art market that has become the mainstay of the company in recent years.

"We began getting enquiries from moving companies in the fine art sector who wanted high-quality bespoke cases and that has now become our core business," said Marc. They all demand the very highest quality of build and finish for their cases."

As we walked around Abrahams' very busy factory I was amazed at the quality achieved by the company's craftsmen when building the fine art cases. Each was carefully sanded and any slight imperfections filled before being painted in the colour specified by the customer. To be frank, it all seemed a bit over the top for what was after all only a packing case, but Marc explained that this was the

standard the top dealers and shippers expect. "It may seem extravagant, but if you think that the item it will contain could be worth many millions of pounds, it all comes into perspective," said Marc.

Abrahams also makes bespoke crates for the more everyday items required by moving companies. "We can build cases of more or less any size and shape. We once made a triangular case for a piece of artwork created by a local artist. Another unusual order was for an insulated export case to transport some giant candles bought in London by an Arab Sheik, to his home in the Middle East. Our slogan





is 'No Job Too Big No Case Too Small' and we live by that premise," said Marc. "Some removal companies still make their own cases, but it takes up a lot of space that could otherwise be used more profitably as storage, so it makes sense to just buy them in."

Abrahams is very much a 'hands on' company and Marc often spends time working in the factory, when needs must, to help get the work out on time – he may be the financial director but his job involves far more than just accounts and Excel spreadsheets. Managing Director Barry Kempton is also not afraid to get his hands dirty, and according to Marc is one of the best case-makers in the business.

Orders are delivered by the company's own transport within the M25, but being close to the M11 and A12 and well outside the London Low Emission Zone, most removal companies collect their orders from the factory in Bow themselves. "Nearly all removal companies come to London at some time and even if they don't they know someone who does, so delivery is not a problem," said Marc. "It makes a beautiful back-load."

After trading for 152 years Abrahams' order book is looking very healthy and the company has recently hired five extra staff to cope with the ever-increasing demand for its products.

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



● Marc Ben-Nathan.



● A museum case in build.



● Cases are painted in a colour specified by the customer.

## NEWS: UK

## Storage facility expansion more than doubles lettable space

Smart Storage in Altrincham has completed a £3million expansion to its site, doubling the amount of lettable space currently available.

The expanded store was completed in October and provides an additional 25,000ft<sup>2</sup> of lettable storage space, trade counters and offices at the branch. The development has expanded the total amount of storage space available to over 45,000ft<sup>2</sup>, with new storage space from 10 to 3,500ft<sup>2</sup> available.

Mike Wilson, CEO of Smart Storage, said: "We're really excited to open the extension to our store in Altrincham, it's going to provide a much needed boost to the lettable space we have. Our main aim is to provide high-quality, competitively priced self storage services to both domestic and commercial users. Self storage is perfect for local businesses, as space can be a real issue for smaller businesses in the local area."

Following the extension, the Altrincham branch of Smart Storage now has 450 units, 20 offices and three trade counters available for both personal and business use.

"We have seen a huge upturn in demand for self storage over the past 12 months in the UK," said Mike. "A lot of our customers have been using our storage facilities for over two years now and there is more emphasis on long-term storage solutions."



● The new extension to the Altrincham Smart Storage branch.



● Runners negotiate the Bishop's Move obstacle truck.

## Bishop's Move helps with Roadblock Run

Bishop's Move has helped a Scottish charity with its annual fundraising event: The Roadblock Run.

The charity fun run is organised by Chest Heart & Stroke Scotland (CHSS) to raise funds for its vital work.

It's an annual obstacle-ridden 7K run that took place in Holyrood Park, Edinburgh on Sunday, 10 September 2017. So far, the Roadblock Run and its predecessor, Urbanathon Scotland, have raised over £300,000 for Scotland's Health Charity. This year's run had a variety of obstacles from inflatables to trucks and

**"We would like to thank Bishop's Move Edinburgh for all they did to help make the Roadblock Run such a success."**

Rachel Morrison

tunnels to boot-camps, all designed to encourage participants to slide, climb, scramble, crawl and most importantly have fun working their way around the course.

Bishop's Move supported the CHSS event by providing the vehicle obstacle with a Bishop's Move bright yellow truck. Bishop's Move Branch Manager David Mills, Kenny Janczyk and Steven McKendrick from the Edinburgh branch were on-site to help and encourage participants, many in fancy dress, work their way through the vehicle to continue the race.

David said, "This is the fifth year that Bishop's Move Edinburgh has supported CHSS by providing a vehicle for use as an obstacle by the fun-runners. Each year, we use a different vehicle and try and create a different obstacle within it for the runners to negotiate. It is a day that is enjoyable, a good laugh and, ultimately, raises money for a very worthy cause."

Rachel Morrison, CHSS Events Officer said, "We would like to thank Bishop's Move Edinburgh for all they did to help make the Roadblock Run such a success. We welcomed 332 participants to Holyrood Park and have currently raised an amazing £30K plus for Chest Heart and Stroke Scotland – with more coming in."

Bishop's Move also regularly assists CHSS through its 'Donate & Declutter' scheme, providing the charity with donations collected from customers moving house.

## BAR launches restructured APG scheme

The British Association of Removers (BAR) has introduced a newly structured Association-wide Advanced Payment Guarantee scheme (APG).

BAR believes the move will give customers added protection, peace of mind and security when using the services of a BAR member by reimbursing them in the event of their removal company going bust before the job is completed.

BAR President Tony Tickner said, "There is a continuous need for us to implement new initiatives to ensure that BAR members are seen as the preferred service providers for the consumer when compared with non-BAR members and other trade bodies linked to this industry. I am delighted that

the BAR, with the support of its members, can now deliver in my view one of the biggest new benefits to its members seen for many years. The new APG scheme not only achieves this further separation when compared with non-members, it also allows us to be fully compliant with the requirements of the CTSI (Chartered Trading Standards Institute) Code of Practice."

Tony continued, "In these days of enhanced consumer protections, only a BAR member can now guarantee its customer true financial protection via its national trade association. In the same way that most of us will only buy a holiday from a company offering an ATOL or IATA protection. Great



● BAR President Tony Tickner.

work BAR, and thank you to the working group that have spent the last two years putting this new benefit together for our members and our Association."

The new Association APG scheme came in to force as of 1 July, 2017 and replaces all previous schemes.





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## TRAINING: IN-HOUSE LIFT TRUCK AND LGV INSTRUCTORS

# Seven reasons to have qualified LGV and lift truck instructors in-house

Many businesses question whether it's best to outsource the training of LGV drivers and material handling equipment (MHE) operators, or have their own instructors in-house. Laura Nelson of RTITB (Road Transport Industry Training Board) explains some of the benefits of in-house instructors.

**R**epeatedly, we have seen in-house instructors boost the safety and efficiency of an operation and provide a good return on investment. However, some employers remain unconvinced that training in-house instructors will add the benefit needed to cover the cost of training them. So, what are the benefits?

### 1 Reduce the risk of accidents and associated costs

Quality transport and material handling equipment training from a correctly trained instructor (supervised and supported by accreditation) helps to, among other things, increase the safety of drivers, operators, and pedestrians, while reducing damage to vehicles, equipment, stock, and warehouse racking.

This should be the case for both in-house and outsourced training. However, in-house training may go a step further, focussing on some specific hazards or operational processes that are unique to the particular site or business.

### 2 Retaining staff

High staff turnover can be difficult for any business to manage. Investment in ongoing training, even among experienced drivers or operators, helps employees to feel more valued and increases their loyalty to a business, reducing staff turnover, and the associated costs.

With an in-house instructor, the trainee and trainees often know each other. Instructors may deliver training to the same employees, time and again, creating better rapport and increasing engagement

with training. In addition, instructors will often be seen as mentors to newly qualified drivers, helping them through their initial career.

### 3 Identifying staff for career progression

In-house instructors are also well placed to identify future development opportunities for good candidates who show ambition. This helps to reduce external recruitment costs and supports business succession planning.

Companies should also consider training existing staff to become instructors, providing professional development that keeps them on their career path and within the business. This will also help businesses to take control of the shortage of skills within the logistics and transport sector.

### 4 Instil company ethics and improve the culture

Alongside all the elements required for compliance and safe operation, an in-house instructor can use the training process to instil the company's ethics and standards as part of an operator or driver's development.

### 5 Minimised disruption

Fitting training into day-to-day operations without impacting efficiency can be challenging. Where training is outsourced, trainees may have to wait for availability or need to travel off-site, incurring additional costs as well as impacting efficiency.

By using in-house instructors, training can be more easily integrated into daily

operations, fitting around business needs with minimal disruption. Bringing training in-house can also offer flexibility, allowing courses to be more easily rescheduled and reducing any cancellation costs.

### 6 Maintaining standards

In-house instructors' knowledge makes them some of the best people to monitor operators and drivers in real life situations, thereby helping to raise driving or operating standards. Qualified instructors who are present to intervene in the case of bad practice help to reduce risk and the possibility of incidents in the workplace. They can also identify where new or refresher training is needed to uphold standards.

### 7 Compliance

Organisations are required to deliver 'adequate' training to meet the requirements of PUWER (Provision and Use of Work Equipment Regulations 1998), as well as to ensure competence within their team. In the case of materials handling equipment, three stages of training are needed – basic, specific job and familiarisation training. As the latter two stages must be done 'on the job', it is difficult to deliver these with outsourced training. However, having in-house instructors enables a business to easily combine the basic and specific job training and ensures that the skills exist within the business to also correctly deliver familiarisation training.

For more information visit [www.rtibt.co.uk/academy](http://www.rtibt.co.uk/academy).





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## NEWS: UK



● Steve Mumford receives his award.

