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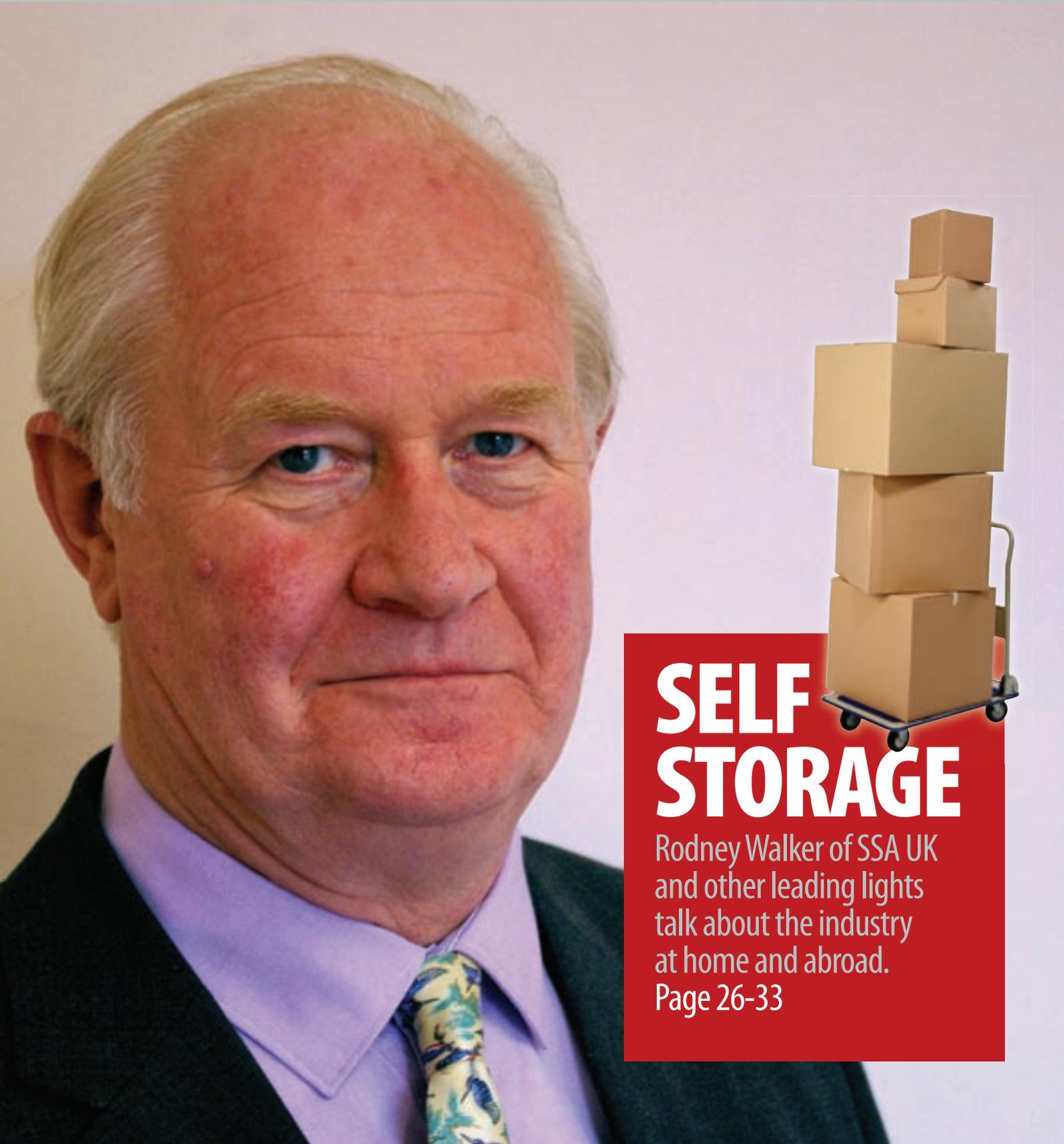
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Issue 013 April 2012 www.themover.co.uk

TheMover



SELF STORAGE

Rodney Walker of SSA UK
and other leading lights
talk about the industry
at home and abroad.

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TheMover

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Deadline:

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

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Deadline:

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

Disclaimer:

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 of The Words Workshop Ltd by I Like Creative
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LEADER

Thanks and hopes for our first anniversary

.....
Steve Jordan, Editor



This issue marks the turn of the first year of *The Mover* magazine. We launched in April last year at, what I hope was the back end of the recession for the industry, but at a time when money was very tight for everyone. Given a choice it was not the best time to start anything, let alone something as radical as a new publication.

I would like to take this opportunity, once again, to thank all those who wished us well, supported us and, largely, continue to do so. Without their confidence and encouragement we would not have succeeded. One year on, the dynamic has changed. The people who support us now do so not only because they wish to see us succeed but because advertising in *The Mover* and on www.themover.co.uk makes commercial sense.

Advertising is vitally important to us, of course: we have no other income. However, as a journalist and a writer it has been particularly pleasing that so many people have said that they enjoy reading the stories and find them useful, balanced and, sometimes, entertaining. That was always our aim. Thanks to everyone who has contributed and to all those people who have welcomed us into their offices and responded so freely.

Our European friends have also embraced the magazine. We know from our website figures that it is read widely online throughout Europe and the rest of the world. The Euromovers group has kindly invited us to Nice to attend their conference again this year. I look forward to reporting in our June issue.

Of course it's impossible to start a new publication, in such a small and competitive industry, without ruffling a few feathers. I hope that over the last year we have demonstrated our integrity and longevity to those who had doubts or were hostile. It is my sincere hope that this coming year will see us co-operate more for the benefit of the whole industry.

Steve Jordan

Shore Porters' society invests £500k in new fleet

Aberdeen-based removals and storage company, The Shore Porters' Society, is looking forward to the year ahead with a £500,000 vehicle investment.



● Kevin Brown, Partner, The Shore Porters' Society.

The company has invested the impressive sum in the purchase of six new vehicles that utilise state of the art low emission technology.

The investment is in response to government legislation which stipulates that vehicles entering London must meet certain emission standards or pay a daily charge of £200 to enter the city. Although introduced in 2008, the Low Emission Zone (LEZ) emissions standards have recently become more stringent, encouraging Shore Porters to invest in its fleet as the company continues to secure a large volume of work in and around the London area.

Kevin Brown, a partner at the firm, is confident that the investment will reap the benefits in the long term. Mr Brown said: "We're delighted to invest such a significant sum in upgrading our vehicles, which once

I am confident that 2012 will be a strong year for Shore Porters and I am sure the investment in the vehicles will reap the reward over the coming months."

Kevin Brown

.....
 again highlights our commitment to continually moving with the times. I am confident that 2012 will be a strong year for Shore Porters and I am sure the investment in the vehicles will reap the reward over the coming months."

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NEWS: UK

ADR NETWORK SHOWS CONTINUED GROWTH

Commercial vehicle driver agency ADR Network has recently announced preliminary results that show turnover for 2011 has increased to £65 million which is some 13% up on 2010.

Full figures are not available at this time but operating margins look to be broadly in line with the previous year despite increased overhead costs incurred to facilitate the ambitious growth plans of the business.

ADR Network currently has 26 operating sites across the UK and provides work for around 2,000 drivers per week. Following its early move to offer full-time contracts to drivers it now directly employs 802 drivers. Commenting on the results ADR Network MD Andrew Waldron said: "This is a highly credible performance in what continues to be a challenging market. Whether we have the 10% market share we have targeted is open to a little debate given some uncertainty on the size of the market itself, however with turnover up from £31.45 million in 2008 to £65 million today we are certainly moving in the right direction."

When asked to explain why he believed the business has continued to show strong growth he said: "The business has always had a very strong ethic of being supportive to both the needs of drivers and customers. This resulted in a decisive move to provide substantive full-time contracts to drivers. I also think that our working culture is genuinely unique. We do not have a sales team and our recruitment and operations consultants are not set any 'sales targets'. This means that our focus is almost entirely operational which has a knock-on effect on service levels."

Read *The Mover* online at www.themover.co.uk

VAT to be levied on self storage

New measures announced in last month's Budget may require self storage companies to charge VAT to their customers adding 20% to their bills from October 2012. As most self storage customers are not VAT registered they will be unable to reclaim the tax.



● Self storage customers now face being charged VAT to store their possessions.

Until now self storage units have been treated in the same way as the rental of commercial property, and thus exempt from VAT. The government now wants to bring it in line with other forms of storage and is conducting a consultation. Both Big Yellow and Safestore have said that they will be discussing the matter with the tax authorities.

This is something the moving industry has been crying out for ever since self storage was introduced to the UK. The anomaly was obvious: conventional storage attracted VAT whereas self storage didn't giving self storage companies a clear advantage over operators of conventional stores. As the moving industry adopted self storage the problem became worse: those with

a split-service site didn't know whether to charge VAT or not. Some charged it anyway, to be safe; others took the risk.

Brian Maidman from Maidmans in Bournemouth runs such a site. He has always charged VAT and said that the change will be good for his business. "Self storage companies will now have no choice but to charge the VAT and pass it on to their customers," he said. Matt Purdie too has always charged VAT but agrees that the change will be good for him as others will be forced to put their prices up.

The Self Storage Association (SSA) would not comment on the effect on its members however did say: "This has come as a surprise to the industry. The SSA UK has begun consulting with its members and

advisers to fully understand the implications of the government's proposal to charge VAT on the use of self storage. The SSA UK, and its membership, will fully engage in the government consultation process." Indeed it may well be this surprise element that might form the basis of an appeal by the major self storage companies.

Until a few years ago BAR lobbied hard for this change to take place through its External Affairs Committee chaired by Tony Richman and David Trenchard. "I am delighted that all our efforts to get a level playing field have at last resulted in government action," said David. *The Mover* could not establish whether that lobbying has continued more recently. BAR was asked to confirm whether it had been instrumental in effecting the change but had not responded on going to press.

The matter will now go to consultation and it is inconceivable that the large self storage companies will not lobby hard to have the decision reversed. It is, therefore, vitally important that the moving industry is equally vocal. For BAR in particular not to do everything in its power to push home this long-awaited advantage would be a tragedy and an insult to all those who for so many years put in an immense amount of work to get this far.

Forklift sales on the rise

BITA (the British Industrial Truck Association) has recently announced that sales of forklift trucks increased by 20% in 2011, continuing the recovery from the market low point two years ago.

In the year to December 2011, BITA members reported sales of 26,100 forklift trucks — 4,300 units more than in 2010. Since December 2009, the industry has bounced back strongly with a 48% increase in unit orders to recover 60% of its recessionary losses.

Engine counterbalance trucks accounted for more than a third of all orders, with 8,800 sales in 2011 — a 26% increase year-on-year. The growth was driven chiefly by significant orders from the

automotive and road haulage industries and the supply chain to the construction industry, along with a much-publicised renewal of several BITA members' own short-term hire fleets.

The powered pallet truck market, meanwhile, witnessed an impressive 50% year-on-year increase during 2011. This resulted from a combination of underlying market recovery for this type of truck, as well as several large individual orders.

James Clark, Secretary-General of

BITA, added: "It would be foolish to claim the general economic backdrop in the UK does not remain challenging, but there are many reasons to be positive for the year ahead. Warehouse and distribution centre capacity will expand to support planned supermarket store openings and the transition of other retailers to greater reliance on e-commerce. We may not see the same high levels of growth in forklift truck orders over the coming months that BITA members enjoyed in 2010 and 2011, but there is every reason to expect that market demand will continue to increase."

BITA's sales statistics provide an on-going illustration of market conditions. External overviews are published twice-yearly in February and September.



● Cook's of Cranleigh's crew and fleet.

Cook's of Cranleigh acquired by Bournes

Cook's of Cranleigh is the latest addition to the Bournes group of companies which also includes UK and international removals company Bournes Removals and local removals and storage company Turks of Kent.

Cook's of Cranleigh was established in 1945 and has built a strong reputation as a family company offering personal, professional, high quality services in the local removals market. Bournes plans to retain Cook's of Cranleigh's separate identity and continue with business as usual following the friendly takeover as a result of the Cook family wishing to retire.

The acquisition maintains the family-owned, personal service ethos and increases the capacity and coverage of the Bournes Group into the Surrey and south-west London markets as well as providing Cook's of Cranleigh with the ability to offer its clients expert international and European removals services.

All operational and office staff will be staying with the company and the new owners look forward to working with a highly skilled and experienced

"Cook's of Cranleigh has a fantastic local reputation and we look forward to working with the team ..."

Wesley Bourne

team in taking the business forward with support from the Bournes Group management team.

General Manager and Director of the Bournes Group, Wesley Bourne said: "Cook's of Cranleigh has a fantastic local reputation and we look forward to working with the team to develop and continue this reputation of quality services in the future."

Paul Freeman parachute jump appeal

Paul Freeman of C. Neale Removals & Storage of Hornchurch is doing a tandem parachute jump on 17 June, 2012 – Father's Day - in aid of St. Francis Hospice, based in Havering Atte Bower, Essex.

The hospice cared for Paul's father, Arthur Freeman, some years ago. Arthur had been in the moving business all his working life. He worked for Neale's originally then took over the company in the 1960s. He retired

20 years ago and died in 2006. "This hospice does a fantastic job, and I would be grateful for any donations to this worthy cause," said Paul.

Paul has not done a parachute jump before. His jump coincides with his 50th birthday this year: "So I thought it's now or never," he said. Anyone wishing to make a donation can do so through www.justgiving.com/Paul-Freeman5.

Britannia Beckwith celebrates its own move

Britannia Beckwith, one of Brighton's oldest local removal companies has recently celebrated its move to Europa House, New Road, Newhaven.



● Left to right: Simon Clark, Barry Clark, John Ballard and Cameron Ballard.

The new premises offer Beckwith superb office facilities together with container warehousing which allows for the development of self storage facilities and archive storage for its customers.

Beckwiths has been in the Brighton area since 1927 and joined the Britannia Movers International Group in 1986, settling in Newhaven in 1988. Currently owned by local business owners, John and Claire Ballard and Barry Clark, the business will remain in the Ballard and Clark families with Barry Ballard and Cameron Clark taking on the responsibilities of the company when their fathers retire.

The families are excited about the move to Europa House and the company's future in the moving industry both here and on the continent. The development of its international shipping and install systems, together with its European van service, has placed Beckwiths as one of the largest continental movers in the country.

John Ballard confirmed: "The larger warehouse in Newhaven gives us flexibility and the opportunity to develop the self storage market here in the UK with plenty of room for archive storage which is becoming increasingly popular with our customers."

Industry wedding

On 11 December, 2011 Jo Grant, Sales Manager with Expect Move, married Ben Podd, Sales Manager with Doree Bonner Group. The wedding was held at The Tithe Barn, Hurley Village, near Henley.

Jo and Ben met while working at Cadogan Tate six years ago and were engaged while on holiday in the Highlands in 2008. The couple had a mini Christmas honeymoon staying at the boutique Tigerlily Hotel in Edinburgh before returning to be with their son, Chester, on his second birthday. They are planning a proper honeymoon, with Chester, in September.



● Jo Grant and Ben Podd.

