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Issue 071 February 2017 www.themover.co.uk

TheMover

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ADAM PALMER

Working his way up. Page 28

MATTHEW JAMES

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TheMover

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LEADER

All publicity is good publicity?

Steve Jordan, Editor

Well, I always thought it was. But for one UK moving company at least, it's not so. I admit to being more than a little surprised. Let me explain.

A very good friend of mine was moving house. He asked which moving company he should use and we, in the interest of balance, said that we would recommend using a BAR member company. So he got quotes from three and chose one. All fine so far.

I thought it might be a good idea, seeing as how I knew the person concerned so well, to interview him, after his move, about how it had all gone. Having a customer's perspective in this way I felt would be helpful to other movers and, assuming he said some reasonably polite things, would serve as excellent publicity for the company concerned. We had done this sort of thing before, with good results all round. My friend agreed.

Out of courtesy I called the moving company to explain that I would be interviewing the client after the move. I would provide them with a copy prior to publication, to give them a right of comment; and would waive my copyright on the published article to allow the company to reproduce it for its own marketing purposes if it so wished. There would be no charge. I thought they would be delighted.

Not quite. Before I had even explained fully my intentions the owner of the business had assumed my intentions were dishonourable (even though he didn't know me), had accused me of being in league with an organisation with which I have no connection, threatened to pull out of doing the move (only seven days before D-day), and demanded my address so he could "have it out with me" face-to-face. Exactly what 'it' was I have no idea. Naturally, not wishing to cause my friend any distress, I backed off.

Wasn't that odd? I would have thought he would have been delighted to demonstrate his skills to the wider industry and have free marketing collateral for the foreseeable future. But no. I felt that my parentage was being questioned and all I had done was try to do someone a favour. He was clearly not very proud of the service he was planning to give to my friend. Very worrying!

Was it me? Have I missed something here? How would you have reacted? I am intrigued to know.

Steve Jordan



● Mark Tresler cuts the cake.

Britannia moves into new HQ

Britannia Movers International has moved into its new purpose-built head office in Merstham, Surrey.

The new building will be the hub for Britannia's national corporate accounts and shipping operations.

Faced with a severe shortage of suitable commercial property for sale in the Surrey area, Britannia decided to build its own shiny new office and warehouse on a brown-field site close to junction 7 of the M25.

Being next to the M25 motorway will make it much easier for Britannia members to access than the old HQ in Croydon, which has been the organisation's home for the past 15 years.

The move, which took place over the weekend of 19 - 20 November,

2016, was project managed by Steve Almandras of Britannia Sandersteads. Britannia's staff helped by dismantling desks and partitioning as well as making sure treasured pictures of loved ones weren't left behind. McDonalds Happy Meals fuelled everyone's efforts on the final Friday before departure and all was kept to schedule.

On day one the team found time to celebrate with a special Britannia cake and pizza in the boardroom, all washed down with something fizzy.

Britannia was formed in 1981 as a co-operative and is now the largest removals business of its kind in the UK with 41 members nationwide.



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NEWS: UK



Hamiltons Removals launches new self storage service

Hamiltons Removals in East Anglia is launching a new self storage service for customers across the area: Safe N Stored with Hamiltons.

The company is investing £250K in the new venture and opened phase one, a container self-store on a 6½ acre site at Aldeby, Beccles in Suffolk, on 28 November, 2016.

During 2017 phase two will be opening at its depot in Harleston, Norfolk, featuring secure and accessible individual storage rooms, in a range of sizes from 15 to 200ft².

Located near the Suffolk border, the Harleston depot is ideally situated for customers from both counties. It will also offer self-drive van hire and sales of a wide choice of packaging materials from its on-site shop. The company has just launched a new section on its website devoted to the Safe N Stored service, giving full details of the services available.

Hamiltons Removals Managing Director Michael Sawyer said, "We realised that, as well as traditional container storage, our clients are also increasingly looking for units which they can easily access to retrieve their belongings. Our new Safe N Stored facility is all part of providing a complete removals service."

Both the Harleston and Aldeby depots will offer personalised access via key fob. Collection and delivery services will be available if required, with security features including CCTV and alarm services linked to Norfolk Police.

Hamiltons Removals was founded in 1993 and offers a wide range of services, including overseas, commercial and specialist removals.

Legal providers to publish prices online to help people moving house

The Competition and Markets Authority (CMA) has conducted a market study into legal services and found that home buyers and those moving house often don't have the information they need at hand to make the right decision.



● Legal services market study Acting Executive Director Rachel Merelie.

A lack of clear and comparable information limits the ability of consumers to shop around and compare legal providers which, in turn, provides little incentive for legal providers to compete on price, innovate or improve their services.

Following the market study, the CMA has made a number of

recommendations to help consumers have the right information available to them when they need it.

These include:

- Working with regulators to require legal providers to advertise their prices directly on their websites so that pricing is transparent;
- Encouraging legal providers to engage with reviews and ratings

online;

- Helping to develop online legal price comparison tools by getting regulators to make data available;
- Asking regulators to work with consumer and small business groups in delivering improved information standards on price, service, quality and general guidance on purchasing legal services.

Acting Executive Director for the legal services market study, Rachel Merelie said: "You might not require a legal service very often but when you do it will often be at a crucial point in your life. Better informed consumers who are more equipped to assess and make choices will increase competition, not just on price but also on quality and innovation."

Perhaps the increased competition will also encourage legal providers to do all they can to ensure the on-time transfer of funds and so reduce the problem moving companies have when keys are unavailable.

Software designers raise funds for baby hospice

TruTac has raised £1,060 for Zoë's Place Baby Hospice, a registered charity who provide palliative (one-to-one care), respite and end-of-life care for babies and infants aged from birth to five years.

Mary Hodges, who is an analyst with TruTac, raised the funds at the company's Coventry headquarters during the last year by running a tuck shop and various other activities, including raffles and competitions.

"Everybody from TruTac has been very supportive and generous towards Zoë's Place and the care we provide" said Muna Chauhan, Corporate Manager from the Coventry hospice. "The care and respite provided by the hospice is greatly helped by donations of



● Left to right: Jemma James, Commercial Director at TruTac; Debra Lacey, Receptionist and Maintenance Manager at Zoë's Place; Mandy Hodges, Analyst at TruTac.

this sort. We need more and more local business like TruTac to come on board and help us reach our target of £1.3 million. We are truly

grateful for all the support, the donation has provided an additional 42 hours of care, which is truly wonderful."



● Chris Morgan and Sarah Jones.

Mr Box Ltd acquired by American-owned Mobile Mini UK

Ipswich-based storage container sales and hire company Mr Box Ltd has been bought by American-owned Mobile Mini UK.

Mobile Mini, which has been in the container business for more than 40 years, has 16 branches across the UK and has its UK headquarters in Stockton-on-Tees.

The sale will see Mr Box operate as a separate division within Mobile Mini, managed by Director Sarah Jones. She will be supported by her existing team and Mobile Mini's national network.

Before the sale Mr Box had a fleet of approximately 2,600 containers for hire, as well as a substantial container sales and conversion business. Following the acquisition, Mobile Mini's UK hire fleet will grow to almost 40,000 units and employ a workforce of more than 400.

Chris Morgan, Managing Director of Mobile Mini UK said, "We are delighted to welcome Mr Box to the Mobile Mini family. They have a strong container hire and sales business and have a reputation for superb customer service and quality products. They bring with them a high quality, highly utilised fleet of containers and we expect a seamless transition for their existing customers."

"I am impressed with Mobile Mini's plans to grow and develop the business and am confident that Mr Box's customers will continue to receive the first-class customer service they have always enjoyed."

Tony Newton

Tony Newton, former owner of Mr Box Ltd, added, "I am impressed with Mobile Mini's plans to grow and develop the business and am confident that Mr Box's customers will continue to receive the first-class customer service they have always enjoyed. I am grateful to Mr Box's employees for their effort and commitment over the years and wish them and Mobile Mini all the best for the future."

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LEGAL: GENDER PAY GAP REPORTING



Gender pay gap reporting regulations finally published

By Paul Mander of Penningtons Manches LLP.

The final version of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017 was published on 6 December, 2016. As expected they will take effect from 5 April, 2017. The government has also confirmed its intention to extend mandatory gender pay gap reporting to the public sector but this is not covered by these regulations.

The key obligations introduced by the regulations are:

- They apply to all private sector employers with 250 or more employees;
- Employers must publish the mean and median hourly pay gap between men and women. "Pay" for this purpose includes any bonuses paid in the pay period;
- Employers must report the annual bonus gap between men and women. "Bonus" is defined widely and includes commission;
- Employers must publish the numbers of men and women in each quartile pay band;

- The data must be published on the employer's website by April 2018 and stay there for three years.

The final regulations contain a number of amendments from the original draft. The key points to note are:

- The final regulations use a broad definition of employee. Many self-employed workers who are engaged as consultants, independent contractors and so on will therefore be caught, although there are exceptions. This means many more employers are likely to come within the regulations as these workers will count towards the 250-employee threshold;
- Partners, including LLP members, are expressly excluded so there is no need to provide pay or bonus data for partners;
- The regulations have clarified what a "quartile" is and include steps to follow to put employees into each band. The workforce should be split into four equal-sized groups from the lowest to

the highest paid, organised according to the hourly pay rate;

- If a number of employees receive the same hourly rate of pay, the employer should so far as possible ensure the relative proportion of men and women is the same in each pay band;
- There is no specific enforcement mechanism, but the data must also be submitted to the Secretary of State and league tables for specific industries may be created. In time this may lead to naming and shaming.

