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Issue 012 March 2012 [www.themover.co.uk](http://www.themover.co.uk)

# TheMover



## **COULD THIS MAN BE THE FIRST REMOVAL GURU?**

Steve Jordan interviews Kevin  
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# TheMover

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## LEADER

## Are they for real?

Steve Jordan, Editor



**R**ecessions have some unfortunate consequences. There is the obvious: the tragic casualties such as Wentworth International Movers who went into liquidation; and Harrow Green who have been bought following what has obviously been a tricky trading period for the company. I wish them both well. And the not so obvious: the rise of the charlatan.

My office is in Milton Keynes, the national centre for networking groups (we have at least six chapters of BNI and plenty more look-a-likes) and, perhaps as a consequence, more flaky companies and hobby businesses per acre than, I would wager, anywhere in the country. It makes us wary – some might say cynical.

But cynical with some justification I think. One of our town's well known characters, for example, is supposed to be a marketing expert: his company has gone bust at least once and his latest incarnation isn't worth a drachma. Yet still he has the bare neck to put himself forward as an expert. And still people fall for it.

In the last few years I have seen so many people purporting to be experts who were clearly not. Look up their accounts and they haven't two brass farthings. They promise to make you rich then drive off in their ten-year-old Skodas. They are most likely people who have fallen on hard times and are trying to make a living doing what they can. I admire their initiative and wish them well, but they really shouldn't go round telling people they are what they are not.

Let us hope that we are coming out of the dark times now. Even Mervyn King, the official harbinger of doom, made some positive noises the other day and the January retail figures pleasantly surprised everyone it seems. But as business gets back to normal, keep your eyes out for those who should really be doing something else. If anyone says they can help you with your business ... check 'em out first and tread carefully.

Steve Jordan



● Neighbourhood spirit in evidence at a street party for last year's royal wedding.  
Image: ©iStockphoto.com/nicolamargaret.

## Neighbourhood spirit flourishes in UK

Everybody needs good neighbours, and Brits have plenty of them according to a study released today ... and face-to-face relationships are getting better.

**A** report into relations between neighbours released by OM Property Management reveals one in four people hang out with their neighbours, popping next door for drinks (23%) and parties (27%).

Whereas nearly half of people (45%) said former neighbours had caused them problems, the figure halves (27%) when people were asked if their current neighbours have given them grief. People are much less concerned about noise and rowdy parties from their current neighbours, reporting that next door incumbents are much better behaved than people they have lived next door to in the past.

Neighbours are not just for fun either. The vast majority (81%) of people say they have also been helped by their current neighbours. A quarter of people (26%) entrust next door with a spare set of house keys and also help each other out with everything from feeding pets and babysitting to lending each other money.

In fact, half (50%) of us say our current neighbours do more to help

**"This study shows the "neighbourhood spirit" Britain was once famous for is back – hopefully for good ..."**

Adam Cooper

them than previous ones, and two thirds (62%) went as far as describing the people who currently live next door as "fantastic".

Adam Cooper, OM Property Management Managing Director, said: "We've been managing properties for over 30 years and our report is backed by our view that our residents seem to be much more community-focused."

"This study shows the "neighbourhood spirit" Britain was once famous for is back – hopefully for good – and the Queen's diamond jubilee this year will give neighbours another chance to throw a party with those who live around them."

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## NEWS: UK



● None of the 1.5 million foreign trucks that visit the UK currently pay to use our roads.

## A fairer deal for UK hauliers

Plans for a lorry road user charging scheme to create a fairer deal for UK hauliers were announced recently by Roads Minister Mike Penning.

**M**ost EU states charge lorries for using their roads which means that British vehicles have to pay to drive in Europe, while foreign lorries can drive for free in the UK.

Mike Penning said: "We want to ensure that UK hauliers get a fairer deal and help maintain the competitiveness of our logistics industry. Each year there are around 1.5 million trips to the UK by foreign registered lorries – but none of them pays to use our roads, leaving UK businesses and taxpayers to foot the bill."

Speaking on 25 January, Mr. Penning said: "The proposals I have set out today will ensure that all hauliers who use our roads are contributing to their cost, regardless of where they are from. I want UK hauliers to get involved and respond to this consultation to make sure

that the final scheme works for them – helping level the playing field with foreign hauliers, boosting their market share and increasing employment and promoting growth in the UK."

The proposed scheme will levy a time-based charge of around £10 a day for lorries of 12 tonnes or over using any road in the UK. The precise level of charges will depend on exchange rate and inflation at the time of implementation – likely to be 2015, subject to the legislative programme.

By law, the scheme cannot discriminate between UK-registered vehicles and vehicles from elsewhere in the EU so this charge will apply to all lorries but, for the vast majority of UK hauliers, this will not mean an increase in costs because the government proposes to compensate them for the charge. The most likely compensation measure will be a



**"The proposals I have set out today will ensure that all hauliers who use our roads are contributing to their cost, regardless of where they are from."**

Mike Penning

reduction in Vehicle Excise Duty for UK-registered vehicles.

For 94% of UK-registered HGVs over 12 tonnes, hauliers would not pay any more than now. 4% would pay no more than £50 a year more and a further 2% would pay slightly over £50, but the maximum extra cost would be £79. Even these small increases could be avoided by most vehicles if they were replaced to carry a slightly reduced weight.

Under the plans, UK hauliers would pay an annual (or six month) charge for each HGV at the same time and in the same transaction as they pay its Vehicle Excise Duty. Foreign hauliers could pay daily, weekly, monthly or annual charges.

The consultation will run until 18 April, 2012 and can be found at: [www.dft.gov.uk/consultations/dft-2012-03](http://www.dft.gov.uk/consultations/dft-2012-03).

The lorry road user charge would apply to heavy goods vehicles (HGVs) of 12 tonnes and over. There are seven proposed main charge bands applying to most HGVs. These charge bands align with existing Vehicle Excise Duty bands for these vehicles. Both the charge and Vehicle Excise Duty are intended to reflect the different levels of damage caused to the road by the vehicle.

Non-payment of the user charge would be a criminal offence, which could result in a fine imposed by the courts of up to £1,000. The user charge would be enforced by DVLA records, ANPR cameras and checks by the Vehicle and Operator Services Agency (VOSA) at the roadside. VOSA would also be able to issue fixed penalties on the spot to non-compliant drivers (and take financial deposits from drivers based outside the UK).

Most EU states currently charge lorries for using their roads, e.g. a vehicle doing a two-day return trip from the UK to Belgium, Luxembourg or the Netherlands pays euro 16 in user charges.

## Britannia Goodwins helps children keep safe by being seen

**R**obert Goodwin of Britannia Goodwins Removals of Stafford recently presented high visibility safety vests to the children of St Paul's School in Stafford. The vests are for the children to wear when they are out on school visits so they can easily be seen.

The school visit was a trip down

memory lane for Robert as he attended the school in the late fifties. Robert found the school had changed dramatically from when he was there, now having lots of up to date teaching methods.

Goodwins Removals is owned and run by Robert and has been a member of the Britannia Movers International group for many years.



● Robert Goodwin (left) presenting high visibility safety vests to Nick Bickley, Headmaster of St Paul's School.



● Movers can earn by offering their customers discounted utilities.

## Earn extra income from utilities referrals

With removals rates coming under ever increasing pressure these days, it pays to look at ways of generating more income by offering additional services to customers.

One area that is largely untapped by removals companies is the utilities market where there are considerable earnings to be made by introducing customers to discounted services when they move house. One utilities supplier, Utility Warehouse Discount Club owned by Telecom Plus PLC, is offering companies the opportunity to become what they term an 'Independent Representative' (IR), where they receive a payment for every new customer referred and a further on going payment of up to 4% of every monthly bill for as long as they remain a customer.

Utility Warehouse Discount Club services can include telephone, mobiles and broadband as well as electricity and gas, so monthly bills can amount to several hundred pounds. The company claims to offer some of the cheapest prices available and has been voted top for

the quality of its products, customer service, value for money and accuracy of bills for the last four years by the consumer magazine, *Which?* - so they must be doing something right!

To become an IR there is an up front cost of £199.75 which covers the cost of a dedicated website that can be linked to your existing site and enable customers to sign up online. Alternatively customers can phone the company using a freephone number and talk to the sales team directly. Either way the involvement of the IR is minimal, but the monthly income keeps on growing with every new customer.

**To find out more call:  
0800 298 5138.**



## @ Comment

**This looks like a great idea. Movers are happy to make money from insurance, so why not utilities. Have you tried this? What are your experiences?**

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

## Aussie Man & Van goes into administration

It has emerged that the popular Fulham-based Aussie Man & Van business that operates a full removal service with a fleet of distinctive black and yellow vans went into Administration over the Christmas period.



● Aussie Man and Van's familiar trucks in London.

The company was started by Brian Burgess in 2003 with a battered old van and is reported to employ more than 100 staff. Rumours began appearing on the websites of some of the company's competitors at the start of 2012 disconnecting them from Aussie Man & Van Limited. It has since been confirmed by Companies House, an Executive Agency of the Department for Business, Innovation and Skills (BIS) that the company is in Administration. Records state that the Aussie Man & Van Limited (Company Number 05144574) with its registered office at Mount Manor House, Guildford, Surrey; a member of the Aussie Group of businesses was dissolved on 1 November, 2011.

The appointment of Joint Administrators has been reported by *The London Gazette*, a journal of record of the British government that amongst other information reports company insolvencies. The issue of Thursday 5 January, 2012 states that the High Court of Justice (no 11187 of 2011) had appointed Administrators on 23 December, 2011 to deal with the affairs of the Aussie Group Limited (Company Number 05534109) whose nature of business is 'removals'.

Jason Daniel Baker and Geoffrey Paul Rowley both of FRP Advisory LLP of 10 Fumival Street, London

**"...it is hoped business will get back to normal in a week or two after things have been sorted out..."**

Company spokesman

EC4A 1YH have been appointed as Joint Administrators according to *The London Gazette*.

In a telephone call made to Aussie Man & Van Ltd on 19 January, a spokesman for the company, who did not wish to be named, confirmed that the company had gone into Administration on 23 December but was still trading. He said that "... it is hoped business will get back to normal in a week or two after things have been sorted out but the business is definitely still working". Brian Burgess, the company's founder and chairman, was not available for comment.

## STOP PRESS:

The company has since been acquired by Anthony Ward Thomas Removers. More details to follow later.





## Insurance advice clinic

By Nicholas Marshall of Reason Global Insurance

# When is directors and officers liability insurance necessary?

In the second installment of our new practical advice columns answering common insurance queries, Nicholas Marshall from specialist insurance broker Reason Global answers this question.

**T**he issue of directors and officers (D&O) cover is one fraught with myth. Firstly, it's a common misapprehension that it's only a necessity for large or limited companies. This is not the case. Claims can be levied against directors and officers in businesses of any size and the same rules apply to SMEs as they do to huge multinational corporations.

Some companies neglect D&O insurance under the impression that directors have limited liability. In fact, directors can find themselves personally liable to not just the company but also to its shareholders, investors, creditors and the general public. As a result, their personal assets can become exposed and they may even face criminal sanctions.

Typical examples of issues that directors and officers can find themselves held legally responsible for include:

### Whistle blowing

**Law:** Employees must not be penalised for informing on their employer.

**Claim:** An accountant won his claim for unfair dismissal after he was sacked for warning directors that his former CEO had claimed a substantial amount in cash advances without receipts.

### Sexual Discrimination

**Law:** Employees must not suffer gender discrimination or sexual harassment.

**Claim:** A sales worker successfully sued for sexual discrimination after she was told she was perfect for the job due to her 'blonde hair and long legs'.

### Unfair Dismissal

**Law:** Employees must not be dismissed unfairly and the correct procedures must be strictly followed.

**Claim:** An IT manager was able to win his claim after his employers failed to follow statutory procedures when dismissing him.

### Disability Discrimination

**Law:** Employers must be fully adaptable to employees' disability needs.

**Claim:** A secretary won her claim after being dismissed for not processing information quickly. She had previously declared that she had dyslexia, but the employer did not make any allowances for her condition.

All the above claims can be covered through a solid D&O insurance policy, thus avoiding expensive legal fees and personal

liability. However, when seeking out D&O cover ensure that it:

- Fully compensates the company where they are obligated to reimburse its directors and officers under its constitution;
- Covers the legal liability of directors and officers;
- Provides protection for all directors and officers of the company across the board;
- Covers the legal costs and expenses in respect of:
  - Any investigations;
  - The defence of any legal action seeking disqualification of a director;
  - Extradition proceedings (including appeals).

Companies should also be mindful that if an action were to be brought against the company rather than an individual, standard D&O policies would not apply. For this, your D&O policy must include an Entity Defence extension. This will cover legal costs and expenses for cases such as identity fraud, investigations, corporate manslaughter, breach of contract and pollution.

I'm often asked whether or not I believe D&O insurance to be a worthwhile investment and

my answer is always an unequivocal yes. With

the increasing volumes of legislation in place favouring claimants, it's worth considering the cost of the D&O cover against the potentially significant legal and personal costs associated with defending yourself against a claim.

### Unfair!

Directors and officers can be held legally responsible if the correct procedures have not been strictly followed and an employee has been dismissed unfairly.



**For more information  
from Reason Global go to  
[www.reason-global.com](http://www.reason-global.com).**





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## VOSA Direct - latest news straight to your inbox

**V**OSA has launched a new service – VOSA Direct – to keep the industry bang up to date with information they need to stay compliant.

Whether it's the most recent news about changes to the annual test, updates on drivers' hours rules or simply a note to let you know the next *Moving On* newsletter has been published, you can sign up for as much or as little as you want, all for free at [www.dft.gov.uk/vosa](http://www.dft.gov.uk/vosa).

## Bidding for contracts workshop

**T**he Procurement Advice and Support Service (PASS) is running half-day workshops to help companies become more aware of the procedures for bidding for public sector contracts. The workshops entitled: 'Understanding Public Procurement – Developing an Approach' will cover: regulations, weightings, partnering, references and policies.

The fee is £175. Two venues have been advised: Northampton, 12 April, 2012; and Birmingham, 22 May, 2012.

Read *The Mover* online at [www.themover.co.uk](http://www.themover.co.uk)



● A place in the sun - Torquay is a favourite destination for people moving away from London.

# 2011 Migration Monitor report from reallymoving.com

The 2011 Migration Monitor report from [reallymoving.com](http://reallymoving.com) shows the most popular and least popular postcodes to move to last year. Find out whether people are moving to or from your area.