## FTA Van Excellence Driver of the Year 2017

The winner of the fourth annual FTA Van Excellence Driver of the Year competition, sponsored by Mercedes-Benz Vans UK Ltd, has been announced.

**S**teve Mumford of BT Supply Chain has become the overall champion by demonstrating outstanding professionalism, knowledge and excellent driving skills. Luke Froggatt of AMEY has been named Young Driver of the Year in this category.

**"The FTA Van Driver of the Year event is about celebrating the true skill of the driver ..."**  
Steve Bridge

The competition took place at Mercedes-Benz, Wentworth Park, Barnsley, where each van driver took part in six separate tasks during the event to evaluate their overall ability – driving style, economical driving, manoeuvring, defect checking, knowledge of legislation and risk awareness.

The winner was announced by FTA's Head of Vans, Mark Cartwright, with the prizes being presented by Andy Eccles, Head of Business Development, Mercedes-Benz Vans UK Ltd.

Steve Bridge, Managing Director, Mercedes-Benz Vans UK Ltd said, "We are passionate about supporting our nation's van drivers, and championing their hard work and commitment to keeping this country moving. The FTA Van Driver of the Year event is about celebrating the true skill of the driver so we're proud to sponsor this event, crown the FTA Van Driver of the Year and celebrate them as a great example for our industry."

The twelve finalists were each nominated by their fleet manager who had recognised their professionalism and skills. Each was individually scored on a variety of tasks, ranked on their performance, and the overall winner was announced based on their scores.

## Memories of a ballerina

**A**n article recently appeared in the UK newspaper *The Mail on Sunday* that brought back memories for Michael Gerson.

It concerned a house in Marlow, Buckinghamshire called Amerden Bank that was owned by prima ballerina Dame Margot Fontayne.

In the 1960s Michael's company shipped Dame Margot from South Kensington to Panama City to be with her husband Dr Roberto Arias, a Panamanian Diplomat and Panamanian Ambassador to London. But disaster befell the family.

"When the move was in transit her husband was shot and paralysed and the only place that could offer him accommodation and the right treatment was Stoke Mandeville Hospital [in the UK]," explained Michael. "So, we had to turn the move around and Roberto Arias came back to the UK."



● The article in *The Mail on Sunday*.

## Buzzmove moves to bigger offices

Buzzmove has moved to larger offices following the rapid expansion of its Gobuzzsurvey service.

**S**ince March, Buzzmove has increased its employee headcount by 50%, recruiting extra developers, surveyors and account managers to cope with the rapid growth in demand for its new video survey tool, Gobuzzsurvey.

Buzzmove's Head of Brand, Damien Seaman said, "We always knew that video surveys were likely to be popular in the market, but the speed of uptake has been much greater than expected. It's an exciting time for us – and for the removals market as a whole."

Gobuzzsurvey offers a do-it-yourself version of its remote video survey service for £15 per survey, as well as a full-service version for £25. Full-service means that the company's own network of trained and industry experienced in-house surveyors carry out surveys on the removal company's behalf. As a

white-label service, Buzzmove's surveyors represent their clients, including branding.

It's this full-service option that has proved particularly popular.

"Our clients are increasingly opting for full-service. And that means we just needed to bring on board more surveyors and account managers.

That way, we can increase out-of-hours availability and provide the level of service our clients and their customers expect and deserve," Damien said.

The company continues to offer a basic video survey tool free as part of its BuzzmovePRO suite of software.



● Buzzmove staff in the new office.

But Michael explained that Dame Margot did not drive and so insisted on hitching a ride with the senior foreman, Jack Gunning, from London to Marlow. "I was 'having kittens' while she was in the van (which of course she shouldn't have been under any circumstances) and I was wondering how long my career would last if God forbid there had been an accident and somebody – the Royal Ballet – had made a claim on us for a pair of legs valued at a minimum of ten million pounds."

Fortunately, furniture and ballerina arrived safely. Dame Margot was still capable of the 'high jump' thereby saving Michael from getting it.



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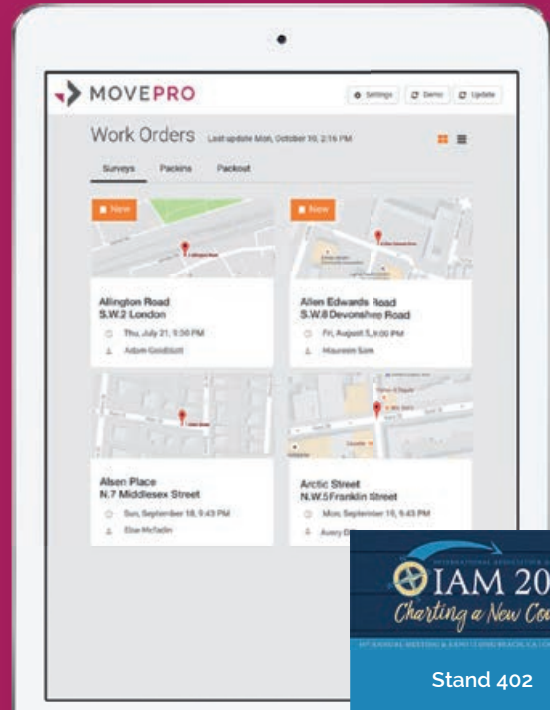
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# Protecting reputations against defamation

By Daniel Jennings from Wright Hassall Solicitors.

**R**ecent press stories of individuals being threatened with jail for writing negative reviews on TripAdvisor may have captured the headlines, but the position is far from clear for those who suspect they are the victims of online defamation.

The law in relation to defamation is contained within the Defamation Act 2013, which came into force in January 2014. It outlines that for a statement to be defamatory, the publication of the statement must have caused, or be likely to cause, serious harm to reputation.

If this relates to harming the reputation of a business, this would only be considered as 'serious harm' if the comment was likely to cause financial loss to the company. This has been the claim in recent cases, with businesses arguing the online comments have been deliberately dishonest and unjustified.

For someone to claim defamation they must prove that the defamatory words have been published to more than one person.

The significant point when considering whether the words published are

defamatory, is that they must cause injury to a person's (or business') reputation.

This can be by diminishing a reputation in the eyes of right-thinking members of society generally; causing a person (or business) to be avoided because of the words used or exposing a person to hatred, contempt or ridicule.

However, just because an online business review is negative it does not necessarily mean it is defamatory.

One of the defences to any claim in defamation law is that the words used were an honest opinion. As long as the words were a statement of opinion, which a genuine person could have held based on facts, they are free to post any opinion they like.

However, if you have any concerns or suspect a review contains exaggerated opinions, or comments that cannot be justified, with the sole intention of causing your business harm, it might be time to take legal advice.

For those making any comments or expressing an opinion, especially online, you should always consider what meaning

or meanings the words are reasonably capable of bearing, e.g., words can be defamatory not only in their natural and ordinary meaning but also through innuendo.

## **Repetition is no defence**

It should be remembered that sharing or repeating a defamatory opinion made by somebody else is not a valid defence.

No one is immune from a defamation claim and there have been some high-profile defamation claims over recent years, which have added to the general rise in claims seen in recent years.

One such example is that of 'The Lord McAlpine of West Green v Sally Bercow'. Lord McAlpine was a former Conservative politician and Ms Bercow is the wife of the speaker of the House of Commons.

The case revolved around a tweet posted by Ms Bercow following a *Newsnight* broadcast, which falsely linked an unnamed 'senior Conservative politician' to sex abuse claims. Although Lord McAlpine's name was not mentioned, he was wrongly identified afterwards on the



● For a statement to be defamatory, the publication of the statement must have caused, or be likely to cause, serious harm to reputation.



### Daniel Jennings

Daniel is a partner in the commercial litigation team at Wright Hassall Solicitors, a top-ranked firm in Warwickshire, England. Daniel advises clients on all aspects of commercial litigation and dispute resolution, specialising in commercial contract disputes, finance litigation, investment and tax litigation, partnership disputes and defamation. Visit [www.wrightshassall.co.uk](http://www.wrightshassall.co.uk).



**Be cautious when sharing someone else's review. You might think it's funny at the time, but you could be opening yourself up to a separate claim of defamation by doing so.**

Internet and two days later Ms Bercow tweeted; "Why is Lord McAlpine trending? \*innocent face\*."

Ms Bercow had over 56,000 Twitter followers at the time of her tweet, which was described by Lord McAlpine's legal team as a bigger readership than many regional newspapers.

Lord McAlpine issued proceedings claiming that Ms Bercow's tweet in both its natural and ordinary meaning and/or by way of innuendo, amounted to an accusation that he was a paedophile who was guilty of sexually abusing boys living in care.

The Judge ruled in favour of Lord McAlpine and Ms Bercow agreed to pay an undisclosed sum for damages (which have reportedly been given to charity), together with his costs. Ms Bercow also withdrew the allegations and undertook to never repeat them.

#### Consider before commenting

If you express an opinion about someone or a business that could be capable of bearing a defamatory meaning, make

sure you can prove the words were true, in substance and fact, or that your words were honest comments made without malice on a matter of public opinion.

Be cautious when sharing someone else's review. You might think it's funny at the time, but you could be opening yourself up to a separate claim of defamation by doing so.

#### In conclusion

Defamation is a serious matter and can be very costly for those found liable, even if the comments were made in haste online and removed just as quickly.

Most businesses now actively monitor their online reputation and welcome honest customer feedback, believing genuine criticism can help them improve, but many will also take action to protect and defend their reputation when they believe it has been unfairly maligned.

Regardless of whether you are the person or business who has been defamed or you are faced with a defamation claim for an online comment made, you should seek specialist legal advice as soon as possible.