If you have not already done so, now the regulations are finalised this is the time to produce a gender pay report to highlight, and if possible correct, areas of difficulty before the report has to be presented.

● www.penningtons.co.uk

Paul Mander

Paul is a Partner and the Head of Penningtons Manches' employment law team. He advises on a broad range of contentious and non-contentious employment and partnership matters and is recognised in particular for his expertise in restrictive covenant and injunction issues. Paul is experienced

in all forms of employment litigation, both in the High Court and tribunals, as well as boardroom disputes, discrimination (in employment and partnership), TUPE matters and outsourcings. He is recognised as a leader in his field by both Chambers Guide to the UK Legal Profession and The Legal 500.



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Brexit: where do we go from here?

One of the best attended talks at The Movers and Storers Show Seminar Theatre last November was given by James Backhouse of Backhouse Jones Solicitors who explored what the consequences of Brexit might mean for businesses.

James began by asking the audience when and why the EU was formed. There were no takers. James explained that the EU came into being in an effort to stop the countries of Europe fighting in the aftermath of the Second World War. "There have been wars in Europe for over 400 years and two world wars during the twentieth century in which millions of people, not just from Europe, were killed," he said.

The EU was an attempt to bring countries together by simplifying trade and encouraging friendship among the Member States. The Eurovision Song Contest was another initiative aimed at breaking down barriers and encouraging cultural accord. There were other treaties and agreements struck in the decades since the war, intended to bring countries in Europe closer together.

James explained that money was often a root cause of conflicts between countries and that gradually bringing the prosperity of European states up to a similar level would result in a more harmonious relationship.

By voting for Brexit the United Kingdom had voted to withdraw from those trade and cultural agreements and the government and the people of the UK

must now decide what happens next. It is important to recognise that leaving the EU does not mean leaving all the non-EU treaties that the UK has entered into with the other European countries, for example we will still be part of the European Convention on Human Rights.

James said that so far the prime minister had kept her cards very close to her chest and had not revealed what the government's aims and objectives were, but that was to be expected and was a normal strategy in any negotiation in the early stages.

"David Davies has been given the job of negotiating with the EU and getting the best deal after Article 50 is triggered, while Liam Fox will be talking to the rest of the world trying to secure trade agreements with them," said James. "The EU is likely to drive a hard bargain – otherwise it would encourage others to leave – and it will be Liam Fox's role to strike deals with countries outside the EU to at least replace the trade we may lose by exiting Europe."

James pointed out that the UK is the world's 5th largest economy and one of the biggest in Europe and that any major damage to the UK's fortunes would have a profound effect on the rest of Europe's economy, so they don't want us to fail.

The UK will leave the EU in two to three

years' time, just before the next general election in 2020. "Historically general elections are won by the party that convinces the country they have control of the economy, even though in the referendum the priority for many was immigration," said James. "Having the best possible access to the single market is important to the success of the UK's economy with approaching 50% of our exports going to Europe, and in my opinion, at least, Theresa May will be determined to make sure that is achieved on the run-up to the election even if it means other sacrifices from the ideal Brexit that some were seeking. That single market access would, of course, be good for many businesses in the UK and the remaining countries of the EU."

Those in our industry hoping for changes to transport regulations however are likely to be disappointed, at least in the short term. When Brexit happens almost all European regulations, including those governing things like Operator Licences, CPC, drivers' hours, tachographs, etc., will be adopted by the UK. Over the coming decades the government will approach and possibly change some of them as they see fit, but over the next few years, little will change. James urged removals companies to keep their trade



● James Backhouse.

James Backhouse

James qualified as a solicitor in 1992 and began specialising in road transport law in 1994 when he joined the family practice which has specialised in transport law since 1930. When not defending operators, James enjoys sailing with his family.

associations informed of any potential difficulties they foresee operating in Europe so they can keep pressure on the negotiators - who James said are likely to be relatively ignorant about practical road transport matters - to make sure transport policy is recognised as a priority. Always remembering that economic aspects of any concerns you have are the politicians' main focus.

No one can predict what will happen in the years following Brexit, but James advised business people to look carefully at any contacts they have which are EU sourced and make contingency plans to protect their businesses should they be curtailed in the future. He said it's also important to keep informed about what's going on and to keep pressure on the government, through the trade associations, to recognise how important the transport industry is to the economy of the country.

"Having the best possible access to the single market is important to the success of the UK's economy with approaching 50% of our exports going to Europe ..."

James Backhouse

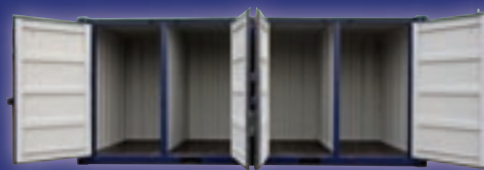
His main thrust was that if transport companies do nothing or simply complain individually without putting forward a strong economic argument, their voice is unlikely to be heard.

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NEWS: INTERNATIONAL



● Left to right: Chris Waymouth and Peter Gawthrop, QSS; Ulrike Joos, Ulrich Weichert and Martin Sommer, Wilhelm Rosebrock; Thomas Juchum, EUROMOVERS.

Multiple ISO certifications for Wilhelm Rosebrock Bremen

Wilhelm Rosebrock GmbH & Co KG, Bremen, the large parent company of EUROMOVERS International member Express-Transport-Shipping-Agency GmbH (ETSA) in Bremen, recently passed the certification audits for its integrated management systems.

The management of Wilhelm Rosebrock, Bremen were assisted by EUROMOVERS International SA in Luxembourg. The audits were performed by QSS – Quality Standards Services, Watford, UK, a subsidiary of the British Association of Removers (BAR). The standards audited were:

- ISO 9001 (Quality Management System);
- ISO 14001 (Environmental Management System);
- ISO 27001 (Information Security Management System).

In addition to its removals business, Wilhelm Rosebrock's services includes export and import services for the military and government, commercial enterprises and general cargo. It also provides a courier service, hazardous cargo management, warehousing and logistics and a distribution service for industrial gasses.

Thomas Juchum, MD of EUROMOVERS International SA accompanied the QSS auditors during their three days of audit and assisted Ms Ulrike Joos, QAM and Management Representative of Wilhelm Rosebrock. Thomas said that the experience was: "As if we would have audited three different companies in one time. The business multiplicity of this interesting company and the diversity of its departments moved me deeply."

Martin Sommer and Ulrich Weichert, both MDs of Wilhelm Rosebrock, are convinced that these Standards will help to provide continuous improvement to the company and its business processes.

In early 2016, Ms Ulrike Joos was appointed QAM Manager of the company with the brief to monitor and grow its commitment to ISO standards. She will continue to coordinate and expand the ISO efforts within the Rosebrock Group.

PAIMA continues to grow

PAIMA (Pan American International Moving Association) is a growing organisation and has been actively recruiting new members.

Despite the organisation's name PAIMA is keen to recruit new members, especially in regions of the world where it feels it is not adequately represented.

The new members of PAIMA announced at last year's annual conference were:

Brazil Link Mudancas Ltda, Brazil; FF International Movers, Latvia; Conote Services, Nigeria; Global International Relocation, Portugal; Mudinmar, Spain; JJ Mari, Venezuela; and Mitchell Moving and Storage, USA. Since the conference last October PAIMA has announced further new members Pioneer Movers, Malaysia; Blu Logistics, Panama; Boonma Moving & Storage, Thailand; Kokusai Express, Japan; and ISS Worldwide Movers, UAE.



● New PAIMA member Mudinmar from Spain.

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PROFILE: FF INTERNATIONAL MOVERS



Moving in the Baltic

An interview with Aivars Usans of FF International Movers.

It was back in 1993 that Aivars Usans joined a freight forwarding company in Riga, Latvia. Aivars became a senior manager with the company and, at the age of just 24, accepted an offer to transfer to Rotterdam where he stayed for over two years. But Aivars really wanted to run his own company so, when he'd had enough of Rotterdam life, he returned to Riga to work on his venture FF International Moving (FF meaning Fast Forward).

The company joined FEDEMAC as a direct affiliate in 2003 and later Aivars joined the FEDEMAC Board and served

as its president from 2012-2015.

FF International Moving was something of a novelty in Riga at the time. "Nobody knew about the moving business," said Aivars. "How was I to promote the service if nobody knows what it is? In fact the only real business there at the time was moving foreigners hence the 'International' in the name. That was the only business available."

The domestic business in Riga was very unprofessional. People would move furniture without protecting it in any way. "That was the way people wanted it done," he said. "We refused to do it. We even

turned down a contract with the Latvian Bank because we thought it was too dangerous to the image of our company."

But things have changed in Latvia now. Today the industry is more mature and is growing. FF has grown too: it now has 18 people and five vehicles. It's still a small company by world standards, but it's a leader in its marketplace.

