

**Making the
most of
sales leads**
Page 12



**From pig
farming to
B flat**
Page 24



**Graham
Puddephatt
is back**
Page 33



Issue 058 January 2016 www.themover.co.uk

TheMover

STRIKING OUT

Albert Lopez goes it alone in Dubai. Page 20



Channel Islands Trade Rates

Effects received at our Portsmouth receiving facility

Guernsey & Jersey

| | |
|------------------|----------------|
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TheMover

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20 COVER STORY:

STRIKING OUT IN DUBAI

Former Interem Group Vice President Albert Lopez goes it alone with Innovation Mobility



4 LEADER: Come on CHAPS!

6 UK NEWS: Property stock hits new low First time buyer numbers dip

8 INSURANCE: Dan Reynolds of Reason Global Insurance offers guidance on how to be sure you have the right cover in the event of a catastrophe

10 UK NEWS: Meet the Moving Gang Harrow Green cuts its carbon footprint

12 INSIGHT: Advice on how to turn telesales leads into paying customers from Darren Frostick of Leading Edge Market Solutions



14 INTERNATIONAL NEWS: EUROMOVERS chooses QSS Saigon Van helps orphans

16 TRANSPORT: The ACEA has added its support to research into the possibilities of Intelligent Transport Systems

18 INTERNATIONAL NEWS: Shippers call for CO₂ action ARA parties in San Diego

22 INTERNATIONAL NEWS: Suddath buys Secor Arpin supports Move for Hunger

24 INTERVIEW: Editor Steve Jordan met Colin Gordon at the IAM convention to discuss his past, present and future

28 ON THE ROAD NEWS: Automation trials at Mcity Most road accidents are drivers' fault

30 BUSINESS: Experts give their opinion on how the Bank of England's recent change to the CHAPS system are likely to affect the moving industry

32 ON THE ROAD NEWS: Doctors to inform DVLA on unfit drivers France cancels vignette plan Low price Adblue® from AS 24

33 INSURANCE: Graham Puddephatt returns to the moving industry as an Appointed Representative of Gauntlet Risk Management Ltd

34 LEGAL: Edward Cooper from Taylor Wessing Professional Services explains how a recent Supreme Court ruling will affect break dates in lease agreements

36 PRODUCT NEWS: New Returnloads app New TGE van from MAN

37 PEOPLE NEWS: A 30 year anniversary at Gerson plus new appointments at Matthew James, AIReS, Graebel and Britannia Leatherbarrows

38 BUSINESS: Sales advice from Stephen Witton on how to add value to your service, as an alternative to competing on price alone



41 MARKETPLACE

44 DIARY DATES

46 AND FINALLY... My round, I think!

Index of advertisers

| | | | | | |
|---------------------------------------|----|--|----|---------------------------------------|----|
| White & Co..... | 2 | EUROMOVERS | 14 | Simpsons Removals & Storage Ltd | 27 |
| reallymoving.com..... | 4 | Buzzmove | 15 | JC Payne..... | 29 |
| White & Co..... | 5 | Kent Removals & Storage..... | 15 | Mr Box..... | 35 |
| APT Training..... | 7 | Pac Global Insurance Brokerage, Inc..... | 17 | The Mover..... | 35 |
| AS 24 | 9 | Southdown Holdings..... | 19 | Kidds Services..... | 37 |
| Arpin Group | 10 | Enhanced Operating Systems..... | 21 | Macmillan Cancer Support | 39 |
| Simpson Packaging | 11 | Brytor International..... | 21 | Edwards Trade Storage | 39 |
| Basil Fry & Company..... | 11 | Moveware..... | 22 | White & Co..... | 40 |
| Simpsons Removals & Storage Ltd | 13 | Mac's Truck Sales..... | 23 | Vancraft | 47 |
| | | | | Anglo Pacific..... | 48 |

LEADER

Come on
CHAPS!