## NEWS: INTERNATIONAL



● Left to right: Martin Shanahan, CEO of IDA Ireland; Frances Fitzgerald, TD, Tánaiste and Minister for Business, Enterprise and Innovation; Bill Graebel, CEO, Graebel Companies.

## Graebel opens in Ireland

Graebel has recently opened a Europe Middle East and Africa (EMEA) Financial Shared Services and Operations Centre in Dundalk, Ireland, creating 125 new jobs over the next three years.

**T**he Centre will provide a broad range of finance functions including general ledger, treasury and compliance, as well as customer support roles. It will also serve as an additional operations centre in Europe to support Graebel's EMEA headquarters in Prague and the growing needs of Graebel's clients in managing their international talent mobility and relocation programmes. The investment is supported by the Irish Government through IDA Ireland (Industrial Development Authority).

**"We look forward to working with the Irish government and IDA to further grow our business ..."**  
Bill Graebel

Welcoming the announcement, Tánaiste and the Minister for Business, Enterprise and Innovation, Frances Fitzgerald, TD, said, "I'm

delighted to welcome a company of Graebel's calibre to Ireland and their creation of 125 jobs for Dundalk over the next three years. A key priority of this government, through our Regional Action Plans for Jobs, is to create jobs in rural Ireland and this significant number will be transformative for Dundalk. Known globally for its end-to-end relocation solutions, Graebel's establishment here will also greatly assist foreign direct investment (FDI) relocating to Ireland and Europe. Just two weeks ago, Ireland was named as the best country in the world for attracting high-value FDI for the sixth year in a row. Having Graebel here will only enhance our offering and I wish Graebel and their team every success in Ireland."

Commenting on the announcement, Bill Graebel, CEO of Graebel Companies, said, "Ireland gives Graebel a strong gateway to the European market. Our location in Dundalk will allow us to better serve our international clients and their employees' needs, as we provide our duty of care that is central to our values. We look forward to working with the Irish government and IDA to further grow our business internationally and create jobs in Ireland for many years to come."

Martin Shanahan, CEO, IDA Ireland welcomed the announcement, saying, "The decision by Graebel Companies Inc to establish its EMEA Financial Shared Services and Operations Centre in Dundalk is very welcome. IDA Ireland has worked closely with the company in recent years to win this investment for Ireland. The types of roles being created, coupled with strategic value of the centre, is in line with IDA's strategic objective to win high-quality investments in regional locations."

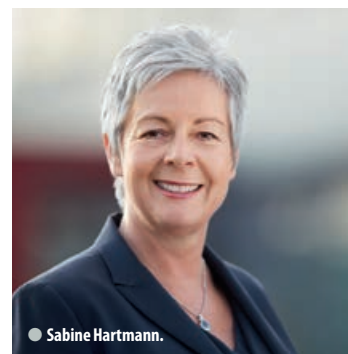
## UTS GERMANY JOINS UNIGROUP WORLDWIDE MOVING NETWORK

**U**TS Germany has been appointed an official member of the US-based international UniGroup Worldwide Moving network, effective 1 September, 2017. The company is now an exclusive UniGroup Worldwide Moving partner serving the German relocation and moving market.

Sabine Hartmann, UTS Advisory Board Chairwoman said, "We were very impressed with the trendsetting concept put forward by UniGroup Worldwide Moving, and the added value created for customers and UTS shareholders."

Meanwhile, Axel Schurbaum, CEO of UTS Germany commented, "In joining forces with UniGroup Worldwide Moving we're in a better position to cater even more exclusively to our customers' needs; something that our German customers will also profit from."

UniGroup Worldwide Moving is one of the largest moving networks worldwide, with over 1,000 sites across 180 countries.



● Sabine Hartmann.

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## NEWS: INTERNATIONAL



● The EC plans would improve and modernise the EU VAT system.

## European Commission proposes far-reaching reform of the EU VAT system

On 4 October, The European Commission (EC) launched plans for the biggest reform of EU VAT rules in a quarter of a century. The reboot would improve and modernise the system for governments and businesses alike.

**T**he EC says that over €150 billion of VAT is lost every year, meaning that Member States miss out on revenue that could be used for schools, roads and healthcare. Of this, around €50 billion - or €100 per EU citizen each year - is estimated to be due to cross-border VAT fraud. This money can be used to finance criminal organisations, including terrorism. It is estimated that this sum would be reduced by 80% thanks to the proposed reform.

The proposed VAT reform would also make the system more robust and simpler to use for companies. The Commission wants a VAT system that helps European companies to reap all the benefits of the Single Market and to compete in global markets. Businesses trading cross-border currently suffer from 11% higher compliance costs compared to those trading only domestically. Simplifying and modernising VAT should reduce these costs by an estimated €1 billion.

The new proposal will fundamentally change the current VAT system by taxing sales of goods from one EU country to another in the same way as goods are sold within individual Member States. This will create a new and definitive VAT system for the EU. The proposal will seek agreement on four fundamental principles:

### Tackling fraud:

VAT will now be charged on cross-border trade between businesses. Currently, this type of trade is exempt from VAT, providing an easy loophole for unscrupulous companies to collect VAT and then vanish without remitting the money to the government.

### One Stop Shop:

It will be simpler for companies that sell cross-border to deal with their VAT obligations thanks to a 'One Stop Shop'. Traders will be able to make declarations and payments using a single online portal in their own language and according to the same rules and administrative templates as in their home country. Member States will then pay the VAT to each other directly, as is already the case for all sales of e-services.

### Greater consistency:

A move to the principle of 'destination' whereby the final amount of VAT is always paid to the

Member State of the final consumer and charged at the rate of that Member State. This has been a long-standing commitment of the European Commission, supported by Member States. It is already in place for sales of e-services.

### Less red tape:

Simplification of invoicing rules, allowing sellers to prepare invoices according to the rules of their own country even when trading across borders. Companies will no longer have to prepare a list of cross-border transactions for their tax authority (the so-called 'recapitulative statement').

Vice-President Valdis Dombrovskis, responsible for the Euro and Social Dialogue said: "We are proposing to renew the current VAT system, which was set up a quarter century ago on a temporary basis. We need a definitive system that allows us to deal more efficiently with cross-border VAT fraud."

**"We are proposing to renew the current VAT system ... We need a definitive system that allows us to deal more efficiently with cross-border VAT fraud."**

Valdis Dombrovskis

Pierre Moscovici, Commissioner for Economic and Financial Affairs, Taxation and Customs, said: "Twenty-five years after the creation of the Single Market, companies and consumers still face 28 different VAT regimes when operating cross-border. This anachronistic system based on national borders must end!"

The announcement also came as welcome news to Tony Richman who lobbied the EC and the EU authorities on behalf of FEDEMAG for many years, arguing for a VAT 'One Stop Shop' such as is now being proposed to end the impracticable rules that have faced European removers since 1993. "It was a huge uphill struggle as taxation is one of the matters that needs unanimous agreement by all Member States rather than the usual qualified majority for many other topics," he said. "Before I retired the Commission indicated to me that the extensive lobbying I had undertaken had been taken into account and a solution would probably be agreed by 2019/2020. Whilst Brexit will now have a profound affect upon UK removers it is nonetheless 'rewarding' for me to see that the 'promises' appear to have been kept." Tony added that lobbying is always a slow and laborious task, totally different from the fast decisions that removers and other entrepreneurs have to make on a daily basis in running their own businesses.

### Certified Taxable Person

The proposal also introduces the notion of a Certified Taxable Person – a category of trusted business that will benefit from much simpler and time-saving rules. Four 'quick fixes' have also been proposed, to come into force by 2019. These short-term measures were explicitly requested by Member States to improve the day-to-day functioning of the current VAT system until the definitive regime has been fully agreed and implemented.

### Next steps

This legislative proposal will be sent to the Member States in the Council for agreement and to the European Parliament for consultation. The Commission will follow this initiative in 2018 with a detailed legal proposal to amend the so-called 'VAT Directive' at technical level so that the definitive VAT regime proposed can be smoothly implemented.





● Arpin relief effort.

## Arpin Van Lines in hurricane recovery effort

Arpin Van Lines has sent six moving trucks filled with cleaning and building supplies to the people of Houston, Texas to help with the clean-up following hurricane Harvey.

"Hurricane Harvey may have disappeared from the headlines, but it will be many months before Houston and the surrounding communities recover and rebuild from the devastating floods," said David Arpin, President and CEO of Arpin Van Lines. "We are touched by the overwhelming outpouring of support from our Southern New England neighbours, friends, businesses, non-profits, cities and towns, who have generously donated cleaning and building supplies to aid in the hurricane recovery efforts. Transporting these supplies is just one small

way we can help."

Arpin Van Lines, in collaboration with Cardí's Furniture and other community partners, promoted the drive across broadcast and social media. Arpin trucks were posted at four Cardí's locations and received the donated supplies. Volunteers helped unload cars and trucks and then transferred the supplies into the Arpin trailers until they were tightly packed. The American Red Cross also accepted monetary donations at the drop-off locations.

The supplies are expected to help clean and rebuild up to 1,000 homes.

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## COVER STORY: STORE & SECURE

● Lucy Maidman.



Steve Jordan spoke to Lucy Maidman and asked what makes a 20-something law student want to start a self store.

**I**t's very hard not to be impressed by Store & Secure in Basingstoke.

It's not that it's very different from most other top-class self storage establishments but, somehow, the brilliant yellow livery, the security gates and CCTV cameras, the signwritten cars, the glass frontage and the smiling face of Lucy Maidman in reception combine to make it feel like a safe place to be.

Lucy and her sister Sophie started out

in the self storage business eight years ago in Bournemouth. Their father, Brian, had built a successful moving business in the town (Maidmans, now owned by White and Company) and it was his inspiration that provided the opportunity. The Bournemouth facility being successful, the company decided to expand to Basingstoke last year.