The company recently joined PAIMA. Aivars believes that PAIMA will be good to help him develop the business. "We wanted to expand and PAIMA has the right type of agents for us," said Aivars. "We are also right for PAIMA members



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PROFILE: FF INTERNATIONAL MOVERS



● Left: Riga-based FF International now employs 18 people and has a fleet of five vehicles. Below: Aivars Usans.



as we are filling up their blank spots by covering Baltic countries. There is very little traffic controlled from Latvia so we need good connections. Good agents with good reputations. We have to go a long way to get a customer that's next door to us."

He also said that he doesn't have a need for recognised quality standards. "I prove to my customers every day the quality of my work," he said. Indeed FF International has worked for the national airline for 15 years and recently brought six branches of the national library together, moving four million items over eight months. So he must be doing quite a few things right.

Aivars' company already provides a service throughout the Baltic States of Latvia, Lithuania and Estonia from Riga, but the medium-term plan is to open FF

offices in Tallinn and Vilnius to provide a local service from the three bases.

What are the threats? What could stop the plan being successful? Well, Aivars knows that he is operating in a politically unpredictable part of the world. "Look back in history," he said. "We have belonged to so many countries over the years. We would be more secure if we could rely on today's government decisions and taxes not to change so unpredictably. It is quite a challenge to run a business in such a changing world."

FF International is a leader in its market, provides a wide range of services including fine art moving and storage, and has recently become a sales agent for MultiTrolley and Sofrapack. Not only is the company not short of business, it's not short of ideas either.

"We refused to do it. We even turned down a contract with the Latvian Bank because we thought it was too dangerous to the image of our company."

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NEWS: INTERNATIONAL

Aires awarded Better Business Bureau Torch Award for Ethics

Aires has been awarded the Torch Award for Ethics by the Better Business Bureau of Western Pennsylvania. Aires received the award in a presentation ceremony conducted at the company's Pittsburgh, PA headquarters and attended by Better Business Bureau representatives, Aires clients, and members of the Allegheny County Council.

"We are very excited to win this prestigious award because it confirms that honesty and integrity can still play a huge part in a successful business," said Jeff Wangler, President of Aires. "We do business right, and if we make a mistake, we own up to it. Thanks to the Better Business Bureau for recognising the ethics of all of the dedicated Aires employees. We are very grateful for this honour."

In awarding the honour, judges cited Aires' organisational best practices, commitment to ethical behaviour and core values as key factors in the selection process. Torch Awards judge, Dr Jim Weber, also stated, "The Aires way reflects the strong ethical character of this company and its core values for all business practices. The company's formal code of ethics is reinforced by personal letters from the CEO and president on the importance of ethics."

The awards ceremony was also attended by members of the Allegheny County Council, who issued an official proclamation congratulating Aires for the award. In the proclamation, they recognised Aires' commitment to good corporate citizenship, noting the company's many charitable efforts within the local community.



● Left to right: Warren King, Better Business Bureau; Jeff Wangler, Aires; Paul Klein and Sam DeMarco, Allegheny County Council.



● The Jubilee Seaways in Trafalgar Square, made with 1,015,000 Lego bricks.

DFDS celebrates 150 years by giving shares to staff

Ferry Operator DFDS has recently announced that it is to give every one of its 7,000-plus employees shares in the company in celebration of its 150th anniversary.

All staff who were employed by the company on 1 December, 2016 and who work at least 24 hours a week will receive 30 shares, valued at around €1,300. Employees on fewer hours will receive shares proportional to the hours worked.

"Very few companies are in a position of being able to celebrate their 150th anniversary, and even fewer are able to do so in a year when the company is heading for possibly the best result in its history," said DFDS CEO Niels Smedegaard. "We have therefore wanted to combine the celebration of our foundation and our founders with a celebration of, and thanks to, our many employees who every day help to ensure that DFDS can continue contributing to trade, travel and growth also in the future."

The shares are tied up for a three-year period, after which they can be freely redeemed by the employees, who now become co-owners in the company. The total allocation



"We have therefore wanted to combine the celebration of our foundation and our founders with a celebration of, and thanks to, our many employees ..."

Niels Smedegaard

amounts to more than €9.4million.

To mark the anniversary the company also recently unveiled the world's largest Lego ship at London's Trafalgar Square. *Jubilee Seaways* is built from 1,015,000 Lego bricks and measures 12 metres in length. It took 900 hours to construct and has officially been awarded the Guinness World Record as the largest ever Lego ship. Every DFDS staff member was given 20 Lego pieces to build a 'brick' which Lego artist Warren Elsmore and his team then used to construct the design.

Gemma Griffin, Vice President of HR & Crewing for DFDS, said: "We wanted to celebrate our 150th anniversary by bringing all of our teams together to create something special and unique. Our staff across the UK and Europe can all take pride in being a part of this project, while also breaking a new world record."

The construction of the Lego ship was supported by Lauritzen Fonden, a commercial foundation that supports projects with a social, cultural, educational and maritime focus in Denmark.



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A BEGINNER'S GUIDE TO SOCIAL MEDIA COMPLAINTS

Charlotte Parslow is a director of Animo Events, the company that organises The Movers and Storers Show. She has a particular expertise in handling social media complaints for her corporate customers and so, during last year's show, she explained the best way to handle customers on social media, when things start to get a bit nasty.

Rule one, for Charlotte, is not to ignore a complaint on social media. "It will not help," she said. "It will make your customers think that you don't care. You must respond."

It's also very important to get the right person, or people, handling complaints. It might be natural to choose the person who is most social media savvy. But what you really need is the person who's best at handling customers. "It must be someone who understands customer service, a people person, someone who is good at making people like your brand."

In principle, handling complaints on social media is the same as any other customer service operation, but it happens much faster. "It's customer service at terrifying break-neck speed so you have to respond quickly too. It doesn't mean you have to completely resolve the issue immediately, especially if it happens at the weekend, but you can acknowledge the problem."

Charlotte said that you need to have someone available to provide that initial response around the clock, including evenings and weekends. This might require the boss to have access to social media accounts or for there to be a rota. "It's terrifying how quickly problems escalate if they are ignored," she said. "Give them a realistic time by which you will address the problem. For example, say 'As soon as I am back in the office I'll deal with this'."

You should also have an escalation policy. Someone in a relatively junior position might deal with initial complaints but they need to know who they can go to if they have a problem.

If a complaint is reasonable, own up to it and tell the customer what you will do to solve the problem and prevent it from happening again. "Understand the problem and try to fix it. Don't play the blame game." It's important to be genuine so don't copy and paste stock answers. "Use their name, give them your name and make a personal connection."

Try to help them and to understand why they went public with the complaint rather than just calling you. Did they try to contact you but you were unavailable? Keep cool. Don't lose your temper. Don't get defensive either. If you use humour in your response, check it out with your colleagues first and get approval from your boss. Humour can often be misunderstood.

As soon as possible take the complainant out of the public area. The longer it's public the more it will escalate. When the customer agrees that the problem is solved, ask them to remove their original post or put up a new one saying that they have received good service from you. If they don't, post a message yourself saying that the matter has now been resolved amicably.

"You should see a complaint as a chance to shine. Follow the procedures you already have for handling complaints,

"Handle it like any other customer complaint. Try to fix the problem. Don't be scared to say no if it's unreasonable."

Charlotte Parslow



Charlotte Parslow addresses The Movers and Storers Show.



but do it quickly.” Charlotte explained that it’s how you handle a complaint that matters and, handled well, a complaint can turn into a positive experience.

Star ratings on websites tend to be somewhat misleading because people usually only make a comment if they have had an exceptionally good experience (five-star) or a very poor one (one-star). Encourage people to leave positive responses about your service, that way the occasional bad one will not have a disproportionate effect on your average rating.

There is also the phenomenon of ‘review blackmail’ that seems to be all too common. This is where people make unreasonable demands and threaten to leave a poor report if they are not met. Charlotte’s advice is not to panic. “Handle it like any other customer complaint. Try to fix the problem. Don’t be scared to say no if it’s unreasonable. Write down everything you do so you know exactly what happened if it blows up; this allows you to say ‘our recollection is different, we feel we acted reasonably’, and move on.”

Following these basic tips will help you to manage the inevitable complaints you will receive on social media more efficiently and effectively and keep your customers happy. The better you get at handling social media complaints, the fewer you will get because customers will soon learn that if they have a legitimate problem, it’s quicker and easier to pick up the phone.

NEWS: INTERNATIONAL



● PAIMA Board (left to right) front row: Matthias Tischer, Carl Hartmann, Germany; Lars Lemche, Teamwork, Brazil; George Naumann, Swiss Moving Services, Zurich. Back row: Jose Marrero, Sentry International, USA (PAIMA President); Aida Robles, Rodi Cargo, Puerto Rico; Macarena Scalia, Coco's International, USA; Antonio Tremols (PAIMA Executive Director); Juan Carlos Ortiz, Moving Systems, Peru.

New Board for PAIMA

The Pan American International Movers Association (PAIMA) elected a new Board of Directors in New Orleans although, after the voting was completed, it looked much the same as it had before.

President Jose Marrero, Vice President Lars Lemche and Treasurer George Naumann were all re-elected to their roles, as were Directors Juan Carlos Ortiz, Matthias Tischer and Macarena Scalia. The only change was the stepping down of Laura May Carmack and her replacement with Aida Robles of Rodi Cargo in Puerto Rico.