Steve Jordan, Editor



Last month the most important stories, in my opinion, were from the international sector, this month it's decidedly British. The UK government has changed the regulations relating to CHAPS, the system that allows money from house sales to be transferred. It probably means porters are going to be working longer hours from this summer. The new regulations will, no doubt, be popular with customers, but not so within the trade I suspect. Take a look at page 30 for all the details. I will be interested to hear your comments about how you think it will affect your business.

If you are in the UK you might also like to take a look at the Supreme Court ruling on page 34. If you are a landlord or a tenant (many movers are both) you should take heed of the decision. It could save you rather a lot of cash one way or the other.

There are two things I particularly like about editing a magazine: it gives me the opportunity to say thank you to people who have made a difference in the industry; and it allows me to give a gentle leg up to newcomers. This month I have been able to do both. Graham Puddephatt has returned to the insurance side of the industry after a short break and my friend Albert Lopez has left the company in Dubai that he was with for decades and set out on his own. Starting your own business always takes courage and hard work. I wish them both good fortune and a little luck to help them on their way.

On the other side of the coin it was a great pleasure to have the opportunity of interviewing Colin Gordon for you. Colin has decided to retire from the business after around half a century of toil. In future he will be putting his musical talents to the test and taking life a little easier. Please read his story on page 24. Whenever someone like Colin steps down from the front line the industry becomes a little weaker. Let's hope there are a few youngsters with his commitment to take up the slack.

Finally, it remains for me to wish you a happy, healthy and prosperous 2016. As the world around us seems to become increasingly precarious, may I also add my hope that this year will be a safe one for us all as well.

Steve Jordan



● Fuel Card Services staff from the Whitstable office.

Raising money for
the Poppy Appeal

Staff at the Whitstable office of Fuel Card Services have raised £1,337 for the Royal British Legion's 2015 Poppy Appeal.

The project was led by the company's account manager Scott Mooney, an army veteran who served in Iraq and Afghanistan.

"I have seen for myself how the Royal British Legion provides invaluable support to former and current service personnel and their families," said Scott. "The annual Poppy Appeal is not just about remembering the past, but about giving essential help to those in real need right now."

Scott and his colleagues asked local businesses to donate raffle prizes, then sold tickets and made collections outside their local Tesco. The grand prize was a luxury weekend break, with other prizes including a recording studio session,

crystal goblets and a DAB radio. The raffle and collections took place alongside other fundraising efforts within the Fuel Card Services office.

Rob Webb, General Manager said, "Scott and his colleagues managed to raise £837 very quickly and Fuel Card Services was happy to add another £500 to that. As part of the Whitstable community, we were delighted at the generosity of neighbouring businesses."

The 20 raffle winners were drawn on November 11 by Anne Hill, representing the Whitstable branch of the Royal British Legion. She said, "We are very grateful to Scott, and his Fuel Card Services colleagues, and to everyone who bought a raffle ticket or made a donation. This will certainly help our Poppy Appeal."


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NEWS: UK



● On average, buyers have only half the choice of properties they had in 2007.

Stock of property for sale hits new low

According to property website Home.co.uk, the UK portfolio of property for sale has shrunk to a new record low. Buyers, on average, now have only half the choice they had back in 2007 and, in areas of high demand, the situation is much worse.

Moreover, the trend towards lower supply is driving prices ever higher. On average, home prices across England and Wales are now 7.3% higher than they were a year ago, but almost all this growth comes from London and the surrounding regions.

Lack of supply and fierce demand is most keenly felt in Greater London, the East of England and the South East. Consequently, prices in these regions continue to rise at an alarming rate, well ahead of the national average.

Over the last 12 months, asking prices in London, the East and South East of England have risen by 12.5%,

Lack of supply and fierce demand is most keenly felt in Greater London, the East of England and the South East.

9.8% and 9.4% respectively.

Meanwhile, the number of properties coming on to the market in the same regions is down by 15%, 13% and 10% respectively.

As if in a world apart, home prices in the northern regions and Wales continue to stagnate. Annualised

price changes for the North East, North West and Yorkshire of just 0.0%, 1.2% and 1.9% respectively indicate that demand levels remain depressed relative to the South.