**F**ollowing a detailed analysis of over 60,000 home movers in the UK throughout 2011, [reallymoving.com](http://reallymoving.com) has released its annual Migration Monitor. The study highlights postcode regions that retain their residents, as well as those that lose people to other areas of the country.

The trend throughout the last 12 months shows that people are choosing to move away from London and the South East in favour of the South West, especially the British Riviera town of Torquay.

Rosemary Rogers, Director of [reallymoving.com](http://reallymoving.com), said: "Our research shows that during 2011 the South West claimed the highest percentage of movers into the region. Torquay, Truro and Exeter all appear in the top five results. Cities that retain their residents make a healthy mix across the UK: Sheffield, Belfast, Chester and Newcastle all lead the way for residents staying within their postcode regions, which is a great reflection on the success of those cities."

Residents in the Oxford area are the biggest movers according to the report, with 69% more moves per head of population than the national average. Commuter towns such as Reading and St. Albans also rank highly in terms of population mobility.

The survey also shows areas where residents were happier to sit tight

**"Our research shows that during 2011 the South West claimed the highest percentage of movers into the region."**

Rosemary Rogers

in their current properties. Belfast and Kilmarnock held onto the top spots as the least active moving markets last year in the UK by a significant margin.

The implications for removals firms are, according to Rosemary, as follows:

- Firms across England should consider buddying up with other companies in the South West or finding a cheap B&B if they need overnight accommodation. There's a huge influx from the rest of the UK into the South West, in particular Torquay, Truro and Exeter. We suspect it'd be tricky to do a return trip to this area within one working day.
- The most profitable postcode areas to be a removals firm are likely to be Sheffield, Chester and Newcastle. This is because distances are the shortest. The residents within these areas tend to stay within the same

postcode zone rather than travelling further afield.

- Those removals firms working the London area are likely to have jobs moving homes from inner London to outside of the M25. Combined with delays in the major arteries leading out of the capital, this might make it more difficult to return a decent profit and stay competitive.
- The area in which the population generally moves the most – whether it's within their existing postcode or to other regions – is Oxford. This would be a good area to start up a removals firm. Kilmarnock in East Ayrshire is the least active moving market in the UK so not such a good place to start.

The annual 2011 Migration Monitor report is available on the [www.reallymoving.com](http://www.reallymoving.com) website. It is also downloadable and printable in PDF format.

### Top ten towns people moved to in 2011

Rank	Town	Moves to the town as a % of those moving away
1	Torquay	138%
2	Shrewsbury	136%
3	Galashiels	132%
4	Truro	128%
5	Exeter	124%
6	Kilmarnock	123%
7	Lincoln	119%
8	Gloucester	119%
9	Hereford	118%
10	Inverness	118%



## Plug-In Car Grant extended to vans

Van buyers will be able to receive 20% - up to £8,000 - off the cost of a plug-in van, Transport Minister Norman Baker and Business Minister Mark Prisk announced at the end of January.

**T**his is an extension of the Plug-In Car Grant which offers 25% - up to £5,000 - to motorists buying a new plug-in car. Ministers have also re-confirmed there is funding secured for this grant until 2015.

The purpose of the consumer grant is to enable the purchase of ultra-low carbon vehicles which could otherwise have been unaffordable. The consumer will also benefit from lower running costs over the lifetime of the vehicle.

Transport Minister Norman Baker said: "Electric vehicles are the arrowhead for a low carbon revolution in motoring and as more models come to market we'll begin to see sales gather pace. Car buyers have had a year to take advantage of our grant and now it's time for van buyers to get their chance to go electric. This is great news for businesses given the lower running costs of these vehicles - fleet buyers tell us that this is one of the most important factor influencing their decision on what to buy.

He concluded: "It is radical initiatives like these which will allow us to create a transport system that both cuts carbon and is an engine for economic growth."

Business Minister Mark Prisk said: "Supporting ultra-low carbon technology in vans makes sense. An upfront purchase grant, when combined with lower running costs and tax benefits, can make switching to an ultra-low carbon van an

attractive choice for businesses. The technology also fits well with a large portion of the van market that rely on short urban trips to and from base."

**"It is radical initiatives like these which will allow us to create a transport system that both cuts carbon and is an engine for economic growth."**

Norman Baker

Ultra-low carbon van manufacturers can now apply to be part of the Plug-In Van Grant, which will help to improve local air quality in cities, reduce carbon emissions and meet government carbon reduction targets.

To be eligible for the scheme vans will have to meet performance criteria to ensure safety, range, and ultra-low tailpipe emissions. Consumers, both business and private, will receive the discount at the point of purchase.

There are currently around 150 electric charging points for vehicles in London.

**For more information visit:**  
[www.dft.gov.uk](http://www.dft.gov.uk)



● It's time for van buyers to go electric.

## IGNORANCE IS NO DEFENCE ?

By Nikki Gee

**A**s an employer you are held responsible for all aspects of your business - from tax to general health and safety, even the ability of your employees to drive safely even though it isn't their main job function - but unfortunately there's no one-stop-shop to tell you what all those responsibilities and requirements are.

There are of course expert professionals that you put your trust in - every business will have an accountant for example - but even if you're paying for these services the responsibility remains with you as a business owner: if anything goes wrong it will be you that's held accountable.

It's not possible to know everything but there are useful websites and alert services that you can subscribe to in an attempt to keep as up to date as possible.

### Business Link

[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

Business Link is the government's online resource for businesses. It contains essential information on all aspects of running a business, including support on how to grow and improve it. Sign-up for e-mail updates on subjects such as regulation updates, tax deadlines and guidance changes.

### HM Revenue & Customs

[www.hmrc.gov.uk](http://www.hmrc.gov.uk)

The HMRC collect and administer all taxes, direct and indirect. Sign-up for notification of pending VAT submission deadlines, changes to employee tax codes, etc.

### UK government website

[www.directgov.org.uk](http://www.directgov.org.uk)

This is the UK government's website containing information about all public services.

### Health & Safety Executive

[www.hse.gov.uk](http://www.hse.gov.uk)

Sign-up for health and safety updates via e-mail or mobile phone.



### The Chartered Institute of Personnel and Development

[www.cipd.co.uk](http://www.cipd.co.uk)

Full access to the CIPD website is restricted to members but you can register a guest account to sign-up for e-mail newsletters and HR news. You can access fact sheets on all aspects of HR, including upcoming changes to employment law and expected changes to employment law.

### Advisory, Conciliation and Arbitration Service (ACAS)

[www.acas.org.uk](http://www.acas.org.uk)

ACAS provides information and advice about employment relations and gives independent advice to employers and employees. Although largely funded by the Department for Business Innovation & Skills (BIS), ACAS is a non-departmental body governed by an independent council, allowing it to be independent, impartial and confidential.

It's a well-worn principle that ignorance is no defence. Unfortunately, in the cut and thrust of running a business it's all too easy to miss something that might come back to bite you later. Put these websites on your 'favourites' tab and you will be well on the way to keeping up with the latest requirements.

## NEWS: UK

## James Removals helps frontline troops in Afghanistan

On January 3, a cold wet day with gale force winds, James Removals of Blackheath kindly donated its services to transport items to RAF Odiham, including sofas, kettles, toasters, irons, ironing boards, games, books, a bike, a fridge and freezer.

**T**he job was arranged by Company Director James De-Machen after speaking to a previous client, Margaret Melrose, who the company had moved several times in the past and have a good working relationship with. The company was asked if it would like to get involved in helping out the troops by collecting goods from different locations and delivering to RAF Odiham.

Margaret Melrose said, "Roger Tester of RMT Electrical Services kindly PAT tested all the electrical appliances that had been donated. Following an item in the Parish Magazine, people in Chobham, Surrey also donated puzzles, books and a bicycle so that the frontline troops could cycle around the compound rather than walk in the heat. This concerted effort is the second initiative to provide the front line Chinook crews of RAF squadron 27 with those little extras that make living away from home in extreme conditions a little more bearable. Thank you to everyone who so generously donated their time, equipment, expertise and goods to the initiative. This is the second initiative, the first provided mountain bikes, an Xbox and other items."



● Wrecked Pretloves trucks after the fire in January.

## Pretloves suffer arson attack

On the evening of 2 January, at 7.20pm Pretloves Removals and Storage site at Great Chesterford was broken into through a fence leading from the railway track. Here, Adrian Pretlove picks up the story of a horrific night.

**A**s there have recently been a spate of diesel thefts in the county, our vehicles were parked together and reversed tightly next to each other to prevent further theft. It is quite clear from our CCTV camera that the thief, or arsonist as it turned out, was about 25 years of age and dressed in casual gear with a cap pulled down to hide his face.

The next few minutes of the CCTV show the start of what turned into a nightmare for our business. Entering into the cab that was parked closest to our warehouse, the arsonist started a fire in the cab that quickly spread through the vehicle. Watching the CCTV video with our insurance brokers, Basil Fry and various loss adjusters has continually made my stomach turn and it got to the point rather quickly when I could watch the video no longer.

The fire spread very quickly through five vehicles and then started to affect the side of our warehouse on the site, damaging the canopy, the

**"The fire spread very quickly through five vehicles and then started to affect our warehouse..."**

Adrian Pretlove

guttering and then commenced to lick inside of the join with the roof. The fire brigade were at the scene relatively quickly and did a marvellous job of putting the fire out despite the fact that they very nearly ran out of water.

The following morning we needed to work quickly to ascertain actual damage and to commence engaging the services of the relative insurance companies, via our brokers. Greg Wildman, one of the directors of Basil Fry, was at the site early in the morning and within a few phone calls had contacted all the relevant

insurers who were asked to attend the site immediately. All insurers employed by ourselves via Basil Fry, principally RSA (formerly Royal and Sun Alliance) and Lonham Marine Underwriters were on the site by early afternoon and works began to try and settle the various claims that were evidently going to be made.

The principal damage of course, was to the vehicles. Pretloves' vehicles are created using DAF chassis cabs and Vancraft bodies and unlike the majority of the industry's vehicles, have canopy side openings. The vital issue with this claim therefore, has been to achieve reasonable payments in respect of the vehicles and both Basil Fry and RSA have worked together to achieve a very reasonable rate, which allows me to carefully plan for the future vehicle replacements.

My thanks go to both organisations for their help and assistance in this regard and especially to Basil Fry who tirelessly pursued the valuations to help me achieve what I needed.

Works are still going on at the site. The yard was cleared very quickly by RSA's approved contractors and we are looking carefully at security improvements to ensure that this never happens again. Luckily for our company, there was no damage to the customers' effects and Paul Baker, from Baker and Company, quickly organised a refreshing of the warehouse to alleviate the smells of smoke that had penetrated within.

Unfortunately, no amount of security will completely protect you from arsonists or burglars. We have always maintained that a traditional belt and braces approach to our insurance coverage is the best way to proceed but one never really knows how organisations are going to react at a time of crisis - I am just relieved that our brokers tirelessly fought our corner and achieved a great result within such a short space of time.

**See page 14 for another story of diesel theft involving Pluscrates.**

## Red expands

**R**ed Leads, the specialist lead generation company for the commercial removals industry, and formerly part of the Red Group is pleased to announce it has moved to new larger premises.

Darren Frostick, MD said, "Due to expansion of the business and

also to give the company a strong separate identity, Red Leads is now operating independently from the Red Group, in new larger premises within ICS House, Heybridge, Essex. Our aim is to be the company of choice for targeted specialist lead generation for the commercial moving industry. Our leads on companies who are actually moving offers a much more focused product with far better

return on investment than other leads that are based on planning permission, or construction work. The move will allow us to expand our research team and means for the first time we will be able to offer our high quality office moving leads to not only the South, but also the Midlands and North of England."

Red Leads can be contacted on 01621 840001, or at [www.redleads.co.uk](http://www.redleads.co.uk).



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## NEWS: UK

## Leatherbarrows' best customer

Over the last 32 years Mrs. Patricia Berna has become what must be David Trenchard and Leatherbarrows' best customer.

**I**t started when she walked into his office and asked for a 40ft container of household goods to be cleared for delivery. She paid cash and the goods were delivered. Since then she's moved backwards and forwards to the USA at least four times (she can't remember how many), every time with a 40ft container of furniture and antiques, and every time using Leatherbarrows.

'The Lady with the Hat', as she became known because of her fondness for headgear, was originally from London and, during the war she, like many other children, was allocated a pen pal in the USA. When she married, her Italian husband, Armando, wanted to move to the States. As she felt an affinity with America having corresponded with her pen pal over many years, she agreed to go.

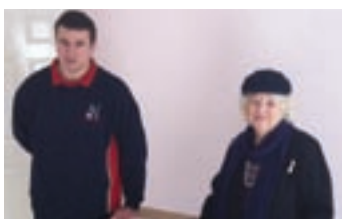
"But I did get homesick and there were always reasons to come back," she said. "It was often to see my mother whom I missed very much. The problem was, when I got back here I wanted to go back to America."

Mrs. Berna always insisted on taking her whole household with her as it helped her to feel at home. "We had collected a lot of antiques over the years and I always took them with me no matter what the cost. If I could have settled in America I would have been rich by now."

She has always used Leatherbarrows for her shipments and wouldn't consider using anyone else. "I have not seen Mr. Trenchard for some years but his staff are very good and many have been there a long time. They are very loyal. They always provide good service for me."

Mrs. Berna, now 82 years old, has spent most of her time in America in California, but this time she's planning a change and shipping to Las Vegas. "I'm not a gambler," she said, "but the dry atmosphere is good for my arthritis."

In an interesting postscript to the story, the new occupant of Mrs. Berna's flat is called Trenchard – no relation as far as she knows. Now, what a small world!



● Patricia Berna, right.



● Both Pluscrates and Pretloves (see page 12) have been victims of diesel thieves, and the threat to other fleet operators is unlikely to recede any time soon.

## Diesel thieves strike Pluscrates over Christmas

Staff at crate rental company Pluscrates' headquarters in Wembley returned to work after the Christmas break to find six of their LDV 7.5 tonne delivery vans had been robbed of their diesel while parked in the company's yard.

**D**espite the vans having locked filler caps and being parked nose-to-tail to make access difficult, the thieves got away with around 400 litres of fuel leaving the tanks completely dry and the vans unable to be moved.

However, the cost of the stolen diesel was relatively small compared with the damage caused to the vans' fuel systems. After crawling underneath to reach the tanks, the thieves clumsily ripped out the fuel level sender units to get to the fuel, damaging them beyond use and causing debris to fall inside. In all, the theft cost the company around £4,000, almost ten times the value of the diesel stolen.