Aida said she was keen to be involved as she felt strongly that new people can bring new ideas. "This is something I really believe in," she said. Asked specifically what she would like to see done

differently, she expressed reservations that some countries, in particular Brazil, have too many members. "Having so many members in one country creates a free for all," she said. "I think it should be limited depending on the size of the country, with companies excluded if they don't attend the annual conference. In smaller countries maybe we only need one agent. Members need to join in, that's what makes the Association grow. I think the two-year rule [that requires companies to attend at least every other convention] is a great step in the right direction."

Arpin drivers deliver wreaths on National Wreaths Across America Day

Over 20 Arpin Van Lines drivers and agents from locations across the Northeast, Midwest and South of the USA, volunteered to collect and deliver remembrance wreaths to be laid at veteran cemeteries on National Wreaths Across America Day on December 17.

This is our fourth year participating in this event and the outpouring of support from our drivers, agents and employees continues to amaze and inspire me," said David Vieira, Vice President of Arpin Van Lines.

Each Arpin trailer carried 600 boxes containing 5,400 wreaths. Combined, the 20 Arpin drivers and agents delivered approximately 108,000 wreaths to veteran cemeteries across the United States for remembrance ceremonies.

"Before placing each wreath, we recited the name of the fallen

soldier," said Brian Asay, Vice President of the Arpin Charitable Fund. "It was very emotional for everyone involved. I brought my 14-year-old son, Cameron, because it's important for young people to recognise our veterans' ultimate sacrifice and to know that the freedom they have is thanks to these heroes."

Wreaths Across America is a national non-profit organisation, founded in 2007, to continue and expand the annual wreath-laying ceremony at Arlington National Cemetery started by Maine businessman, Morrill Worcester, in 1992.



● Wreaths distributed by Arpin drivers at Arlington Cemetery.

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SURVEY: GLOBAL AIR POLLUTION



A breath of fresh air

CLARS (Charging, Low Emission Zones, other Access Regulation Schemes) has once again provided *The Mover* with information about the latest changes in access regulation in Europe.

This includes the extension of the LEZ in Amsterdam to all vehicles from January 2017, the start of Belgium's first LEZ on 1 February in Antwerp, and the tightening of the combined LEZ and congestion charge in Milan from 17 February, 2017.

Rather than simply provide the information *The Mover* felt it better to put the growth of these regulations, designed to reduce air pollution in our cities into context, by reference to a recent report from The World Bank.

“Air pollution is a challenge that threatens basic human welfare, damages natural and physical capital, and constrains economic growth ...”

Laura Tuck

The Cost of Air Pollution: Strengthening the Economic Case for Action, a joint study of the World Bank and the Institute for Health Metrics and Evaluation (IHME), seeks to estimate the costs of premature deaths related to air pollution, to strengthen the case for action and facilitate decision making in the context of scarce resources. An estimated 5.5 million lives were lost in 2013 to diseases associated with outdoor and household air pollution, causing

human suffering and reducing economic development.

While pollution-related deaths strike mainly young children and the elderly, premature deaths also result in lost labour income for working-age men and women. The report finds that annual labour income losses cost the equivalent of almost 1% of Gross Domestic Product (GDP) in South Asia. In East Asia and the Pacific, where the population is ageing, labour income losses represent 0.25%, while in Sub-Saharan Africa, where air pollution impairs the earning potential of younger populations, annual labour income losses represent the equivalent of 0.61% of GDP.

When looking at fatalities across all age groups through the lens of ‘welfare losses’, an approach commonly used to evaluate the costs and benefits of environmental regulations in a given country context, the aggregate cost of premature deaths was more than US\$5 trillion worldwide in 2013.

“Air pollution is a challenge that threatens basic human welfare, damages natural and physical capital, and constrains economic growth,” said Laura Tuck, Vice President for Sustainable Development at The World Bank. “We hope this study will translate the cost of premature deaths into an economic language that resonates with policy makers so that more resources will be devoted to improving air quality. By supporting healthier cities and

investments in cleaner sources of energy, we can reduce dangerous emissions, slow climate change, and most importantly save lives.”

Deaths related to ambient air pollution have risen in heavily populated, fast-urbanising regions, while deaths related to cooking and heating homes with solid fuels have remained constant despite development gains and improvements in health services. Diseases attributed to both types of air pollution caused one in ten deaths in 2013, more than six times the number of deaths caused by malaria.

“This report and the burden of disease associated with air pollution are an urgent call to action,” said Dr Chris Murray, Director of IHME (Institute for Health Metrics and Evaluation). “Of all the different risk factors for premature deaths, this is one area, the air we breathe, over which individuals have little control. Policy makers in health and environment agencies, as well as leaders in various industries, are facing growing demands – and expectations – to address this problem.”

About 90% of the population in low and middle income countries are exposed to dangerous levels of ambient air pollution. We all know that complying with the requirements of congestion charges and Low Emission Zones can be a pain. But viewing it in a world context maybe makes the pill a little easier to swallow.

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PROFILE: MOVERONE INTERNATIONAL



● MoverOne staff at the company offices in Toronto.

Covering Canada

MoverOne International might not be a well known name on the international scene, but it has been around a long time, just not under that name. Steve Jordan caught up with Huw Jones, the company's general manager, at the IAM convention in New Orleans to find out more.

Huw had been panicking a bit when I arrived at booth number 1207 of the IAM exhibition hall. His stand graphics had not arrived on time, the show had already started and he was having to make do with whatever was to hand to create a lasting impression with the visitors. That

it short. MoverOne International is the International Division of United Van Lines Canada, which is 100% owned by Canadian member agents. It was created as a separate entity of the van line in 2002 and was rebranded in April of 2016. The name MoverOne comes from the group name of United Van Lines Canada and its divisions. United Van Lines Canada has 130 members in 180 locations across Canada and Huw runs a dedicated team in Toronto to provide them with international support. MoverOne International is a member of the Harmony Relocation Network, IAM and various other networks. It is also applying for membership of FIDI.

Huw has been running the international division of United Van Lines Canada for five years and has overseen a huge increase in business during this time. MoverOne International provides an international service to the member agents and many other customers around the world. "This is the first time we've had our own name," he said. "We do not get

involved with cross-border, domestic or local moving unless it is for a corporate account or on behalf of an overseas partner. We are an international move management company providing a complete range of international moving services including origin and destination services, full container export and import shipping services, groupage and storage across Canada for our Canadian member agents, our partners in Harmony Relocation Network and other independent partners around the world."

Through the United Van Lines Canada network MoverOne International has probably the most comprehensive branch coverage in Canada. However, perhaps more importantly, these local branches benefit from the expertise, efficiency and management that Huw's dedicated team of international specialists provides, allowing MoverOne International to offer a full range of services across the whole of Canada with a simultaneously local, yet experienced, service.

● www.moveroneintl.ca

We are an international move management company providing a complete range of international moving services ..."

Huw Jones

said, both he and Lynn Pullen, Senior Move Manager, had already lapsed into the mind set of 'Let's make the best of what we have' and were beginning to breathe a little easier as we started to chat.

The story about how the company came into being is complicated and so I'll keep

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FRUSTRATED WITH THE SHORTAGE OF HGV DRIVERS?

In the UK right now there is a shortage of licensed, qualified HGV drivers. This is having an impact on the removals industry as well as the UK economy and it currently shows no sign of improving.

The UK is currently 60,000 HGV drivers short and it is predicted that by 2020 there will be a shortfall of 150,000 drivers.

With the average age of HGV drivers being 53, much older than the national average, and only 2% under the age of 25, many drivers are approaching retirement, while not enough young drivers are stepping up to replace them.

The HGV driver shortage is limiting the removals industry's ability to deliver high quality services. If something isn't done to attract more drivers to the industry, the shortage will have a huge impact on goods being delivered around the UK and beyond.

What are causes of the HGV driver shortage?

There are many factors that are contributing to the shortage of qualified drivers; here are some examples that have been attributed to the shortage.

➤ An Aging Work Force

With an average age of 53 and 13% of HGV drivers over 60, the lack of new drivers coming through to replace the retired ones is a big concern.

➤ Economic Growth

The economic growth nationally has increased the demand for HGV drivers to move more goods.

➤ Insurers

Many removal operators will not take on drivers under 25, even though they are qualified, as the insurance premiums would be too high. This is another barrier which is preventing young people becoming HGV drivers.

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Working his way up: Adam Palmer

Steve Jordan went on safari to darkest Hampshire to visit one of the industry's rising stars.

It was a beautifully crisp January morning as I made my way through the uncharacteristically light traffic to Winchester, in Hampshire to visit White and Company. Winchester has a long and extraordinary history in England: it was one of the largest Roman towns in the country, is home to one of its most magnificent 11th century cathedrals and has the distinction of being the birthplace of Arthur Tudor, Prince of Wales and elder brother to Henry VIII. He died aged just 15 but, had he lived, the history of the British Isles would have been very different and its culture virtually unrecognisable today.

That said, I was not on a history tour. I wasn't even there to write about White and Company. My mission was to interview Adam Palmer, the assistant manager. Why? Well, Whites is one of the largest independent moving companies in the UK and, although I had known Ian Palmer, the company's CEO, for many years, I'd never met his son and I thought it was time I did, especially as a number of people had suggested he might be one of the rising stars of our industry.