I asked why Basingstoke? What were the criteria that drove the decision to move

to the Hampshire town 60 miles nearer to London? There were some geographical benefits: Basingstoke is far enough from Bournemouth to have a different catchment area yet close enough to manage. It's also sufficiently close to London to catch business from customers who are not prepared to pay London rates. But, for Lucy the key was much more 21st century. "We analysed the Internet search history of the local people," she



## COVER STORY: STORE &amp; SECURE

said. Lucy said that she was looking for people searching for 'storage' not 'self storage' as few members of the general population would recognise the term. She was also not worried about competition. "We don't mind competition," she said. "That just means there's a demand."

### Why self storage?

Encouraging young people to join the moving and storage industry has always been a challenge. Today, with ever-increasing opportunity, the problem endures. So, what was it about self storage that was attractive to a 20-something law student? "I always thought I would be involved in business, but I didn't know what I wanted to do," said Lucy. "I was never interested in the moving industry but self storage is different. Everything is so new and the business model is easier. It's got so far to go; most people don't know what self storage is yet." It's certainly less labour intensive: Lucy and Sophie run both establishments with just one member of staff in each. It's also not subject to the same peaks and troughs as the moving business: once a store is full, the rental keeps on coming in.

### Building new

The Basingstoke facility is being built in phases. It currently has 350 rooms of various sizes, from 10-2,000 ft<sup>2</sup>. Phase two will include a mezzanine floor and a mix of rooms that will be based on the popularity of each size in phase one. The company also has serviced offices on-site, some of which are used by storage customers.

The occupants are more commercial in Basingstoke than in Bournemouth. "We have a lot of eBayers and Amazon sellers," Lucy explained. "It makes sense for them rather than having their own premises and paying rates, maintenance and utilities. It also means they can easily upscale during peak periods and contract again when necessary." Lucy even has some companies operating from the self store unit and even a drummer who practices after work without disturbing his family. Store & Secure also provides a delivery/collection room that can be used by customers to leave goods for collection by carriers or receive goods in. Mail boxes are provided for paperwork.

I thought that it must have been intimidating when they first saw the warehouse, newly fitted out, knowing that they were tasked with the job of finding customers to fill it. Lucy said it was certainly a challenge but, I suspect, one she relished. "We started the SEO before the fit out," she said. "We had a pay-per-click campaign and were selling rooms before we had them. We joined

the Chamber of Commerce and threw ourselves into networking and doing leaflet drops. But most of our work comes from having a fully optimised website. We spend all of our marketing budget online."

### Personal service

As a small family business Lucy believes that, even a self storage business can provide a personal service. "We greet customers when they arrive, try to know them all by name and offer them refreshments," said Lucy. "The store is always clean, it's open every day, we never try to upsell a room that they don't need and customers only need to give two weeks' notice when they wish to leave."

The personal service also extends to the sales process too. Although she acknowledges that people want to do everything online she says that asking for too much information can scare people off, so they try to get the balance right. "We call people back within five minutes of receiving an enquiry and provide quotes within an hour up to 9pm. Ideally, we try to contact them while they are still looking at our website then we can start to build the relationship straight away. People often don't know how much space they need so we prefer to talk to them so we can provide proper guidance." The company has created a friendly, engaging tone of voice that matches the brand, even for automatic bounce-back e-mails. It has recently been awarded BS EN 15696:2008 for the provision of self storage services.

### Where is the industry going?

Predicting the future is never easy. With the march of technology, what is around the corner is impossible to know. Already some self storage operations employ no staff at all and work exclusively through automated kiosks to handle sign-up, payments and access. Lucy believes that this trend is likely to become more common. Mobile technology too will become the normal way of handling enquiries with everything available 'under the thumb'. People will no longer ever expect to speak to a real person.

But there is a fine line between traditional warehousing and self storage. Lucy does not foresee an expansion of services offered to include handling and fulfilment in competition to traditional third-party logistics operations. "It's possible," she said, "but that would change the business model away from what makes it attractive."

### Security and social media

Store & Secure is a manned facility that benefits from security gates and CCTV and Lucy insists customers provide two forms of ID and pay by direct debit. This

doesn't prevent criminal activity, but it does make it much more difficult.

As a company that relies so much on social media, online security is important too. "We manage all our platforms ourselves," said Lucy. "There's very little opportunity for anything to go wrong but, if we have a problem, we find that bad feedback goes away as long as people can see you have responded and dealt with it properly. Your response is more important than what has been said. You can normally turn a bad review into good publicity if you deal with it well. You need to go over the top in trying to put it right."

**"I was never interested in the moving industry but self storage is different. Everything is so new and the business model is easier."**

Lucy Maidman

"There is so much publicity to be had on social media. We get people to check in on Facebook and, if they do, they get ice lollies and sweets and cakes. They 'hashtag' us and we have a lot of fun with it with banter and competitions. I have a really good group on LinkedIn; without social media I would never have met them. The older generation might think that they got on OK without it, but it doesn't work that way anymore."

Lucy said that the new Young Storers group set up by the Self Storage Association (SSA) in the UK will be critical in the future in allowing the industry to explore the opportunities of social media. "The SSA has a massive part to play," she said. "Membership of SSA has grown and we can only imagine what might be possible in the future. The annual awards create credibility and recognition, and the courses run by the SSA are very helpful. Social media will allow us to create a forum on which we can speak every day. It will be great for the industry. If we have ideas we can share them and fast-track the way the industry develops. We can have discussions between young minds, that instinctively understand the technology, and develop ideas in ways that would never have been possible in the past."

It's this opportunity that fascinates Lucy and is the reason that she and her sister are so hooked. The business model might be simple, but the opportunities are endless.

**Store & Secure won the Best Independent Facility award from the SSA in 2017.**

## NEWS: INTERNATIONAL

## Maersk joins BoxTech container database

Global container shipping company Maersk Line has uploaded the technical details of its entire container fleet to BoxTech, the fast-growing database provided by the Bureau International des Containers (BIC).

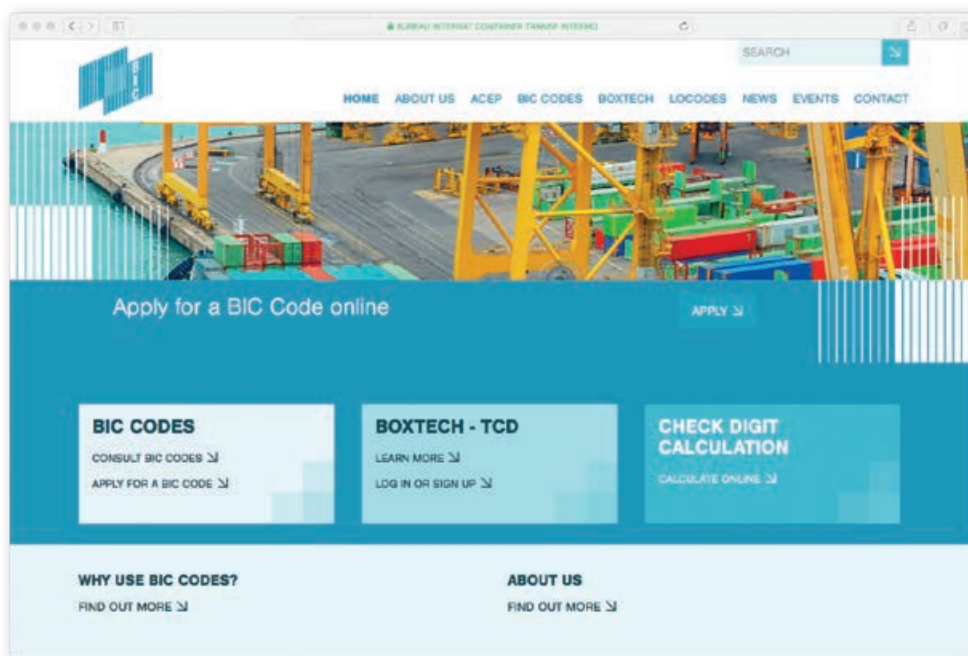
parties throughout the supply chain, increasing efficiency and reducing manual tasks. Maersk Line is one of the latest companies to benefit, following the upload of its entire worldwide container fleet.

"We strive to simplify and create transparency across our customers' entire supply chains. This digital platform provides our customers ease in complying with industry regulation. In turn, access to precise data on the weight of the loaded container will support our drive towards increased fleet safety," said Ingrid Uppelschoten-Snelderwaard, Head of Equipment at Maersk Line.

Douglas Owen, Secretary General of the BIC commented, "We're delighted that Maersk Line has uploaded their fleet in support of BoxTech and we are confident that their customers and trading partners will be equally pleased. The enhanced visibility and automated data access improves safety and security, and also means efficiency gains and cost savings right through the supply chain. With two of the top three global carriers, and two of the top four leasing companies now having loaded their fleets in BoxTech, shippers are beginning to experience just how beneficial such a database can be. More fleets are being added all the time, and the closer we get to the entire global fleet, the more the industry benefits from BoxTech."

The BIC supports the international container industry with multiple registration databases and operates the BoxTech Technical Characteristics Database for the industry on a non-profit basis.

**For more information about the BIC, visit [www.bic-code.org](http://www.bic-code.org).**



● [www.bic-code.org](http://www.bic-code.org).

Following the upload, the BoxTech database now holds details of more than 7.5 million shipping containers, approximately 30% of the global container fleet.