BUSINESS: COMPLETION DATES

Estate Agents are not to blame

Following on from the article in the February issue of *The Mover*, we now have the estate agents' view of why the time between exchanging contracts and completion is under pressure.

In the November issue of *The Mover*, Matt Faizey, member of BAR, puts the blame for Friday moves and same day completions firmly at the door of solicitors who he claims gain interest from holding deposits over the weekend period.

This view was defended resolutely by Nick Ritson, a solicitor with Milton Keynes law firm Austin Ray, who countered the blame squarely against estate agents who he claimed kept wasting time discussing completion dates and putting pressure on completing the sale for targets and commission purposes.

Views from a number of estate agents have been compiled to return the ball back into the court of the removal companies, causing an interesting and impossible triangle.

It must first be said that the estate agents interviewed were of the opinion that same day exchanges were of a relatively low number and were not on the increase. Most exchanges take place with a move scheduled for a week to a fortnight later.

Barry Sharpe from Astley Sharpe Estate Agency in Milton Keynes thinks

“The delays seem to be caused by a catalogue of errors, from postage delays to incorrect paperwork, to poor explanation for clients resulting in mistakes ...”

Barry Sharpe

that the blame should be thrown directly back to the inflexibility of removal companies. They want to book dates so far in advance that dates are set and then when the exchange isn't ready they put pressure on to get moving on that date. “We are totally driven by the seller and the seller's wishes,” he said.

He agrees with Nick that the Friday removal date is driven by customers only wanting to take one day off work with the remainder of the weekend to settle in.

He also concedes that all estate agents want the sale completed as soon as possible because of the commission they receive on completion, but the completion

itself just seems to be dragging out for longer and longer periods causing frustration for all concerned.

He thinks the solicitors have too much work as they run their offices on reduced staff to cut costs. This causes backlogs of work, particularly on contracts that are backed up for the Friday exchange. He offered a recent example in which a mortgage offer had been with the solicitor for

ages, but had not been looked at until the point of exchange and it was wrong. This then caused unnecessary delay.

“The delays seem to be caused by a catalogue of errors, from postage delays to incorrect paperwork, to poor explanation for clients resulting in mistakes, cheques being made payable to the wrong people, etc.,” said Barry. It all seems to come down to communication and organisation. Even the corporate estate agencies, who offer other services, fail to offer any project management for clients.

In conclusion it seems that someone needs to take ownership of the task in hand from beginning to end and not just rely on being an intermediary between the professional offices concerned. Looks like we are back where we started.

@ Comment

Please send in your comments on this subject to *The Mover*. If nobody else will grasp the nettle, perhaps we should. Have your say at comment@themover.co.uk.

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● Russell Start



● Jordan Smart, Pickfords' Joker



● Emma Brooks, Employee of the Year



● James Matthews, Pickfords' Hunk



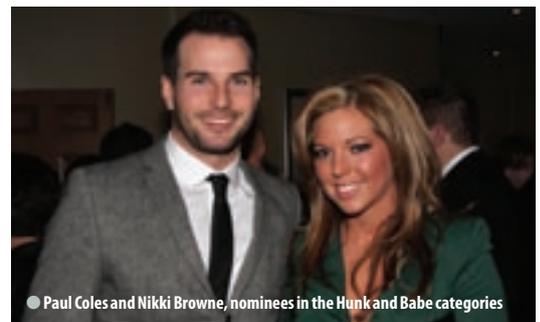
● Nikki Brotherston, Most Influential Person



● Louise Bernard



● Nick Wright, Surveyor of the Year



● Paul Coles and Nikki Browne, nominees in the Hunk and Babe categories

Pickfords People Awards 2012

It was the day the snow fell in Milton Keynes that Pickfords held its first People Awards. The event was the brainchild of Louise Bernard, a team leader in the international sales coordination department of Pickfords. She thought it would be a nice idea to recognise people's talents while raising some cash for Pickfords' adopted charity, NSPCC.

The black tie event was held at the Hilton Hotel in Milton Keynes and *The Mover* was there to report. The awards were in a variety of categories, some more serious than others. As the evening progressed, sober awards such as 'Best Operative' and 'Best Surveyor' gave way to the more frivolous 'Best Joker', 'Best Hunk' and 'Best Babe' – of which more later.

Adele Churchill from NSPCC was there to help Pickfords' Regional Director Mark Taylor hand out the prizes. She said in her speech that Pickfords had raised around £67,000 for the charity during the year, thanked everyone very much for their hard work, and looked forward to the relationship continuing.

In response, Russell Start, Pickfords' Managing Director said that all the staff throughout the UK had been

involved with raising money for the NSPCC. He confirmed that Pickfords had pledged to raise at least another £50,000 this year and thanked everyone for their efforts. He presented Louise Bernard with a bouquet of flowers as a token of everyone's appreciation for the hard work she had put in to organise the event.

Hawkeyed readers will notice that the 'Best Babe' award went to a chap: Paul Howard. This was because all his mates voted for him because of his long blonde hair and his impressive curves. Unfortunately Paul was unable to attend the event as he was washing his hair.

The awards raised over £8,000 for the NSPCC and was a great success. Maybe next year, just for balance, a girl will win the 'best hunk' prize ... perhaps not!

And the winner is...

- Operative of the Year:** Matt Potter, Leeds Branch
- Surveyor of the Year:** Nick Wright, Leeds Branch
- Manager of the Year:** Nick Wright, Leeds Branch
- Colleague of the Year:** Kate Hardwick, International, Wembley Branch
- Employee of the Year:** Emma Brooks, European, Wembley Branch
- Most Influential Person:** Nikki Brotherston, Leicester Branch
- Fundraiser of the Year:** Roddy Wylie
- Pickfords' Joker:** Jordan Smart, International, Wembley Branch
- Pickfords' Babe:** Paul Howard, Imports, Wembley Branch
- Pickfords' Hunk:** James Matthews, Barking Branch





What I wanted to do when I grew up

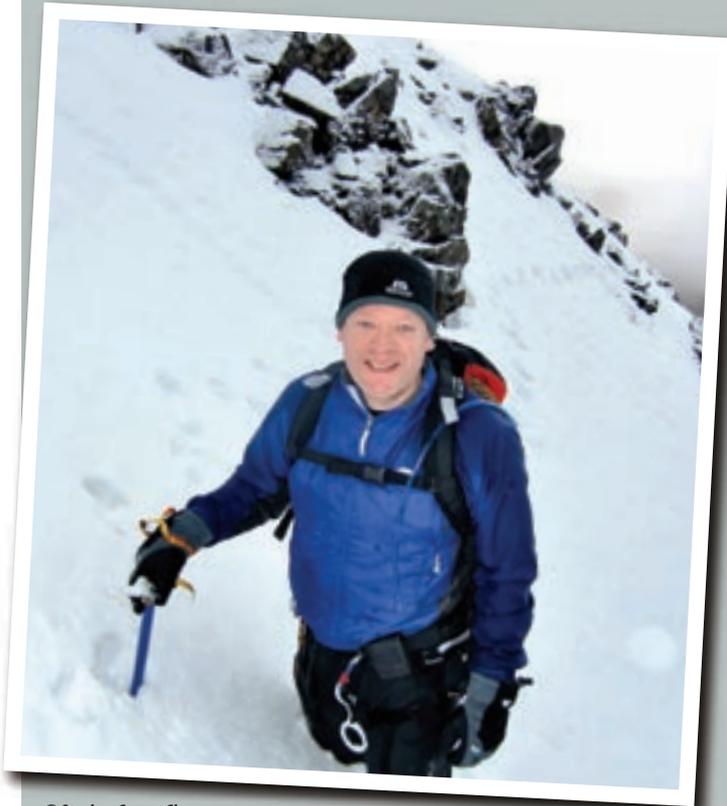
STEPHEN GRAY
Managing Director,
Anglo Pacific

I wanted to join the Royal Marines. My father said that I could only go in if I went as an officer and that didn't really interest me. So I decided to take whatever job I could find for a few months. I had no inclination at all to go into this business and, if anything, I should have been driven away from it as part of an army family, as we moved house every two years. So when I found myself moving people's homes for a living I wondered what I had done.

I was under pressure from my father to get a proper job after he'd paid out for my education and I was still running around

like a loon at 19. So I answered an advert in the paper as a management trainee with Pickfords. For the first six months I thought, this is not for me. But then I got a new manager, he took more of an interest in me. His attitude was to give people a job to do and give them the responsibility too. Suddenly I realised I could do it and I was enjoying it. It was a revolution for me. The first six months I was bored stiff. The minute he arrived I'd never had so much work to do and it was all easy.

Now I genuinely enjoy the industry because it's a people business. When I was dealing with customers on a daily basis that was quite rewarding. Now with a team of 120 to look after I get involved with their problems and that's interesting too.



● Stephen Gray at Glencoe.

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INTERVIEW: ANGIE BOREHAM

Your London agent

An interview with Alfabet Removals & Storage, by Steve Jordan.

While wandering around The Movers & Storers Show, I bumped into an old friend, Angie Boreham. After the usual 'you haven't changed a bit banter' (she really hadn't but I undoubtedly had), I resolved to make a trek down the M1 to the depths of NW10 to find out a little more about her new company, Alfabet Removals & Storage.

I knew Angie when we both worked at Trans Euro in the 1980s and 1990s. Since then she'd left to have a family and come back into the industry. Her new company Alfabet was formed in September 2010 when she joined forces with Leonard and his business partner Fred. The new company name is, of course, not a spelling mistake but a contraction of the names: Angie, Leonard and Fred. Quite clever really!

The company now operates from a purpose-built warehouse unit in Park Royal – Angie said "if you can't beat 'em, you might as well join in" referring to the numerous other removal companies in this area.

Alfabet fills a very specific role: that of local partner to some of the UK's best known international and domestic moving companies. Most of the work is international corporate, both import and export. "We provide all the services our partners provide for their own customers," she explained. "Some companies use us to cover work when they are busy; others that are not based here use us as their London agent to handle surveys, packing, storage, container loading, and so on. It's just as if they were here themselves." The company even provides facilities for loading cars and motorbikes, including crating and building bulkheads. The 'softer' services are important too, such as end of tenancy cleaning or maid services for people who need a hand to unpack and get set up in their new homes.

The world of a sub-contractor is not the way it was a few years ago when all that was needed was a strong back and a willing heart. Today a contractor has to understand the way the client company operates, know its customers and their demands, understand its paperwork and working preferences, and it has to perform all the necessary risk assessments and comply with the

"Some companies use us to cover work when they are busy; others that are not based here use us as their London agent to handle surveys, packing, storage, container loading, and so on."

Angie Boreham

required health and safety regulations in exactly the same way as its client company. "It is what we have come to specialise in doing," said Angie, "we have to be prepared for anything. We have a large stock of uniforms and the chaps come in first thing to get dressed appropriately for each client. You wouldn't believe how many different business cards I have for doing surveys." Working in London also means that Alfabet has to handle the congestion charge for companies and organise parking permits (even pay the fines when they come along).

The key for Alfabet is that it does

little work of its own. It is, therefore, not a competitor to any of its clients. "Occasionally a client will give us a job that it doesn't want to handle itself but, apart from that, we work purely for the trade," said Angie.

The company has done very well in the last 18 months and that was during a time when the industry was far from buoyant. Angie puts much of her early success down to the contacts she has made over many years in the industry. "I couldn't have done it without the contacts and the experience I had gained. But now it's just down to recommendation. We have to give

"I will always strive to do more, if not I might as well pack up shop and go home now. You need something to get up for in the morning. I like the cut and thrust of chasing for the next job."

Angie Boreham



the clients what they want and keep the quality high."

So what's the next step? "I want to do more of the same," said Angie. "I will always strive to do more, if not I might as well pack up shop and go home now. You need something to get up for in the morning. I like the cut and thrust of chasing for the next job." Her immediate ambition is to work as a London partner for companies all over the UK. For example, she already has clients who drop off consignments when they are in the area for delivery later. If they are using vehicles that are not LEZ compliant she can arrange to meet the vehicle outside the M25 and transfer the load there. "In fact we are considering setting up a receiving depot outside the M25 for exactly that purpose," she said.

Alfabet has done well in its short life and, as Angie already admitted, that success is largely owing to contacts and experience. But what advice would she have to anyone starting a new moving company in today's climate? "Industry is very hard and when it dies, it dies completely. So diversify as much as you can, keep your options open and get fingers in lots of pies," she said, adding that the adage 'it's not what you know it's who you know' is true even if you don't know people in the industry. She said that new starters could do worse than join a networking group and to look through their own contacts to see who might be able to help them. The concept of LinkedIn, for example, works on the principle of six degrees of separation: everyone you ever could wish to meet is linked to you by no more than six other people.

For the same reason Angie has now started dabbling with Facebook. "We have lots of people coming to us from all over the world on Facebook. In the future, if I had a shipment to go to these places I will have a list of contacts without having to join a group such as BAR or FIDI. It's nice to have the presence out there and have people know that we exist."

The trick in any business is to find a niche – something different that is profitable and that others can't or don't want to do. Angie, Leonard and Fred seem to have found theirs. Visit www.alfabetremovals.co.uk.



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NEWS: INTERNATIONAL

Blue corridors for Europe?

Liquefied natural gas (LNG) is a viable lower-carbon alternative to diesel for heavy-duty long-haul trucks, but the necessary infrastructure for it in Europe is lacking according to Volvo Trucks.

Volvo Trucks is involved in efforts to establish 'blue corridors' with strategically placed filling stations to make the fuel more widely available. "We are confident that liquefied gas will come to be used as a fuel throughout the world. It is a clear trend in meeting energy needs and we are part of this," said Lennart Pilskog, Director of Public Affairs at Volvo Trucks.

To run long-haul transport on LNG throughout Europe a filling station infrastructure must first be established, and so the idea of 'blue corridors' came about, offering a network of LNG refuelling stations for heavy vehicles. "The challenge is that this has to be coordinated between various parties," said Pilskog. "Right now the focus is on locating large customers who are willing to test and build up specific routes. Interest among smaller customers will grow when they see that it works and when they appreciate the economic benefits. But this will take a few years."

There are already a number of LNG filling stations in Europe so the work of establishing blue corridors is already underway.



● Goh Chun Yeong, TUV SUD-PSB Indonesia's Deputy General Manager (centre right) and Sjamsul Irwin, Lead Auditor (right) present Bill Lloyd, Asian Tigers Mobility Indonesia's Managing Director (centre left) and Uti Sinaga, Operations Manager (left) with the certificate.

ISO 9001:2008 for Asian Tigers Indonesia

Asian Tigers Mobility Indonesia has announced it has become certified to ISO 9001:2008 Quality Management System. This certification is accredited by TUV SUD-PSB Indonesia.

To become certified with ISO 9001:2008, Asian Tigers Mobility Indonesia underwent a one-year evaluation process that included quality management system development, a management system documentation review, pre-audit, initial assessment, and clearance of non-conformances, all of which work to identify corrective actions that eliminate non-conformance to the quality management Standard. The process culminated in a comprehensive two-day registration audit by TUV SUD - PSB Indonesia.