The depot was neat and tidy and I was welcomed by a cheery staff and Adam himself, looking dapper in a crisp suit which, I suspect, was standard attire, fitting perfectly with the company brand. The depot is managed by Malcolm Carter who's been with the company for around 15 years and plans on retiring later this year. It's fairly obvious who's being groomed to take his place.

Adam is 26, single and very keen. Despite his youth he's already notched up over ten years working with the company. Aged just 15 he was given a bundle of postcards and rode around on his bike putting them through the doors of houses with 'for sale' boards outside. His reward: £50 and an introduction to a career for life.

At 16 he started working for Ian Nicholson, who was then the manager of the Botley (Southampton) branch. A year later he was working as a porter and started to travel around Europe with the road crews. "Ian Nicholson put a lot of trust in me," said Adam. "He gave me a small van and made me responsible for looking after it."

It was an exciting life for such a young man. He worked in Osnabrook, Germany and, at 19 travelled the world working with moving companies wherever he went: New Zealand Van Lines, The Moving Company (New Zealand), Tippet Richardson in Canada and Movements International in Australia. "I lived in hostels and, when I wanted to move on, I just hitched a lift on a truck," he said. What a brilliant way to learn about the business!

"It was the travelling that interested me," said Adam. "It was fascinating. I was always put with good drivers who were willing to teach me as long as I showed an interest. I was keen to learn because I wanted to make my mum and dad proud. But I really enjoyed being away for six weeks at a time."

The moving industry is often branded as being 'non sexy'. Companies often say that's why it's hard to get good people to work with them. Adam's introduction to the industry seems pretty interesting to me. I would have thought that any youngster, faced with the opportunity of a fair wage, on-the-job training and global travel would be tempted. Of course, being part of a national brand with international connections helped, but plenty of moving companies around the world can offer similar opportunities to those youngsters who show some application. Surely, in a global 21st century industry, we can now shake off the cloth cap and Woodbine image, can't we?

continues over

"It was the travelling that interested me. It was fascinating. I was always put with good drivers who were willing to teach me as long as I showed an interest."

Adam Palmer

COVER STORY: ADAM PALMER



● Adam (right) with Malcolm Carter, his manager.

COVER STORY: ADAM PALMER

continued from previous page

Adam thinks that some of the problem is caused by the university culture where many young people stay in education until they are 20+ then expect to be able to walk into a job. They are, however, probably bright enough to know that in the moving industry, a piece of paper isn't likely to help much and they don't want to start at the bottom in the way he did. So they probably don't apply.

In fact Adam has introduced many of his friends to the industry through Whites. "Most of my mates have worked with me," he said. "We call it 'The Pathway of Life', a sort of initiation into the world of work." Many of those friends have gone on to productive careers with their time at Whites providing the experience and the opportunity. "It was something they could use to get ahead of the rest, rather than having a university degree." Adam explained that he particularly enjoys nurturing the young talent in the business.

Whites offers a lot of incentives for young people to help retain them in the company and offers career progression. This includes generous holidays, a good company car for those who need one, and the encouragement to go on courses and learn new skills. "When you pass you get a letter from the CEO and a bonus," said Adam. But for him, there is something far more important that made his company a good place to work. "Young people are treated like adults here," he said. "There's no clocking on or clocking off. We work long, hard hours but if you need a bit of time off, that's OK. You have to be flexible with people. There has to be some give and take. That's what does it for me."

But there is also a challenge. Most of the people in the business have been there much longer than Adam, are older and more experienced, yet he has to perform in a management role. How does he manage the age and experience gap?

"I am always willing to listen and to accept ideas from everyone here, especially those who probably know better than I do," he said. "If I implement their ideas I always give them credit. If I don't, I make sure they understand why. It's a two-way street." Adam explained that they had recently started using plastic wardrobe cartons as a direct result of a suggestion from a number of people in the warehouse. "It's saved us a lot of money on materials."

Of course, Adam holds a management trump card. He's had the experience of working on the road, he understands the job and knows the people very well.

"Because I have been on the road I know when I am asking them to do too much," he explained. "It makes it much easier for everyone." But sometimes, as a manager,

you have to push through your own ideas and opinions even if they don't have universal agreement. "I think they accept that it's my responsibility and those years on the road have earned me enough respect so they'll back me up on the difficult decisions."

Adam also understands that the international moving industry is largely about the people you know. His travels have introduced him to agents around the world and he continues the process as part of Young Movers which he sees as a very valuable organisation to help people develop and maintain contacts. "I have already been to Amsterdam, Budapest and Madrid," he said. "Some say it's just a booze up, but it's the people we meet at these events that help us to run our companies in the future. It's my job to represent my company, create a good impression, generate new business and then handle it when it comes in."

I spoke to Adam about technology. As a young man the technology that puts the fear of God into me excites him. He's already using Moveware to administer the business and like many other companies, gave up the paper and pencil method of doing surveys a very long time ago. He's also started to do video surveys. He also uses the technology to work out prices for customers during the visit – something that has been frowned on in the past by some (not me) as high pressure selling. "Customers want things instantly," said Adam. "You have to be able to give them the schedule and quote there and then, in the house. Gone are the days when you could send the quote later. Forget it! By then you have lost the sale. I think that has changed in the last five years."

He doesn't see that as high pressure at all. "The customer has invited you round to find out what it will cost for them to move house. They want to know now. And even if you can't give them an exact figure, because there are details that need checking, you can give them a close estimate and confirm it later. It's not high pressure selling, you are just doing what they have asked you to do. What's the point of being a salesman if you can't work out the price?"

The moving industry is changing now more quickly than it has ever done in the past and the rate of change is increasing. To succeed you have to be flexible, intuitive, professional and brave. Its future is in the hands of the new generation, many of whom I have met and most have impressed me enormously. I happily add Adam Palmer to the list.

"It's not high pressure selling, you are just doing what they have asked you to do. What's the point of being a salesman if you can't work out the price?"

Adam Palmer



● Adam Palmer, when working on location at the company's Forres depot in Scotland.



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NEWS: ON THE ROAD



● The NRI replaced the DVSA's register which closed on 1 January, 2017.

Transport Focus report reflects its findings on cross-Channel lorry park

An independent report watchdog, Transport Focus, has highlighted the need for safe lorry parking and decent driver facilities when there are disruptions to cross-Channel services in Kent.

The group examined HGV drivers' experiences during delays and questioned them about facilities they would like to see at the planned lorry area close to junction 11 of the M20.

Drivers told Transport Focus that showers and toilets were a priority, plus high security parking and quality food outlets. Many said the area should be available to truck drivers at all times and not just during cross-Channel disruptions. They also wanted better information about waiting times via electronic roadside signs.

Natalie Chapman, Head of Policy for the Freight Transport Association (FTA) in London & South East said, "The findings by Transport Focus reinforce calls by FTA for an off-road solution to Operation Stack. Queueing vehicles on the motorway not only causes havoc to other motorists, residents and businesses, but it means that only very limited welfare facilities are available for drivers in the queue. Drivers want good quality basic facilities along with information about how long they will be delayed."

New National Register of LGV Instructors

The Road Transport Industry Training Board (RTITB) has recently launched a new National Register of LGV Instructors (NRI) endorsed by the DVSA (Driver and Vehicle Standards Agency).

Its aim is to promote higher standards of LGV instruction and increase the number of registered instructors, in turn helping to improve the LGV training pass rate.

The NRI aims to provide a single, national register for the road transport industry following the announcement of the closure of the DVSA's existing register on 31 December, 2016. RTITB's existing register of professional LGV instructors will also close. The new NRI became live on 1 January, 2017.

"The new NRI will be run on a not-for-profit basis for the road transport industry, by the industry, which is best placed to develop a relevant and robust register for the future," said Richard Brewer, Manager of the National Register of LGV Instructors. "By working together, the register will improve the standards of LGV driver training, while providing an opportunity to further expand the register and professionalise the LGV training industry as a whole."

"DVSA will be part of the governance committee overseeing

the delivery and development of the register and associated examination," said Mark Winn, DVSA's Head of Vocational Policy.

Although the register will be operated by RTITB, the NRI will operate as a completely separate entity and information in the register will be held and managed on a totally independent database. RTITB will be regularly audited by the NRI governance committee to reassure members of quality, standards and neutrality.

● Further information can be found at: www.lgvinstructorregister.com.

DKV triples its Irish service network

DKV Euro Service, a prominent service provider in the transport and logistics area, has extended its Irish service network, so far consisting of 75 acceptance points, to over 225 acceptance points. To realise this, DKV concluded an agreement with Topaz Energy Limited (Topaz), which in 2015 also acquired ownership of ESSO Ireland.

As of now, the DKV CARD is also accepted at all cash desks of the 154 fuel and service stations concerned, and the details of the fuel stations in the network can be retrieved through DKV MAPS and the DKV APP as well. At these stations, customers

of DKV Euro Service pay the normal list prices as established each Wednesday and Saturday. Customers can also qualify for discounts of up to €8 per 100 litres.

Gertjan Breij, Managing Director of DKV Euro Service Benelux, said: "With more than 60,000 brand-independent acceptance points in 42 European countries, DKV offers the largest service network in the business. We continue our efforts to optimise our network even further and our expansion in Ireland is another example of this. In this way we contribute to cost optimisation and effective fleet management for the future as well."



● Natalie Chapman.