**"We've had diesel thefts before although nothing on this scale; but I guess with fuel prices at a record high it's to be expected."**

John Mitchell

"This wasn't a casual theft, these people must have been very well equipped and had a bowser or something to carry the fuel away," said John Mitchell, Pluscrates' Managing Director. "We've had

diesel thefts before although nothing on this scale; but I guess with fuel prices at a record high it's to be expected."

Being so soon after Christmas the incident did not affect Pluscrates' operations and there was no disruption to service. John was full of praise for the engineers at LDV. "The people at LDV were excellent and fixed all the vans on site within 48 hours, they did a superb job."

So far no one has been apprehended although police did take a statement over the telephone and are hoping to view footage from neighbouring CCTV cameras in the hope of getting a registration number.

Be warned, diesel theft is on the increase – take extra care.

## Turn it off!

Drivers are being urged not to leave their engines running while parked or waiting in a bid to help cut harmful pollution in London and improve people's health.

**L**ondon Councils is backing a new campaign encouraging drivers to switch their engines off when stationary for more than a minute rather than leaving them running. London's councils have powers to fine drivers if they leave their engines running at the roadside.

Councillor Catherine West, Chair of London Councils' Transport and Environment Committee, said:

"Exhaust fumes are bad for our health and for the environment. More than 4,000 Londoners die prematurely every year because of poor air quality, so drivers can make a huge difference. Turning off your engine even for a short while when you are parked or loading at the roadside will make London's air a lot cleaner and save you fuel."



● Keep it clean - drivers will have to switch off when parked in London from now on.



## Cretaceous capers



● Pickfords' men carefully manoeuvre Tricky the triceratops into position under the watchful camera of the Channel 5 film crew.

**O**n 9 January Pickfords moved a life-sized triceratops called Tricky, from his long-term home at the Dinosaur Museum in Dorchester to a workshop where he could have his make up refreshed.

Apparently after 65 million years he needed a makeover.

The owners of the museum, Mike and Jackie Ridley, called Pickfords in to move Tricky from the museum. It took four men to move the model and one to watch the fragile tail as the life-sized dinosaur inched past telephone wires and metal railings. The road had to be closed and crowds gathered to watch Tricky 'hang' in the air briefly, before being lowered carefully on the vehicle.

The whole exercise was filmed as part of Channel 5's new series of *The Removal Men*, a fly on the wall documentary about Pickfords and its customers.

Museum curator Tim Batty said, "Pickfords was keen to help and thought that the move would be ideal for the TV programme. Tricky will be returning after a few weeks with a new finish to take pride of place in the Dinosaur Museum's outside area. The triceratops will be away from the museum for as short a time as possible, as he is a firm favourite with visitors."

## Bournes uses iPads for surveys

Bournes Removals is now using the iPad, integrated with Voxme Estimator and Redsky Move Management software, to improve its pre-move and proposal services to its customers.

**T**he iPad allows Bournes' moving consultants to do away with bulky sales materials and survey equipment and swap it all for a hand-held device that serves as a volume calculator and sales brochure in one. Using file sharing applications, files can be sent remotely to the device whilst the move consultant is in the customer's home meaning any information they require or would find useful is immediately on hand, for example customs and import information, photographs of the moving process, or previous customer testimonials.

In addition to being a fantastic source of information for the customer, it has also helped improve efficiency and accuracy in the estimation process through the use of Voxme Estimator.

Voxme Estimator is a pre-move survey application that allows Bournes' move consultants to quickly create the list of articles to pack and move and to check the accumulated volume by room or by shipment mode whilst undertaking in-home visits with their clients.

The survey process is very simple and intuitive. Moving from room to room (or office to office), the surveyor can quickly capture each article's

name and movement mode (or mark the article 'not going'), adjust predefined weight and volume, add notes, specify crate sizes (if necessary), take a picture and appraise insurance value.

Using the iPad and Voxme estimator helps to capture the most accurate information, including move volumes and special requirements, allowing Bournes to ensure the right resources (in terms of crew, materials and vehicles) are allocated to the move thus reducing the risk of surprises or problems on move day and providing the customer with the most accurate pricing for their move. All information is recorded right in front of the customer giving them confidence that all their requirements are taken care of and nothing forgotten.



● An iPad displaying Bournes' software.

## TIMELINE 2012

### March



#### Parental leave increases from three to four months

The Parental Leave Directive (2010/18/EC) repeals and replaces the Parental Leave Directive (96/34/EC). The permitted period of parental leave following the birth or adoption of a child increases from three to four months, up to three of these months can be transferred between parents. EU Member States have until 8 March, 2012 to bring this into force.

### 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 will change. 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.

### 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.

## COVER STORY: THE REMOVAL GURU



● Team player - Kevin Thompson makes it his business to share his marketing expertise with his customers.

## Who is – The Removal Guru?

Kevin Thompson started his removals business, The Removal Team, ten years ago with one van and a broad smile.

Since then he has built the company up into a substantial organisation in which he enjoys a comfortable lifestyle working, as he puts it, “on his business not in it”. In a quest to impart his knowledge, improve the image of the industry and help companies drag themselves away from selling on price, he is now rebranding himself as ‘The Removal Guru’. Could he help you?

If you are in the moving industry in the North-West of the UK, you will probably have seen Kevin’s bright lime green vans running around sporting the name of The Removal Team. There is now a fleet of them operating out of the company’s smart offices and 45,000ft<sup>2</sup> storage facility in St. Helens. Quite early in his career Kevin decided that working on the vans, spending days away from home and answering the mobile phone while carrying a sofa downstairs was not for him. He’d rather concentrate on building the business rather than working in it. It seems to have worked.

“Right from the start I wanted to do things properly. We got our operators license after about 18 months and bought our first 7.5 tonne van. That

**“I spent hours reading marketing books and understanding the techniques; now I think it would be great to share them with the rest of the industry.”**

Kevin Thompson

was in 2001 and we have never looked back since.” Kevin said that the company now employs 25 people.

But over those years Kevin has become disillusioned with the image of the industry. “It’s always been seen as a working man’s game, not a professional trade. Many owners work every day on the vans so don’t have time to work on developing their business. They are not tuned into sales and marketing techniques. There doesn’t seem to be anyone out there to advise them on how to do things better.” So that’s what Kevin is doing.

He said that he has spent five years researching sales and marketing techniques and seeing how they can be applied to the moving industry. “I spent hours reading marketing books and understanding the techniques; now I think it would be great to share them with the rest of the industry.”

Kevin explained that it was all about educating customers to understand the difference between price and value. “Movers also need to understand how they can segment their own markets to pick out more customers who are not price led. There will always be people who are only interested in cheap prices but we should try not to attract this type of work. We don’t want to waste their time or ours.”

As The Removal Guru, Kevin will work with companies, over a six or 12-month programme to help them with good ideas to help set them apart from their competition. “I do an initial health check and ask the potential customer to complete a questionnaire to make sure I can help them,” he said. Kevin explained that the programme does require some commitment from the business owner and if they clearly cannot give the time there’s little he can do.

But assuming the owner is prepared to make some effort Kevin sets about helping them on a wide range of subjects that will help them run a more successful business and make more money including: finance, staffing incentives, sales, cash flow, advertising, marketing processes, the use of social networking, etc. “The intention is to make everything in the business work better,” he said. He will also help to systemise the business to achieve more uniform quality and help devise methods of creating a sustained income by getting customers to buy regularly. “Successful businesses sell when they are closed,” he said.

The Removal Guru is paid on a monthly retainer based on one of four packages – bronze, silver, gold and platinum – depending on the investment. Kevin said that the service is equally applicable to companies working in any segment of the industry. “Whatever business segment they are in, or whether the company is big or small, the techniques are the same. I want to raise their self worth so they don’t get into a price war.”

**The Removal Guru can be contacted at: [info@theremovalguru.co.uk](mailto:info@theremovalguru.co.uk).**





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## NEWS: INTERNATIONAL

# SPOTLIGHT ON EUROPE

If you are interested in moving to Europe, and need to keep up with the latest news, you're in the right place. Here is *The Mover's* selection of the top stories from the continent. Information courtesy of FEDEMAC.

## Vehicle noise to be reduced

**T**he European Commission has proposed to reduce the noise produced by cars, vans, buses, coaches, light and heavy trucks. Noise limit values would be lowered in two steps each of 2 dB(A) for passenger cars, vans, buses and coaches. For trucks the reduction would be 1 dB(A) in the

first step and 2 dB(A) in the second step. The first step is to apply two years after the publication of the text once approved by the European Parliament and Member States, the second step is expected to be



three years after. Altogether, these measures will reduce vehicle noise nuisance by some 25%.

In addition, the Commission intends to introduce a new and more reliable test method to measure sound emissions. Noise emissions limits have not changed since 1996 despite increasing

traffic. The World Health Organisation concluded that traffic related noise may account for one million healthy years of life lost per year in Western Europe. Hence, reduction of traffic noise is essential to improve the health and quality of the life of Europe's citizens.

## Doubts cast on biofuels' air quality claims



**W**hen the European Commission began pressing for a dramatic expansion in the use of biofuels in transport and energy several years ago it was seen as a win-win situation: a way to help farmers, create energy security, cut greenhouse emissions and improve air quality. But even that last claim is no longer taken for granted. The 2003 biofuels Directive and the 2009 renewable energy legislation called for a steady shift to plant-based fuels.

Yet the policies have faced mounting criticism amid evidence that biofuels are not as effective at reducing greenhouse gases as long claimed, and concern that cultivation harms the ecology of developing countries that are leading exporters of plant fuels. Britain's Local Government Association, for example, has questioned national biodiesel targets in transport on the grounds that emissions of fine particulates were higher than in traditional diesel. A

report prepared earlier this year for Britain's Environment Department showed mixed benefits on air quality of biodiesel and bioethanol. Separate research shows that biofuel production – such as land clearing, cultivation, fertiliser use and shipping – may negate any advantages that biofuels for transport use have in cutting smog and greenhouse gases. In a new study, researchers at the University of Leicester (UK) who examined palm oil plantations in Southeast Asia contend that the end product may even be worse for the planet than traditional transport fuels. Their findings show that palm oil – a leading source for biodiesel – is as carbon intensive as petrol, with a 60% increase in land use emissions resulting from cultivation of tropical forest.

### TRUCKINFORM - The European truck parking portal

To find the location of around 2,700 parking areas for trucks visit [www.truckinform.eu](http://www.truckinform.eu), type in a town name and find out all you need to know.

### IRU JOINS BATTLE AGAINST TRAILER HEIGHT LIMIT

**T**he International Road Transport Union (IRU) has urged European commissioners to rethink proposals to harmonise national height limits for single-deck trailers, which, industry argues, would harm industry, increase lorry miles and fly in the face of carbon reduction aims. A 4m limit already applies on EU work but a number of Member States, including the UK, have derogations for national work.

*The Mover* has spoken to a number of large European operators from the UK who confirmed that they all use vehicles that are under 4m high on European jobs.



### EUROPEAN PARLIAMENT SAYS YES TO CROATIA JOINING THE EU

**T**he European Parliament has now given the green light for Croatia to become the 28th Member State of the European Union on 1 July, 2013. Under the Lisbon Treaty, the European Parliament acquired the right to consent to any Accession Treaty before it is signed.

## Berlin approves megatrucks – but not in the rest of Germany

**T**he German government has approved the use of oversized lorries – known as 'megatrucks' or 'gigaliners' – for a five-year trial, but some federal states have banned them. The trial is planned to begin early in 2012 and allows lorries to be up to 25 metres long. The existing maximum weight limit would remain at 44 tonnes, even though megatrucks can carry up to 60 tonnes. Furthermore, they would only be allowed to drive in some parts of the country as half of the

German states, including Baden-Württemberg and Northrhine-Westphalia, have banned megatrucks. However, there are still enough states in the trial to allow for certain north-south and east-west transit routes. The upper house of the German parliament, the Bundesrat, recently adopted a resolution against federal trials, which casts doubt on their constitutional legality. The opposition SPD party has also threatened legal action against the Berlin government.



## Bulgaria to keep its Road Vignettes until 2017

**B**ulgaria will not fully implement electronic toll systems for its roads before 2017, Bulgarian Road Infrastructure Agency Chairman Lazar Lazarov has predicted. A GPS-based toll system is the most likely choice, with devices constantly sending signals for the distance travelled by the vehicle and the taxes will be paid at the end of the

month or at the end of the year. In two years, electronic toll systems are expected to be implemented for cargo vehicles passing through the country. A vignette is currently required for driving on Bulgarian state roads; these are practically all main roads in Bulgaria and there is no option to avoid buying a vignette. The current cost of an annual vignette for a car is BGN 67. The stickers can be bought from Petrol, Lukoil, Shell, OMV, ECO Bulgaria, Litex and Rompetrol, in the Piccadilly stores, in Easyway's offices and 1,870 Bulgarian Posts' stations, as well as on the [www.vinetka.com](http://www.vinetka.com) website.



## Commission adopts plan for euro 50 billion boost to European networks

**O**n 19 October, 2011 the European Commission tabled a plan which will fund euro 50 billion worth of investment to improve Europe's transport, energy and digital networks. According to the Commission, targeted investments in key infrastructures will help to create jobs and boost Europe's competitiveness at a time when Europe needs this most. The 'Connecting Europe Facility' will finance projects which fill the missing links in Europe's energy, transport and digital backbone. It will also make Europe's economy greener by promoting cleaner transport modes, high speed broadband connections and facilitating the use of renewable energy in line with the Europe

2020 Strategy. To assist with the financing of the Connecting Europe Facility the Commission has also adopted the terms for the Europe 2020 Project Bond Initiative which will be one of a number of risk-sharing instruments upon which the facility may draw in order to attract private finance in projects.



## Low Emission Zones in Europe

**H**undreds of towns and cities throughout Europe have, or are planning, Low Emission Zones for lorries (and other vehicles) that are less than 3.5 tonnes. The requirements are often very different so it's important for operators to check before planning trips. More information at: [www.lowemissionzones.eu](http://www.lowemissionzones.eu)

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● Halifax, Nova Scotia.

## Anglo Pacific gearing up for Nova Scotia rush

The business community of Nova Scotia, Canada, is bracing itself for an influx of cash and people thanks to a \$35 billion CAD Federal Government shipbuilding programme.