Managing Director Bill Lloyd commented: "With this certification,

our clients can be confident that Asian Tigers Mobility Indonesia is dedicated to maintaining the highest efficiency and responsiveness in achieving our ultimate goal – guaranteed client satisfaction. We believe that our decision to become ISO 9001 certified is a proactive one that not only anticipates the demands of our clients, but also demonstrates our commitment to providing quality services to all our clients. ISO 9001 will now also allow us to graduate our prestigious FAIM certification by FIDI to the maximum quality accreditation of FAIM ISO, which we are targeting by May 2012."

Santa Fe opens in Chennai

The Santa Fe Group has announced the opening of a new office and warehouse in Chennai, in the south-east of India. The office provides relocation and moving services throughout the Chennai region.

Chennai is one of the world's fastest growing cities. It has a thriving economy and is a key centre for India's economic development. This means it has a growing expatriate population due to the expansion of multinational business. Expatriates relocating to the Chennai region benefit from a high standard of housing, an improving transport network and a wealth of culture to experience.

The 11,000ft² warehouse, located close to the centre of Chennai, is well connected to Chennai airport, seaport and arterial routes. It has 24-hour CCTV coverage with a network of fire detectors and fire alarm systems and 24-hour security.



Santa Fe Chennai Branch Manager Vikas Kalkal. Call: 91-44 32577074.

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● Afghanistan-bound pallets being loaded.

Move One moving to Afghanistan

Move One has recently begun a sizeable project to ship over 2,000 pallets to locations throughout Afghanistan.

The shipments will travel by a mix of rail, truck, and sea transport from the port of Batumi in Georgia to various sites in Afghanistan. The pallets, which include food trays, paper cups, paper plates, etc., are expected to reach their destinations by early March.

Move One will make use of Batumi port to handle cargo arriving from Hong Kong, India and Turkey to be transited through Georgia and neighbouring countries. "From Batumi, we will send the cargo to

"We are excited to be a part of this complex logistical project. Throughout the project 80 to 100 rail wagons will be used and 80 to 100 trucks."

Miklos Papp

Baku in Azerbaijan by rail and onwards to Aktau in Kazakhstan by sea. Rail is then used again from Aktau to Termez in Uzbekistan," explained Miklos Papp, Move One's Warehouse Supervisor. "Finally, the cargo will be delivered to different locations in Afghanistan by truck after transiting the Hairatan border."

The significant volumes being shipped on this tried and tested route indicate the confidence in Move One's ability to complete these large scale projects. "We are excited to be a part of this complex logistical project," added Miklos. "Throughout the project 80 to 100 rail wagons will be used and 80 to 100 trucks."

Move One has been active in Central Asia for years, taking a key role in numerous projects and providing logistics support to a wide range of clientele. Through its offices in Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan, Move One successfully tackles the challenges posed by even the most complex and exacting project. The company's cultural and geographical understanding of the area, combined with extensive experience of local rules and regulations, ensures that it can perform any logistical task on schedule and on time, despite the ever changing requirements within the region, including project cargo and the handling of heavy and over-sized cargo.

DAF LF earns global success

The DAF LF - in its North American specification as the Peterbilt Model 210 - has just been named by the American Truck Dealers (ATD) as the '2012 Commercial Truck of the Year' in the medium duty category.

Powered by the PACCAR PX-6 engine, it earned the award based on its innovative cab comfort, visibility, excellent manoeuvrability and ease of maintenance, all features which have made the DAF LF model range a success in Europe and are now giving the truck true global appeal, selling in worldwide markets from Australia to Israel, from Russia to Chile.

Closer to home, DAF achieved a record market share in the UK last year where over 38% of all trucks sold between six and 16 tonnes GVW were the DAF LF model,

designed and built by Leyland Trucks in Lancashire. Growing sales in other European markets such as Germany, Italy, Poland, France, Netherlands and the Czech Republic last year reflect the DAF LF's international success.

The Peterbilt 210 is assembled in PACCAR's Mexico plant for the North American and South American markets. The LF model will also be assembled in the new DAF Brazil plant scheduled to begin operations in 2013.



● Right: the Peterbilt Model 210, ATD's '2012 Commercial Truck of the Year'.

Drivers in France must carry breathalysers from July

The Institute of Advanced Motorists (IAM) is warning that from 1 July this year all drivers visiting France will need to carry a breathalyser kit in their vehicles, as will French drivers. Initially police will issue warnings to drivers not complying, but from November there will be a euro 11 fine.

Single-use breathalyser kits will satisfy the requirement. The legal limit in France is 0.5 mg per ml of blood, lower than in the UK (the UK limit is 0.8mg). They cost between £1 and £2 and they will be available at ferry and tunnel terminals for crossings to France. It is intended that people will be able to test themselves to check whether or not they are over the limit.

The IAM is advising drivers to have at least two breathalysers at all times, so that if one is used they still have one to produce if they are stopped by the police.

Anyone driving in France is already required to carry a warning triangle and a fluorescent safety vest to use in an emergency. Additionally, UK motorists must display a GB plate and have their headlights adjusted to the right.

IAM Director of Policy and Research Neil Greig said: "The new French rule is a genuine attempt to reduce the number of alcohol related accidents. France's lower limit means it's very easy to be over the limit the morning after as well. As always, the best advice for motorists is not to drink at all if you are driving."

Maximum blood alcohol levels for drivers in Europe

0.0 mg per ml:

Estonia, Malta, Romania, Slovakia, Czech Republic, Hungary

0.2 mg per ml:

Norway, Poland, Sweden

0.4 mg per ml:

Lithuania

0.5 mg per ml:

Belgium, Bulgaria, Denmark, Germany (Germany is 0.3 if you're in an accident), Finland, France, Greece, Italy, Serbia/Montenegro, Croatia, Latvia, Macedonia, Netherlands, Austria, Portugal, Slovenia, Spain, Turkey, Cyprus (North)

0.8 mg per ml:

UK, Ireland, Luxembourg, Malta, Switzerland

0.9 mg per ml:

Cyprus (South)

INSIGHT: SOCIAL MEDIA

Social media — friend or foe?

Many large companies both here in the UK and on the continent seem to have turned a blind eye and adopted a head in the sand approach to social media. By Ruth Hewitt.

Phrases like “Facebook isn’t a professional medium for my business” and “Twitter is a waste of time” highlight the shocking ignorance and complete disregard for the most powerful communication medium of our time.

Mention the use of social media in a business setting to most companies and they will assume you are talking about restricting access to employees. That is only a very small part of the problem. They will probably say that they had made a decision to allow their staff to use social media networks – mainly Facebook – during their break periods, but not when they were supposed to be working.

What most companies don’t realise is that the genie is already out of the bottle – like it or not – and social media has the ability to simultaneously enhance the way we work or destroy it.

What’s important, is to work out in what ways the various social media products can help your business and decide how you will exploit them and who will do it. You need a policy. Most companies don’t. But that’s only the start.

Use social media to your advantage

Many companies have Facebook accounts as a way of communicating with their customers. Items can be displayed and sold on Facebook, news and events can be advertised, you can invite your customers to comment and make positive testimonials about your company – in fact it is the best word of mouth media tool you will find and extremely relevant to any business, including

the relocation industry.

LinkedIn also has a value as long as you can manage it so that you are linked in to relevant contacts and groups to your industry. Twitter can be excellent especially for driving followers to interesting items on your websites and getting your news items picked up by the press.

In an uncertain world of mistrust, there is a generation of people today who feel that they have to engage with you and your company to feel comfortable before they buy. If you are ‘liked’ on Facebook, linked with industry professionals and tweeted about in relevant circles, then this adds kudos in large quantities to your company profile.

The philosophy is as flawed as it is misguided, but ignore it and you will be left behind on the proverbial shelf.

Watch out for social media pitfalls

Of course, social media can be abused. Your ‘Generation Y’ employees will be compelled to spend some time indulging in chats with friends. It’s hard to stop and, perhaps, not worth worrying about. But the dangers are much more frightening than a few lost minutes of productivity.

Everything you post on a social media platform is in the public domain. There is free software available, such as Feedreader, that will look for any mention of a key word, or your company name, and list them. The technology is widely used by journalists, including myself, for gathering information. Should one of your employees Tweet to his wife, ‘we are just about to clinch a deal with BP, be late home’, you can

guarantee it will be picked up, and probably by your competitors. Scary!

A friend of mine recently dismissed a member of staff who immediately went on a campaign to discredit the company using social media. It was bad news for the company as there then ensued a whole Facebook discussion about what a shocking company it was. If it’s something defamatory and untrue you could have recourse to law, but the damage is done.

So real are these dangers that some education authorities have already put a social media policy in place, giving training to teaching staff regarding the pitfalls and advising on how to manage social media accounts in a responsible way.

Adopt a social media policy now and take charge of your social media before it bites you

Companies need to wake up and adopt a social media policy through training and guidance for staff.

Access should be limited during work time and staff made aware that they will be held responsible for any indiscretions regarding the company on social media sites. Personal safety should be paramount and often this is merely a case of education and awareness of the dangers.

Social media needs to be embraced by the marketing department and utilised to best advantage to enhance the business.

Remember that social networking is fast, it is quick to make a post and equally quick to remove it or respond in a positive way. The more positive actions you can make on your

Killing the conversation

In a recent webinar organised by *People Management* magazine, employers were “... urged not to ‘kill the conversation’ on social media through restrictive workplace policies but to embrace social media technology.”

Gareth Jones of Brubaker HR said that social media is a powerful opportunity that some organisations are not recognising. He said that some companies create a support community for their customers to build collaboration, trust and brand advocacy, then shut down similar conversations internally. “Many negative perceptions about reduced staff productivity are unfounded,” he said.

company’s behalf will counter any negative.

As mentioned before – the genie is out of the bottle. Social media is here to stay and for the foreseeable future and until the next craze comes along, companies in all industries need to embrace the challenge, take advantage of the positive parts and minimise the negative with a sound and responsible social media policy before it is too late.

Ruth Hewitt is a freelance writer.

Read *The Mover* online at www.themover.co.uk



● Left to right: agreement signatories Hayati Öztürk; John Trenchard, Director Port Projects and Investments, Europe and Mediterranean Region, APM Terminals in Istanbul and Martin Poulsen, APM Terminals Europe Region CEO.

Trenchard's company to build new Turkish terminal

APM Terminals, whose Director of Port Projects and Investments, Europe and Mediterranean Region is John Trenchard, son of Leatherbarrows' David Trenchard, has signed a 'Heads of Terms' agreement to operate a container port and breakbulk facility in Turkey located in Aliaga, near the city of Izmir on the Aegean coast.

The agreement was with Turkish-

based SOCAR, the parent company of Petkim, a petrochemical company which runs a breakbulk facility there now. Later this year, APM Terminals will take over the management of that breakbulk facility. Petkim will build a new 1.3 million TEU container terminal adjacent to the facility that will open in 2013. APM Terminals will then run that container terminal too.

Move One in Libyan reconstruction

Move One has announced the successful completion of three shipments to Tripoli for reconstructive efforts in Libya.

The company moved satellite and communication equipment from Canada, Singapore and the UK.

"There were some difficulties in organising airfreight from three origins and having them arrive simultaneously," said Miroslav Georgievski, Move One's Operation Coordinator for Africa. "We originally discussed consolidating all three shipments in a neighbouring country and forwarding the cargo by sea or truck to Tripoli. However, we eventually found a solution to send the cargo at the same time directly to Tripoli as was requested by our customer."

Georgievski is optimistic that from this point forward, flights to Tripoli will be regular, allowing Move One to step up its service in Libya. "We are very proud to be a significant part of supply chain that assists reconstructive efforts in this country



● A Libyan reconstruction project in Benghazi given the go ahead by the transitional government.

and assisting the transitional government," he added.

Move One has been extensively involved in projects for military, natural resource exploration, infrastructure rehabilitation and humanitarian aid in Africa. To better serve its clients on the continent it has expanded its operations and improved its established network of trusted partners.



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INSIGHT: DEBT RECOVERY

● Contracts with customers are essential and need not be complicated.

Top tips for debt recovery

by Freya Zaiwalla, Solicitor at Zaiwalla & Co.

Whether you are in the moving industry or any other type of business, this tough economic climate has caused many individuals or companies to find their bad debtors list is growing at an ever alarming rate. The recovery of funds can be a balancing act between time and cost which is especially difficult for small companies who do not have resources for chasing debts.

In business it is always a good idea to plan for every eventuality and the avoidance of debt recovery is an issue worth planning for – indeed can you afford not to?

Debt recovery companies specialise in extracting funds from debtors, but this has added cost implications and needs to be used as a last resort, when all other options have been exhausted.

In the moving industry most debt recovery actions are directed at companies, councils and organisations, not individual residential moves where customers often pay in advance of the services provided. A few simple techniques can be adopted to minimise the risk

of late payments and maximise your chances of avoiding debt recovery action.

Before entering into any contract with a new customer it is advisable to check out the company accounts with Companies House, or for an individual, ask for a financial reference.

A contract is essential and should be in the form of a written signed document. This can be a very simple declaration and does not need to be complicated.

In the event of a debtor not paying, a letter to them setting out a period in which to pay and outlining that a failure to do so within the terms will result in you consulting with lawyers, should encourage prompt payment.

Issue a statutory demand on an individual if it is an undisputed debt. This would be a scare tactic, however you do have the right to petition their bankruptcy.

If you still have no response, then a letter from your solicitor will be needed to make them pay the outstanding amount. There are options to keep the costs down by negotiating a fixed fee agreement

with your solicitor or by paying them a low fee with the full rate being paid when the funds are recovered. It can often take three or four letters to get debtors to pay as they realise the seriousness of your claim.

If the debtor has a serious contention, then court proceedings may have to be issued. It may be that a settlement can be agreed to avoid a trial and the costs involved.

If the debtor will not respond to any of the previous actions, then a debt recovery company should be used.

In summary:

Forewarned is forearmed – have a debt recovery plan in place for all customers.

- Check company financials;
- Supply a contract;
- Write to the debtor outlining your actions;
- Issue a statutory demand;
- Issue letters from your solicitor;
- Negotiate out of court;
- Debt collectors.

By communicating successfully with your clients and adopting a professional approach to your

customer relationships, debts should be kept to a minimum and the recovery of late payments a rare occurrence.

Freya Zaiwalla

Freya Zaiwalla has been involved in a variety of cases ranging from banking litigations, family and employment matters to Serious Fraud Office investigations. Freya is currently involved in six separate cases filed in the General Court of the European Union challenging the European Council's restrictive measures against Iran. Visit www.zaiwalla.co.uk.





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- 2x 2008 SCANIA P230 Sleeper pod, 5 container, air suspension.

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- 2007 MERCEDES 1323 High roof sleeper, 4 container, air suspension.



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NEWS: ON THE ROAD

Olympic reminder: out of London venues

Olympic events aren't only taking place in London. If you're delivering to, or based in, any of the out of London locations you need to plan ahead for the Games too as busier roads and restrictions on the road network will also apply in these locations.