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RELOCATION: DUTY OF CARE



Caring for assignees in a changing world

Lisa Johnson, Global Practice Leader at Crown World Mobility, tells global business that it's time to update duty of care policies in a fast-changing world.

In any given year there is uncertainty in the world but recently it feels ever more present. From natural disasters to political instability and terrorism, the world is unpredictable and as such, these events need to be acknowledged and reflected in every company's duty of care strategy for international assignees.

It is the job of employers to ensure assignees' wellbeing and safety is managed – as well as any family members that might be travelling with them. However, despite significant world events such as the recent hurricane that swept through the US and last year's terror attacks in Paris, Brussels and Nice, a survey carried

out by Crown World Mobility found that over half of participating companies had not updated their duty of care strategies accordingly.

A lot of companies are still relying on a long-standing approach when it comes to managing their international assignees. For example, special briefings tend to only be given to those people moving to traditionally high risk locations such as Iraq and Russia. Now however, high risk locations can be anywhere in the world and therefore adequate training, communication and resources need to be provided.

Two other factors which are having a

A lot of companies are still relying on a long-standing approach when it comes to managing their international assignees. For example, special briefings tend to only be given to those people moving to traditionally high risk locations such as Iraq and Russia.

1 Assemble a stakeholder group

Pull together a cross-functional team and set up regular meetings to discuss key points that have affected, or are likely to affect, assignees and consequently the company's duty of care strategy. This will ensure the correct people are aware of the current policies and are involved in all decision making. The team should include representatives from HR, global mobility, business leaders and corporate travel representatives.

2 Communication is key

Assignees are given a lot of information when they relocate so, as a long-term approach, the employer should send regular e-mails and texts to remind them what services are available. In addition, companies should make sure they have communication protocols in place in the event of a crisis. For example, text alerts and e-mails containing emergency details.

3 Tracking can improve safety

Dependent on the country the assignee is being sent to, some companies have implemented travel tracking into their strategies. Being able to locate the individual 24/7 is advised if the person is relocating to an area where kidnapping is a significant threat.

4 Update policies to allow for flexibility

The DIY approach isn't going away. Therefore, companies should consider how they can make their policies more flexible to allow employees to book their own trips, or parts of their trip, without jeopardising safety. For example, part of the policy might be to allow employees to book their own business travel, but require using the company's designated travel providers.

5 Provide a thorough briefing

Crown World Mobility's survey found that almost a quarter of companies provide assignees with security briefings that are designed for the general population and are not specific to the assignment location. In the interest of safety, companies should tailor each briefing and not adopt a one size fits all approach. In addition, no matter where in the world an assignee is being sent, all companies should provide an induction. As well as the basic information you would expect to receive, it's also important to include local details such as where the local hospitals and the embassy are, but more importantly assignees and their families need to have information at their fingertips of who to contact and what to do in a real emergency. In the moment, these are the details that will be most important.

major effect on traditional mobility methods are technology and the 'do it yourself approach' whereby employees are organising their own relocation. We live in a digital age where we can send an e-mail, book a flight or reserve a hotel room with the click of a few buttons. As such, the DIY approach is becoming more popular – especially amongst millennials who are used to this style of working. I suspect over the next few years we are likely to see rapid changes in this area.

With these points in mind, I recommend the following five tips for companies looking to update their duty of care strategies:



Lisa Johnson

Lisa Johnson is Global Practice Leader, Consulting Services, at Crown World Mobility, a global company that helps corporations manage global talent. She has more than 18 years of experience in the industry and has been with Crown since 2012.

● www.crownworldmobility.com.

NEWS: PRODUCTS



● Sander Kollerie, Head of IT Development (far right) with IT specialists Kari Kärkkäinen (left) and Taavi Soura.

Voerman International chooses MovePro

Voerman International has selected Move4U's new MovePro software suite for all its survey, pack in and pack out jobs.

Robert Jan Voerman, CEO of Voerman International said, "MovePro is the next step in connecting different phases of the move process through innovative technology. After investing in infrastructure and equipment over the past two years, we are completely convinced that the moving industry has arrived at a critical turning point - where technological innovation will determine who will be able to compete. We found a great opportunity with the Move4U products. We are comfortable to be spearheading the innovative solutions for our industry once again. For us, it was a no-brainer."

MovePro simplifies digital processes for surveyors and pack-in and pack-out teams, while eliminating damage discussions as claims can be verified quickly via time-stamped survey photographs.

Voerman says that MovePro provides an intuitive user interface with multi-language input and output options. It is integrated into the MoveCloud environment to provide 24/7 on-demand access.

The deal was signed at the offices of Voerman International in The Hague.



● Robert Voerman.

Digital inventory from Scan2Move

Scan2Move, a technology company from Amsterdam founded in 2014, recently launched its digital inventory technology.

The company says that it is the most comprehensive digital inventory list system currently available on the market.

The software allows users to create a digital inventory of all items being moved on any Android or iOS mobile device or Internet-connected desktop computer. It covers all three stages of moving: loading, mid-scanning and unloading.

Loading

During loading the packer can record any pre-existing damage by taking photos, thereby avoiding any disputes about when and where an item was damaged. During packing the system enables the creation of IAM approved, ISO-accredited items lists. This is a standardised inventory list that makes it easier for moving companies in different parts of the world to communicate as all the companies are using the same list, with a same code for the

The software allows users to create a digital inventory of all items being moved on any Android or iOS mobile device or Internet-connected desktop computer.

items. Barcodes can be created on-site using a Bluetooth-connected mobile printer. After packing the list is uploaded to the cloud where it can be viewed, printed, e-mailed and translated into any of eight languages including Chinese, Russian and Arabic.

Mid-scan

Items can be scanned at any time during transit with the information uploaded to the cloud via a WiFi or mobile data connection. At each scan the system records the GPS location and the time, making an accurate trail of each package during the journey. If something is missing the loss will be detected

immediately. This makes it easy to see where a package has gone missing and for the origin agent to prove that all the items were present when the container was loaded.

Unloading

All items can be scanned during unloading to identify any missing or damaged items.

The password-protected data is available to all parties throughout the move – origin agent, destination agent, corporate and transferee. Various reports and statistics are also available.

● More information is available at www.scan2move.com.

Born to be drugged, hunted and shot. Fair game?



Kimba was a tiny cub, just two days old, when he was taken from his mother and hand-reared for the savage 'sport' of canned hunting. South Africa's canned hunting industry is the most extreme and barbaric form of trophy hunting, and it's on the rise. When the price is right, lions are locked in caged enclosures with nowhere to run – sometimes even drugged beforehand – and shot by trophy hunters. These blood-thirsty tourists are prepared to pay extravagant fees to kill a lion, and males with an impressive mane can fetch up to £37,000.

Kimba was one of the lucky ones. Although he'd already been offered as a trophy on the internet, we managed to secure his safety and he's now living as head of a pride at our LIONSROCK sanctuary. FOUR PAWS has been a leading force in global animal welfare issues for more than twenty years, and is committed to taking action against all forms of animal cruelty. Last year, canned hunters killed over 1,000 lions. **This has to stop. Will you give us the urgent help we need to rescue more lions like Kimba?**

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- ☐ £100 which could help towards the cost of transporting a lion to the safety of LIONSROCK

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Is online advertising too expensive for removal companies?



Damien Seaman, Brand Manager, buzzmove.com looks at the cost of online advertising compared with using a lead generation service.

We all know that many customers these days expect to compare and buy everything on the web – from car insurance to utilities to ... well, removal services.

More than 70% of UK Internet users go online to compare prices, according to recent research. And around half of all online purchases are done on the phone. Even when a customer calls a mover directly, the odds are that they've found the number on Google, and probably using their smartphone.

Google dominates the online search market, with just under 87% market share in the UK. It's pretty much a monopoly. That means if a business doesn't show up on Google search, it might as well not exist.

Of course, movers can optimise their websites, publish blog posts and try to

get links so they naturally appear at the top of organic search results. But to do this successfully takes months. Months to get right. Months to get links. Months to rank highly. And months for all this effort to convert into more website visitors. And that's if a company gets it right!

So let's look at a much faster way of ranking high on Google: paid advertising, otherwise known as Pay Per Click (PPC), or Google Adwords. For those who don't know, this is when you set up a short advert to show up when people search for specific 'keywords'. Every time someone clicks on the ad, you pay.

Some removal companies do this very well, and some larger firms probably have a dedicated agency doing it for them. But still, many in the removals industry don't realise how much Google advertising costs. For example, how much does it cost to bid for the keyword 'removal

companies'?

Roughly £9.80. That's how much you pay each time someone clicks on an advert containing that keyword. Google ads using the phrase 'house removals' will cost you £6.96 per click. The phrase 'moving house' will set you back £5.93.

On average, out of every 100 people who click on one of your Google ads, five will contact you. So, let's take the middle example above – 'house removals'. To generate five leads you need to pay for 100 clicks, or £696.

And, in most cases, you'll still want to survey the property to win the business. Feedback from our removal company partners is that they can typically convert between 50%-80% of the people they survey. Taking that into account, if you survey all five PPC leads you've got a good chance of winning three of them. That's now £696 for three jobs. In other

**£9.80
PER CLICK**

Google dominates the online search market, with just under 87% market share in the UK. It's pretty much a monopoly.

words, you've spent £232 per paying job.