Welsh property has fared a little better with home prices rising by 2.7% over the last year, but still a long way behind the mix-adjusted average price rise for England and Wales of 7.3%.

Overall, the current mix-adjusted average asking price for England and Wales is now 25.8% higher than it was in November 2010. Further upward pressure on this headline figure will come from London, the East and South East of England over the next year.

New accreditation scheme for lift truck supervisors

The Association of Industrial Truck Trainers (AITT) has developed the UK's first comprehensive accreditation standard for the training of lift truck managers and supervisors.

Until recently, no UK training standard existed for managers and supervisors tasked with overseeing fork lift operations despite such training being a requirement of the HSE's approved code of practice and guidance for fork lift trucks.

AITT Managing Director Dave Sparrow said, "Many of those responsible for overseeing lift truck operations have little or no experience of how they operate. This is compounded by the assumption that since they've never had an accident or even a close call, it won't happen to them. Unfortunately, without adequate training, they're unlikely to realise their safety deficiencies until a near miss – or worse."

The framework has already been adopted and implemented by the UK's leading training provider Mentor.

Stuart Taylor, Managing Director of Mentor said more than half the managers attending the course had never operated a fork lift or knew how they should be operated safely and that he hoped AITT's initiative would see this change.



● The AITT Standard is the first of its kind in the UK.

First time buyer numbers dip

According to the latest First-Time Buyer Tracker from Your Move & Reeds Rains, last October's first-time buyer sales experienced a three-month downturn.

First-time buyers completed 28,100 transactions in October, compared to 30,700

three months earlier in July, when the figure marked the highest number of first-time buyer sales since August 2007. The difference in volumes between July and October 2015 represents a drop of 8.5% – or 2,600 fewer completed sales.

First-time buyer completions fared little better when looked at on a monthly or annual basis. Between September and October 2015, the number of people who successfully managed to take their first step onto the ladder fell by 1.7% – or by 500 – from 28,600 to 28,100. Equally, first-time buyer sales fell from 28,900 to 28,100 between October 2014 and October 2015, representing a dip of 2.8%, or 800 transactions.



Reason Global's fundraising efforts.

Reason Global achieves its fundraising target for Macmillan

Over the past 12 months Reason Global has been busy raising funds for Macmillan Cancer Support and, before the end of 2015, achieved its aim of raising over £5,000 for the charity.

The money has been raised through a joint effort by many of the staff who have organised numerous fundraising activities and events from running marathons to holding coffee mornings. The company said that a particular highlight was the Movers and Storers Show 2015 in September in partnership with Macmillan and Animo Events. With the generous help and support from across the moving and storage industries at the show Reason Global raised over £3,000 at the event.

As well as helping Macmillan to raise the profile of its work, providing help to anyone affected by cancer, some of the proceeds will go towards The Macmillan Horizon Centre in East Sussex. Set to complete by April 2016 and opened to the public shortly after, this much needed centre will provide anyone affected

by cancer in Sussex a place to go and receive non-biased, free, easily accessible information and support: financial, emotional, practical or nutritional.

"We're very proud to support Macmillan Cancer Support," said Malcolm Pearson, Reason Global's Business Development Executive. "It's great to see our fundraising activities and efforts go towards much needed resources in Sussex and raise awareness across the UK. We're looking forward to continuing our support in 2016."

Sarah Coxhill, Sussex Fundraiser at Macmillan said: "The staff at Reason Global have gone above and beyond to raise funds, every little really does count and we're thrilled to have been chosen to benefit from their dynamism, passion and hard work. We would like to thank Reason Global for all their efforts in raising funds."

FTA calls for a decision on Heathrow

The Freight Transport Association (FTA) has once again called for the UK government to make a decision about the expansion of the country's biggest airport.



Heathrow was selected in 2015 as the best option for expansion by the Davies Commission.

In July 2015, the long-awaited final report from the Davies Commission concluded that Heathrow was the best option for expansion because of the economic benefits for the whole country, which included £147 billion in economic growth over the next 60 years and the creation of 70,000 new jobs by 2050. In response to the report's findings FTA urged government to make a quick decision on airport expansion in the South East but as yet no announcement has been made.