Brands Hatch	Location:	Longfield, Kent
	Sport:	Paralympic Road Cycling – Road Race and Time Trial
	Dates:	5–8 September
City of Coventry Stadium	Location:	Coventry, West Midlands
	Sport:	Football
	Dates:	25 July–9 August
Eton Dorney	Location:	Dorney Lake, Berkshire
	Sport:	Olympic Games: Rowing; Canoe Sprint Paralympic Games: Paralympic Rowing
	Dates:	Olympic Games: 28 July–11 August Paralympic Games: 31 August–2 September
Hadleigh Farm	Location:	Benfleet, Essex
	Sport:	Mountain Bike
	Dates:	11–12 August
Hampden Park	Location:	Glasgow, Scotland
	Sport:	Football
	Dates:	25 July–3 August
Lee Valley White Water Centre	Location:	Waltham Cross, Hertfordshire
	Sport:	Canoe Slalom
	Dates:	29 July–2 August
Millennium Stadium	Location:	Cardiff, Wales
	Sport:	Football
	Dates:	25 July–10 August
Old Trafford	Location:	Old Trafford, Greater Manchester
	Sport:	Football
	Dates:	26 July–7 August
St James' Park	Location:	St James' Park, Newcastle Upon Tyne
	Sport:	Football
	Dates:	26 July–4 August
Weymouth and Portland	Location:	Weymouth and Portland, Dorset
	Sport:	Olympic Games: Sailing Paralympic Games: Paralympic Sailing
	Dates:	Olympic Games: 29 July–11 August Paralympic Games: 1–6 September

Visit www.london2012.com for more details.



● Cardiff's Millennium Stadium will host Olympic football.



Robust recovery in truck demand

After 2011's robust recovery in truck demand, and a notably strong final quarter, there was no let-up in January.

Growth was robust again; the positive trend in very firm demand continued. Registrations of all trucks over 3.5t were 3,586, up by 45.4%; trucks over 6t saw 3,191 registrations, up 49.4%. The Society of Motor Manufacturers and Traders (SMMT) is cautious but hopes these levels of demand can hold into 2012.

"The commercial vehicle market got off to a mixed start in January with very strong truck registrations outweighed by a fall in the van market," said Paul Everitt, SMMT

Chief Executive. "Over the course of 2012 SMMT expects the CV market to be steady, ending the year marginally up on 2011. Government support for business will be key to maintaining market stability. If confidence can be maintained through the year, we should see growth in 2013."

January's van registrations opened 2012 on a cautious note. At 14,338 it was below SMMT's recently revised forecast of 17,000 for the month, down 16.4% on January 2011 (which was up near 50% on January 2010).

Blackwall Tunnel delays reduced

Transport for London's (TfL) latest initiative to improve the Blackwall Tunnel for road users has helped reduce the amount of time the tunnel is closed to road users because of unplanned incidents by 32%.

A joint initiative between TfL, the Metropolitan Police Service (MPS) and the Vehicle and Operators Services Agency (VOSA) has seen officers from the MPS Safer Transport Command Roads Policing Unit based permanently at the tunnel since September 2011. Unplanned tunnel closures delaying drivers reduced by almost a third. More than 900 vehicles were stopped and checked by Police Tunnels Team to reduce stoppages caused by accidents, breakdowns and over-height vehicles. Four arrests were made and more than 400 fines issued for various offences, including poorly maintained vehicles and drivers not complying with height restrictions.

The Tunnel Team was originally introduced in February 2011 for a

12-week trial period. The dedicated team of ten officers provides an immediate response to incidents, such as breakdowns and accidents, occurring in or around the tunnel. As a result, during the last six months, the average time taken to deal with each accident occurring in the tunnel has reduced by more than 50%, from more than 35 minutes to around 16 minutes, when compared to the same period the year before. The team also carries out enforcement operations and stop-checks on potentially substandard vehicles to help prevent these incidents from occurring in the first place.

The Blackwall Tunnel was opened in 1897 and carries around 50,000 vehicles a day in both directions. The northern tunnel has a four metre height restriction.

TIMELINE 2012

April

Changes to income tax come into force

The income tax personal allowance increases by £630, bringing it to £8,105. The threshold at which employees pay the higher income tax rate of 40% is reduced by £2,400 to £35,000. The basic rate limit decreases to £34,370.

Qualifying period for unfair dismissal increases to two years

The qualifying period for employees to bring a claim of unfair dismissal increases from one year to two years.

VAT online becomes mandatory

If you don't already do so, VAT Returns and VAT payments must be done online from 1 April, 2012.

Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR) change

From 6 April, 2012 - subject to Parliamentary approval - RIDDOR's over three day injury reporting requirement changed. From then the trigger point will increase from over three days' to over seven days' incapacitation (not counting the day on which the accident happened).

Employers and others with responsibilities under RIDDOR must still keep a record of all over three day injuries – if the employer has to keep an accident book, then this record will be enough. The deadline by which the over seven day injury must be reported will increase to 15 days from the day of the accident.

New PAYE year

It's the start of the new PAYE year so you need to think P35s, P60s and P11Ds or HMRC will be knocking at your door.

June

May Bank Holiday

The late May bank holiday has been moved to Monday June 4 and Tuesday June 5 is an additional bank holiday to make a long weekend in celebration of The Queen's Diamond Jubilee. Whether you need to honour both these days depends on your contractual arrangements so let your staff know whether they have to work or not. (The statutory provision is that you are required to give a minimum of 28 days' leave to cover annual leave and public holidays.)

July

London Olympics start

The London Olympics start on 27 July. Anyone travelling in the Capital at that time can expect delays on prescribed routes.

August

London Paralympics start

After two weeks of diversions and hold ups for the Olympic Games the Para Olympics, starting on 29 August, will add another ten days of misery for anyone trying to work in London. Both will have been great events but most Londoners will be glad when normality returns.

September

New pension rules

New compulsory pension rules take effect for the largest companies. Smaller companies will gradually be brought into the scheme between 2014 and 2016.

VOSA fee changes

Revised fees for annual lorry and bus testing and operator licensing came into effect on Sunday 1 April, 2012.



For the third year running, the Vehicle and Operator Services Agency (VOSA) has not applied any general increase to most statutory fees, most changes aimed to move costs between customers with no extra revenue for VOSA.

Fees for HGV and PSV testing have been adjusted to apply a differential between tests conducted at non-VOSA test facilities and VOSA test facilities, with the 'testing element' of most fees at non-VOSA facilities reducing by 4% before rounding and those at VOSA sites increasing by 4% before rounding, to charge more of the cost of providing VOSA facilities to users of those facilities. The 'enforcement element' incorporated in annual test fees (but not retest fees) did not change.

Fees for applications for HGV and PSV operator licences - and for varying and continuing such licences - rose by 1.6%. This will pay for the creation of a National Register of licensed operators and their

transport managers to comply with EU Regulations which came into effect at the beginning of 2012. The National Register is one element of a package of measures aimed at creating a more level playing field for international transport operations and reducing distortion of competition across the EU. Application fees for standard and restricted PSV operator licences will also be equalised since there is little difference in the cost of processing the applications.

VOSA estimates that the overall effect of the changes to all statutory fees will, at worst, increase overall operating costs for operators using VOSA test facilities by less than one hundredth of a per cent (0.01%), but many customers using Approved Testing Facilities (ATFs) will pay less.

VOSA Chief Executive Alastair Peoples said: "We understand the financial pressures operators are under. That is why I am delighted that we have been able to avoid any

general increase in fees for the third year running. I'm also pleased to announce a fee differential for annual tests at non-VOSA sites which moves further towards charging the full cost of VOSA facilities to those who use those facilities. This will make non-VOSA sites such as ATFs an even more attractive option for operators getting vehicles tested."

Full details of the new fees are available on VOSA's website. For HGV fees visit: www.dft.gov.uk/vosa/repository.

Read *The Mover* online at www.themover.co.uk



INTERVIEW: MARTIN McDADE-SMITH

A different way to buy the trucks you need

Steve Jordan talks to Martin McDade-Smith of Macs Truck Sales.

Macs Truck Sales Ltd was established in 1973 by Alec McDade, the son of a removal man in London. Today the company is a major supplier of vehicles to the moving industry – but not, perhaps, in the way you'd expect.

For most moving men who are looking to buy a new vehicle there are two choices: new or second-hand. Choose new and you first have to buy the chassis, then have the body builder add the body and cab you want. It can be a drawn-out procedure taking many months. Alternatively, you could choose a second-hand vehicle but there are not usually many Euro 4 or 5 vehicles on the market. Movers tend to keep their vehicles for a long time and they have often had a hard life before they come up for sale.

But Macs offers a third alternative. Martin McDade-Smith is the company's sales manager. He explained that his company looks at the problem in a different way. "Movers want a big body with a big cab and sleeping for at least two," he said. "You don't get that kind of accommodation with a furniture van."

So Macs has a solution. It buys three to five year-old tractor units, usually Mercedes as they are the most popular with movers, stretches the chassis and fits a new removals body. "The tractor cabs have all the

"The strange thing is that movers don't do many miles but... they are the most fussy when it comes to low-mileage vehicles."

Martin McDade-Smith

bells and whistles that movers want (AC, electric windows, cruise control, etc.), they have loads of space for the crew and strong powerful engines so they are ideal for long haul work," he explained. What's more Martin said that building a vehicle in this way is half the price of a new vehicle and the whole job can be completed in six weeks or so.

This technique has proved so successful for Macs that they are even able to build vans for stock. They keep them unpainted until they are bought then add the required livery. "If a customer is buying from stock we can have them in their new van in a couple of weeks."

Although Macs supplies all makes of vehicles, including Scania, DAF and Volvo, it's the Mercedes that most movers want. Martin explained that it is a high cab with a fairly flat floor so you can walk around. "We sell ten-times as many Mercedes as any other make. They are all 18-tonners with 430bhp engines. Some people worry about the fuel consumption as the vehicles are over powered for removals work,

but in fact they often work out better than a vehicle with a smaller engine that's working hard."

The tractor units come into Macs at about three years of age with around 150,000km on the clock. They are always Euro 4 or Euro 5 emission standard. He explained that this mileage is on the low side of average for a large truck. The units have all been professionally maintained and have done most of their miles at 56mph (1200rpm). "The strange thing is that movers don't do many miles but, of all our customers, they are the most fussy when it comes to low-mileage vehicles," Martin explained. Because movers are not used to doing high mileage they are perhaps unused to seeing those high numbers. But, in truth, by comparison to its previous life, the vehicle's mileage will virtually stop when it's used as a removals van. It's a bit like buying an ex-rep's car for the school run: the mileage is irrelevant.

On average, Martin explained that a three year-old Mercedes Actros, with a new five-pallet box

body, would cost around £55,000 compared with an ordinary box van bought new at around £85,000.

"It's cheaper to buy and it provides better accommodation," said Martin. "They are particularly good for continental work as they are built for long distance work."

But Macs also knows that even this kind of money is too much for some companies. For this reason it stocks a large range of vehicles to suit every pocket from around £20,000 upwards. "We buy them for stock so they can't have any negatives," said Martin. "They must be clean, low-mileage and well looked after otherwise we risk getting stuck with them." They are all supplied with a 12-month warranty on the body, a 30-day driveline warranty, and a full MOT. "A month doesn't sound a lot but it's enough for customers to work out if there's something wrong."

Macs is still very much a family business and Alec is still very much the boss. His son Adrian is Martin's brother-in-law, and Joanne McDade (Adrian's wife) does the accounts and helps with health and safety. The family has lots of plans for the future. "We are already starting to put new vehicles into stock," explained Adrian. "We also want to build up our rental business too." Macs offers a short-medium term rental service to movers who perhaps need a special vehicle for a particular job or want to expand their fleet temporarily during busy periods. "The trouble is, people keep coming in and buying our trucks!"

TruckPol facing closure

The Freight Transport Association (FTA) and the Road Haulage Association (RHA), together with leading sector publisher Road Transport Media, are joining forces to help secure the future of TruckPol through the 'Fight Freight Crime, Save TruckPol' campaign.



● The TruckPol partnership is crucial in sharing information on national road freight crime.

TruckPol is a national Police Intelligence Unit which forms part of the national ACPO Vehicle Crime Intelligence Service. It collates and disseminates statistical data and intelligence on road freight crime within the UK. TruckPol is a partnership, supported by the Association of Chief Police Officers and industry stakeholders from haulage, insurance, security and manufacturing. This partnership is crucial in sharing information on national road freight crime and helps minimise the opportunities for criminals to target businesses and staff.

Since the withdrawal of government

funding in April last year, TruckPol has been funded entirely by an appreciative and generous private sector. But unless further, urgent funding is found, the writing looks to be on the wall for what is the only resource of its kind dedicated to fighting road freight crime.

It costs approximately £120,000 to fund TruckPol for 12 months. However, in these straightened times the collective pot of private sector funding is still some £30,000 short of the mark and time is running out.

For further information about supporting the campaign to secure TruckPol's future, e-mail Chrys Rampley at c.rampley@rha.uk.net.

Scrapping RET for lorries to increase ferry costs in Scotland

The Freight Transport Association (FTA) has warned that scrapping the Road Equivalent Tariff (RET) for lorries that use ferry services to move goods between the Western Isles of Scotland and the mainland will increase transport costs and stoke inflation in those island communities.

The RET sets ferry fares to the equivalent cost for vehicles travelling the same distance by road and in 2008 a pilot scheme was introduced for the Western Isles, Coll and Tiree. But from April lorries will not be included in the scheme, which will continue

for cars, coaches and small commercial vehicles under 3.5 tonnes.

RET will be replaced by an enhanced discount scheme offering up to 25% discount on ferry fares (up from the pre-RET maximum level of 15%). It is also intended that the new larger commercial vehicle discount scheme be made more inclusive than its predecessor to avoid bias against small to medium volume users. It was intended to implement the scheme by the end of March to coincide with the ending of RET.

Rail freight 'motorway' to Russia

According to *Logisticsmanager.com*, German company CargoBeamer is planning to open a rail freight 'motorway' to Russia from the new Calais Premier logistics park.

CargoBeamer is targeting the UK logistics industry with the system, which lifts unmodified semi-trailers onto trains. Construction at the site begins early in 2012, and will be completed by 2014.

The CargoBeamer system uses parallel, rather than sequential, loading. The company reckons that 98% of non-craneable trailers can be on the train within 15 minutes.

"CargoBeamer offers the only fully-automated system for transferring non-craneable semitrailers onto the railway and vice versa. Within one of our CargoGates, we can shift up to 10 times more trailers to trains than a crane terminal can operate," said CargoBeamer's Marketing, Sales and Finance Director Michael Baier. "We have



● Calais Premier logistics park.

chosen to base our facility at Calais Premier as it's strategically an important location, close to the UK and the extensive European rail network."

The firm's goal is to have 75 CargoGates in Europe, creating a network of all freight centres and connecting all European cities, from Glasgow in the west to Moscow and Istanbul in the east.



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FEATURE: SELF STORAGE

SELF STORAGE – OPPORTUNITY OR THREAT TO MOVERS?

The UK self storage industry is maturing quickly. After its birth in the 1960s in the USA and arrival in the UK in the 1980s, it has quickly taken hold to become a part of the culture of the country. Although much of the rest of Europe lags behind the UK, self storage is gaining momentum there too. Steve Jordan talks to Rodney Walker CBE, CEO of the UK Self Storage Association (SSA UK) and Secretary General for the Federation of European Self Storage Associations (FEDESSA), to find out more.

EXPERTISE:
Facilities designed and built by Kuboid (right) and Active Supply and Design (below).