Launched in July 2016, the non-profit BoxTech Technical Characteristics Database has helped hundreds of shippers, forwarders, terminals, and other

**"We're delighted that Maersk Line has uploaded their fleet in support of BoxTech ..."**

Douglas Owen

parties to digitalize more of their operations. With more than 1,000 total users, the database is utilized to obtain container weights and sizes and will soon offer additional functionality such as status and recovery alerts.

The easily integrated and automated system enables a seamless flow of container information between different

## Move One managers visit re-opened Jordan – Iraq border

After years of waiting, the border crossing between Jordan and Iraq has finally re-opened. The impact of the closing to the land transport sector has been severe as companies, such as Move One, have had to find alternative, longer and more challenging routes.

Move One and its clients have been directly affected by this closure since mid-2015. The opening allows a safe, direct, 550km highway from the border directly to Baghdad.

Two of Move One's senior managers, Gregory Forgrave and Ayman Ibrahim, recently visited the area to have a first-hand look at the re-opened border. Move One is pleased to announce that transit to Western, Central and Southern Iraq has already begun. The speed and ease of transit, especially from the Red Sea port of Aqaba port, will greatly improve. The port of Aqaba has long served as a gateway for transit coming from Europe.



● Gregory Forgrave and Ayman Ibrahim at the reopened border in Jordan.



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## SURVEY: US RELOCATION TRENDS

# The changing shape of relocation trends

The US workforce is changing and, with it, so are the ways in which employees are being relocated for companies across the United States, according to a recent survey by Cartus, the Relocation Policy and Practices Survey.

**T**he report examines the responses of 141 mobility managers representing more than ten million employees. While the overall survey explores trends in how companies are supporting home sale for transferring employees, responding to a growing rental population, and developing intern programmes, the primary finding is the identification of a changing pattern in employee relocation, in which an increasing demand for flexibility is translating into different types of work transfers.

### What's driving US relocation programmes?

US relocation programmes have always been a reflection of the larger business and economic picture. As companies seek to make sure they have the right people in the right places to meet organisational goals, they have traditionally been balancing demands for cost effectiveness with the need to recruit, retain, and develop their talent. Today, companies are adding a third element to the juggling act: employees' growing expectations for a positive experience that translates into greater engagement and productivity. That combination of

demands is leading to a new catalyst trend: the push for more flexibility in how employees move for work, and the kinds of support with which they are provided.

### Juggling act: balancing the challenges driving US relocation

**Cost:** 65% of survey respondents cited cost as a significant challenge facing their companies' relocation programmes today – up 13 percentage points in the last eight years.

**Talent management:** 52% of respondents said that talent shortages had increased somewhat, or significantly; this leads to 'talent pressure' and a need to overcome those shortages.

**Employee engagement:** With the stagnation of salaries in US corporations, there is a need to ensure that all aspects of the workplace provide a positive experience for employees. This has been cited consistently among Cartus clients of all sizes as a rising issue.

These pressures are leading to a need for more flexibility, as evidenced by the 78% of survey respondents who said that changing employee needs or expectations were driving the need for flexibility. In the domestic US relocation arena, this

has resulted in offering more flexibility in policies, as well as a growth in short-term assignments and other temporary transfer forms for ongoing business needs. In fact, 75% of responding companies said they used these short-term assignments to provide knowledge or skills transfer or training, while 72% use them to address specific project work.

As managers of US relocation programmes continue to explore ways to meet their companies' changing needs, it is likely that the need to balance a superior employee experience, cost control, and talent development will drive a continued focus on flexible approaches. How companies choose to meet this pressure will always depend on their organisation's move patterns, culture, and demographics.

"The traditional pattern used to be that companies would move employees on sequential, multi-year moves from one place to another, with everyone expecting basically the same sort of support," said Mark Sonders, Cartus Senior Vice President. "While those permanent moves are still prominent in companies' approaches to relocation, an increasingly complex set of demands is driving companies to come up with more flexible approaches. Short-term and temporary assignments have always been a part of the US relocation experience. Their use now is a reflection of companies' needs to build more flexibility into how they handle employee relocation, while balancing demands for cost control, talent development, and the employee experience. Changing demographics – including the advent of millennials and employees who are working well into their later years – and continuing cost control pressures, means companies need new approaches and new technologies to deliver customised support for employees moving for their jobs."

**"While those permanent moves are still prominent in companies' approaches to relocation, an increasingly complex set of demands is driving companies to come up with more flexible approaches."**

Mark Sonders

The complete report can be downloaded from <http://cartus.com/en/resource-hub>.



**SURVEY:** US RELOCATION TRENDS



## NEWS: INTERNATIONAL



● Grace's new brand highlights the company's evolution and represents the unification of its nine business divisions.



that Aussies will recognise as distinctively Grace, the new brand mark highlights Grace's evolution over the years. The updated logo is accompanied by the company's simple yet impactful new brand pledge: 'Always more'.

"'Always more' is an aspiration we've quietly embodied since day one," said Marketing Manager, Racquel Collard. "I'm thrilled that we've made it the core of our personality. It describes our rich history, the scope of our united businesses, our service reach and the scale of our future plans. But I think the most important thing is that it speaks of our promise to our customers, that we aim to exceed their expectations in every way and to never stop striving to improve for them."

Grace has released a video for customers and partners that covers the details of the rebranding. You can watch it at: <https://player.vimeo.com/video/222130642>

## Grace launches new brand

Grace in Australia has recently launched a whole new identity. The rebranding of the 106-year-old Australian company comes as part of a unification of its nine business divisions under a single all-encompassing identity.

"We have a reputation for excellence," said Steven Brown, Grace's Managing Director. "It's a guarantee that we've always given our customers and we want to be able to continue delivering on it. By consolidating our divisions under a single brand, we become

more internally integrated and more flexible in the solutions we offer. With all our business units working in support of each other, we're much better positioned to emphasise our passion for quality and proactive service delivery."

While maintaining the red

## Working in Switzerland

Information received from the Association of Swiss Moving Companies (VSU) via EUROMOVERS has highlighted two possible areas in which companies outside Switzerland may be falling foul of local regulations and risking heavy fines: the cabotage ban and the posted workers act.

### Cabotage ban

It is illegal for a non-Swiss company to load goods in Switzerland using foreign transport and unload them again within Switzerland. In practice, this means that vehicles registered in another country must not be used for moving within Switzerland.

### Posted Workers Act

This requires foreign employers to guarantee that any workers posted to work in Switzerland guarantee, as a minimum, wage and working conditions stipulated by Swiss law. This applies to the following areas:

- The minimum wage, including allowances;
- Working hours and rest periods;
- The minimum annual leave allowance;
- Occupational health and safety protection in the workplace;
- Protection of pregnant women, new mothers, children and young people;
- Non-discrimination, particularly equal opportunities for men and women.

In practice, this means that all work for moving within Switzerland and packing and unpacking services in Switzerland in connection with international moving may only be performed by staff employed in Switzerland if a foreign employer cannot guarantee that it employs its staff in accordance with Swiss law and pays them a salary that is comparable with Swiss standards. However, loading and unloading vehicles and shipping containers in connection with a cross-border move is permitted.

### Official measures

The police and customs authorities are responsible for enforcing the

cabotage ban. In addition to large fines for the carrier, carriage may be stopped immediately. Companies may be fined up to CHF40,000 and ordered to stop work if found in breach.

For these reasons, and to avoid being linked to illegal activities, the VSU advises that work involving the carriage of goods within Switzerland and packing and unpacking should be given directly or indirectly to Swiss moving companies.

More information is available from the VSU secretary's office: [moving@vsu-moving.ch](mailto:moving@vsu-moving.ch).



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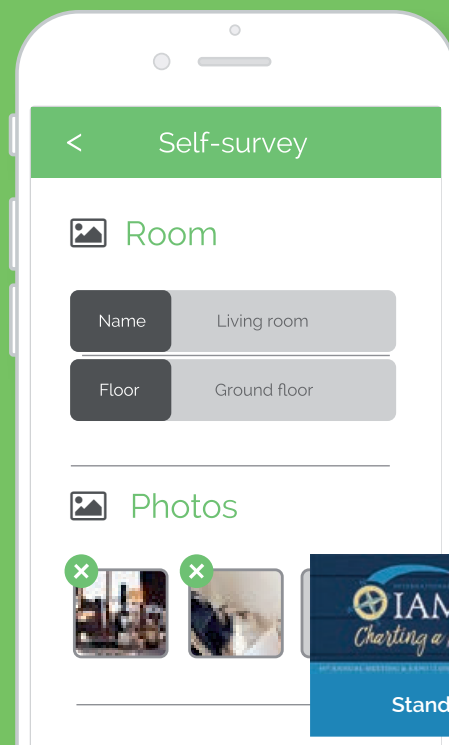
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## SURVEY: EXPAT DESTINATIONS



# Singapore is top expat destination for third year in a row

Singapore has again been rated by expats as the best country in the world to live and work, in the new HSBC Expat Explorer survey.

**S**ingapore saw off competition from Norway, which rose four places to come second. Culturally very different yet both highly-regarded, Singapore and Norway offer expats a stable economic and political environment while giving them a fulfilling experience and an improved family life.

Now in its tenth year, the HSBC Expat Explorer survey is the world's largest and longest running study of expat life, asking more than 27,500 expats about their experience abroad. As well as unveiling the best places in the world to live as an expat, the survey also found that life abroad typically increases expats' income by 25% with the average expat earning just under US\$100,000 a year. Far from compromising their wellbeing, expats seem to find the right balance. Four in ten (41%) expats adopt a more positive outlook on life after moving abroad, with 44% becoming more physically active.

### Expat Explorer league table

The Expat Explorer overall league table ranks each country or territory using a score that summarises expats' views on economics, experience and family life aspects in their host country.