Contrast this with the cost of using a good lead generation site. Obviously the price you pay for a lead varies according to where you are in the country and which lead providers you're working with. But let's assume each lead costs you £5.95. Now for 100 leads you're paying £595. Now let's assume that you can contact 25% of those. I'm basing this on the fact that we have lots of companies tell us

they're converting that many leads to paying jobs. Now you're paying £595 for 25 leads. If you survey and convert three out of every five leads, you're now paying £595 for 15 jobs. That's £39.67 per paying job.

If managed the right way, lead generation is a cheaper way to win jobs than doing your own online advertising on Google. As these figures have shown, it can be a lot cheaper.

Damien Seaman

Damien is Brand Manager for Buzzmove. He has years of experience working on successful marketing campaigns for a wide range of businesses in publishing, insurance, technology and financial services. He also regularly coaches technology start-up companies on how to make their marketing more profitable.



NEWS: PEOPLE



Left to right: Mike McCarthy, MD; Bob Carney, Business Development Manager; Alan Woodard, Group Operations Manager; Chris Brookes, Group Financial Controller.

McCarthy's announces three senior appointments

Yorkshire-based McCarthy's Removals and Storage has appointed three new senior members of staff: Alan Woodard, Bob Carney and Chris Brookes.

Alan Woodard, from Camblesforth near Selby, has 20 years' experience in the removals industry and will be taking the role of group operations manager. He began his career in 1995 as a trainee manager with Pickfords Removals,

progressing to become the branch manager of its Leeds operation for over a decade, before joining McCarthy's. Alan's new role sees him managing and overseeing the work undertaken by the removals teams across the group.

Bob Carney joins as commercial

business development manager where he will nurture existing clients and secure new commercial contracts within the self-store, Safe Shred and archive management areas of the business. Bob, who lives in Royston near Barnsley, brings with him a wealth of experience

having worked in the industry for almost 40 years. Bob was previously the Area chairman for the BAR within the Yorkshire region, a role he held for four years.

Finally, Chris Brookes will join the business as financial controller, a position which will see him take over responsibility for the day-to-day management of the finance function whilst providing full financial and strategic support for the business. Chris, who lives in Ilkley, joins McCarthy's following a successful career in the finance sector working with businesses including Moda in Pelle, Badgelys and Music Express.

Mike McCarthy, Managing Director at McCarthy's, said, "We are delighted to welcome three new arrivals to our senior team. Combined, they bring with them vast industry experience, totalling almost eight decades, and they will each be a valuable addition to the wider team. McCarthy's continues to go through a period of strong growth so ensuring that we bring in the right people is vital, and we have every confidence that Alan, Bob and Chris will be integral to helping us achieving our future goals."

The trio will be based at McCarthy's head office on Meanwood Road, Leeds. The company, which operates in Yorkshire and beyond, has further self storage facilities and businesses in Harrogate and Wakefield.

New port director at Portsmouth International Port

In January, Mike Sellers took over as port director of Portsmouth International Port with full control of all operations in Portsmouth. Mike has spent the last twenty years working for Associated British Ports in the East and North East of England.

Mike said, "I have spent December getting to know the Port and have been impressed with what I have seen. It is clear that staff are dedicated to providing

customers with the highest levels of service, and that recent investment has delivered first class facilities. I am looking forward to working with the team and our partners to build on the successes of Britain's best connected Port, and to make it the first choice for ferry, freight and cruise customers."

Mike Sellers comes from a family of dock workers and has dedicated his entire career to shipping.



● Mike Sellers.



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Glenn Stephenson joins Mudanzas Gou

Mudanzas Gou in Mexico has recently appointed Glenn Stephenson as director of client relations.

Glenn began his career in the international relocation industry with The Viking Corporation in St Thomas, US Virgin Islands, in 1977. From there Glenn joined North American International, holding positions in Cairo, Egypt and returned to the headquarters office of North American Van Lines (NAVL) in Fort Wayne, Indiana.

Navigating a series of challenging restructures and developing multiple business lines at the NAVL home office, Glenn departed to follow an entrepreneurial venture in the purchase of Saint Vrain Moving & Storage. Following his time at Saint Vrain, Glenn sold his interests to his partners and has held key international positions with Beltmann North American, Prudential Relocation (TRFCA) and MS Move Management/Schneider GRS in both sales and operations management.

Glenn's responsibilities at Mudanzas Gou will include working with current clients and suppliers, as well as new business development. Glenn will be based in Dallas, Texas and can be contacted at 214-731-9559 (office), 480-772-2432 (mobile) and by e-mail at glenn@mudanzasgou.com.



● Kamran Ahmed.

Moveware appoints new general manager

Removals management software specialist Moveware Ltd has appointed Kamran Ahmed as general manager with responsibility for Europe, Middle East & Africa.

Kamran, who has over 15 years' experience in the IT industry, will be based at Moveware's London office accompanied by a team of sales, support, implementation and development staff.

Kamran's appointment follows the departure last year of former Manager Jeff Mason who has retired and returned home to Australia.

"I'm really looking forward to 2017 and I'll be working hard to make sure all our clients get the very best service at every stage of their dealings with us, from sales to implementation and support," said Kamran. "The moving industry is a relatively small, close-knit community; I want to embrace that

and engage with people to help us to develop and improve in the future. We'll be encouraging people to visit us here in London to meet the team and take part in training and forums, etc. I'd also like to introduce quarterly 'lunch n' learn' events where people can find out about new developments and discuss ideas."

Away from work Kamran enjoys most sports including football and squash, but his real passion is motorcycling. As well as commuting on his Triumph Speed Triple, he often takes part in track days in the UK and Europe riding his Kawasaki Ninja ZX6 sports bike.

Kamran lives near London with his wife Rumena and seven-month-old son Aidan.

FTA Ireland appoints new general manager

Freight Transport Association Ireland (FTAI) has appointed Aidan Flynn as its new general manager. Aidan, who was previously business services manager, took up the post on 3 January following the departure in September of Neil McDonnell, who had been with the organisation for three years.

Aidan said, "I am honoured and extremely proud to be chosen to lead the FTA Ireland team. I have worked with FTAI since the formative years of the Association in Ireland and together we have established a viable trade association in the midst of the worst economic recession in our country's recent history, and have done so by promoting safety and compliance requirements to fleet operators."

Before joining FTAI, Aidan held a number of senior leadership positions within the transport and logistics sector in Ireland. These included the establishment of a dedicated commercial fleet training business, health and safety and risk management consultancy and road safety initiatives.



● Aidan Flynn.

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NEWS: PEOPLE

Arpin Group hires Jerry Munoz as regulatory compliance manager

Arpin Group has hired Jerry Munoz as regulatory compliance manager. In his role, Jerry will be responsible for planning, implementing, managing and facilitating Arpin's regulatory compliance programme for both domestic and international employees, agents and other supply chain partners.

"Jerry joins us from the highly-regulated financial services industry where compliance was a major part of everyday corporate culture," said Marco Uriati, Chief Legal Officer and COO of Arpin Group. "He has an extensive background in IT and finance, which combined with many years of project management experience at Textron, provides a solid foundation for managing the development and implementation of Arpin's new compliance education, training and monitoring programmes. We are thrilled to have him on our team."

From a global standpoint, anti-bribery, corruption and data security are among the most important compliance-related topics in the international marketplace.

"Nobody within our industry is immune to



● Jerry Munoz.

these risks, and the penalties and fees for non-compliance can be severe," said Jerry Munoz. "It is my job to manage and eliminate these risks and keep Arpin compliant with all applicable

regulations. As foreign governments across the globe continue to adopt new anti-bribery and corruption regulations, the Arpin management team has made a renewed commitment and investment to our compliance programme and will continue to make this a top priority. It is my belief that Arpin will stay ahead of the compliance curve and by doing so, we will continue to differentiate ourselves from the competition. We recognise this and so do our closest partners."

In September, Arpin formed a new division dedicated to managing all aspects of the company's global regulatory compliance programme, reporting directly to Marco Uriati. The division's mission is to ensure that all Arpin supply chain partners are properly vetted and monitored to mitigate risk and ensure compliance with all applicable regulatory requirements. Arpin Group contracted Dow Jones Risk and Compliance to enhance its anti-bribery, anti-corruption and third-party due diligence compliance screening and monitoring programme as the international household goods mover grows its global supply chain.

Peter Rosada joins Aires

Peter Rosada, CRP, has joined Aires as director, business development. In his role, he will be responsible for strategic sales initiatives and global account management.

Peter has 39 years of comprehensive relocation management experience, serving in sales, general management and account management roles. His experience includes leading sales efforts, managing business strategies and oversight of day-to-day operations for a regional office. He most recently served as a vice president of global accounts, working closely with clients to provide insights and advisory services for

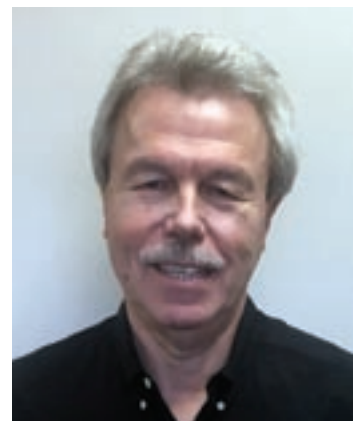
all aspects of global mobility strategy.