The SSA UK has around 230 member companies (including suppliers) operating some 540 facilities. These range from small companies, some formed as moving companies diversified, to the self storage giants such as Big Yellow and Safestore. A report undertaken by Mintel in 2009, shows that over the previous five years the number of self storage sites in the UK had grown by between 8% - 15% - generating revenues of approximately £360 million and employment for 2,700 people.

Although the industry has grown it's still tiny compared with the US. The last two years have seen a temporary halt as companies have consolidated to keep their stores full. "The US currently uses 7.5ft² of self storage per person and the UK only uses 0.5ft²," Rodney explained. "If you compare us with the United States we haven't started yet. Self storage is a part of their life."

Rodney suspects that the early rise of self storage in the US and its continued success is because Americans tend to move around a lot more than we and our fellow Europeans have done in the past. "If you are a successful business man today, you don't have a home any more: you've got to be mobile."

But the UK is still ahead of many other countries in Europe. There are currently 800 primary facilities

in the UK and 8 - 900 across the whole of the rest of the EU and Rodney thinks it is just a matter of time before Europe catches up. "Sweden is already on a par with the UK and Holland is not far behind," he said.

Rodney believes that as we all become more mobile, then our need for self storage will increase. The biggest hurdle to the success of self storage has been the awareness of the product. According to SSA UK research only 50% of the population in the UK are now aware of self storage largely due to the number of sites.

What goes into self storage

There is no real direct competition to self storage. The competition for the industry comes from garages that no longer house cars; packed sheds; crammed inaccessible lofts; and overly cluttered homes. "The major reasons individuals use self storage is for life time events like downsizing, smaller houses, divorce, longevity and getting married later in life. Younger people have acquired goods they cannot fit into ever smaller flats and houses. Young people love self storage for its flexibility, convenience and 24-hour access."

However, despite around 50% of self storage being in some way related to the housing market, much is used for purely commercial

purposes. "36% of customers are business users that use self storage for start-ups, e-Bay businesses and archiving," said Rodney. It's also true to say that the flexibility of self storage has provided opportunities for businesses to operate that simply would not have existed in the past. Statistically, business customers stay twice as long in their units as domestic users: 56 weeks compared with 27.

Recession resilience

Although self storage is undoubtedly resilient to recession, it's not immune. The growth it had been enjoying ground to a halt a couple of years ago, only 15% of companies expanded, less than 10% expect to be opening more than one store before 2014, the mature facilities are only two-thirds full, and most operators have paused their expansion plans.

However, there is still growth as the excess space has been filling up and although there are very few new facilities being built, the interest in the product is still there. Land and property owners still look to self storage as an option for utilising spare warehousing space. Prices took a hit in 2009, but not a big one. In 2008 the average billed room rate for a 25ft² space across the UK was £21.08; in 2009 it dropped to £20.49 (less than 3%) only to bounce back to £21.97 in 2010 - more than 4% aggregate increase over the

two years. In London the figure was £29.54; in the north of Scotland this dropped to £15.35.

"The self storage industry has been reasonably resilient to recession," said Rodney. "Everyone is saving money; when sentiment changes, business will improve. I genuinely think this industry has a long way to go. It is part of the structure of this nation."

Opportunity for movers

Estimates are that only 5% of moving companies that could profitably convert some of their warehouse facilities to self storage have done so. Competing with the big self storage companies is difficult, as they have more cash to spend on marketing, but the opportunities are there nonetheless. Most moving companies that take the plunge have said that their self storage units are profitable and provide a low-cost income for the future.

Rodney thinks that the lack of uptake is because a number of independents do not have the drive and ambition to want to ensure that their facility is a separate entity and sufficiently secure. "A lot of moving companies have moved into self storage in stages. For example, they have allowed people to store in their warehouses. They may have containers in their yards or use garage units. But my advice is that they should follow the best practice





OPPORTUNITY:
The self storage industry in the UK is tiny compared with its US counterpart and still has enormous potential for growth.

INITIATIVE:
Steve Cooper of PB Fit runs his gym from a self storage unit.

“The major reasons individuals use self storage is for life time events like downsizing, smaller houses, divorce, longevity and getting married later in life.”
Rodney Walker



Rodney said the capital outlay is substantial and the store facility needs to be filled up as quickly as possible, virtually at any price, to gain back revenue before increasing prices. “Although staffing levels are tiny, there are substantial costs involved in property and conversion to a separate facility with security being a top requirement. Attention must also be given to planning and fire regulations. Self storage customers are responsible for their own goods and they need to provide their own insurance.”

Location has always been important for self storage; however the rise of the Internet has reduced the dependence on passing trade. Now over 40% of enquiries come from websites. Signage is, however, still the second most important way to get a message across so a ‘through route’ site is very valuable. But Rodney advises site owners not to rely simply on the Internet and signage to do the marketing. “Customer base is an important part of any business and leaflets still need to be delivered to solicitors, property agents and removal companies. Marketing spend will need to be maintained to keep the units filled.”

Security
Self storage facilities are becoming a greater target every day for the criminal fraternity. The industry is

vulnerable to illegal contraband and other illegal activity.

Rodney explained that, to combat this, all SSA UK members receive a security advice manual and the SSA UK has developed a close relationship with security agencies and the police. “It is important to over watch your facility not only with CCTV and intruder alarms, but make sure that your customer base is vigilant in spotting and reporting any signs of illegal activity.”

The SSA and FEDESSA
The majority of the main operators in the UK are members of the SSA UK. The benefits of membership include: networking and the fellowship enjoyed by working with other companies in the industry; access to the licence agreement that sets out terms and conditions; and advice on insurance, security and legal matters. In the future Rodney hopes that the Association will be used more as a sales tool to make the public more aware of the best practice guidelines adopted by members.

FEDESSA is the European organisation that deals internationally and oversees 14 national associations. Although the two organisations have separate boards of directors, much of the activities of FEDESSA are controlled by Rodney’s office including the joint SSA UK/FEDESSA magazine and the annual conference.

SELF STORAGE KEY STATISTICS

- These statistics come from the SSA UK annual survey report 2011 compiled by Drivers Jonas Deloitte.
- 30% of facilities are purpose built and are located in London and the South-East;
 - 36% (of the 800 primary facilities) are owned by the seven largest companies;
 - The UK self storage market has not yet reached maturity;
 - The US rents per ft² are much lower than the UK;
 - 50% of storage tenancies relate to the housing market;
 - Business customers stay twice as long as domestic: 56 weeks against 27 weeks;
 - Only 15% expanded their portfolios in the last two years;
 - Less than 10% expect to open more than one new store before 2014;
 - Operators have paused their expansion plans and are concentrating on growing income from existing outlets;
 - Among mature facilities (five years) just over two-thirds of lettable space was occupied;
 - Prices dipped in 2009 but recovered in 2010;
 - London has the highest room rate at approximately £30.00;
 - 39% of rates increased less than inflation;
 - Average self storage turnover is £300k;
 - 40% website enquiries, 25% signage;
 - Most facilities have CCTV across the whole building and nearly a third provide individual room alarms.



FEATURE: SELF STORAGE

Taking the plunge – your questions answered

Have you thought about converting part of your warehouse to self storage, but not yet taken the plunge? Here's a Q&A with Richard Allen of Active Supply and Design, to help you make up your mind.

Q: What proportion of UK movers that have appropriate premises for self storage have converted some of their warehouse?

A: A relatively small proportion of removers have added self storage to their business interests. The removers that have added self storage to their portfolios report increased revenues and strong interest in the sector even throughout the recent downturn.

Q: What is the ideal type of premises for conversion?

A: Most premises are suitable for some form of conversion; ideally buildings would have enough height to take advantage of the increased space offered by a mezzanine floor. This is quite common in removers' warehouses as many have the facility to stack wooden containers three or four high which, as a simple guide, equates roughly to the amount of mezzanine floor tiers the building will accept. Other features that would prove beneficial are good access and yard space and, if retaining crate storage, the ability to segregate the two storage offerings.

Q: How important is location nowadays?

A: Location was once the holy grail of self storage as lack of public awareness of the product required a facility to be in a prime position. With a much increased industry profile, and the emergence of the Internet as the preferred search method, location has become less of an issue, with some operators reporting that 70% of enquiries originate from the web. However, after taking this into account, the facility should still be easy to find and offer good vehicular access with a prominent entrance. Certain areas of the country are well developed whilst there are still large pockets of the UK under serviced by the self storage industry.

The removers that have added self storage to their portfolios report increased revenues and strong interest in the sector even throughout the recent downturn.

Q: Is there a rule of thumb to help people work out how much it will cost?

A: Anyone looking for budget costs for fit-out can find the information they need at www.askactive.com, providing they register at the site a spreadsheet can be accessed that will produce costs and potential returns. Alternatively call Richard at the Active office on 01270 215200 for a chat about the viability of your project and associated costs.

Q: Are banks generally prepared to lend for self storage facilities?

A: As we all know the banks have tightened their reins considerably within the current economy and funding anywhere is hard to acquire. However, it's good to know that due to the nature of the business banks can often look upon self storage investment favourably. There are also other lenders keen to become involved in the self storage sector.

Q: Are self storage facilities all the same? If not, what's the difference between good and ordinary?

A: Facilities vary tremendously in many ways with the vast majority being very profitable for the operator concerned. The better facilities are designed to make maximum use of available space to ensure enhanced revenues. These facilities will also offer a good variety of unit sizes, be clean and functional throughout with good management and keen, customer focused staff. A strong brand name within the local community is also a huge asset.

Q: What would be your advice to anyone considering setting up a self storage facility for the first time?

A: Talk with peers in the removals trade who have already diversified into self storage, the majority would be only too pleased to offer their advice. Help and guidance is also readily available from reputable industry suppliers, who would be more than happy to assist in the successful introduction of self storage to current business interests. Another point to note is that a self storage business should be considered as more of a retail product than traditional warehousing and benefits from the advantage of offering attractive bolt-ons to further enhance profits.

Q: Is change of use planning permission required?

A: Change of use is not normally required by removal companies as they normally would have provision for B1 or B8 usage within their current framework. However, building regulations approval may be required.

Q: How long does it take from start to finish?

A: The duration of any fit-out and build will vary with the size of the project, our current lead time to arriving on site is approximately three to four weeks from placement of order. We will endeavour to work to our clients' requirements at all times and often amaze our customers by the speed and efficiency we work at without sacrifice to quality.

Q: What is the likely pay back period?

A: Rate of return is totally dependent on fill rates and location of the facility, this information is best gained from the budget spreadsheet available from our website as mentioned previously. Most operators will claim that pay back on self storage beats many other possible investments hands down.



Read *The Mover* online at www.themover.co.uk

Asia – an open market for self storage expansion?

55% of the world's population lives in Asia. Yet the whole region is virtually devoid of self storage facilities. Could this be the big opportunity for storage operators over the next decade? With the benefit of statistics and comment from Steel Storage, this article aims to find out.

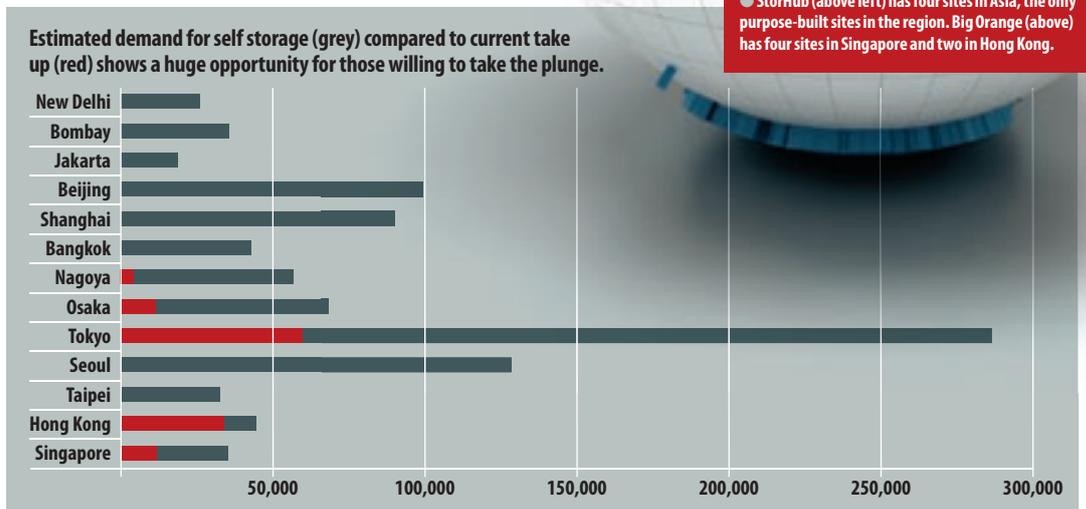


● StorHub (above left) has four sites in Asia, the only purpose-built sites in the region. Big Orange (above) has four sites in Singapore and two in Hong Kong.

In the USA, the home of the self storage industry, there is approximately 7ft² of self storage space per capita available. In Australia, another country that has been bitten by the self storage bug, the figure is 1.2ft². Even in the UK, where the industry is relatively youthful, it's 0.5ft² per person. In Asia it's 0.008!

Self storage is a middle class phenomenon. It's not until people reach a certain standard of living that they have a need for or would consider self storage. Taking a figure of US\$20,000 annual income as a watershed, currently five markets in Asia have become, to some degree, middle class: Singapore, Hong Kong, Taipei, Seoul and Tokyo. Many more, including Bangkok, Shanghai and Beijing are not far off. Middle class people in Asian cities now total around 100 million.

If you assume there is a market of one storage unit for every 100 middle class people, the demand is 950,000 storage units in Asia. Only 120,000 have so far been built. In the USA there is currently one self



storage unit for every 12 people; in the UK there is one for every 153 people; in Asia there is only one unit for every 6,500 people. Yes, there does appear to be a market opportunity.

So far, the only Asian countries that have made any real impact on the self storage market are Singapore, Hong Kong and Japan. But even these countries appear to have self storage industries that are not close

to satisfying likely demand when compared with the US, Australian or even UK models.

The Australian market started to take off big time in around 1985. The UK and to some extent Europe did the same ten years later. Asia only kicked into action about five years ago. There appears to be a bandwagon passing; maybe it's time to jump on board.

THE 5% RULE

As a rule of thumb, Steel Storage recommends that the correct average size of self storage units should be 5% of the size of the average home in any market.



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FEATURE: SELF STORAGE

Self storage – view from the top

Even those moving companies that have fully embraced self storage would be scratching the surface by comparison with the market leaders. Here *The Mover* interviews two of the UK's top companies for their opinions on the past and the future of self storage.

The last few years have been difficult for the moving industry. Being so tied into the housing market has meant thin pickings and, for many, it's only been their storage business that has kept them operating. Self storage has been seen as largely recession proof and a life saver for any company that had the foresight to get in before the recession hit. But, from the market leaders' points of view, the recession hit pretty hard too.

Adrian Lee is the Operations Director for Big Yellow. His company has 65 stores in the UK, mainly in the South and South-East, turns over 62 million, has 50,000 customers and a staff of 300. "We noticed the recession immediately in 2007 after the collapse of Northern Rock," he said. "2008 and 2009 were pretty tough years for self storage but relative to other businesses not as bad as you would think. The recession impacted us in terms of revenue by about 8-9% [like for like earnings] peak to trough over the two years. That has since been recovered and today we are ahead of where we were at the peak of 2007." Adrian pointed out that the company continued to grow over that period by continually opening new stores.