**T**housands of direct and indirect jobs will be created at the contract-winning Irving Shipbuilding Inc (ISI) each year. Anglo Pacific works in partnership with UK2 Nova Scotia, a company that acts for Irving to attract skilled workers, and is gearing up to relocate the many professionals set to move from the UK and fill those roles.

The largest shipbuilding deal in Canadian history, the October 2011 announcement tasks Halifax-based ISI with building 21 combat vessels for the Navy in a \$25 billion CAD deal over the next 30 years. The first steel is expected to be cut in late 2012. Estimates suggest that the activity will account for more than 1% of total employment in the province and that real GDP will see a boost of around \$800 million CAD each year. Once the warships are complete, a fresh round of government work is expected to be awarded. The news gives the region's economy a long-term stable outlook.

Mike Wilson, Director of UK2 Nova Scotia commented: "Canada's traditional immigration processes have changed over recent years meaning that most skilled workers looking to make the move to Nova Scotia will now follow a path of work permits and subsequent residency applications on the back of a job

**Timelines for this can be very quick, weeks rather than months and years, and Irving is targeting the UK, Glasgow in particular, to find the skills they need in 2012.**

Mike Wilson

offer. Timelines for this can be very quick, weeks rather than months and years, and Irving is targeting the UK, Glasgow in particular, to find the skills they need in 2012. We're already handling plenty of relocation enquiries from that direction."

Jason Diggs, Sales Director for Anglo Pacific said that Nova Scotia was very attractive to Brits as it has a high standard of living and a low crime rate. He added that it was: "English speaking and the warmest province in Canada. It is easy for a newcomer to assimilate to the Halifax way of life and the rugged coastline and emerald mountains of Nova Scotia, perfect for outdoor pursuits, may even remind them of Scotland."

## Complaints desk for disproportionate fines

Do you feel that you or your drivers have been dealt with unfairly regarding controls or penalties with regards to compliance with the EU Driving and Rest Times and Tachograph Regulations?

**I**f so you can now report your complaint to the Euro Control Route (ECR), Disproportionate Fines & Sanctions online complaints desk hosted by the IRU (International Road Transport Union). The IRU and ECR have teamed up to host, on their respective websites, the complaint desk as a key part of the industry's and EU Enforcement Community's commitment to work together to further improve road safety, working conditions and fair competition through better enforcement at EU level.

The ECR complaint desk will allow transport operators and drivers to report controls or penalties that they consider unfair with regards to compliance with the EU Driving and Rest Times and Tachograph Regulations. It is widely acknowledged by control bodies and industry alike that these rules, their application and sanctioning can differ dramatically from country to country.

Acting ECR General Delegate, Gerard Schipper said, "We are genuinely concerned when we hear about unfair or damagingly inconsistent enforcement practices in Europe. Our goal is to understand what is really happening in road side enforcement and remedy control practices that might need to be corrected. It's only through international cooperation both within ECR and with partners like IRU that we can achieve this."

While reporting this information

to the complaints desk is not the same as making an appeal, the collection of such data will enable the IRU, together with ECR control bodies across the EU, to better understand the state of enforcement, what is going wrong and where and how improvements can be made, with a view to use this information to effectively improve the consistency of Regulatory controls and eliminate unfair practices where possible.

IRU General Delegate, Michael Nielsen, concluded, "Our transport operators today are working right across the European Union. Harmonised enforcement to complement the common EU regulatory framework is instrumental in enabling transport operators to do their job properly, efficiently and with certainty. Fines should be fair, proportionate, yet dissuasive to effectively improve regulatory compliance. We are therefore very pleased with this joint effort and commitment from our enforcement partners to meet our common goals of improving road safety, working conditions and fair competition through better enforcement."

The IRU-ECR online complaint desk is currently available in English, French, German and Romanian, with Polish, Hungarian, Lithuanian and other languages to be added in early 2012. Access the IRU-ECR online complaints desk at: [www.iru.org/en\\_complaints\\_desk](http://www.iru.org/en_complaints_desk).



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BS EN 12522

## NEWS: INTERNATIONAL

## The New World Alliance to launch new trans-Atlantic service

The New World Alliance (TNWA) – APL Co. Pte Ltd (APL), Hyundai Merchant Marine (HMM) and Mitsui OSK Lines (MOL) – has announced the launch of a new trans-Atlantic service connecting Europe and the UK with the US East Coast and Panama.

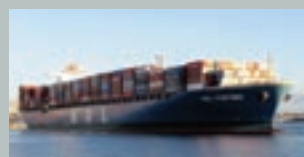
The Americas Europe Express (AEE) service is TNWA's third dedicated trans-Atlantic service. It offers multiple weekly sailings from major US and European ports, as well as competitive transit times from Latin America to North Europe via the trans-shipment hub in Panama.

The Alliance will deploy high reefer capacity ships with an average effective capacity of 3,200 TEU. APL will operate three vessels, and HMM and MOL will operate one vessel each.

The AEE service rotation covers the following ports: Manzanillo (Panama), Charleston (US), New York (US), Rotterdam (Netherlands), Bremerhaven (Germany), Felixstowe (UK), New York (US), Charleston (US), and Manzanillo (Panama).

The services started on:

- Westbound: APL Shanghai, sailing from Rotterdam - 29 February, 2012;
- Eastbound: APL Indonesia, sailing from Manzanillo - 5 March, 2012.



● MOL Partner.



● If you've had too much, your vehicle won't start.

## Are you over the limit?

The European Parliament (EP) has made recommendations that call for alcolocks to be mandatory for all new types of commercial passenger and goods vehicles.

The most widely used alcolock technology is a device connected to the vehicle ignition which uses an electrochemical fuel cell to detect the Blood Alcohol Concentration (BAC) of a driver who exhales into the mouthpiece. If the BAC exceeds the configured limit the device will not allow the engine to start.

To prevent attempts to defraud the technology by getting another person to breathe into the device, technology has been developed that requires repeat breath samples at random intervals after the engine has been started. If not given, or if the sample exceeds the BAC limit, the device will log the event and warnings will sound until the ignition is turned off. However, it will not simply turn off the engine if an acceptable sample is not given, since this could prove dangerous in traffic.

Devices need to be recalibrated typically at 30, 60 or 90 day intervals

which costs around \$75 (euro 60) a month in the USA. However some devices in the EU now only require calibration every six months. The price for an alcolock is estimated to be about euro 1,500. With mass production the European Transport Safety Council estimates that the cost could drop to around euro 300-500.

Concerns have been voiced about the accuracy of the equipment, the practicality of use when a driver is required to make frequent drops, and the relative ease with which it might be possible to fool the system by getting another member of the crew to provide the breath sample.

The report (European Parliament resolution of 27 September, 2011 on European road safety 2011-2020) also suggests that the BAC limit should be harmonised across Europe and that there should be a zero limit for professional drivers. It does not, however, state how many accidents are caused by commercial vehicle

### HOW IT WORKS

- The driver blows into the alcohol sensor to verify that he is under the legal limit, which will release the immobiliser allowing the vehicle to start.
- Drivers who are over the legal limit will be prevented from starting their vehicles.
- The sensor can be configured to lock out or allow multiple re-tests to release the immobiliser thus allowing a driver to wait until his blood alcohol level drops and blow into the sensor again.
- If the re-test feature is selected then at pre-defined intervals the system will require a new breath sample to be provided. This ensures that drivers are re-tested at random while on route.
- All sample information and failures are stored in a non-volatile memory with date and time stamp.
- If a failure occurs this can be automatically communicated if the optional GSM module is connected.



drivers who are drunk.

The report also calls for common standards for tyres; the possible compulsory fitting of fatigue warning equipment in cabs; bans on lorries overtaking on dangerous stretches of motorways; better road design; the development of skid-resistant road surfaces; a Europe-wide ban on devices that warn drivers of traffic checks and speed cameras, and much more. Read the whole report at: [www.europarl.europa](http://www.europarl.europa).

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## France cracks down on speed enforcement

France has recently cracked down on speed enforcement in what appears to be a clear attempt at raising revenue rather than improving safety.



● Observe the speed limit or you're nicked, monsieur.

**T**he authorities have banned the use of SATNAV systems that warn motorists of speed cameras; and it is strictly enforcing the existing regulation for vehicles to show speed stickers. If caught vehicle operators are likely to face punitive fines.

### SATNAV

The new decree in France makes it illegal to use speed trap sensors that operate through SATNAV systems. It has been illegal to use these for some time, but the law has not been

strictly enforced. The decree prohibits the possession and use of any device to alert drivers to the presence of roadside checks, and supposedly includes all devices that indicate the presence of radars.

TomTom said that it is adjusting its product to just advise the driver of 'danger zones' in France rather than individual cameras. "If your TomTom navigation device has the Speed Camera service and you continue to use the service, you risk a fine of up to euro 1,500," the company said. Garmin said that it

has already made this change. "All Garmin devices sold to French customers are 100% legal. UK customers who are travelling in France should disable their French safety camera database."

The French Ministry of the Interior said: "The warning radars allowed some road users not to respect the speed limits."

### Speed stickers

The requirement for maximum speed stickers has been in place in France for many years but has rarely been enforced. It now appears that the authorities are taking a very hard line with vehicles being fined up to euro 290 for not displaying the stickers. Spain and Italy seem to be doing the same thing. Not having these stickers has become one of the French police's favourite 'reasons for stop and fine'. Once stopped they take the opportunity to look to see if there's anything else wrong.

### Editor's Note

A recent European Parliament resolution calls for a Europe-wide ban on the manufacture, import and distribution of systems that warn drivers of traffic checks.

## NEW SUSTAINABILITY GOALS FOR EUROPEAN TRANSPORT

**T**he European Parliament has adopted a report on the priorities for EU transport policy for the next ten years by Mathieu Grosch MEP, EPP Group Coordinator in the Transport and Tourism Committee.

The European Parliament wants the number of deaths and severe injuries to be halved by 2020. EU-wide safety and security standards applicable to all carriers have to be introduced. In addition, the EP has set individual CO<sub>2</sub> targets for each transport mode.

"Environmentally-friendly public transport must be promoted to double the number of users in the next ten years," said Mr Grosch. "Efficiency has to be seen in terms of economic, environmental, safety and social aspects, instead of systematically shifting freight transport to rail or shipping for distances greater than 300km, as proposed by the Commission."

To better connect the different regions in Europe, the Trans-European Transport Networks have to become a Single European Transport Area.

"Bottlenecks have to be eliminated and cross-border connections improved. European funding has to go to a limited number of projects. Revenues from the internalisation of external costs of all transport modes can strengthen that funding but only if they are reinvested into the creation of the transport network," Mr Grosch explained.

The administrative burden of all cross-border transport must be reduced by harmonising transport documents. "It should be possible to make a trip including bus, train and airplane transport with just one ticket," continued Mr Grosch. Finally, he warned against national protectionism: "Opening up transport markets is of the utmost importance but only if this results in better quality services that do not affect safety and security."

## Two packaging giants merge

Are carton price rises on the way?

**D**S Smith, the UK-based recycled packaging supplier, has indicated its intention to buy its Swedish competitor SCA Packaging in a deal that will be worth euro 1.6 billion. The two companies are already the second and third biggest European suppliers; the acquisition will allow the new company to rival the market leader Smurfit Kappa for top slot.

The acquisition will set alarm bells ringing in the European moving industry. For many years DS Smith and SCA have been rival suppliers with the competition between them helping to keep prices under control. Despite this the industry has been fighting price rises for cartons but has nevertheless seen a steady increase.

The three companies held a virtual monopoly on the paper supply for Europe. Even if you buy from a smaller supplier the chances are the paper comes from one of the big three. Andrew Simpson of Simpson Packaging, said that increased prices might well be the result. "It's too early to tell yet but this development is likely to put more upward pressure on prices."

Miranda Hyder, General Manager of BAR Services, commented that if the acquisition goes ahead it will undoubtedly have an effect on the prices of cartons. "It will take out a major competitor and reduce the number of suppliers we have available to us," she said. Miranda added that DS Smith has not bought SCA's two Kraft mills so it remains to be seen what affect that will have on prices.

"Kraft mills do not usually make much money so if they lose their main support they might close. That would be even worse news for carton prices."

David Trenchard was one of the founders of BAR Services. He was concerned about the impact on the industry of the merger. "Perhaps it's time for looking at re-usable plastic crates again in huge quantities as with one dominant supplier I can imagine prices will not stand much resistance to increase especially in busy times."

As the new merged company rationalises its business it appears likely that prices will be forced upwards. If moving companies are to avoid seeing their profits reduced even further, it's essential that they pass on any increases in full to their customers.

Read *The Mover* online at  
[www.themover.co.uk](http://www.themover.co.uk)

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## FEATURE: WORKWEAR

# WORKWEAR: TO HAVE - OR TO HAVE NOT?

We all like to look smart. But when it comes down to workwear there's more to it than fashion, it's a vital part of a company's image. Here, Bob Bluffield looks at the industry and its latest developments.

**T**he UK workwear market is substantial; the latest available figures released for 2009\* revealed that British businesses spent euro 640.9 million and accounted for 19.1% of the total Western European spend on workwear. Furthermore the industry is predicted to continue to grow at the rate of 3.3% a year until 2016. With what is at stake it is no surprise that the industry is fiercely competitive and takes itself very seriously. Workwear, as well as being practical, now plays an essential role as a marketing aid in tens of thousands of companies in most industries. Companies benefit from their staff wearing logoed clothing to enhance awareness of their business, while their staff generally agrees that having comfortable workwear linking them to their employer helps to establish unity and a feel good factor. The advantages of providing staff with branded clothing simply cannot be ignored, particularly when you have frontline personnel that are in regular face-to-face contact with customers. And, if your business does not already consider the merits of providing workwear, perhaps you should be asking yourself why?

The growth in the workwear market during this tough trading climate suggests that companies attach great importance to the appearance of their staff. The removals industry, specifically as it employs teams that work within a customer's environment, have a need for their staff to dress professionally. While some may complain about paying for staff clothing, the majority

of established businesses appear to concur that buying corporate workwear is an expense that is both necessary and worthwhile.

#### The corporate identity challenge

Removal companies have responded well to the corporate identity challenge and most regard appropriately branded clothing with a similar level of importance as maintaining a pro-active Internet presence. Good quality workwear gets noticed and will help a business to develop a positive identity. When uniformed staff arrive at a client's home they become immediately identifiable by looking presentable and by fostering a professional image will gain respect and will instil customer confidence. The days when a removal crew would turn up in a battered old truck wearing an assortment of clothing that looked tired, scruffy and at times torn and inappropriate should have long gone. Doubtless, there will be a few dissenters that still refuse to acknowledge that setting high standards is paramount, but they will usually struggle at the low-cost end of the market and their survival is far from assured.