Overall best destination for expats	Rank vs 2016
1 Singapore	=
2 Norway	+4
3 New Zealand	-1
4 Germany	+6
5 Netherlands	+10
6 Canada	-3
7 Australia	+4
8 Sweden	=
9 Austria	-2
10 United Arab Emirates	+2

### Singapore: balancing all aspects of expat life

Confidence in the political stability (83%) and local economy (73%), a great quality of life (64% say it is better than at home) and a positive experience for families are among the reasons why Singapore has topped the Expat Explorer league table again.

Indeed, 73% say the country offers better earning prospects than their home country and two-thirds (65%) enjoy more disposable income. Expats moving to Singapore report an average 42% increase

in their annual income compared with home, to almost US\$118,000.

Not only is Singapore a land of economic opportunity, it is also a top destination to raise a family. Four in five expats (82%) feel safer there than at home and 72% of expat parents rate the quality of education and the health and wellbeing of their children better than in their home country. This compares with 49%, 44% and 50% globally.

But expat life in Singapore can come at a price. Expats are less likely to see an improvement in their work/life balance than those in other destinations (47% compared to 53% globally). More than four in five expat parents (84%) find that the cost of raising children in Singapore is more expensive than at home.

Norway, meanwhile, is up four places in the league table and narrowly misses out on the top spot. The majority (90%) of expats in Norway say that their work/life balance has improved and 78% that the job security is better than at home (compared with 53% and 41% globally). Furthermore, 82% of expat parents say that their children's overall quality of life is better than at home, compared with 59% globally. These much-appreciated upsides are typical of the Nordic model



## SURVEY: EXPAT DESTINATIONS



The Singapore skyline.

78% say their earning prospects are better than at home.

Switzerland is not the only Economics hot spot, however. Germany performs well for career development, with 62% of expats in the country saying it is a good place to progress their career, compared with 54% globally.

#### Expat experience: New Zealand and Spain praised for the quality of life

New Zealand comes top in the experience league table. Almost three in five expats (58%) moved to the 'land of the long white cloud' to improve their quality of life, compared to just a third (34%) of expats globally. Almost three-quarters (72%) are integrating well with the local people and culture.

New Zealand is followed by Spain and Portugal, with Singapore and Australia completing the top five. Spain and Portugal are lauded by expats for their healthy lifestyles. Almost three-fifths of expats in Spain (58%) and in Portugal (57%) say their physical health is better as a result of the move compared to a global average of 36%. Mexico has moved up seven places from 20th to 13th, with 81% of expats there enjoying immersing themselves in the local culture, compared with 62% globally.

#### Expat family: The Netherlands is the new hotspot

The Netherlands has overtaken Sweden as the best place to raise a family, rising nine places in one year. More than three-quarters (76%) of expat parents in The Netherlands say the health and wellbeing of their children is better than it was at home. Expat parents also praise the quality of education and childcare with 72% and 65% respectively saying it is better than at home.

Last year's winner, Sweden, ranks as the second-best country to raise a family. Nearly three-quarters (72%) of expat parents rate the quality of childcare as better than at home and 71% said the process of arranging a school for their children was straightforward.

#### Other country moves in the Expat Explorer league table:

##### 10 UAE: back for good

A renowned destination for expats, the UAE is back in the top ten and is living up to its promise. More than half (56%) say they moved there to improve their earnings, compared with 22% of expats

globally. The benefits of life in the UAE are not just reserved to expat finances. More than half (55%) say their work/life balance is better than at home and more than three in five (62%) say their overall quality of life has improved. The same goes for families, with 66% of expat parents saying their children's quality of life is better since the move.

#### 14 India: best ever ranking

Driven by strong ratings across a range of economic, experience and family measures, India shines in this year's league table, moving up 12 places. Expats' ratings of India as a destination have improved as a good place to progress their career (up 12 percentage points to 63%), having the ability to save more (up 11 percentage points to 64%), having a better overall quality of life (up 12 percentage points to 43%) and their success at integrating with local people and culture (up 9 percentage points to 67%).

#### 35 UK: mixed sentiments with positive experiences

Down 13 places to 35th, the UK's ranking has been affected by a 20 percentage point drop in confidence in the economy (43%) and a 22 percentage point fall in confidence in the country's political stability (31%). However, expats still believe the UK offers a positive experience. Almost seven in ten (68%) say the UK is a good place for expats who want to progress their career compared with a global average of 54%, and 56% say that earning prospects are better than at home compared with 50% globally. Almost seven in ten expats are integrating well with the British people (69%) and enjoy immersing themselves in the local culture (68%).

"Each year that we conduct the Expat Explorer survey, I am amazed by the diversity of the expat community," said Dean Blackburn, Head of HSBC Expat. "From young entrepreneurs and career climbers to families looking for a fresh adventure, there is a destination out there to suit everyone. Singapore has been rated the number one destination by expats for the last three years, offering economic stability, a great quality of life and a safe environment for families. The rise of countries such as Norway, Germany and The Netherlands up the table this year shows how quickly destinations can become expat hot spots. However, becoming an expat is not without its challenges. Living across international borders can make securing their financial wellbeing harder. Whatever their priorities are, financial planning can help them get there."

characterised by a flexible and yet secure employment market as well as free education and universal healthcare.

#### Top expat destinations for economics, experience and family

In addition to the overall country league table, the Expat Explorer report ranks countries in three sub league tables - economics looks at the impact moving abroad has on expats' wealth, experience focuses on health and quality of life, and the family looks at the best places in the world to bring up a child.

#### Expat economics: European countries lead the way

European countries head this year's Economics league table, with Switzerland coming top for the third year in a row. The strong Swiss economy and stable political environment are appreciated by expats. The vast majority (89%) of expats feel confident about the economy while

Top destinations for economics	Top destinations for experience	Top destinations for family
1 Switzerland	1 New Zealand	1 Netherlands
2 Norway	2 Spain	2 Sweden
3 Germany	3 Portugal	3 Singapore

## NEWS: ON THE ROAD



● The right choice of Driver CPC course can give drivers the chance to learn new, interesting and different skills.

## Career progression overlooked in Driver CPC training

Driver CPC Periodic Training is frequently overlooked as a tool for progressing the careers of professional LGV drivers according to the RTITB (Road Transport Industry Training Board), the largest Driver CPC Consortium in the UK and Ireland.

**M**any businesses are missing the opportunities of Driver CPC Periodic Training," said Laura Nelson, Managing Director of RTITB. "It doesn't have to just be about maintaining a driver's qualification or compliance. Planned and implemented in the right way, it can be a valuable way to truly develop drivers and find

ways to progress their careers."

To help businesses tackle this and offer meaningful professional development for drivers, RTITB has developed an extensive library of relevant Driver CPC Periodic Training topics to help teach a range of skills that support career progression. A new module specifically developed to equip drivers with the skills that they need to

become team leaders, supervisors, managers, and more, will also be released shortly.

With the average HGV driver aged 51, attracting and developing younger drivers will be critical to fill the skills gap as many drivers approach retirement. With 35-hours of compulsory training during every five-year cycle, Driver CPC can be used as an effective professional development tool to assist with career progression.

"The right choice of Driver CPC course can give drivers the chance to learn new, interesting and different skills, such as management and supervision," said Laura. "Traditionally considered too 'advanced' for drivers, these areas are often overlooked by employers. However, by incorporating them in Driver CPC training, drivers have an opportunity to truly develop a career, not just maintain their existing skills."

Driver CPC Periodic Training topics include 'Representing the Company' and 'Professional Driver Roles and Responsibilities'. These cover themes such as customer relations, professional duties, appearance and brand ambassadors, among others. The soon to be launched 'Interpersonal Skills' module incorporates a focus on communication skills, while the new 'Teamwork' topic includes managing and leading people, skills for career success, leading others to enhance the company, and maximising workplace interactions, using techniques such as neuro-linguistic programming and emotional intelligence.

"Rather than just repeating the same courses on driver hours or tachographs, for example, employers should consider which Driver CPC topics will provide their business with the maximum value," said Laura

For more information visit [www.rtitb.co.uk/qpc-17](http://www.rtitb.co.uk/qpc-17).

## Overnight allowances: drivers to photograph meals to prove expenses

The Road Haulage Association (RHA) has won a significant concession from tax officials on overnight allowances for lorry drivers.

**A**t the heart of the row was an insistence by tax officials that drivers must produce receipts to cover the exact cost of the overnight allowance they are paid to cover subsistence when they are sleeping in their cabs on long-haul trips. Hauliers complained this was unfair and impractical given the historical agreements over allowances stretching back 26 years.

HMRC has issued new guidance following pressure from the RHA which means drivers won't have to produce receipts totalling the exact amount payable under the overnight allowance and that other means of recording expenses,

such as digital photographs on a smartphone, will be acceptable to the tax authorities.

Commenting, RHA Chief Executive Richard Burnett said, "This is a significant victory for the RHA's campaign against this unnecessary piece of bureaucracy. HMRC has listened to our arguments and although we

believe this is still too complex, we do now have a working factsheet that our members and HMRC advice staff will be able to understand so the new taxation regime can be more easily managed. Cutting red tape for busy hauliers battling to keep the wheels of the UK economy going at a tough time is to be welcomed."



### EDITOR'S COMMENT: WHAT A DISGRACE!

We all know HMRC needs to raise more revenue, but asking lorry drivers to photograph their dinners to justify the already pitiful allowance they're given to

sustain themselves on long-haul trips is degrading and an insult to the profession. Even in these pre-Brexit days, the haulage industry says we need at least another

40,000 drivers to meet the current need and moves like this will do nothing to encourage new people to become the drivers of the future.





● The use of biogas drastically reduces vehicle CO<sub>2</sub> emissions.