Dave Davies, Director at Safestore, agreed with Adrian. His company has 98 stores throughout the UK and another 24 in Paris. His company also has a management contract for 12 stores with Space Maker. "In

2007 the enquiries stopped for about three months," he said. "With hindsight I think people just became uncertain. People just put on hold everything they were planning to do, they stopped spending. But then as the interest rates fell and people had a little more money, they just started to get on with their lives."

"We noticed the recession immediately in 2007 after the collapse of Northern Rock. 2008 and 2009 were pretty tough years for self storage but relative to other businesses not as bad as you would think."

Adrian Lee

Interestingly Dave said that for Safestore the decline in domestic was compensated by a much bigger business growth. "For example, people would not sign long leases on warehouses, they worked from home and so needed storage," he said. "It was a very simple scenario. People who might have leased a warehouse used us instead."

So no, the self storage industry was not insulated completely from the recession but, compared with the moving industry or estate agency, they all did very well. Adrian said that for Big Yellow 2011 was the third consecutive year of steady growth. "Like-for-like growth is at about 3% p.a. and total revenues are up by around 7-8%. We keep costs under control and grow earnings by

20%. It's a pretty good business model in a tough world." He said that the outlook was for more of the same.

That might seem attractive considering the downturn many moving companies saw over the same period. But Dave explained that his company was now working twice as hard to keep the revenue

Global expansion

Although Safestore has stores in Paris, Dave explained that this, despite the obvious opportunity for expansion into other countries, was not intended to be repeated just yet. "When times are good and the market wants growth and growing businesses I am sure that someone will exploit different markets in Europe but at the moment that's not perceived as good wisdom and we would agree. To start again in a country you know nothing about would be very risky."

From Big Yellow's point of view, Adrian agreed. "We would not say never but it would involve millions of pounds of losses to invest in those markets and it's not something we contemplate wanting to do at the moment."

Services to movers

Many movers would consider the big self storage companies to be competitors but both Big Yellow and Safestore look at the relationship differently. "We work very closely with any mover that does not provide storage," said Adrian. "All our stores work very closely with moving partners and provide them with enquiries. That is pretty standard across the industry. Some are prepared to surrender their storage business because of the benefit they get from working with the self store company. There is more interaction between self storage and movers than you would necessarily

at the old levels. "We have been more creative because if it were purely driven by price we wouldn't be in the position we are now. Some of your readers might have a tougher time than us because scale and the ability to spend money on marketing has proved to be a definite advantage when times are tough."

Adrian also pointed out that there has been a complete change in how self storage operations market themselves from drive-by and telephone sales to the Internet. "Safestore and Big Yellow, with national brands and big support systems, such as Search Engine Optimisation and the constant development of websites, allows us to generate disproportionate benefit from the Internet."

think. Many self store operations have a moving partner parked on their forecourt." Dave Davies added that even for movers that do have their own storage, a local self storage facility could provide a useful overflow during busy times.

Security

By its very nature a self storage facility has to provide access to the public. Many moving companies are, according to the Self Storage Association, anxious about security and this is one area that prevents them from taking the plunge and setting up their own facility.

However, Adrian explained that not everyone is given unfettered

access. Only a small proportion of customers are given access beyond normal trading hours. "We don't want too many people wandering around at 2am," he said, explaining that those customers who do have access become the site's police force. "They are very interested in security and if they see anything they are straight on the telephone." Of course with alarms, restricted access, CCTV and remote monitoring, anyone entering a self storage facility is being watched.

"If you want to store something illegal, the last place you would go to is a Big Yellow or a Safestore," said Dave. "We would ask for identification, we'd have a picture of you on our system, and we would not let you pay cash; you would be more likely to hire a lock-up garage or rent a flat rather than come to one of our places because you are snapped the moment you drive in."

As an illustration, Adrian said that Big Yellow, Safestore and the SSA work very closely with the police and counter terrorism organisations and it is quite clear that some people, perhaps with criminal intent, have enquired about renting self storage units but then quickly move on when they realise the level of security involved.

So, the self storage industry is not immune to recession, but it does better than removals; the top UK companies do not seem focussed on global domination at this stage so perhaps there is more scope for independents, at least in the medium term; movers do not need to fight the local self storage company, talking to them might be a better idea; and security, though important need not be seen as a problem or a barrier to entry.

● *Thanks to the SSA for its help in securing this interview.*



"If you want to store something illegal, the last place you would go to is a Big Yellow or a Safestore. We would ask for identification, we'd have a picture of you on our system, and we would not let you pay cash ..."

Dave Davies

Self storage – working with movers

By Caroline Akata-Pore, B2B Marketing Manager at Safestore

Our stores across the country work with local removal companies on a regular basis, giving firms the opportunity to improve the service they offer to their customers. Building and running a self storage operation requires considerable capital outlay and for removal companies, as this is not their 'core business', many will rely on storage partners. The opportunities for removal and storage companies to work together are becoming increasingly apparent.

Take the complexities of the housing market. Today, homeowners are becoming increasingly savvy about using tactics to benefit from the peaks and the troughs of the property market. For example, we conduct a biannual index called the Movers and Improvers Index – the last study, conducted in autumn 2011, showed nearly half of respondents (46%) thought that selling up and moving into rented accommodation or in with friends before they buy their next house is a good idea. Many of them prefer to rent whilst waiting to see the movements of the housing market or they may want to solve the issue of being in a chain by renting, effectively putting them in the same position that first time buyers enjoy. This in turn increases the requirement for removal and storage services.

"On the business side, we are finding more companies are making use of our self archiving service and moving



"For business and domestic customers, self storage is proving to be an effective support system for whatever change they are experiencing ..."

Caroline Akata-Pore

equipment into self storage units so they can maximise their office space for employees and get greater value from prime city centre locations and the premium rents that go with it. For business and domestic customers, self storage is proving to be an effective support system for whatever change they are experiencing and the removal companies we work with recognise that being able to recommend self storage is an essential component of the offer they provide for their customers.

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FEATURE: SELF STORAGE

The natural way for movers to diversify

Ask any removals company that has diversified in recent years to add self storage to their business and I would doubt that even one of them would regret doing it. By Philip Pouncey, Managing Director of Kuboid.

Self Storage is a natural addition for any removals company, most have provided some form of storage (e.g. carton and open) for many years (long before us young upstarts), they understand how to sell space and usually do not need to employ additional staff. In addition they often have space available in existing buildings and therefore can put their toe in the self storage market without a significant investment. In fact, many removals companies have found that by offering self storage they have in turn increased sales of their carton storage; you can offer your customers a choice which is something even the biggest self storage companies cannot do.

The truth is self storage is nothing new; it has been around in some form for centuries; even Arthur Daley had a 'lock-up' in the 70s. Surprisingly though many people in the UK are blissfully unaware of these traditional forms of storage whereas self storage – due to a massive marketing campaign in recent years – is becoming a recognised product in its own right.

Whether you develop a small area of an existing building to provide additional income or build a large stand alone store the criteria is the same, like in any business you must have a product that sells, therefore be sure to choose a fit-out company that knows self storage. I have spent many years designing and building self storage facilities and have seen too many that were poorly designed and worse still unable to adapt themselves. At Kuboid we work to strict guidelines acquired through extensive research and apply this knowledge to every store that we design, it is vital to have the correct mix of storage room sizes (we like to call them storage "kuboids"), that they are located in the best position within the store, the store is logically laid out and has a welcoming ambience, not a cold uninviting warehouse.

We have also learnt that every store and every location is unique. A few years ago we built two stores in a major UK city within three miles of each other. After six months of trading I called into both stores on the same day. The first store owner

"Whether you develop a small area of an existing building to provide additional income or build a large stand alone store the criteria is the same, like in any business you must have a product that sells ..."

Philip Pouncey

told me his 50ft² kuboids were not very popular but the second store owner told me his most popular size was 50ft². That is why we always recommend, where both practical and possible, to build the store in phases and why we developed our product to be modular and reconfigurable.

So if you are a removals company, put your toe in the self storage market, you won't regret it.

● Visit www.kuboid.co.uk.



Philip and Susan Pouncey.

TIPS FROM KUBOID

- First impressions count! The overall appearance makes a huge difference.
- Make sure there are plenty of car parking spaces and easy access to the loading area.
- The more visible the building and the better the signage, the more attractive the business will be to new customers.
- Make sure your staff are clearly identifiable, preferably with a uniform.
- A small shop selling packing sundries will be a profitable addition.
- Decide if you are going to offer an additional van collection/delivery service to clients.
- Every visitor who accesses the storage areas must have their time of arrival and departure recorded. CCTV with screens visible in the reception area will reassure potential and existing clients.
- Exterior lighting over the total site is also a must for the autumn and winter months.



● Cunning move - Fox Moving and Storage in Cwmbran diversified into self storage in 1995 and has continued to invest as a way of underpinning its traditional business.



Where you see an empty building Kuboid see an opportunity!



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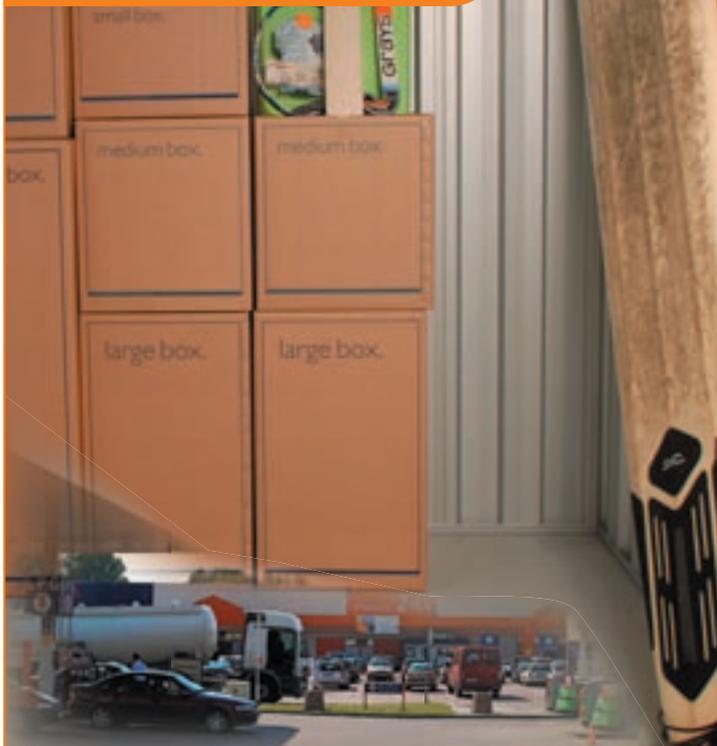
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What petrol stations are to supermarkets, self-storage is to a remover



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INSIGHT: TAKING PICTURES FOR PRINT



The power of a picture

Composition
 This image from Fox Removals and Storage that appeared in *The Mover* in June 2011 is a good example of a well composed image. The people are well positioned and the lorry in the background adds interest, but does not dominate the frame.

They say a picture paints a thousand words. Then why is it that people seem to find it so hard to take a good one? Steve Jordan suggests why and what to do about it.

If you are taking pictures for your Facebook page or to show Grandma during her Sunday afternoon visit, quality is not too important. But when it comes to sending them to the press, a little more care is necessary.

In 20 years as a PR man I have just about seen it all when it comes to rubbish pictures: under exposed, over exposed, out of focus; people with wall lights growing out of their heads; and, as far as the moving business is concerned, thousands of classic firing squad pictures of reluctant packers lined up along the side of a grubby furniture van. It sometimes seems that every time I click 'open' on a new photographic offering the artist has contrived to find yet another way of making it totally useless.

Since digital photography has come along, the problem has got worse. Now everyone has become

an expert ... or so they think. Perhaps they should take a close look at some of their efforts.

As a publisher I really need good photos to help tell the stories and to make the magazine look good. So does everyone else in my position. Send a story to *The Mover* and, as long as it's not totally inappropriate, I'll do what I can to get it in. But if you are sending your stories further afield, say to the local press, they won't work so hard. If the picture's rubbish, it will go straight in the recycle bin.

Using a computer there is a lot we can do to make your poor pictures look a bit better. We can change the exposure, get rid of red eye, brighten

up the colours, crop them to pick out the best bits, or even add an effect to give them a special touch. But if it's not in focus, it's junk. If it's too small we can't use it. If it's badly framed, we can't come by and take it for you.

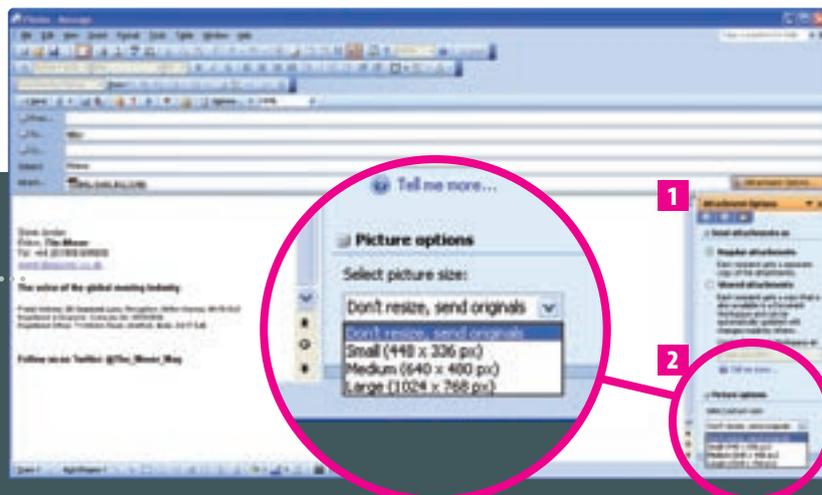
You would not believe the number of images I get that are literally postage-stamp size, or out of focus, or both. It's obvious that the sender has not even looked at the picture before sending it in. A complete waste of time!

So, looking on the positive side, may I make a few suggestions that would help you stand a better chance of getting your stories published, not just in *The Mover*, but anywhere.

- Use a proper camera. Your mobile phone or pocket camera might have ten million pixels, but it has a lens the size of a pin head. All you do is capture ten million pixels of a useless image. If you are sending pictures to the press, invest in a modest SLR camera ... you'll do much better.
- Make sure the camera is focussing on the subject of your picture (probably a person), not the background. Fill the whole frame with the subject ... we don't need the whole office in shot to get a picture of Mavis in accounts.
- Don't point the camera towards the sun.
- Set the camera at the highest resolution possible. You can always

make it smaller later.
 • Make sure the picture is in focus. Look at the picture before you send it off. Would you print it? If not, try again.

Size matters
 When you attach a picture to an e-mail, don't reduce the size of the pictures automatically, as this will make it unuseable for print. Make sure that under 'Attachment Options' (1) on the right, the 'Don't resize, send originals' (2) option is selected.