During researching this article, I found no evidence to suggest that any mainstream moving companies are ignoring the advantages to be gained by having smartly turned out crews. By and large I have been impressed by the number of movers that acknowledge the benefits corporate workwear can offer. As might be expected, the least image conscious tends to be in the individually owned man-and-van sector of the industry. Yet, even

here there is sufficient evidence that owner driver operations are increasingly taking on board the importance of creating a good impression and this includes ensuring that they dress appropriately. Nevertheless, if this area of the industry wants to be taken seriously it is vital for all legitimate one-man, one-van business owners to consider smartening up their acts if they are to escape from the 'fly-by-night' reputations that the public, often justifiably, still considers many of them to be.

#### Not just for big companies

Some of the more established man-and-van operations already understand that creating a memorable corporate image will help their businesses to grow in stature. Trawl the web and you'll find numerous companies across the country that are proud to proclaim that their van drivers wear uniforms, among them Man and Van Removals of Taunton and Man and Van Sussex.

Sadly this message has not got through to everyone. It came as a shock when an organisation that claims to be a 'leading removals

company ... offering a range of removal, relocation and logistic solutions,' Man Van London, were surprisingly hostile when I approached them to discuss their workwear policy. I was bluntly told that their removal staff "... do not have corporate workwear". When I pressed for more comment by asking why they did not consider uniforms to be important, I was promptly given the cold shoulder.

This is in steep contrast to Aussie Man & Van, a business founded in 2003 that ironically went into administration around Christmas, that had established a high profile in London with their fleet of liveried vans and a workforce that wore black and yellow uniforms emblazoned with the company logo. The widespread acceptance of workwear by so many full service removal companies as well as small van operators tends to scupper a comment made to me by one corporate leading clothing supplier who said: "The removal industry has, by and large, been its own worst enemy. In some quarters the man-and-van mindset is still in evidence at some companies, and for the

**GOOD QUALITY  
WORKWEAR GETS  
NOTICED AND WILL  
HELP A BUSINESS  
TO DEVELOP  
A POSITIVE  
IDENTITY.**







industry to develop it needs to move with the times by projecting a more professional image that can be achieved, in part at least, by considering the marketing value of good workwear against the cost."

From what I have seen, this statement does not really hold up to scrutiny. Considerable time spent studying removal company websites suggests the reality to be far more positive. I found that almost all of the established movers across the UK with websites (and many with downloadable brochures) include photographs of packers and movers dressed in branded workwear. While this does not necessarily confirm that all companies kit out all of their removal crews with appropriate workwear, equally it would be difficult to imagine that they had bought specific logoed items merely to embellish the appearance of the staff featured in their publicity. It therefore follows that the majority, if not all, major removals companies embrace an understanding of the long-term benefits associated with providing staff with good workwear. It seems they are very wise to the fact that workwear can be used to enhance their corporate profiles and as a way to foster a team spirit and sense of identity within their workforces.

#### The first impression

In today's competitive environment customers rightly demand that the staff of companies they hire to be entrusted with moving their property must not only act professionally but also need to be dressed appropriately. Vital impressions are often formed

by the way people dress. There is no doubt that smartly attired crews can be crucial to a company's reputation; and, just as many tend to judge a book by its cover, customers tend to judge a company by its workers. Smartly attired removal crews wearing matching garments bearing their employer's logo will create a long-lasting impression that can speak volumes about the ethos and attitude of a company. Conversely, a firm that employs the best moving crews in the world will be viewed as uncaring amateurs if its staff arrive at a client's premises wearing grubby old jeans and a mixture of tacky sweatshirts printed with slogans.

In many companies wearing approved workwear provided by the employer has become compulsory. One such is Simpsons Removals and Storage, a family firm with a workforce of around 50 that operates 16 vehicles from its Kent depot and another four from Chesterfield. Steve Simpson told me that they "... attach great importance to the appearance of our crews. We provide the full kit; black trousers, dark grey t-shirts, polo shirts, button-up shirts as well as summer and winter jackets. We no longer buy fleeces because we feel they tend to look shabby too quickly. The workwear we provide goes down extremely well with our staff who appreciate not having to wear their own clothing."

#### Functional as well as smart

Choosing the right workwear is crucial. As Dawn Ashworth, Brand Manager for Simon Jersey pointed >

## LOOKING COOL WITH KES

**K**es is a relative newcomer to the uniforms market. It all started a year or so ago when Peter Gosling, now a Key Account Manager, joined the company bringing with him expertise in this market. Since then the company has landed some high profile accounts and was an exhibitor at The Movers & Storers Show in November last year.

**"We are quite happy to handle small orders as well as the big ones, orders for a dozen items are quite common and economical."**  
Peter Gosling

Until then Kes was known as a packaging supplier. Although the packaging business is still the mainstay of the company (see *The Mover*, February 2012), Kes is constantly looking to expand its product range to meet the needs of its customers.

Peter said that all the big moving and international companies use uniforms for

their staff. But it's important for small companies to create a good impression too. "We are quite happy to handle small orders as well as the big ones," said Peter. "Orders for a dozen items are quite common and economical."

Of course the cost depends on quantity and the level of branding. Large logos are probably best done by heat transfer printing whereas smaller work is usually done by embroidery. Setting up the machine can be the largest single cost for small orders however, for longer runs, the set up costs are insignificant.

The fashion today seems to be for polo shirts, sweatshirts and fleeces, perhaps with a body warmer in the winter. "Body warmers keep out the cold but allow porters the flexibility they need when handling furniture," said Peter. "I would recommend a 65/35 polyester/cotton mix for polo shirts as the best material blend. It's hard wearing, allows the fabric to breathe and keeps its shape well when washed."

Trousers nowadays are usually the cargo pant type with lots of pockets for essential items or just to look cool. Headgear, if worn, is usually in the form of a baseball cap or a woolly hat if the weather is really cold. Visit [www.paperblankets.com](http://www.paperblankets.com).



● Rob Lucas from Interdean poses for a photo with Kes at The Movers & Storers Show.

**FEATURE: WORKWEAR**

**CLOTHING PREFERENCES VARY BETWEEN MOVING COMPANIES AND WHILE NOT ALL SUPPLY STAFF WITH A FULL RANGE OF CLOTHING, MOST PROVIDE POLO SHIRTS, SWEATSHIRTS OR T-SHIRTS.**



out: "It is extremely important to ensure that any workwear is functional for the job being done and is appropriate for the time of year." Simon Jersey is a leading uniform specialist and part of Kwintet, Europe's biggest corporate suppliers with a turnover of \$700 million. The company is responsible for designing and supplying the 5,000 multitask workforce at 40 Stobart Group sites so they know what they are talking about. Dawn explained: "Of particular concern to the moving industry is that a garment is fit for purpose and will not hinder employees while they are getting on with their jobs."

"Our catalogue includes uniform pieces suitable for a range of employees from drivers to office

staff, and everything in between. Our range includes combat trousers, polo shirts, soft shell fleeces and high visibility jackets, as well as shirting and suiting. We also supply a boot with a cut away heel, offering greater ease of movement and protection from injury."

Dawn's comments are echoed by Scott Arlett of APT Workwear of Henley-on-Thames who emphasises the need to buy workwear of good quality. "We are very focussed and share peace of mind with our customers in being confident that we have supplied garments that have been 'proved, worn, washed, tried and tested' over many years. We know from experience that price is not everything and arguably quality should be put before price

## EMBROIDERY

It makes sense to be bold with your logos when on soft fabrics such as fleeces. If the logo is very delicately designed the stitching can appear to get lost within the fabric itself.



whenever possible. We always highlight the downside of cheaper brands and there are several such brands that we would not supply because history has taught us that they are not sufficiently robust. In the end you only can expect to get what you pay for."

### What to wear

Clothing preferences vary between moving companies and while not all supply staff with a full range of clothing, most provide polo shirts, sweatshirts or t-shirts. Martin Haywood, who runs the Leeds-based

movers Armishaws told me that his company invests considerably at least five times a year in an extensive range of workwear items that includes trousers, shorts, t-shirts, sweatshirts, fleeces, hi-viz vests and jackets and safety shoes. He quoted "the cost" as being the major downside of buying workwear but added "People like to see staff in uniform; it reinforces company identity and gives clients increased confidence".

### Worth the money

However, while the cost of buying high quality workwear has to be considered, when the image enhancing and other benefits it brings to a removal company are taken into account, most consider it a worthwhile expense. "Although we offer very good prices companies should know that they don't always have to buy in bulk," Martin Haywood told me. "We can offer fixed prices but we are also happy to supply workwear in very small quantities. It is actually surprisingly inexpensive to kit out a workforce. Based on 12-wearers, we can provide a polo shirt, sweatshirt and polyester trousers, including embroidery, from as little as £55 per person." Scott Arlett of APT Workwear added: "We can kit out a new staff member with what we call a 'Man Pack' comprised of five quality polo shirts; two hard-wearing sweatshirts; two pairs of well manufactured cargo trousers;

**REMOVAL COMPANIES HAVE RESPONDED WELL TO THE CORPORATE IDENTITY CHALLENGE AND MOST REGARD APPROPRIATELY BRANDED CLOTHING WITH A SIMILAR LEVEL OF IMPORTANCE AS MAINTAINING A PRO-ACTIVE INTERNET PRESENCE.**

family workwear and packaging supplier Haywoods, confirmed that, "While some firms are happy to go the whole hog by providing boots, trousers or shorts, the majority will still only buy clothing for the upper body and although a few still buy ties these are now considered 'old hat'. Smart casual is the trend now. Hoodies are also growing in popularity."

Steve Mobley of Wincanton-based





## BEING BOLD

Large logos, like this one from Interdean being produced by Kes, are best done by heat transfer printing.



and a fleece all for an average cost of £130 excluding VAT, including embroidery of a logo on the chest of a garment."

### Good materials are essential

Suppliers agree on one point; that it is essential that all workwear is made from good materials although cost will inevitably be a determining factor. Scott Arlett continued: "The material composition is critical if the comfort of the wearer is to be assured. In hot conditions we would suggest a CoolPlus polo, which will help to keep the body cooler and perspiration away from the upper body. Technical garments do however cost more than the poly/cotton items that are widely used

by movers. Prices have been a problem caused by the highly volatile market that significantly forced up the cost of natural fibres such as cotton and man-made materials such as polyester at the beginning of 2011. But costs have started to come down again and we are confident that prices will stabilise to the 2010 level over the course of this calendar year."

### Keeping it simple

Martin Haywood also offers some sound advice that should be taken into account concerning branding. "Designers can show a tendency to create very complicated logos with lots of colours and too much fine detail. It's a misconception to think

that complex design detail that can be reproduced well on paper will readily translate to clothing because frequently it won't. It is far better to keep designs fairly simple for best results and to use embroidery instead of printing as this tends to last longer and is not limited by colours."

Many workwear suppliers are long established and will have witnessed changes brought about by better designs, stronger colours and improved materials that have all contributed to far more sophistication within the industry. In the removal industry overalls and heavy donkey jackets may once have been the norm for many firms, but today clothing has to be practical, comfortable, clean, and stylish with t-shirts and polos being the most popular items for movers and smarter shirts and blouses worn by staff that need to be more formal.

### Differentiating job functions

Scott Arlett of APT Workwear used the Business Moves Group (BMG) as a case study to illustrate the range of workwear that his company supplies. "BMG is a diverse business. It now covers removals, IT solutions, recycling and storage all supporting the relocation process. They, like others, differentiate their staff by different shirt colours that are determined by the area they work within. All staff wear the same proven hard-wearing black cargo trouser. Team leaders also have black as their colour theme with 'Team Leader' added below the embroidered BMG logo, while the team members wear purple shirts." One of the problems when buying workwear, according to Steve Simpson is "With guys of all shapes and sizes it can be difficult buying the right number of garments that

will fit everyone". Scott Arlett answers this point by arguing that he can "... supply polo shirts in selected colours that come in sizes from XS to 5XL".

### The tax implications

It is also important to consider the tax implications that relate to workwear. If plain clothing is issued free of charge to staff that can be worn outside of work, this will be considered as a 'fringe benefit' by HMRC and is therefore taxable. If a garment cannot be clearly defined as having been purchased for use as workwear, the employer or employee can be liable to pay tax at 20% of the cost price. To overcome this, clothing that is specifically bought to use for work carries what are known as 'tax tabs'. These are usually small visible permanent labels that carry the logo or branding of the employer to clearly distinguish an item as workwear that has not been purchased with the intent of being worn for leisure.

To maintain a keen competitive edge, particularly when the trading environment is harsh, businesses need to carefully consider the value of any marketing tools that can help create a high profile. Considering the overall impression smartly and functionally dressed staff can create, any mover that is still unconvinced that investing in good quality workwear is money well spent may be missing an obvious opportunity to increase their company's exposure. With the wide range of products available there probably has never been a better time to buy workwear.

★ *Frost & Sullivan's Western Workwear Report, published 2010.*



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**INTERVIEW:** MARTIN ROSE, THE GUILD

# THE GUILD COMES OF AGE

This July, The Guild will have been part of the moving scene in the UK for 21 years: it's come of age. Steve Jordan invited Martin Rose to *The Mover's* office for a chat about the way the organisation works.

**T**he National Guild of Removers & Storers (NGRS) came about because of a chance meeting between Geoff Salt and Martin Rose in the 1980s. Although Martin wouldn't be directly involved with NGRS until much later, it was then that the idea was born that would provide association membership to moving companies choosing to apply. The organisation provides the same function to this day.

Martin was working at BAR as its commercial manager and later, commercial director in the 1980s. It was at this time that he developed the BARGAINS scheme that was to provide special offers for a wide range of goods and services to BAR members and their customers. Geoff Salt ran the marketing business who Martin contracted to provide the collateral material for the scheme. It was originally very successful with the members but the BAR wouldn't support it. Some years later Martin moved on from the trade association to work elsewhere in the industry. Geoff, however, saw the opportunity of providing services to movers and started what quickly became known simply as 'The Guild' in 1991. It was ten years later that Martin became a consultant to the organisation he had helped, inadvertently perhaps, to inspire.