## Liquefied gas is the best alternative to diesel

By replacing diesel with liquefied natural gas or biogas, CO<sub>2</sub> emissions from heavy trucks can be drastically reduced according to Volvo Trucks, which is now intensifying its development of gas-powered trucks for heavy regional and long-haul operations.

**R**educing climate-impacting emissions from heavy commercial traffic is a challenge that engages politicians and transport purchasers, haulage companies and vehicle manufacturers. In May the EU presented a regulation demanding declaration of CO<sub>2</sub> figures from heavy vehicles from 2019, with the aim of reducing CO<sub>2</sub> emissions.

"Many of our customers and their customers already work hard to reduce their environmental footprint," said Lars Mårtensson, Director Environment and Innovation at Volvo Trucks. "This regulation will drive the development of lower emissions, where we see a clear possibility for increasing LNG market shares as a vital part of the solution. Our vision is that trucks from Volvo will eventually have zero emissions, although the way of achieving that is not by one single solution but rather through several solutions in parallel."

Although natural gas is a fossil fuel, it can produce 20% lower CO<sub>2</sub> emissions than diesel. If biogas is used instead, the climate impact can be cut by up to 100%.

By using methane in liquid form (LNG - Liquefied Natural Gas) it is possible to carry larger quantities

of fuel and thus ensure the necessary operating range for long-haul assignments. Both natural gas and biogas consist largely of methane, which is a potent greenhouse gas. This makes it particularly important to minimise the risk of gas leakage during transport, refuelling and operation of the vehicle.

While biogas is thus far only produced in limited quantities, the long-term availability of natural gas is excellent in a global perspective. This is an important condition for large-scale expansion, as is a competitive price. In many European countries, natural gas costs less than diesel. A strategy for expanding LNG infrastructure is also included in the European Commission's and Member States' action packages for securing Europe's long-term energy supply.

"All told, this makes liquefied gas the best widely available climate alternative on the market for long distance and heavy transport. What is needed now is gas-powered trucks that can compete with diesel in terms of performance and fuel consumption, and continued expansion of LNG infrastructure. In both cases major progress has been achieved."

## Mitsubishi marks Silver Jubilee with special edition trucks

**M**itsubishi is marking 25 years of businesses in Europe, Africa and the Middle East by launching a special 25th anniversary edition of its award-winning range of warehouse and fork lift trucks.

The European headquarters in Almere, Netherlands was established in June 1992 and now has 56 dealers serving customers across two continents: from Norway to South Africa and Ireland to Uzbekistan.

The limited edition trucks, which include Mitsubishi's IC engine, electric and warehouse trucks, feature a special 25th anniversary decal. The first commemorative models have just started arriving with customers.

Willem de Jong, General Manager Customer Service said, "This is a very special year for us. Not only have we reached 25

years, our factory in Järvenpää, Finland is celebrating its 75th anniversary."

"Each of our dealers has been hand-picked for its facilities, knowledge and customer commitment. This means that wherever you are working you can rely on the local knowledge and expertise you need to ensure the best possible solution for your business," said Willem.



● Mitsubishi special edition.

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# TheMover

## BUSINESS: WHAT DO YOU GET FOR FIVE STARS?



# WHAT DO YOU REALLY GET FOR YOUR FIVE STARS?

Five-star service is a must for some business travellers. Steve Jordan looks at what extra you get for your money if you demand the ultimate in luxury.

**A**ny hotel with even a single star, anywhere in the world, should provide clean linen, a shower room and toilet, a daily maid service, a TV and somewhere to eat and drink. What more could anyone want? Well, quite a lot it seems as many people, especially those travelling on business, wouldn't be seen within three blocks of such a place.

For some, only five stars will do and they are willing to pay a significant premium, maybe 20% or more, for the extra twinkle above the door. So, I thought it might be interesting to find out exactly what luxury travellers are getting for their hard-earned money.

The first thing to say is that there is no global body for issuing star ratings or internationally recognised guidelines for

doing so. The USA, for example, has a number of competing systems – such as Forbes Travel and the American Automobile Association – that awards diamonds or stars plus local councils and national government organisations. In Britain, there's the Automobile Association and the national tourist authorities; France and Spain have similar national systems. But they don't all work to the



## BUSINESS: WHAT DO YOU GET FOR FIVE STARS?



same criteria so a five-star hotel in Madrid might not be the same standard as a five-star in Paris. Also, some consider location as one of the criteria so, a four-star hotel in central London might not be as good as a three-star in the suburbs – but it's much more convenient for the theatre.

But the problem is acknowledged and there are some moves to provide the consistency that's required to help guests work out which hotel suits them best. The Hotelstars Union, for example, brings together the hotel communities in 17 European countries under a common classification with the intention of harmonising standards with common criteria and procedures. In April 2017 the organisation proudly announced that Slovenia has joined its number so, presumably, it's on a mission to spread its influence as far as possible.

But, even if it is successful, it only partly solves the problem. Even using the Hotelstars Union standard criteria it is possible for anomalies that could skew the results and lead to a visitor making an unwise decision.

It's necessary for a hotel to score 600 points from a numerically-weighted list of 270 criteria if it is to rise to the dizzy heights of five-star status according to Hotelstars Union. A four-star hotel, by comparison, only has to make it as far as 400 points when judged on: general services, quality and online services, event facilities, gastronomy, rooms and

reception services. But a hotel will automatically be granted over 400 points by doing nothing more than meeting the required minimum standards for a five-star establishment; and that doesn't include any of the things that many might consider to be essential such as a pool, a spa, a gym, a business centre, a conference room, air conditioning or, can you believe it, an ironing board. Yes, it is quite possible

of the hotel which could easily make a huge difference to the experience of staying there.

Of course, if you want a suite, or really can't manage to face life without your own personal sewing kit or shoehorn, well, the 20% supplement might be worth paying. But for most of us? I wonder. Have the practicalities and requirements of international travel given way to

**For some, only five stars will do and they are willing to pay a significant premium, maybe 20% or more, for the extra twinkle above the door.**

to stay in a five-star hotel that does not offer you access to the most basic of items to iron your shirt. The five-star rating is only obliquely related to the size of the room.

There are, of course, some facilities that a five-star hotel must have over its more lowly four-star cousins. Some of the key differentiators are: 24-hour reception and room service, valet parking, a nine-hour laundry service, flowers or a gift in the room on arrival, turndown service, the ability to make the room completely dark, a safe, a sewing kit and shoehorn, personal care products in bottles, a bathroom stool and at least two suites. It is quite possible for a four-star hotel to provide all these facilities, and more, but never be able to achieve its five-star status because it doesn't have any suites. Nor does this rating take account of the location, the view, or the general ambiance

snobbery and one-upmanship? I shall leave you to decide.

There is, of course, another aspect to all of this. You could argue that you don't stay in a five-star hotel exclusively for the facilities: you stay there for the people you meet. It's certainly true that you won't be rubbing shoulders with anyone who's on the breadline, but wealth in itself is no guarantee of good company. I have met plenty of well-off people with whom I would not choose to share my time, and a great many more ordinary souls who are a joy. But there is just the chance that you might meet the CEO of your hottest prospect in the lift; or maybe discovery of the next 'big thing' is only a bar stool and a pink gin away, if you are in the right place. Maybe that's the best reason of all to make sure there's a JW above the door of your Marriott and maintain your Ritz-Carlton loyalty card.

## NEWS: PEOPLE

## De Haan Relocation appoints Wouter Hijzen as its new CEO

**D**e Haan in The Netherlands has appointed Wouter Hijzen as its new CEO. Wouter has over 20 years of experience in international logistics at both TNT and Spring Global Mail. This year De Haan is celebrating 240 years in business.

Shareholder Michiel de Haan is very positive about Wouter's arrival. "Wouter is a real people-person, and an entrepreneur with extensive international experience in the service industry, logistics and ICT," he said. "With his skill set and experience, we will continue to strengthen the foundations of what is already a successful two century-old family business."

Wouter can be contacted directly on [wouter.hijzen@dehaan.nl](mailto:wouter.hijzen@dehaan.nl).



● Wouter Hijzen.

## Gerson Relocation appoints Chris Mackley as general manager

Gerson Relocation Ltd has promoted Chris Mackley to the position of general manager with effect from 2 October, 2017.

**C**hris began his career with Michael Gerson Ltd in 1982. During his time with the company Chris has been involved with the operational side of the business developing and implementing services, processes and systems to deliver high-quality service. At the heart of this has been a keen interest in training and the development of new talent joining the industry, as well as organising and presenting in-house training, Chris has provided training services for The British Association of Removers (BAR) for many years.

Chris is also currently the chairman of the BAR Overseas Group and is a FIDI Industry Expert. He has advised FIDI on several key projects – most recently he co-wrote the FIDI Professional Cooperation Guidelines.

Paul Evans, AGM Group Chairman, commented, "We are delighted to appoint Chris as general manager and he will play a pivotal role in the continued development of Gerson Relocation. The operational experience that Chris can bring to this new position will add value and support across the business as we continue to strive forward and develop new opportunities. We welcome Chris to this leadership



● Chris Mackley.

position on the Gerson management team and we wish him tremendous success."

Chris Mackley also commented: "This new era at Gerson Relocation brings an exciting opportunity to us all. The emphasis going forward will continue to focus on quality and service delivery through all our operational processes. Working with my team we will continue to deliver first-class moving and relocation solutions to the mobility sector, ensuring that our clients' wider strategies are fully supported."