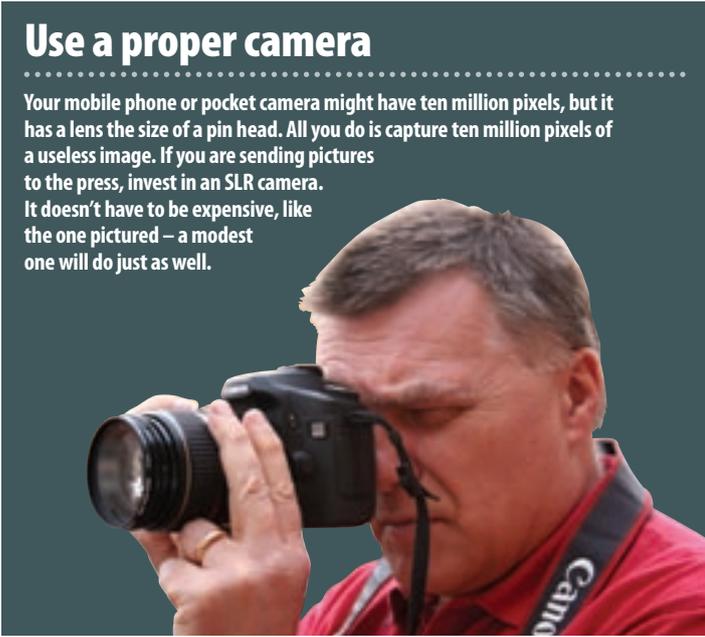


Focus!
 Now it's tricky taking a bad picture of our Marianne, but here's how. In picture A she is in focus and the branding is a little fuzzy; picture B is the other way around – not so good.

THE PAST IN PICTURES

Use a proper camera

Your mobile phone or pocket camera might have ten million pixels, but it has a lens the size of a pin head. All you do is capture ten million pixels of a useless image. If you are sending pictures to the press, invest in an SLR camera. It doesn't have to be expensive, like the one pictured – a modest one will do just as well.



THE PAST IN PICTURES



• Davies Turner developed standardised reusable lift-vans like this one, an early precursor to the modern shipping container.

- Pictures without people are boring. Always try to get a person in the picture. And you keep telling me that your staff are "your greatest asset", so let's have fewer pictures of isolated vans and a few more smiling faces.
- Your corporate branding might be important to you but it's rarely the subject of the photo. If you want to take pictures of your staff in front of a van, get them to walk towards the camera so they almost fill the viewfinder. Leave the van in the background. I promise we can still see it.
- Make sure the photo helps tell the story. A story about an unusual move you did should have a picture of the chaps in action. A photo of the outside of the building just doesn't say anything.
- Re-format the media card occasionally: noise on an old card causes the image to be fuzzy. If your pictures are still not sharp, reset the factory settings – that should do the trick.

This is not the place for a master class on photography and I am no

master. I don't expect every picture I receive to be a potential prize winner. But taking heed of the above would elevate your pictures to the top 10% of photographic submissions at a stroke even without any more in-depth knowledge. One specific problem that we have discovered is a feature of Microsoft Outlook that continually conspires against us. When you attach a picture to an e-mail you have the choice to reduce the size of the pictures automatically. After you have attached the file you can click on 'Attachment Options' on the right (see below left). Please do not do this. If this feature is automatically engaged you will reduce the size of every picture you send to become unusable in print. Please make sure it's set to 'Don't resize, send originals'. Every journalist needs good pictures. Many choose the pictures first then look for the story second. If you are sending stories to the press, you will greatly enhance your chances of publication if you send a picture that's half decent.

Alfred Davies – a 19th century innovator

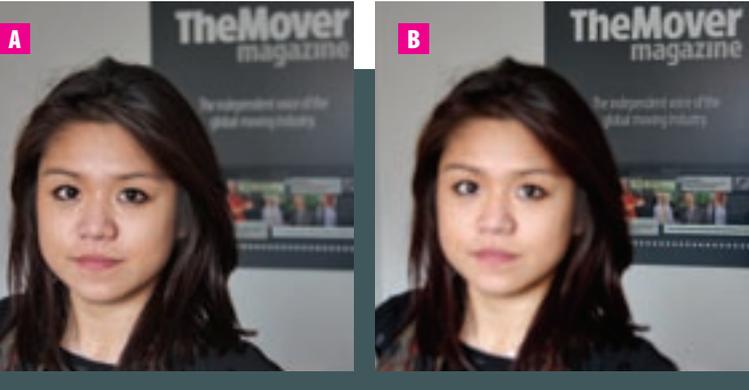
One of the forefathers of international moving, Alfred Davies, established Davies Turner (now DT Moving) in April 1870. Led by Alfred, the company shipped the Victorian adventurers of the day and were renowned for innovation and change. One of Davies Turner's first successful services involved consolidating many small shipments onto one bill of lading - useful because of the high minimums charged by shipping lines at that time. Alfred later became an MP but never left his role in the company.

DT moving in the 1890s

In the 1890s under Alfred Davies's stewardship, Davies Turner, now DT Moving, developed standardised reusable lift-vans, an early precursor to the containerisation revolution, as illustrated in the photograph above, of a horse-drawn lift-van in Central London. Quality packing was even more of an issue in the 1890s as road surfaces left a lot to be desired.



Then and now: How a DT Moving liveried truck looks today, compared with the horse-drawn vehicle of the 1890s, above.



TheMover
The Mover wants your archive pictures and stories. Send your submissions to David Jordan, david@themover.co.uk.

INSIGHT: LOOKING AFTER YOUR STAFF

● Philip Edwards (left) with gold medal winner Adrian Kedge.

Looking after your biggest asset

As an industry we, quite rightly, invest enormous sums of money in our trucks. We are understandably proud of them, and often like to feature our shining, brightly coloured, liveried vehicles in our adverts and company literature – and, yes, having the right truck for the job is important. By Philip Edwards of Stephens Removals.

We also invest a lot of money and spend hours devising forms with boxes for us to tick, measuring our performance in health, safety, quality and service standards. We set up procedures for everything imaginable. We have regular visits from quality inspectors, and customer feedback forms that ask if they were informed about this legal regulation and that insurance condition, which is all very good.

But at the end of the day it's not the truck or the form filling that makes the move a success, it's the staff, and it has always surprised me that as an industry we spend tens of thousands of pounds on vehicles yet we baulk at investing in our staff, who ultimately are by far and away our greatest asset – or potentially our biggest liability.

When customers go back to work after moving and their colleagues ask, "How did the move go?" generally speaking the answer will be "Good thanks, the guys were great!" Never yet have I heard of anyone replying, "Great, the truck was very shiny," or "Wonderful, their procedures were very precise."

We are a service industry and service is all about people.

As my Nan so very astutely pointed out: "What customers really want is for their removal men to be 'nice',"

Following in true Olympic tradition, we awarded bronze, silver and gold medals for the very best ideas, all voted for by the staff.

– and to my mind that's always been a fantastic summary of aspiration.

Therein lies the difference between a man who "picks things up with his 'ands and carries 'em" and a truly professional furniture moving company. At Stephens we have highly talented guys who can wrap, protect, and move virtually anything anywhere and we assiduously train them how to do that and give them wonderful skills.

But people's expectations of moving companies have grown enormously over the last couple of decades, and we have to move with the times.

Customers not only want their movers to be highly skilled, they also expect them to be great communicators, empathetic and supportive towards them and the stresses they go through on removal day. They expect them to be not only willing, but also happy to work late at the drop of a hat because the key was delayed or because the people moving out had decided to do it themselves – in a transit! We are required to be friendly without being familiar, to adapt and fit in with every type of character in

all sorts of circumstances, and we are to be understanding and polite when we encounter a customer who, although he's never moved a bit of furniture in his life, explains to us how best to carry things – and what's even more amazing is that we expect our guys to do all this without any kind of training whatsoever.

That's why Stephens recently employed the services of Anne Wilkinson of Executive Playground, a training company that specialise in team building and customer communications.

Some of the obstacles faced by our teams are unusual, so Anne wrote a bespoke training programme with 'the Stephens Olympics' as the theme. The programme contained a series of exercises where the difficulties and hurdles that our teams face were identified. Thought-provoking challenges, with role plays, encouraged everyone to look for solutions to these problems.

Over a three-day period everyone at Stephens took advantage of the coaching and engaged in some inspired problem-solving,

culminating in a final late-afternoon session where everyone had an opportunity to put forward their best suggestions for improving the customer experience.

Following in true Olympic tradition, we awarded bronze, silver and gold medals for the very best ideas, all voted for by the staff themselves.

We are absolutely delighted with the training. The value of this type of event is always difficult to quantify but, by goodness, it certainly made me think and evaluate the way I do my job, and I know a lot of the lads had a similar experience. I'm convinced that it will lead to even better service levels, and by the anticipated increase in referrals alone will pay for itself in weeks.

Last year 60% of customers told us that they chose us because we had moved them before or because they had been recommended to us – our target is for that figure to increase to 70% during 2012. We are very proud of the service levels we provide and anything we can do to help the crews maintain and even improve the customer experience is worth its weight in gold.

Read *The Mover* online at
www.themover.co.uk

SELF STORAGE CONTAINERS



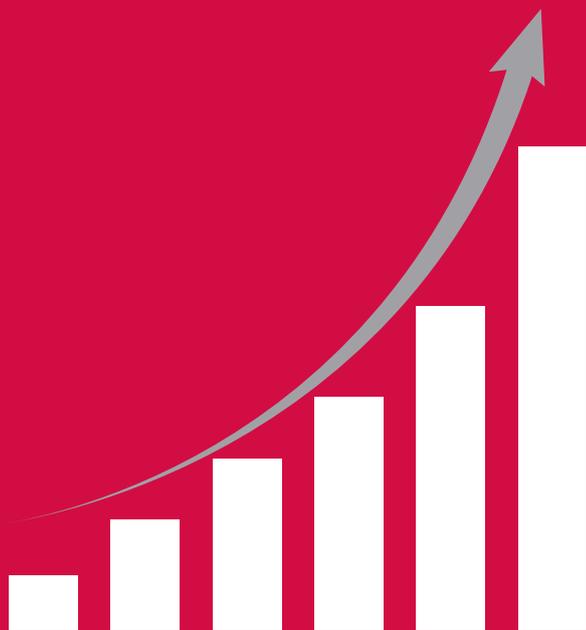
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BUSINESS: SQUEEZING SUPPLIERS

Pay a little more this year

When is a bargain not a bargain? When it's too cheap. By Steve Jordan.

In these recessionary times it's easy to screw suppliers to breaking point. Indeed as your own margins get squeezed you could be forgiven for wanting to make every pound work as hard as possible. But there are limits ... or there should be.

We all think we know the difference between price and value. But, in my experience, few people actually do. They think that buying good quality at cheap prices represents good value. I don't think so. More like short-term opportunism born out of a fundamental misunderstanding of what makes people tick.

Everyone in the moving industry will tell you that you cannot give a top quality service at a rock-bottom price. Not for long anyway. Anything that's worth having must also be worth providing. If it's not, it won't be available for long.

Over my years in business I have seen some crazy policies when it comes to purchasing. I remember one large company who had a policy of selecting the best suppliers, screwing them into bankruptcy, and then buying them for a song. Not only is that immoral where I come from, it's also bad business. They thought they were being smart, but they were being stupid. Their actions demoralised the workforce and

angered the management of the companies they bought. They single-handedly turned profitable, dynamic, successful organisations into basket cases. Needless to say, the company itself crashed in the 1980s. Just deserts I say.

I know of another company that provided its customer with an excellent service for a reasonable price and had done for years. New management screwed down the price to the point where the excellent service was no longer possible. Frustrated, the company sacked its customer and set up in competition against it to do the job properly. A competitor created where none existed before. Brilliant! I bet they'd all got MBAs and thought themselves the brightest stars in the sky. Alan Sugar would have been proud of them.

A supplier to the moving industry I interviewed recently said that they were getting less for their products now than they were 12 years ago. They were at breaking point. That can't be right.

In many other cases long-term customers have exploited loyal suppliers to the point where they no longer cared about or no longer could supply the service on which the customer relied. Bonkers! And, during periods of austerity, all too

common. Often it's just done as some kind of mad commercial game and the players have no idea of the pain they cause or how quickly the demon will come back to bite them.

The Office of Fair Trading is a bastion of what is right and proper in business in the UK. Some might have noticed that its logo represents a see-saw, a balance, signifying that good business is good for everyone.

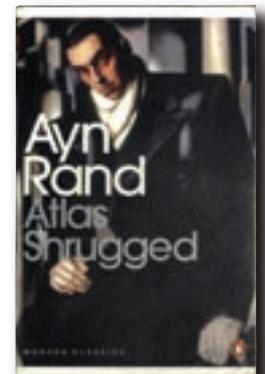
So, what can we do about it? We are all consumers as well as suppliers. We need to recognise that good service and top quality products need paying for. People need to be paid well enough to do their jobs well and, more importantly, want to do them well. So in 2012, why don't we all do our bit, however small, to help. Rather than screwing down our suppliers so that they can't breathe, let's all just stop short. Give them a little leeway. Pay just a little more that absolutely necessary. The little you pay must, inevitably, come

back into your pocket eventually as your customers do the same to you. We'll all just be a little richer.

If not, we will certainly stifle the drive, ambition and flair of those who create the wealth for us all.

ESSENTIAL READING:

Atlas Shrugged, by Ayn Rand. A long, fascinating novel that will change the way you think about business forever.



@ Comment

Have you been screwed by powerful customers? Or are you also guilty of pushing people further than is wise? Have your say at comment@themover.co.uk.

New technology to cut fuel theft

A revolutionary portable alarm system that can film thieves and link them to crimes using DNA technology in remote locations has been hailed by police as a major step towards helping to combat a massive rise in fuel theft.

The Armadillo and Alarmed and Traceable Technology Solutions System (AATTS), developed by Kilmarnock-based PID Systems, are the first purpose-built alarms for protecting vulnerable properties and locations to be approved and recommended by the Association of Chief Police Officers (ACPO).

With fuel at record high prices police have reported a massive rise in fuel theft from private vehicles. National data has not been collected but some police forces have reported increases of more than 100% in the past 12 months. Thieves steal fuel by cutting through fuel lines, smashing open fuel caps, removing petrol and diesel tanks or, in some cases, drilling into the fuel tanks and pumping out the contents.

The Armadillo system is wireless, so it doesn't need to be connected to a mains supply. It is vandal resistant and can be installed quickly and easily. The AATTS sounds when an intruder is detected, sending a signal to the owner of the building, to PID Systems and it also captures any attempted theft on video. It is used in conjunction with an indelible red UV dye which can only be seen under UV light. It coats intruders with a unique encrypted molecular marking agent that can be linked back to the crime scene. For more information visit www.pid-systems.co.uk.



● The Armadillo and Alarmed and Traceable Technology Solutions System (AATTS)



● Judi Dench, Tom Wilkinson and Bill Nighy.