The Guild provides for its members a range of services to help create a professional image. These products include: marketing and promotional literature, access to The Guild's insurance scheme operated by Pound Gates; and vehicle badges. Other member services include a website with each member listed; operational, and management training; bespoke video; leads; and group advertising. These products are all provided at a cost to the members however the cost of marketing materials purchased from The Guild can be set off against membership fees to help keep

membership costs down. Many more, including the website, paperwork, buying schemes, legal helpline, sales training and other commercially beneficial seminars are all included in the membership fees.

Two key elements of Guild membership are inspection by The National Independent Removals Industry Inspectorate (NIRII); and membership of The Removals Industry Ombudsman Scheme (RIOS). The NIRII was set up in

**"It's not fair to members ... removers passing themselves off as Guild members deceive the moving public who need to trust that a remover purporting to be a Guild member is exactly that ..."**

Martin Rose

1997 after consultation with RIOS to provide The Guild with an agreed method of inspecting its members. The Guild handles the NIRII accounts and some of its administration to keep inspection costs down for the members. Martin explained that in practice it provides a totally independent assessment of a member's quality of workmanship and its relationship with customers. He said that decisions are not influenced by The Guild in any way.

The Ombudsman Scheme was started in 2001 and again is an independent organisation that gives customers of Guild members a simple and free way of handling disputes. Although Martin is an

officer of RIOS he says that his contribution is purely as an industry expert and he is not directly involved in the decisions taken by the Ombudsman. The Scheme is a full member of the British and Irish Ombudsman's Association whose rules and vetting procedures guarantee the independence of all officially recognised ombudsman schemes.

The Guild has gained a reputation in the moving industry as being aggressively litigious towards any organisation that crosses it. Martin said that this is only the case in respect of companies using the badge illegally or purporting in any way to be Guild members when they are not. He said that members pay for Guild membership and it takes a very dim view of anyone trying to gain a major benefit of membership for nothing. "It's not fair to members," he said. "Additionally in so doing removers passing themselves off as Guild members deceive the moving public who need to trust that a remover purporting to be a Guild member is

promotional material before it resigns, otherwise we feel it is legitimate to make a claim against the company. However, there is no necessity for litigation because members that have met their contractual liabilities during their membership are able to continue to use The Guild logo under licence after resigning. This has been enshrined for around seven years in the rules of membership, and is available to all members if they have long-term directory advertising that was placed prior to resignation notification." The licence fee is £50 a week and the concession is open until the publication date of the next issue of the paper directory (such as *Yellow Pages*). "Clearly paper directories are in use long past the date when a new edition is published but as that is not the responsibility of the advertiser we take no action," said Martin.

The Guild also has a reputation for firsts and is justifiably proud of its achievements. For example, it claims to have the first Code of Practice for the industry; ongoing monitoring of members' performance through quality questionnaires supplied to customers; the first independent inspections; the first free online back load system; the first to offer interest-free instalments for membership fees; the first personalised sales packs with DVDs; and the first to offer free sales seminars for its members. Over the last 20 years few would doubt the quality of the marketing materials it makes available to its members.

With the BAR having been the only trade association for the UK moving industry since 1900, starting a new one over 90 years later was a tall order for Geoff Salt and there were always going to be a few cages rattled in the process. However, the organisation has been successful and it has an intensely loyal membership that will, and frequently does, sing its praises.

Martin said that Geoff Salt has now retired and, in the last 12 months, there has been a 17% growth in Guild membership.



exactly that and meets The Guild's rigorous standards. In other words customers of genuine Guild members can therefore rely on The Guild for consumer protection. Any company that tries to pass off as a Guild member can expect to feel the wrath of The Guild." In fact one of the criticisms of BAR for many years has been that it doesn't take a sufficiently hard line with companies that use its badge illegally. The Guild has certainly never been guilty of the same.

In response to questions on The Guild's position if ex-members display the badge, Martin said: "If it wishes to leave The Guild it should make sure that the badge does not appear on any

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## NEWS: ON THE ROAD

## Book your Driver CPC training now

2014 is the deadline by which all professional drivers of lorries must have completed 35 hours of training towards their Driver CPC license. Failure to have completed the necessary training will mean that your drivers will not be allowed to drive professionally. As the deadline approaches so training courses will become fully booked and, probably, more expensive. *The Mover* believes that there are still a great many professional drivers

in the UK who have not even started their CPC training in the hope that the regulations will be changed or will just 'go away'. They will not. If you are a professional driver, and have not started your training programme, you should do so immediately. There are a great many training providers in the UK so everyone should have plenty of choice in their local area. Below are the FTA courses available during the month of April.

COURSE	DATE	VENUE
Freight Driver CPC - Drivers Hours and Record Keeping	2 Apr	Leamington
New Operator Workshop	2 Apr	Leamington
Management of Drivers Hours and Records	3 Apr	Leeds
Operator Licence Awareness Training	3 Apr	Leamington
Freight Driver CPC - Road Legal	4 Apr	Leamington
Freight Driver CPC - Drivers Hours and Record Keeping	10 Apr	Leeds
Freight Driver CPC - Road Legal	10 Apr	Stirling
ADR Refresher	11-13 Apr	Leamington
Freight Driver CPC - Drivers Hours and Record Keeping	11 Apr	Stirling
Freight Driver CPC - Safety First	11 Apr	Carlisle
Operator Licence Awareness Training	11 Apr	Preston
Freight Driver CPC - Driving Values	11 Apr	Uckfield
Freight Driver CPC - Driving Values	12 Apr	Leeds
Operator Licence Awareness Training	12 Apr	Stirling
Freight Driver CPC - Driving Values	13 Apr	Stirling
Freight Driver CPC - Road Legal	13 Apr	Leeds
ADR Initial	16-20 Apr	Leeds
Delivery Skills	16-17 Apr	Leamington
Freight Driver CPC - Road Legal	17 Apr	Leamington
Freight Driver CPC - Road Legal	17 Apr	York
Operator Licence Awareness Training	17 Apr	Maidstone
Passenger Driver CPC - OLAT	18 Apr	Tunbridge Wells
Freight Driver CPC - Driving Values	19 Apr	Tunbridge Wells
Freight Driver CPC - Safety First	19 Apr	Leamington
Freight Driver CPC - Road Legal	20 Apr	Tunbridge Wells
Freight Driver CPC - Vehicle Safety	20 Apr	Leamington
Operator Licence Awareness Training	20 Apr	Carlisle
Freight Driver CPC - OLAT	23 Apr	Leamington
Freight Driver CPC - Drivers Hours and Record Keeping	24 Apr	Leamington
Freight Driver CPC - OLAT	24 Apr	Leeds
Freight Driver CPC - Safety First	25 Apr	Leeds
Freight Driver CPC - Safety First	25 Apr	Leamington
Freight Driver CPC - Vehicle Safety	26 Apr	Leeds
Operator Licence Awareness Training	26 Apr	Bristol
New Operator Workshop	27 Apr	Leeds
Freight Driver CPC - Vehicle Safety	30 Apr	Stirling

For further information or to book a place, call the FTA Member Service Centre on 08717 11 22 22, or e-mail [memberservices@fta.co.uk](mailto:memberservices@fta.co.uk).



● Could this be the best idea Boris has had yet?

## Avoid the jams – live!

Drivers in London can now find out where traffic is busy, or may become congested, before they hit the road, with a new facility on the Transport for London (TfL) website.

The new information tool links you into London's network of 170 'Jam Cams' so you can see what the traffic's like before you get there. Go to the site and you will see a road map of London with all the traffic cameras and variable message signs identified. Click on any one and you will be able to see the state of the traffic in real time. So, if you want to know whether the Westway is choc-a-bloc or if the Edgware Road is any better, now you can check in seconds before you leave your office. Brilliant!

The new information is part of the Mayor's ongoing work to smooth traffic flow and reduce disruption for every road user in London. His interventions include tackling roadworks through closer working with the boroughs and utility companies, the introduction of the roadworks permitting scheme which has been embraced by every London borough, a reduction in the roadworks cap which restricts the number of works that can be carried out at any one time, and the 'Report It' system which enables Londoners to name and shame bad practice.

By the end of this financial year, serious and severe disruption caused by roadworks on London's red routes is expected to be down by almost 40% since permitting was introduced in January 2010. Recently the government confirmed

its intention to lay down legislation for a roadworks lane rental scheme which would build on this, helping to reduce disruption by a further 33% by 2015.

Boris Johnson, Mayor of London, said: "This new service will give motorists and indeed other road users the power to become the eye in the sky and avoid nasty snarl ups. Anyone with Internet access or a mobile phone will be able to check out the latest situation on their chosen route and make informed journey choices."

Garrett Emmerson, Chief Operating Officer for Surface Transport at TfL said: "Technology now allows us to put a wealth of information at motorists' fingertips. Those who know their route well can now pre-empt any congested areas by checking online before they set out on their journey."

This live traffic news data is also being made freely available to all software and app developers, and all providers of live travel news are urged to get their information straight from the source so that motorists have access to the most accurate and up-to-the-minute traffic information.

### Editor's note

Oh how I wish this had been around when I worked in London. I might have stayed! Ed.

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## Cutting costs for councils and business

Changes to streamline the process local councils and the Highways Agency must go through when introducing new traffic restrictions were put forward in January by Transport Minister Norman Baker.

Councils wanting to bring in controls on their roads – for example to allow road works to take place or to vary parking restrictions – must put in place a Traffic Regulation Order detailing what the controls cover. Currently, councils and the Highways Agency must advertise in local newspapers both when these orders are proposed and when they come into effect.

The Department estimates that these adverts cost councils and the Highways Agency around £20 million every year. Around 60% of these costs are covered by the taxpayer with the rest being paid for by businesses such as utilities and property developers when arrangements are made to allow them to carry out works on the road.

The proposals will remove the need to advertise in local newspapers and will instead give local authorities the freedom to publicise changes to those likely to be affected in ways that they think will reach them best. Councils would still have to publicise changes but could choose different means such as advertising on local websites, displaying notices in the area or distributing leaflets on affected roads. They may still choose to use local newspaper advertising where they think that is the best way to target their audience. Putting these decisions into the hands of local councils forms part of the government-wide drive to get rid of unnecessary regulation under the Red Tape Challenge, and to allow

local councils more freedom.

Norman Baker said: "It is right that residents and businesses are told about changes to their local roads. But councils and the Highways Agency should have the freedom to use their local knowledge to decide how best to do this rather than being forced to spend taxpayers' money on indiscriminate advertising. These changes will save council taxpayers, the Highways Agency and businesses millions of pounds that they will now be able to spend on improving services for local residents."

**"These changes will save council taxpayers, the Highways Agency and businesses millions of pounds"**

Norman Baker

At the same time as relaxing the current requirements for local authorities to consult specific organisations, the Department is proposing to add a requirement for traffic authorities to consult town or parish and district councils in order to improve local engagement.

The consultation opened on 30 January and closes on 23 April, 2012 and can be found at: [www.dft.gov.uk/consultations/dft-2012-06/](http://www.dft.gov.uk/consultations/dft-2012-06/).



● Heading for Hollywood - John Mason Ltd's winning photo entry from the 1963 FIDI convention.

## Photo competition winner from 1963

John Mason entered and won an international photography competition at the FIDI convention in Madrid in 1963. A report by one of the Mason's staff attending the conference at the time, Mrs. W. Griffiths, read as follows:

"In keen competition with leading international removals companies from 23 countries, John Mason Ltd of Liverpool have won the premier award for a novel publicity photograph.

All members of the Federation of International Removers (FIDI) were invited to submit photographs to trade interest including advertisements, for display at the Federation's 12th Annual Congress in Madrid. A considerable number of interesting pictures were exhibited in the Congress hall, and delegates were asked to vote for the contributions in order of merit.

Mason's unconventional entry, finally proclaimed the winner, was a studio photograph in splendid colour depicting a very attractive girl reclining gracefully upon a superb divan bed, in a packing case and ready for shipment to M.G.M. Hollywood.

The announcement of the British victory was received with great enthusiasm, and a handsome presentation plaque was handed to Mr. & Mrs. Stanley Mason by the FIDI President at the closing banquet of the Congress on April 27th.

Copies of the picture, and the presentation plaque were shown to the British Association of Furniture Removers at their Southport Conference. Stanley Mason was heartily congratulated on being the winner of the competition organised in conjunction with FIDI's annual Convention at Madrid."



● Traffic Regulation Orders no longer mean councils have to advertise in local papers.

## TheMover

The Mover wants your archive pictures and stories. Send your submissions to David Jordan, [david@themover.co.uk](mailto:david@themover.co.uk).

## NEWS: ON THE ROAD

## New powers for councils to control roadworks

New powers to help councils cut the disruption caused by road works were recently announced by Transport Minister Norman Baker. Under 'lane rental' schemes councils will be able to charge utility companies up to £2,500 a day to dig up the busiest roads during peak times when road works cause the most disruption. This will incentivise utility firms to carry out their works more quickly and at times when roads are quieter. Companies would be able to avoid the charges by carrying out works during off-peak periods or, if appropriate, at night.

Norman Baker said: "It is incredibly frustrating to find vital roads being dug up in the middle of the rush hour or, even worse, traffic lanes closed when no one is even carrying out any work. This disruption is not only inconvenient but very expensive, with roadworks-related congestion costing the economy an estimated £4 billion a year, which is why we are taking firm action."

He concluded: "While permit schemes are working well to reduce disruption from roadworks in areas where they have been sanctioned we think it sensible to try out a further option. We believe lane rental schemes provide a further incentive to utility companies and local authorities to carry out their works at times when they will cause the minimum disruption and to complete them as quickly as possible."

The guidance which accompanies the new powers makes it clear that lane rental charges must be avoidable and proportionate to the costs of congestion. Councils are also being encouraged to apply the same principles to their own works and come forward with lane rental schemes which fit the needs of their local area.

Any revenue raised from the implementation of lane rental charges will have to be used by councils to fund measures which could help to reduce future road works disruption. This could include infrastructure work, research or measures to improve the management of works.

Read *The Mover* online at [www.themover.co.uk](http://www.themover.co.uk)



● All aboard the road train.

## Road train approaching: SARTRE project enters final phase

The SARTRE project (Safe Road Trains for the Environment) has successfully completed the first test demonstrations of a multiple vehicle platoon.

The test fleet included a lead truck followed by three cars driven entirely autonomously at speeds of up to 90 km/h – with no more than six metres gap between the vehicles.