"We are excited to have a very successful industry veteran like Peter join us," said Aires' President Jeff Wangler. "He has proven that he can help provide solutions for mobility professionals and, coupled with Aires RELOx platform, we know he will have continued success."

Peter is bilingual with German-English speaking skills and has participated in many leading

sales and leadership training programmes, contributing to his success in these areas. He is well respected within the industry and is known for treating his clients with genuine care and thoroughness.

"I'm excited and delighted to be joining such a progressive company as Aires," Peter said. "I look forward to being a productive member of the Aires team. Aires has an excellent reputation in the global relocation industry and I'm extremely happy to be joining such



● Peter Rosada.

a highly respected and forward-thinking company."

● Peter can be reached at prosada@Aires.com.

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The White & Co Mystery Mover

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Corrections

Re: Video surveys for free

The Mover, January 2017, page 38

The above story from Buzzmove in the UK claims to offer a free video survey tool for customers. However the website published in the article, to which enquiries were directed, clearly stated that this offer is for a limited period of one month only. *The Mover* has confirmed with Becky Downing, the company's CEO, that the statement on the website is wrong and the article in *The Mover* is correct: the company will provide a basic-level video survey tool to its customers, free, indefinitely. A higher-level tool will be available shortly for which a fee will be charged. The company has now changed the website accordingly. *The Mover* is sorry for any misunderstanding.

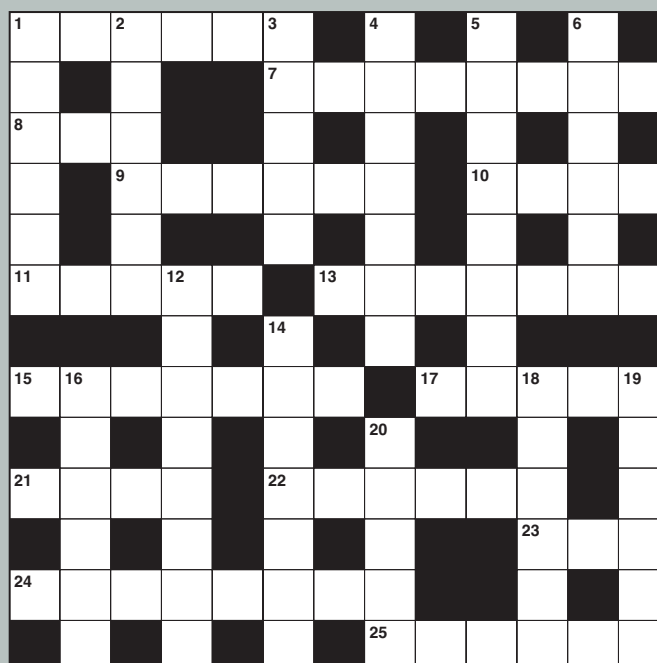
Re: Note from Basil Fry

The Mover, January 2017, page 10

The lower rate of IPT referred to at the end of paragraph one of this story should be 10% not 9.5%. *The Mover* apologises for any confusion caused.

TheMover

Puzzles



ACROSS

- 1 Fill a balloon with air (4,2)
7 Glue (8)
8 By way of (3)
9 Mineral form of silica (6)
10 Capture a piece in chess (4)
11 Chris ____: tennis champion (5)
13 Have a positive impact on (7)
15 Speaking one's opinions (7)
17 Range (5)

21 Joan ____: Spanish artist (4)

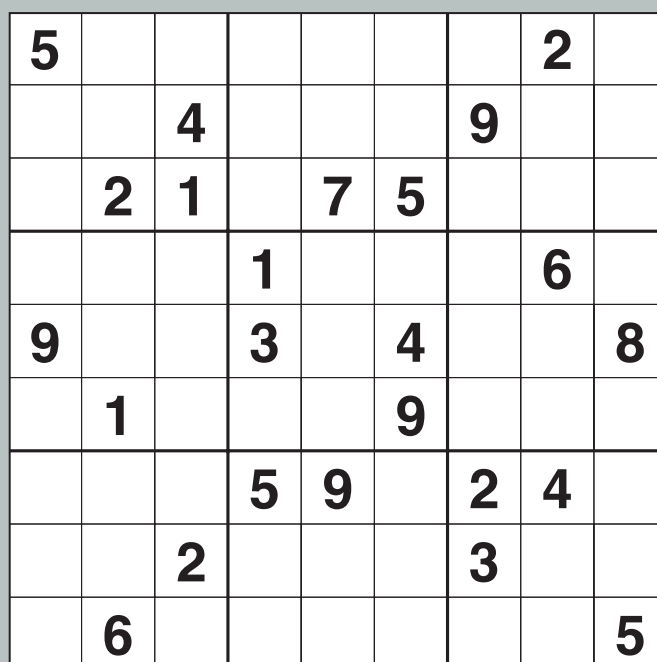
- 22 Number of Apostles (6)
23 Use a chair (3)
24 Lavish (8)
25 Domestic assistant (2,4)

DOWN

- 1 Relating to cattle (6)
2 Not allowing light to pass through (6)

3 Chaplain in the armed services (5)

- 4 Horizontal plant stem (7)
5 Recondite (8)
6 Calls to mind (6)
12 Furry nocturnal mammals (8)
14 One more (7)
16 Willow twigs (6)
18 Ukrainian port (6)
19 Newspaper boss (6)
20 African country (5)



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Young Movers Conference

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16 – 18 May, 2017, Hong Kong

BAR Conference

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EUROMOVERS International Conference

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



And nothing but the truth!

When I look at my reflection, I don't see grey hair I see blond and I normally turn my head slightly to one side because my chin looks better that way. I've been doing this for so long that, in general, I don't even know that I'm doing it. When I see the outcome of any recently taken photograph in which I'm involved, my image very rarely appears. But somehow my father surreptitiously creeps into the shot; and he hasn't been with us for a good few years!

Ever been walking through a shop when you suddenly turn and catch your image in an unexpected mirror? It can be quite a shock – who the hell is that? It is my firm opinion that any shop mirror should be accompanied by a suitable warning sign, this would at least give one the opportunity of pulling in one's stomach (and of course to turn one's head slightly to one side).

I recently went to a school reunion where I met quite a few old school chums whom I hadn't seen for years. The strange thing was that they'd all been subjected to the rigors of Anno Domini whereas I hadn't really changed one bit – although, surprisingly, nobody actually mentioned this to me. Jealousy I suppose!

No matter how old you are or how young you feel, one day you will reach a stage where, whilst you are buying a ticket for something or other, the person behind the counter will give a slight cough and then produce the fateful words: 'Do you realise that it's half price for senior citizens?', and after you have been rendered huffily speechless, and after you have almost choked whilst trying to gulp down the words 'you b*****d' and having barely resisted the impulse to leap across the counter and ring the assistant's neck, you are then forced to accept the reality that there is no way around this one. There genuinely is no point in trying to convince yourself that maybe their eyesight is bad, and no point in looking to see whether there is someone behind you to whom they were really addressing their comment. All you are left with, I'm afraid, is a ridiculously rictus grin.

I suppose it is true to say that we spend much of our life living in what can best be described as 'cloud cuckoo land'. But I wonder whether this is necessarily a bad thing. Take religion for example, we all have our own beliefs, or none at all, but most conventional religions subscribe to an afterlife to which advocates can aspire, a place of everlasting peace and happiness. Now whether this is called Heaven, Nirvana, Valhalla or Harvey Nichols, it doesn't matter, what does

matter is whether you actually believe it.

I do not have the space here for elongated philosophical discussion but – and I comment as someone with no particularly strong religious persuasion – surely it's better to go through life believing that one day you will enter a world of perfect contentment where you will meet up with everyone you hold dear from your past (and inevitably, your future) and where you don't seem to spend your existence emptying the friggish dishwasher? Even if this tenet were not true – and I'm prepared to be convinced that it is – who is going to feel happier during their time on this mortal coil? For example, I really don't understand many of the doctrines of the Mormon religion but, even though I try not to give them short shrift when they knock on my door wearing their finely tailored suits, I am invariably left with the impression that they just appear to be so damn happy. Maybe I should ask for the name of their tailor!

I suppose it is true to say that we spend much of our life living in what can best be described as 'cloud cuckoo land'. But I wonder whether this is necessarily a bad thing.

I hasten to add that, in no way, am I implying that anybody who follows a religion is living in 'cloud cuckoo land'. On the contrary, what I am implying is that a religious belief can be a source of happiness. Almost every invention or advancement of civilisation has resulted from people believing in seemingly outlandish theories. Galileo for example was tortured and imprisoned under house arrest for almost ten years, not only for believing the unbelievable but also for the consequent inventions which today we take for granted. At the time he was actually considered to be half way between a heretic and a madman.

So let's go on thinking that we are thinner than we are, better looking than we are, richer than we are, more popular than we are and so on. Maybe self-deception can be the path to happiness. And if you don't like the 'cloud cuckoo land' phrase then maybe 'rationalisation' will do if it makes you feel happier.

I really like this article by the way!



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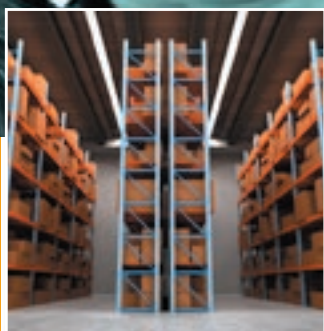


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