Title:

The Best Exotic Marigold Hotel

Director:

John Madden

Starring:

Judi Dench, Bill Nighy, Tom Wilkinson, Maggie Smith, Penelope Wilton, Ronald Pickup, Celia Imrie and Dev Patel

Classification:

12A

Genre:

Comedy drama

Run Time:

118 min



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

Oldies go to India

A group of people of the older generation go to India for different reasons: mourning widow Evelyn (Judi Dench); husband and wife Douglas and Jean (Bill Nighy and Penelope Walton) who are having marriage problems; Muriel, a racist who needs a hip replacement (Maggie Smith); Graham a homosexual man going back to his childhood (Tom Wilkinson); and Norman and Madge (Ronald Pickup and Celia Imrie) who are just a bit lonely. They go to 'The Best Exotic Marigold Hotel' thinking it is a beautiful place, then turns out it is a pig sty. Dev Patel (*Slumdog Millionaire*) plays lively hotel manager Sonny, all he wants to do is impress his mum, introduce his girlfriend to her and keep his hotel running. The story progresses to some predictable and some sad consequences.

This film isn't ideal for a 16-year-old girly night in, best leave it for the mums to enjoy. Saying this there is no denying

the fact that the actors have done a brilliant job, especially Bill Nighy, who did a fantastic job with his character: He was still his normal self but instead of being a rock star druggie, a zombie or a make-believe character, he was just normal. Quite shocking if you haven't seen him do anything like this. Of course Judi Dench and Maggie Smith were extremely good too. Judi gave the film an emotional side and Maggie makes you laugh – even though sometimes you felt guilty doing so.

When this comes out on DVD don't make it your main priority to get it, but buy it in the sale a couple of months later - it is worth a watch.



Upcoming films:

New fantasy film starring Julia Roberts called *Mirror Mirror* comes out at the beginning of April. By the title you can guess that it is based on the fairy tale Snow White but with a twist. It has a good cast and it looks like it will be fun for anyone to watch.

In the middle of March 21 *Jump Street* came out, so you might still be able to catch it. It stars Jonah Hill and Channing Tatum. This is an action-comedy about two underachieving members of the police. It is based on the TV programme with the same name. With this cast it will be perfect for teenagers.

INTERVIEW: KEITH WINSOR

● Keith at work in Uganda.

Keith Winsor: moving to God

Steve Jordan interviews Keith Winsor about what made him give up a career in moving for a life doing, what he believes to be, God's work.

In 2011 Keith Winsor had been in the moving industry for 27 years and had most recently spent 18 very happy years working with GB Liners. But in May that year, he gave it all up, at what he admits was a most illogical time, to dedicate his life to God.

Keith and his family have always had a long standing faith however, until he made radical changes, he was just too busy to do much about it. "I felt I had to make space and the only way I could do that was to leave the moving industry because it is all consuming," he said.

It wasn't a sudden revelation. Keith first felt the calling during a holiday with a friend of his in Romania six years ago. It was in the middle of February, minus 15 degrees centigrade, and they were standing by a frozen lake. His friend suggested that they should go to talk to another friend who was fishing through a hole in the ice in the middle of the lake. As they traversed the ice Keith could hear a booming noise but his friend reassured him that it was just the ice moving under their feet. What!

"I felt like Peter walking on the water," Keith explained. "God was

"It was time to get away from full-time work in one location and trust in God to provide for me and my family."

Keith Winsor

talking to me saying that it was time I really trusted Him. It was time to get away from full-time work in one location and trust in God to provide for me and my family. I had to give some space for God to work with me to do whatever He wanted to do."

The following Sunday morning Keith went to a Romanian church. On that morning the lead pastor of the church, with no knowledge of Keith's frozen lake experience, chose to change his speech to the story of Peter getting out of the boat and walking on the water. "It was God speaking to the pastor who, in turn, was speaking to me about what I'm doing."

Over the next six years Keith tried to put these thoughts to the back of his mind, constantly reminding himself that he had family responsibilities and a mortgage to pay. But he heard constant preaching by people about 'getting out of the boat' and 'making space for what is coming'. "I thought 'why are You continually talking to me about making space when I haven't got any?'" It became increasingly obvious to him that he should be living life differently. Some would say that these 'voices' were merely coincidence. It was not a message from God but just an internal desire to try something different. "But I believe that I have a personal relationship with Jesus so I perhaps look at life differently. Some may say that the evidence is circumstantial, but I know that it is not."

"After a lot of soul searching and discussion with my family the decision was that I had to leave the moving industry. I talked to my wife and two girls. I said that there was a real risk that we would have no income. They all, independently, said for me to get on and do it." It was also at a time when his wife and

one of his two daughters were ill and stability was important. A change of this type was probably the last thing they needed. "It was completely illogical and probably the worst possible time, but for me it was 100% the right thing to do. Faith comes with a relationship and an action. You can believe in God but unless you do something about it it's not worth anything. I knew that I needed to do something about what God was saying to me."

Keith left the moving industry in May 2011 and started his own company called Winsor Enterprises. This is simply a means to be able to work freelance for organisations that Keith feels are doing the work he is being directed to do. One such organisation is Operation Blessing, an international charity launched in 1978 to fight a war against poverty. Operation Blessing, for example, was one of the first charities on the ground in Japan after the tsunami; it was also the first charity into Haiti after the earthquake and is still there helping to rebuild the communities and livelihoods of the beautiful Haitian people. The company president, Bill Horan, puts its work into perspective by relating the words of a pastor presiding over a funeral for Cholera victims in Haiti. "These people died of Cholera," he said, "but it was poverty that killed them."

Another project for Keith is working with an organisation that writes memorial books to celebrate the lives of people who have died. "It makes a massive difference to help people with the grieving process and helps to keep their memories fresh for future generations."

All of this work does not occupy him full-time. It leaves him some space to work with his local church and, occasionally, do something really exciting. In August last year, for example, Keith spent two weeks working to help people living in poverty in Uganda and to help launch a new church campus too.

Keith has created his space and is doing what he believes God wants him to do. He has also found that doing this work provides modestly for his family too. "It's not about making money, it's about living and giving," he says.

Anyone wishing to donate to Operation Blessing, and help Keith and his companions make a difference, can do so at:
www.operationblessing.org.uk
 or e-mail: keith.winsor@operationblessing.org.uk

New appointments at Bishop's Move

Bishop's Move has announced three new appointments to its international team.

Geoff Cummins, previously branch manager of the Tunbridge Wells office, has re-joined the company as European manager. Now based in Wokingham, Geoff is responsible for the implementation of the company's export sales plan, developing new opportunities and looking after existing overseas clients.

Tom Ambrose, a school leaver, has joined the Chessington office as import/export co-ordinator. Reporting to the international manager, Tom's role includes processing import clearances of clients' effects and arranging deliveries in conjunction with the operations team and branch network. The company is known for taking on new members of staff with little or no experience as trainees, interns or on work placements. This enables them to gain the experience they need in the industry at Bishop's Move.

Finally, Ingrida Dage joins the company in the role of international move specialist. Based at Bishop's Move's Chessington office, Ingrida

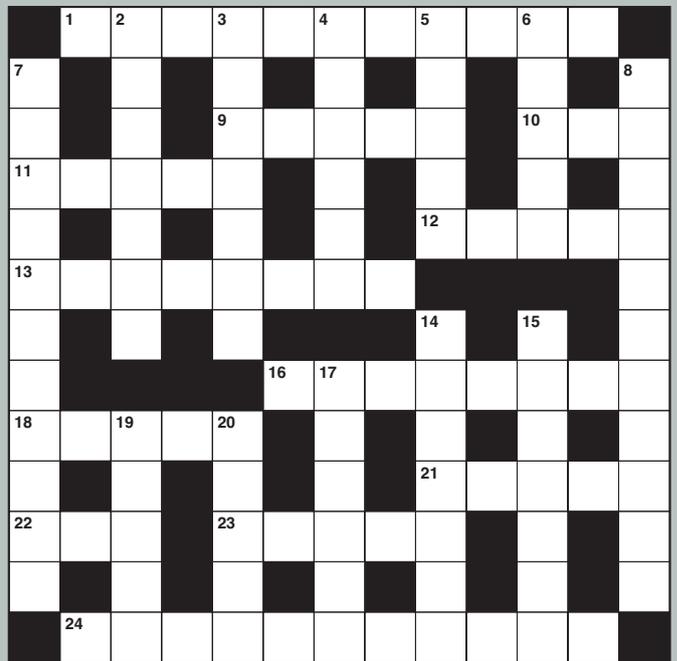


● Ingrida Dage

previously held a similar position at Interdean in Aberdeen and will now be responsible for ensuring that Bishop's Move's corporate and residential clients experience a smooth transition when moving abroad.

Commenting on the three appointments, Al Bingle, Bishop's Move's Managing Director, wished Tom, Geoff and Ingrida every success in their new roles.

Puzzles reallymoving.com *Providing instant quality removals leads*



ACROSS

- 1 Formulation of general concepts (11)
- 9 Adult insect (5)
- 10 Beer container (3)
- 11 Tremble (5)
- 12 Type of stopwatch (5)
- 13 Woke up (8)
- 16 Spanish title for an unmarried woman (8)

- 18 Public discussion (5)
- 21 Republic in the West Indies (5)
- 22 One (anag) (3)
- 23 School of thought (5)
- 24 Start to be active (3,8)

- 5 Type of fish (5)
- 6 Loose fibre (5)
- 7 Not suitably accredited (11)
- 8 Making worse (11)
- 14 Bird of prey (7)
- 15 Civilian (7)
- 17 Mystery; riddle (8)
- 19 Wash in water (5)
- 20 Doctor (5)

DOWN

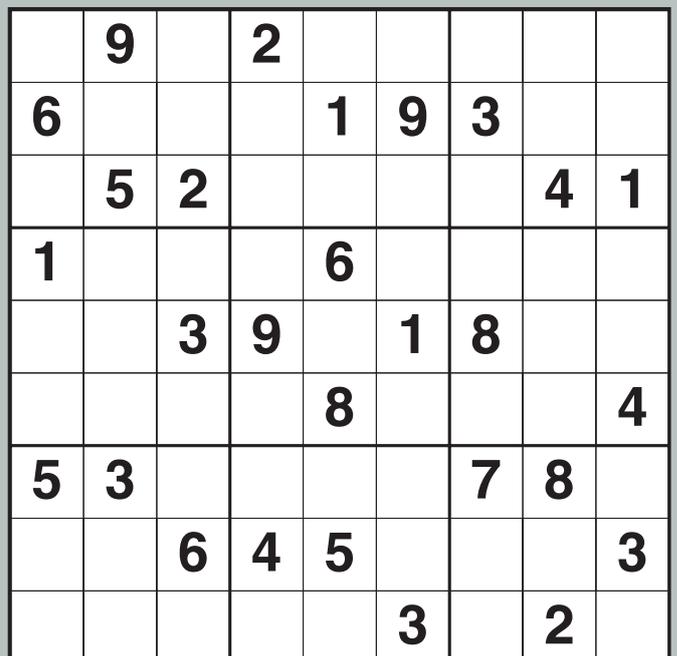
- 2 Yellow fruits (7)
- 3 Robbers (7)
- 4 Fit for cultivation (6)

FEATURE SCHEDULE

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

Features coming up this summer:

- May: Hand-Held Devices
- June: Packaging
- July: Recruitment and HR
- August: Fork Lift Trucks



COMMENTS/DIARY DATES

Your Comments

Re: Did You Know?:

The Mover, February 2012, page 43.

Neil MacKay from ICM Gerson takes issue with our assertion that nothing in the English language rhymes with month, orange, silver or purple.

I read page 43 of your esteemed organ with some interest. Without any resort to Wikihalftruths, I reckon silver rhymes with chilver which if memory serves me right is a ewe lamb?

And, especially for you:
*There was a young man from Orange
 Who whilst jogging swallowed a lozenge
 It stuck in his throat
 He began to choke
 and there died that young man
 from Orange*
 Neil MacKay



Editor:

Thanks Neil for your contribution, as always. We concede 'chilver' and 'silver'; not sure 'lozenge' rhymes with 'orange' though ... maybe at a pinch!



Diary Dates

E-mail your Diary Dates to nikki@themover.co.uk

- Euromovers**
12 – 15 April, Nice, France

- FIDI Annual Conference**
22 – 27 April, 2012, Boston, USA

- Commercial Vehicle Show 2012**
24 – 26 April, 2012, NEC Birmingham, UK

- EuRA Conference**
25 – 27 April, 2012, Stockholm, Sweden

- OMNI Annual Conference**
28 April – 1 May, 2012, Miami Beach, USA

- BAR Annual Conference**
17 – 19 May, 2012, Beaumont Estate Hotel, Old Windsor, UK

- Young Movers Conference**
24 – 27 May, 2012, Budapest, Hungary

- Annual Convention of the German Movers Association**
21 – 22 June, 2012, Essen, Germany

- The PMA conference**
9 – 12 August, 2012, Legends Golf and Country Club, near Cape Town, South Africa

- FEDEMAC General Assembly**
28 – 30 September, 2012, Innsbruck, Austria

- IAM 50th Annual Meeting**
10 – 13 October, 2012, Washington DC, USA

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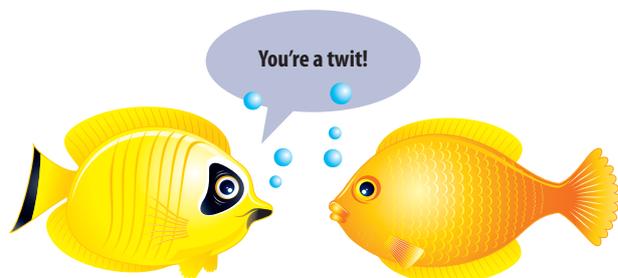
Did you know?

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

A cat's jaws cannot move sideways.

Andy Warhol created the Rolling Stone's emblem depicting the big tongue.

Grapes explode if you cook them in the microwave.



A pregnant goldfish is called a twit.

In Casablanca, Humphrey Bogart never said "Play it again, Sam."

Captain Kirk never said "Beam me up, Scotty", but he did say "Beam me up, Mr. Scott".

More people are killed annually by donkeys than die in air crashes.

You did say "elementary" Holmes...



No I didn't!

Sherlock Holmes never said "Elementary, my dear Watson".

Puzzle solutions

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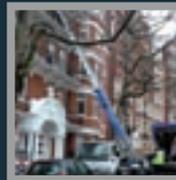
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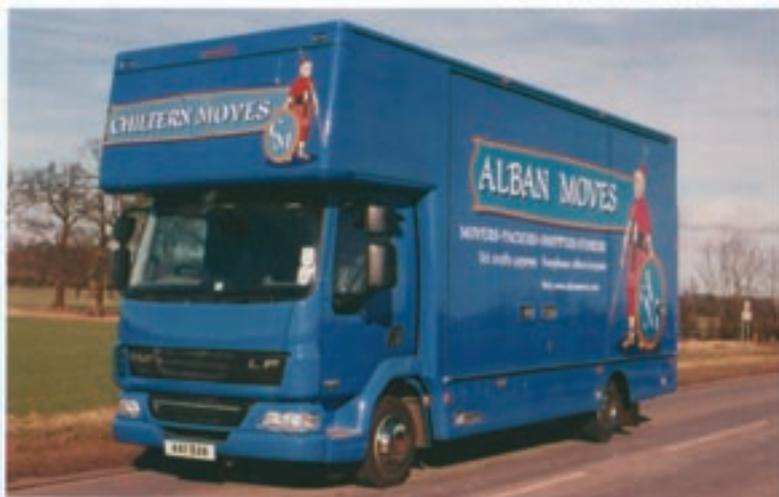
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