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## The White & Co Mystery Mover

Congratulations to Nikki French from Grace in Australia for spotting a very youthful Charles Luyckx (pronounced 'Lakes') from Elliott Mobility in South Africa last month. This time the picture has three gentlemen, we know it's Jean Luc Haddad on the left and Stephen Gerrard on the right, but who's the dapper chap in the middle? Send your answer to [editor@themover.co.uk](mailto:editor@themover.co.uk) for a chance to win the White and Company Red and Black watch.

## Obituary: Tony Dawes

**T**ony Dawes, Partner at Simpson Packaging Group of Companies in West Yorkshire, died suddenly in August, aged just 60. Tony was away on a golfing trip over the August Bank Holiday weekend with family and friends when he suffered a massive heart attack. The company said that this had come as a "devastating shock to everyone" as there had been no previous history of related illness or any warning signs.



● Tony Dawes.



## Joleen Lauffer promoted at Aires

Aires has announced the promotion of Joleen Lauffer to the role of executive vice president. This new role will increase her corporate responsibilities within the company.

Aires CEO Bryan Putt said, "Joleen has been a big part of Aires' success and growth over the past several years. Her vision and ability to shape our technology offerings to meet our clients' needs has helped us in a big way. We look for great things to come out of this promotion and her increased responsibilities."

Joleen joined Aires in 1997 and has previously served in leadership roles in operations, business development and client management with the company. "There is no longer a line between customer service and technology as the two come together to form the customer experience," she said.

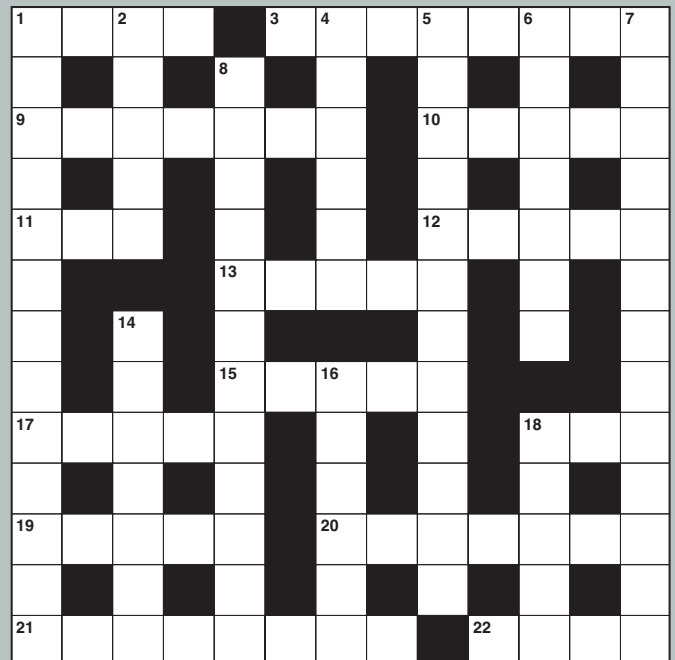
Joleen has a real estate license and has earned the CRP and GMS

designations from the Worldwide ERC®. She is a graduate of the Business and Spanish programmes at Washington & Jefferson College. Additionally, she recently graduated from Carnegie Mellon's CIO Institute.



● Joleen Lauffer.

## Puzzles



### ACROSS

- 1 Garden implement (4)  
 3 Trained user of a machine (8)  
 9 Remove an obstruction (7)  
 10 Pointed part of a fork (5)  
 11 Small amount of something (3)  
 12 Used up (5)  
 13 Expels from a position (5)  
 15 Ellipses (5)  
 17 Pinkish-red colour (5)  
 18 Belonging to him (3)

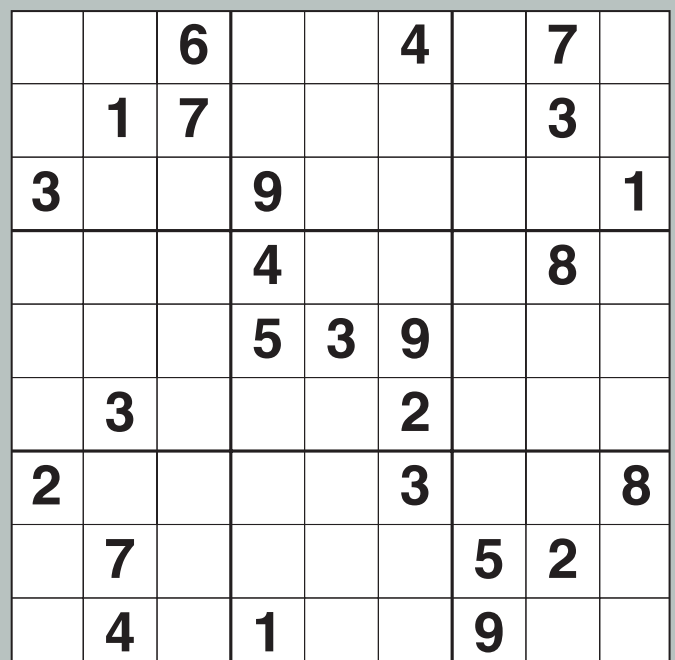
19 Should (5)

- 20 Set apart (7)  
 21 Quality of being considerate (8)  
 22 \_\_\_\_ Webb: Welsh rugby player (4)

### DOWN

- 1 Without stopping; continuous (5,3,5)  
 2 Meat and vegetables on a skewer (5)

- 4 Fire irons (6)  
 5 Reclamation (12)  
 6 Gardening tools (7)  
 7 Virtuousness (13)  
 8 Worldly (12)  
 14 Model of excellence (7)  
 16 Heavy iron blocks (6)  
 18 Edward \_\_\_\_: former Prime Minister (5)



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

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The only difference between fog and mist is visibility: if you can't see more than 100 metres ahead, it's fog, not mist.

Abibliophobia is the fear of running out of something to read.

With their eyes shut, most people can't tell which of their toes is being prodded.

The first recorded traffic casualty was a Roman pig that was run over by a chariot carrying an ornamental phallus.

011101000110010101  
10010001101001011011  
110111010101110011  
is the digitalisation of the word 'tedious'.



## Puzzle solutions

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

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



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## Tony Allen: And finally...



# A moving story

There was once a mover who won three million pounds on the National Lottery. During a subsequent interview, he was asked what he intended doing with the money and he replied that he would continue to invest it in his company until it ran out!

What brought this article about was the fact that whilst taking part in one of the lady wife's recent and habitual decluttering exercises, I had come across an article I had written nearly twenty years ago on the subject of the moving industry. I can honestly say that, if I was to submit this piece today, there would be very little that I would need to change.

Don't get me wrong, I am not implying in any way that the industry is either stuck in the past or is not investing in the future. In fact, on the contrary, what I see today – and the observer sees more than the player – is an industry that gives every impression of being both modern and dynamic.

The very nature of our economy determines that companies are constantly being formed and then, if they don't keep abreast with the changes that occur within their market place, they finally drop off the end of the conveyor belt. Look at how the nature of personal banking has changed as a result of computerisation and the changing nature of people's shopping habits. High street suppliers have been superseded by out of town supermarkets who, in turn, have come under a variety of external pressures and as a result are now opening smaller convenience stores ... in the high street.

One of the very few exceptions to this process is the removal industry which still seems to operate in the same way – and I don't mean the same 'old' way. In the main, removal warehouses have followed the supermarkets to out of town locations but one cannot really foresee any change to its labour-intensive nature. A vehicle is still the main item of equipment and this is not going to alter as long as people go on living in houses which they move out of and in to. Of course many innovations in equipment and packing materials have taken place over the years and although naturally there will be further changes, it is not possible to imagine anything too dramatic taking place.

I must say that a major improvement is in the nature of marketing and this is particularly evinced in vehicle liveries. It is quite obvious that movers see their vehicles as being the best means of company promotion together with well turned out and trained staff. The industry's

adaptation to the threat from self storage has also been most impressive with various alternatives now being offered.

Of course, unlike a lot of suppliers, the moving industry cannot really generate a demand for its product. The market increases or decreases according to myriad factors which are outside the movers' control and which are, more often than not, also subject to government whim. So marketing tends to be directed towards promoting the company rather than the product. Of course a major objective is always to seek to increase the share of the total market held by professional movers.

So in essence, what we have is an industry that has all of the ingredients of an industrial company – equipment, vehicles and so on – but which really operates in a retail environment. This has always been the case and in many ways movers defy most of the usual business conventions. Normally, companies must expand in order to survive because the opposite of expansion is stagnation. Even Mark Zuckerberg of Facebook fame said that the only strategy guaranteed to fail is that of not taking risks.

I expect that every industrial sector thinks that it is unique; my early background was in packaging, and we thought that that was pretty unique as well. But there is definitely something rather distinctive about the moving industry which has an inherently timeless quality to it and is very much rooted in its local environment. For example, when on holiday and talking to somebody for the first time and asking where they come from, people always seem to know their local remover.

Of course in the very nature of things, companies do expand and they do attempt to exploit alternative markets: corporate, commercial self storage and so on. But companies that expand into areas outside of their core business can often stumble and sometimes fall; so caution is probably the watch word.

I suppose, finally, it is fair to say that moving is perhaps the ultimate cyclical industry, being influenced by so many recurring factors from climate to school holidays. But removers somehow find ways of dealing with this, and the vast majority seem to prosper. Of course prices will always vary according to prevailing market conditions but as somebody once said 'nobody's yet repealed the law of supply and demand!'

I think I might keep a copy of this article to review in twenty years' time.





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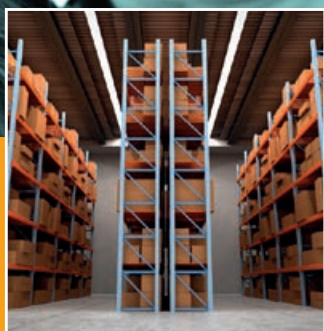


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