The SARTRE project is being driven by seven European partners and is the only one of its kind to focus on the development of technology that can be implemented on conventional highways in which platooned traffic operates in a mixed environment with other road users.

"Our participation in the SARTRE project enables more efficient and safer transports with the potential of also saving fuel. It gives us the opportunity to explore future transport solutions and take advantage of the extensive research carried out at Volvo Trucks and Volvo Technology," said Carl Johan Almqvist, Traffic & Product Safety Director, Volvo Trucks.

Recognising that the challenge of implementing road train technology on Europe's highways is not solely a technical matter, SARTRE also includes a major study to identify what social infrastructure changes will be needed for vehicle platooning to become a reality. A number of stakeholder discussions will therefore be held. The participants in the first discussion included technical experts, politicians, legislators and traffic safety researchers. At the workshop a number of non-technical challenges for road trains were discussed,

such as legal regulations, product liability and driver acceptance of automated vehicles.

Key future requirements identified were the need to agree a common terminology for platooning, such as criteria for defining when a vehicle becomes fully, as opposed to partially or even highly automated, and the need to address multiple and varied national regulatory law or to harmonise regulatory law.

**"Our participation in the SARTRE project enables more efficient and safer transports with the potential of also saving fuel."**

Carl Johan Almqvist

Road trains promote safer transport since the vehicle platoons are led by a professional driver, so truck and inter-vehicle reaction response times are much quicker. Environmental impact is reduced since the cars follow close behind each other and reap the benefit of lower air drag. The energy saving is expected to be in the region of up to 20%. Road capacity will also be able to be utilised more efficiently.

## Operator licensing for Northern Ireland by April

Environment Minister Alex Attwood MLA has confirmed that Operator Licensing would be introduced into Northern Ireland by April.

The scope for the new 'O-licensing' regime was passed in January 2010. Tom Wilson, FTA's Head of Policy for Northern Ireland said: "We have put the need for an O-licensing regime for all truck operators right at the top of our agenda. We believe that through this we can significantly improve the safety standards of HGVs on Northern Ireland's roads. If commercial vehicle owners were legally bound to make regular, preventative maintenance checks and drivers were properly trained to detect vehicle faults then this would reduce congestion resulting from vehicle breakdowns, improve air quality and reduce those indirect costs associated with unreliable deliveries and vehicle downtime."

Licensing of transport operators has had a positive impact on road safety in Great Britain, where it has existed for over forty years requiring commercial vehicle operators to hold an 'O-licence' to carry goods connected with any trade or business on a vehicle over 3.5 tonnes, whether for 'own account trade' or 'hire and reward'. However, this new legislation will mean that every goods vehicle operator in Northern Ireland will now be legally required to hold an O-licence.



● Left to right Donald Armstrong, DOE Head of Traffic Regulation Unit; Tom Wilson, FTA; Alex Attwood, MLA Minister for the Environment and Mike Webb, FTA.





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## NEWS: PEOPLE

## Lots of choices for Josh

Joshua Burke aged 18, son of Managing Director Gary Burke of Burke Bros Moving Group, international movers based in Wolverhampton and Birmingham, is joining John Ryan International in Melbourne.

Joshua decided to complete his A levels and had preferred to take time off from education to pursue various interests. He completed some time in London working for a foreign currency exchange company and has been involved at the family business also. He is also a keen road race cyclist and currently the local junior time trial champion for the third year in a row.

Tony Ryan MD from John Ryans in Melbourne is also a keen cyclist and the idea arose that Joshua could travel to Melbourne and work at an international moving organisation that is a partner to Burke Bros Moving Group here in the UK. This would further help the bond between the two organisations here in the UK and Australia.

Joshua will be involved with marketing/sales/customs procedures and formalities, spending some time in containerised stores and will also get the opportunity to spend some time trucking to Sydney, Canberra and Adelaide to learn about the basics on the road.

At the same time he is transferring his British Cycling Licence and will join either the Carnegie cycling club or St Kildas cycling club in Melbourne where he will be able to train from 5.00am each day prior to work. It gives Joshua time to pursue his business interests at an international company along with cycle training in warmer climates. An opportunity not to be missed. He will have the choice of staying on for a further period or can return



● Joshua Burke taking part in the Warwick road race.

**This coming year will allow him to decide on a career in the army, the international moving industry, or to go to college or university...**

to the UK with fresh ideas on his further education which includes the possibility of attending officer training in the army at Sandhurst. Due to his age the army have asked him to get another year out of the way and would like him to get some life experience which is what he is doing, although he may like Australia so much that plans change.

This coming year will allow him to decide on a career in the army, the international moving industry, or to go to college or university, and at the same time to find out if he is interested in Australia or even becoming a professional cyclist.



● Tracey Read.



● Danielle Franklin.

## Bournes Removals' team keeps growing

Bournes Removals has made several new appointments and promotions at its head office to support its growth and development in the UK, European and international markets and to maintain and improve its high standards of service.

IT specialist Kevin Miller fills a new role at Bournes which was created to assist with the implementation of the industry leading Redsky Move Management system which went live in October 2011. Following successful implementation Kevin will oversee the operations and move coordination teams and will be responsible for ensuring the highest standards of service delivery.

Following the growth of Bournes' staff, which now stands at over 100 employees, Tracey Read has been appointed to assist with the ever increasing requirements of the Human Resources Department. Tracey will be responsible for payroll and providing additional

**Tracey Read has been appointed to assist with the ever increasing requirements of the Human Resources Department.**

administrative support to the HR and Finance teams.

In addition, Danielle Franklin has been promoted from a general administration support role where she has gained knowledge and experience of the company, the moving industry and Bournes' customer requirements to join the move coordination team and will be responsible for coordinating moves for Bournes' European private and trade customers.

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## OBITUARY: Jim McKenzie

It is with great sadness that Robinsons has to report the sad death of Jim McKenzie at the age of 62 following a brave battle with cancer.

Jim was known to many after 22 years in the industry. He was definitely one of life's good guys, a true gentleman, respected by all who worked for him and alongside him. He loved the moving industry challenges and many would say he could "work

miracles" by getting things done which seemed impossible to others. There is no doubt that Robinsons will be a different place without Jim and everyone around the organisation will miss him a great deal.

Jim made no secret of how proud he was of his family and our thoughts are with his wife Maggie and his two children Alexx and Calum. He will be sadly missed by all who knew him.



## Rob Cormier becomes MD of Santa Fe Malaysia

Robert Cormier has taken on a new role as managing director of Santa Fe in Malaysia.



● Robert Cormier.

Robert is very well known in the industry, not least for his work in organising the Santa Fe charity fun run that coincides with the IAM conference every year, and has been with the Santa Fe Group for 15 years. He was previously the managing director of Santa Fe Hong Kong and most recently responsible for leading the company's business development efforts across the Asia-Pacific region.

Patrick White, CEO for Santa Fe in Asia commented: "Robert's knowledge and experience will add great value to our Malaysian operations as we look forward to further grow and expand our business in that market." Ashley Luff, previously in charge of the Malaysian operation, has decided to leave Santa Fe and return to Australia. He will remain with the company until sometime in April thereby ensuring sufficient time for a smooth transition of leadership. Email: [Robert.cormier@santafe.com.sg](mailto:Robert.cormier@santafe.com.sg).

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● George Clooney as Matt King and Shailene Woodley as his daughter Alex.

## MOVING MOVIES

By Mary Jay

Title:  
**The Descendants**  
Director:  
**Alexander Payne**  
Starring:  
**George Clooney, Shailene Woodley, Beau Bridges and Judy Greer**  
Classification:  
**15**  
Genre:  
**Comedy drama**  
Run Time:  
**115 min**



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

## A great performance all round, by George!

According to *Empire Cinema* "Clooney gives the performance of his career" in his latest Golden Globe winning film. Set in the islands of Hawaii, George Clooney plays Matt King in this funny but emotional story of his life after his wife has a boating accident and ends up in a coma. He has to bring up his two daughters, 10-year-old Scottie (Amara Miller) and 17-year-old Alex (Shailene Woodley). Problems arise for Matt with Scottie's bad behaviour, Alex's drinking, some secrets his wife has been keeping from him coming out and a family trust that he has with his cousins, Matt being the sole trustee. Beau Bridges plays one of Matt's cousins and Judy Greer plays Julie Speer, a woman that Matt meets on the beach. Supporting roles include Matthew Lillard playing Brian Speer and Robert Forster playing Scott Thorson, Matt's father-in-law. The film is based on the book by Kauai Hart Hemmings.

*Empire Cinema* is right: it's Clooney's most moving performance yet. He deserves all of the awards that he has been nominated for and won. Another big hit of the film is young actress Shailene Woodley. She played a typical teenager with family problems, but with a feisty edge. I'm very happy for her getting nominated and winning awards for her performance: she deserves them too.

Unlike a number of films that have recently come out, every single word of this film makes sense. There isn't any part of the film where you will sit there and not know what is going on (unlike *Sherlock* perhaps?). If you're too late to catch it at the cinema it is a must have on DVD!



## Upcoming films:

In February *The Vow* was released. This romantic-drama stars Channing Tatum and Rachel McAdams. It's a must for the girls, inspired by true events, so if you're having a girlie night in: be prepared with

tissues! New comedy *Wanderlust* comes out at the beginning of March starring *Friends* stars Jennifer Aniston and Paul Rudd with more famous faces included. Perfect for teenagers on a rainy day.

**INSIGHT:** MOVING HEAVY VALUABLES

## Moving the impossible

Deputy Editor David Jordan took a trip to specialist mover Aston Spinks' headquarters in north London to find out how the black art of moving valuable awkward things into awkward places has become a successful business.

Imagine getting a call like this: "Hello, we're moving to a new flat in Maida Vale in a couple of weeks and we need to move my wife's grand piano. Trouble is it's on the fourth floor and the stair case is very narrow, I'm not sure it'll go up there. Could you send someone over to have a look?"

I think it's fair to say that most of us would be, to say the least, less than enthusiastic about the prospect of a job like this, but for specialist mover Aston Spinks it's all in a day's work. It doesn't have to be a piano - although they do account for around half the company's business - anything awkward or fragile, a large sculpture, a piece of antique furniture or a valuable painting are typical of the kind of things the specialist teams at Aston Spinks thrive on.

I asked General Manager Julian Rout about our make believe man on the phone with the grand piano and how they would manage such a large delicate item if it couldn't be taken up the stairs. "We'd probably remove one of the windows and crane it in through there," said Julian. "Our guys are experts at doing that, it's nothing unusual, we do it all the time."

Around 70% of Aston Spinks' jobs are in London but the company operates throughout the UK and also has weekly runs to Hamburg, Berlin, Brussels and Amsterdam, delivering high-value items for customers including some of London's top retailers, museums and auction houses.

"We train all our operatives in-house and our standards are very high," said Julian. "We're also very careful about selecting people with the right temperament and attitude; it's no good having someone who is impatient and likely to cut corners."

Julian took me on a tour of the warehouse at their north London base. As you'd expect, security is a high priority and every room we entered was heavily protected with steel doors, electronic locks, movement detectors and CCTV. As we passed through the rows of covered pianos and temperature controlled rooms of antique furniture, Julian pointed out some of the tools of their trade: special custom-made trolleys of various sizes, mini cranes, winches, furniture hoists, stair walkers and other specialist devices for getting awkward things into awkward places. "It just wouldn't be

**"We train all our operatives in-house and our standards are very high... it's no good having someone who is impatient and likely to cut corners."**

Julian Rout

worth a general removals company investing in this kind of gear because they'd hardly ever use it. It's better to call us in and let us handle that part of the job. We're not in the general removals business so there's no conflict of interest and we pay a fee to the removals company for every referral."

If a job involves a particularly heavy item or a lift to an upper floor address, Aston Spinks arranges for specialist lifting equipment to be brought in and will draw up a lift plan in line with current regulations. In some cases, especially in London, arrangements have to be made to

close a street or suspend parking in the area while the move is taking place. Whatever needs to be done Aston Spinks takes care of everything so that the customer has only one point of contact and minimal involvement in the operation. And because they're dealing with works of art and other expensive items, All Risks Liability insurance is continuously in place.

"Has a job ever come along that was impossible?" I asked Julian. "No, not really, but very rarely it can be too expensive to do the work involved. For example, if we needed to remove a wall to gain access for say a large piece of furniture it could amount to more than the value of the item and the customer might decide not to bother. But no, I don't think there's ever been a case where we just couldn't find a way."

So, the next time you get a call from someone wanting to move a hot-tub into his penthouse flat, or a Henry Moore sculpture to a basement in Chelsea, you might like to give Aston Spinks a call.

**Aston Spinks can be contacted on 020 8813 6900 or visit [www.sp-in.co.uk](http://www.sp-in.co.uk).**



# Roy retires after 50 years with DT

One of the moving industry's longest serving employees retires this year after 50 years' uninterrupted service.

**R**oy O'Hara, Senior Packer and Warehouseman at DT Moving, (formerly Davies Turner Worldwide Movers) is due to retire. With 50 years' service under his belt he must surely be the moving industry's longest serving employee.

Roy joined Davies Turner in 1962 as a 15-year-old trainee and has been at the company ever since. He was born in Battersea in 1947 and joined the post room at Davies Turner's Battersea depot, on Queenstown Rd, just a stone's throw from his family home. In those days new employees could only join the company if an existing family member worked there. Fortunately Roy's cousin Kity worked for the company so he could apply.

Following a brief period in the post room, Roy spent three years' warehouse training in 'antiques packing', something that all Davies Turner packing personnel were obliged to do before they were permitted to work at customer premises. Roy looks back on this period with great fondness.

"Davies Turner and now DT Moving has always had the best packing processes and packing materials. The quality training we all underwent was priceless, meaning we were experts in our craft, and this is something we have tried to pass on to all new starters at DT."

During the 1970s and 80s Roy spent time abroad and was responsible for shipments to and

from Europe and the Middle East. In this time he met and worked for some very famous people, including Elton John, Rod Stewart and Ginger Rogers. One particular job that sticks in Roy's mind was for Her Majesty the Queen.

"In the early 1980s we collected, packed and delivered a series of paintings and artwork for the Queen and the Queen Mother. Much of the work was carried out at Buckingham Palace, which was an interesting experience ... we didn't get to see the Queen or the Corgis though!"

More recently, Roy's work has been based in the warehouse at Mitcham, Greater London, where he is responsible for antique packing and export packing. The warehouse-based role means Roy can spend more time with his daughter and more time watching his beloved Chelsea football club on the TV.

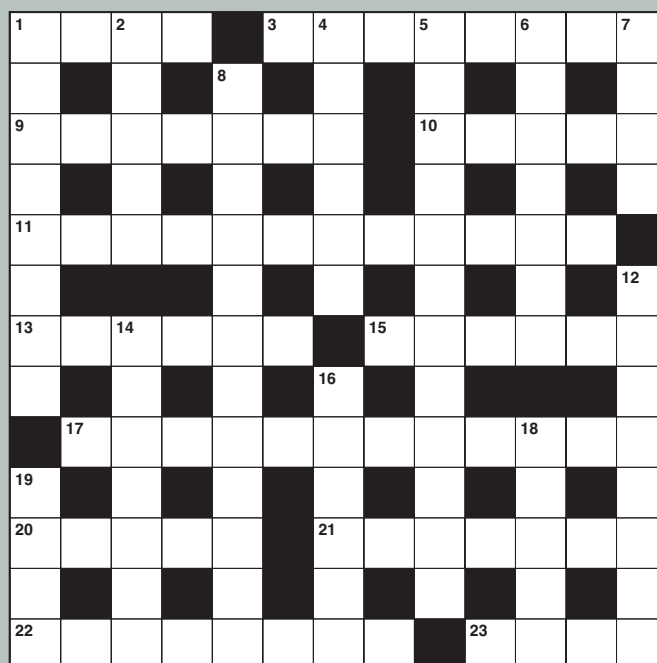
DT Moving's Managing Director Nick Kerr is full of praise for Roy. "To work uninterrupted at the same organisation for 50 years is a remarkable achievement and is testament to Roy's character. Apart from being a fantastic packer and a real company man he is a great personality with a wonderful sense of humour. Roy will be sadly missed once he retires."

Roy's last few months at DT Moving will be celebrated with a company day at the races and a presentation afternoon to acknowledge his wonderful service to the company.



● Roy pictured with Nick Kerr, DT's Managing Director.

## Puzzles



### ACROSS

- 1 Soaring bird of prey (4)  
3 Popping a balloon (8)  
9 Harmful (7)  
10 Sticky tree sap (5)  
11 Lacking order (12)  
13 Remiss (anag) (6)  
15 Of inferior quality (6)  
17 Unofficial (3,3,6)

- 20 Japanese verse form (5)  
21 A very skilled performer (7)  
22 Stopping something from working (8)  
23 Eg. femur or humerus (4)

### DOWN

- 1 Royal countries (8)  
2 US State (5)  
4 Remove in an election (6)  
5 Removed curls from hair (12)  
6 In the place of (7)  
7 Unit of heredity (4)  
8 Terrified (6-6)  
12 A group of symptoms (8)  
14 Be adequate (7)  
16 Religious address (6)  
18 Exceed; surpass (5)  
19 Freshwater game fish (4)



## NEWS: PEOPLE

## Staff changes at Interdean

Interdean has added two new members to its team: Alexandra Demeure has become a Global Relocation Assistant, based in the Paris office; Alexander Sikorsky, has become the Regional Sales Director in Russia.

**A**lexandra is a graduate of law and has specialised in immigration. Her work involved organising long and short-stay visas and work permits, initiating claims for asylum and refugee status and arranging rights of residence for UE/EEA citizens and their accompanying families. She is fluent in French, English and Spanish, and knows some Danish too.

Alexander Sikorsky has over ten years' experience in the relocation and moving industry. Alex began his career in London in 2000 as operations manager for a relocation company then joined Interdean in 2002. In 2005 and 2006 he worked as general manager of a removal company in Cambridgeshire, then relocated with his wife Kate, to Kiev, Ukraine, to take on a new role as

Branch Manager of Interdean Ukraine. The couple now have two children and are relocating again to Moscow to take up the new position.

"I see my new role as regional sales director for this region, that I have cultural ties with, as an amazing opportunity in my life. I am excited about this new challenge and the opportunity to help increase Interdean's market share in Russia, Ukraine and Belarus. My goal is to develop business, grow sales and build up a strong sales team. My experience as an expat who relocated his family already twice will serve me well in understanding our clients' needs and build and maintain strong relationships."

Meanwhile, Marina Chornokozha has taken over from Alexander as the new branch manager in Kiev. Marina's background is in logistics;

having worked in the industry for eleven years. In 2006, Marina joined Interdean where she has spent three years as operations manager and a further three years as sales manager.

Marina is looking forward to her new role: "I consider my new position an exciting challenge and I look forward to using all my experience gained during working in operations and sales. I believe that this will help

me to maintain the current strong and stable position of Interdean in the Ukrainian market and to ensure our further growth."

Marina takes on the management of the Kiev office at an exciting time for Interdean Ukraine. It was revealed recently that Interdean is now the only FIDI accredited international relocation moving company in the Ukraine.



● Alexander Sikorsky.



● Alexandra Demeure.



● Marina Chornokozha.

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## ATR v The Guild

Shortly after writing the story on page 30 Simon Jones from ATR Removals contacted *The Mover*. He wanted to alert us to what he felt were punitive damages he was ordered to pay The Guild after failing to remove the badge from his website.

**H**e admitted that he had inadvertently left The Guild logo on his website. In 2010 he said he was "bombarded with letters from a solicitors called Coyle White Devine of Amersham which I tried to read but were full of legal jargon so I just assumed they were a warning not to do it again and so I binned them. Finally it sunk in that it was serious when one letter quite obviously stated I had to attend the Patients Court in London". Simon said that the judge awarded The Guild around £9,000 damages plus costs. "This was then made into a provisional charge on my property even though I agreed to pay £100 a month as that is all I can realistically afford due to tough economical times. My company is a small local company,

we have operator licences for two vehicles. I came out of Bankruptcy in Jan 2010 and for two years have been trying to build a life and I can't believe the position I find myself in after a very small mistake."

In response, Martin Rose from The Guild commented as follows: "Mr Jones (trading as ATR), was a member of NGRS but failed to pay all of the subscription instalments when in membership and still owes NGRS from that period. To add insult to injury it transpired some time after his membership period ended, he was still purporting to be a member of NGRS in his advertising in the Thomson Local and on his website."

"Mr Jones was sent a pre-action letter in April 2010. Mr Jones failed and refused to deal with the issues

or take legal advice. Mr Jones failed to deal with the court proceedings and judgment was entered against him, with the damages to be assessed by the court at a hearing. Mr Jones continued to ignore the majority of the solicitor's letters and failed to comply with the court order. At the damages hearing on 20 January, 2011, which Mr Jones attended to "have his day", he was ordered to pay damages of £9,673 and the costs of NGRS to be assessed by the court if not agreed. Mr Jones then failed to agree the amount of costs and failed to put in any evidence to dispute the costs claimed. On 20 July, 2011, Mr Jones was ordered to pay costs in the total sum of £9,024. As of today's date Mr Jones has paid the total sum of £840 against his liability and he's complaining!"

Martin also said that all transgressors are sent a detailed pre-action letter by NGRS's solicitors detailing the nature of the allegations and inviting them to put forward settlement proposals. Further still, the pre-action letter advises them to take independent legal advice. "Thankfully only a small minority of

transgressors ignore the solicitor's correspondence. However, where it is ignored NGRS is left with a stark choice; do nothing, and risk damaging the brand and the legitimate membership or pursue the matter via the courts. I should stress that the latter is always the option of last resort. In fact, from memory only seven cases have actually been determined by a Judge. It is also worth noting that of those seven, none of the defendants have paid their damages and costs liabilities but NGRS has paid the solicitor's, barristers and court costs, etc. In the event of the defendant defaulting, NGRS still has to meet all of the legal costs from its own funds. Clearly this type of litigation is neither a 'cash cow' nor an opportunity for NGRS to make a bit of 'easy money'. I would appreciate you making this clear to your readers. Litigation for us is a last resort but absolutely necessary if we are to protect the moving public from bogus 'Guild' removers, protect the NGRS brand and provide value and security to NGRS members."

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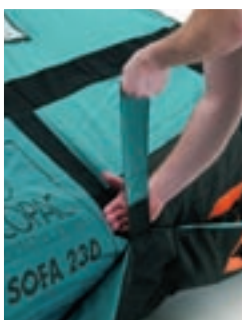
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## NEWS: PRODUCT/COMMENTS/DIARY DATES

## ECOWRAP drop-over covers

**E**COWRAP 'drop-over' covers are fully enclosed bags made from heavy-duty, water-resistant fabric with a clear viewing window so you can easily identify the packed item. The covers has a patented bungee Velcro fastening system, and 'Rip Stop' carry handles made from seat belt webbing. ECOWRAP is exempt from packaging waste regulations, re-usable, is available in a range of colours and with corporate branding, and comes with a six-month warranty. The product is available from Simpson Packaging as the sole UK distributor to the UK removals and storage industry.



● Bungee Velcro fastening, 'Rip Stop' carry handles and a six-month warranty - ECOWRAP 'drop-over' covers from Simpson Packaging.



## Macfarlane Packaging saves fuel with Paragon software

**M**acfarlane Packaging has made six figure savings since implementing an integrated transport optimisation and vehicle tracking system from Paragon Software Systems. The software has helped the packaging distributor to maximise vehicle capacity and improve the efficiency of deliveries to customers whilst reducing the size of its fleet by 10%. The software continues to provide savings through optimised delivery routes and schedules.

"We made significant early savings in operational costs with Paragon. The software allowed us to identify that we had spare capacity within the fleet and reduce the number of vehicles. It makes our deliveries to customers more efficient and enables us to run fuel-efficient routes and schedules that maximise our service and vehicle capacities. With the ever rising cost of fuel,

the system ensures we get the best use from each vehicle," said John Redman, Logistics Development Manager, Macfarlane Packaging.

Each depot uses Paragon for daily planning to allow for changing customer demands. "The system gives us visibility. We can highlight the size of orders, the different delivery areas and even pull orders forward to ensure we have maximum loading for each vehicle. This is important when we are making an average of 800 deliveries a day across the UK. The live feed from the vehicle tracking system allows us to see actual activity against the plan and update the scheduled route timings. We can also edit the plan according to customer opening and closing times, loading and off-loading rates, and new mapping details so that the system has up to date information," continued John.

## DiaryDates

E-mail your  
Diary Dates to  
[nikki@themover.co.uk](mailto:nikki@themover.co.uk)

**LACMA Convention**  
10-14 March, 2012,  
Curacao (Caribbean)

**Procurement National 2012**  
13 - 14 March, 2012,  
NEC, Birmingham, 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

## YourComments

**Re: Undercover at Crown:**  
*The Mover*, January 2012, page 10.

**David Trenchard**  
Leatherbarrows

**I** was extremely interested in the article *Back to the floor* describing the experiences of an executive with Crown Movers working with the export packing crew.

The comments about working a week of over 60 hours on a regular basis playing havoc with the social life was very true, I can remember as a young man facing these same problems when working in the family business.

It seems as though Crown has adopted the policy of curtailing the number of days spent on preparing and packing moves with the agreement of their workforce in order to maintain a competitive edge in the current difficult market place.

Most of us in the UK have to maintain records to ensure that our workers do not exceed 48 hours of working time (working time regulations) on average of any 17 week period, I wonder how Crown

are achieving compliance to these regulations or is there a different approach as this is a business based outside the EU?

It must also be very difficult for the driver to comply with EU Drivers' hours regulations carrying out the sort of work described which is far from home base.

I just wonder if the executive concerned in the article had any awareness of the restrictions that create operation management nightmares in this industry as a result of government involvement in regulation over recent years? The costs that we have to add in compliance are huge and I am at a loss to appreciate how these hours as described can be worked in today's legislative environment.





# Did you know?

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

It's impossible to sneeze with your eyes open.

Paul McCartney's mother was a midwife.

Venetian blinds were invented in Japan.

A full moon always rises at sunset.



Buzz Aldrin's mother's maiden name was Moon.

Almost half the bones in your body are in your hands and feet.

Marijuana is Spanish for 'Mary Jane.'



*Eeeek - a bunch of tudor roses!*



Queen Elizabeth I suffered from anthophobia, a fear of roses.

## Puzzle solutions

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N	O	X	I	O	U	S	R	E	S	I	N
G	A	R	E	A	T	E					
D	I	S	O	R	G	A	N	I	S	E	D
O				O	T	G	A	S			
M	I	S	E	R	S	S	H	O	D	D	Y
S	U	S	S	T							N
O	F	F	T	H	E	R	E	C	O	R	D
C	F	R		R	N	U	R				
H	A	I	K	U	M	A	E	S	T	R	O
U	C	C	O	D	D	M					
B	R	E	A	K	I	N	G	B	O	N	E

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

### FEATURE PREVIEW:

## HAND-HELD DEVICES

In the May issue we'll be featuring hand-held devices for salesmen and surveyors. If you'd like to contribute, please e-mail [editor@themover.co.uk](mailto:editor@themover.co.uk).



## MARKETPLACE

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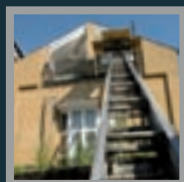
- Regular runs to all areas • Full or part loads
- Receiving depot 10mins from M25 J5 ...or we collect
- All deliveries and collections carried out by our own crews

**Phone Paul for advice and genuine delivery/collection times**  
**paul@bearsbyremovals.co.uk**

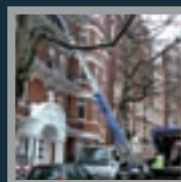
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— OF L O N D O N —

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## TheMover Advertising Rate Card 2012

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### Overseas subscriptions

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

### Copy dates

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

### Enquiries

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

### PLEASE NOTE:

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

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

	1 – 4 insertions	5 – 8 insertions	9 – 12 insertions
<b>DISPLAY</b>			
Full page	£945	£920	£895
Half page	£600	£585	£570
Quarter page	£345	£335	£325
Inside front cover	£1155	£1125	£1095
Outside back cover	£1210	£1175	£1145
Centre spread	£1470	£1435	£1395
<b>MARKETPLACE*</b>			
1 unit mono	£420 (1 year)	n/a	n/a
1 unit colour	£525 (1 year)	n/a	n/a
<b>CLASSIFIED</b>			
Lineage – up to 20 words	FREE	n/a	n/a
Semi-display – per column centimetre	£25	n/a	n/a
Vehicle for sale box	£190	n/a	n/a
Box number for confidential responses	£30	n/a	n/a
<b>INSERTS</b>			
Loose inserts (per 1000 A4 supplied)	£160	n/a	n/a





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