Echoing FTA's call for progress at the airport, CBI President Paul Drechsler said that decisive action was needed and that ministers should get on with it.

Chris Welsh, FTA's Director of Global and European Policy said, "FTA is once again calling on government to make a decision as quickly as possible regarding the expansion of Heathrow. Despite

the clear recommendation made four months ago in the Davies Commission Report for a third runway a government decision has yet to be made."

In 2014 FTA commissioned a report undertaken by York Aviation - focussing on the importance of air freight to the UK economy and airport capacity in the South East. The findings of the report both confirmed Heathrow as a vital hub for air cargo and underlined that a failure to invest in new runway capacity would result in UK exporters and importers losing competitive edge to continental competitors, with the real possibility of services transferring to airports on the continent.

95% of air cargo is carried in the belly-hold of passenger aircraft; air freight accounts for nearly 40% of UK imports and exports by value and employs 39,000 people, mostly clustered around Heathrow - the UK's main airport hub.

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INSURANCE: BUSINESS INTERRUPTION COVER

Material Damage and Business Interruption Insurance: do you have the right cover?

How can you be sure your business would survive in the event of a catastrophe? Could you keep trading until things get back to normal? Dan Reynolds, Account Executive at specialist insurance broker Reason Global explains how he makes sure customers have the right level of cover in place.



As with all insurance it's important to ask the right questions and to make sure the customer answers them fully and honestly, there's no such thing as a 'one size fits all' insurance policy," said Dan. "In the case of Material Damage and Business Interruption Insurance we need to know what measures are in place to protect the building and its contents."

Things such as intruder alarms, CCTV, fire alarms, etc. all need to be recorded and it's important that they are kept in working order. Less obvious questions could include how refuse is stored and how often it is collected from the site. A pile of cardboard boxes next to a warehouse for example is a potential fire risk and could attract vandals. "It's all part of building a 'risk profile' so the insurers can assess the likelihood of a claim and calculate a fair premium," said Dan.

With Business Interruption Insurance a good insurance broker will use his experience to help the customer estimate how long it would take to re-establish the business in the event of a major catastrophe such as a flood or warehouse fire. Indemnity periods are available for between 12 and 60 months and it's important to get it right.

"Thankfully most removal and storage companies never have to

cope with a major disaster, but that means they have no experience of dealing with it either," said Dan.

"It's part of our job to point out the challenges of recovering from a major incident: how long it's likely to take, damage to reputation, customer confidence, etc. A self

"It's part of our job to point out the challenges of recovering from a major incident: how long it's likely to take, damage to reputation, customer confidence, etc."

Dan Reynolds

storage company with a high number of long-term customers for example, is likely to take longer to recover than one with a high rate of churn. There are a lot of things to consider."

All insurance brokers are regulated by the Financial Conduct Authority (FCA) and there are strict

rules in place to make sure customers are treated fairly. One of the requirements of a broker is to adhere to a Statement of Demands and Needs, an extract from the FCA guidelines is shown below:

Prior to the conclusion of a contract, a firm must specify, in

particular on the basis of information provided by the customer, the demands and the needs of that customer as well as the underlying reasons for any advice given to the customer on that policy.

This means the broker needs to know his customers and the

insurance contract must be suitable for their needs. Asking probing questions based on experience is a vital part of the broker's role.

"Simple things like making sure the company's full legal name is correct is very important," said Dan. "A company may be trading as say, ABC Removals, but is actually owned by XYZ Removals Ltd. If that wasn't the name on the policy there could be a problem if a claim was made. Also we need to know if any of the directors have criminal convictions or have run companies that have gone into liquidation. If any 'material information' is not disclosed it could cause difficulties later."

Reason Global works very closely with its customers to help make sure material information that could influence a claim is fully disclosed and kept up to date.

"We've been in this business for a long time and we know how things can go wrong if customers are not guided properly regarding insurance contracts," said Dan. "Insurance companies will always pay out if a claim is valid, but if relevant material information is inaccurate or incomplete they have every right to reject it."

Reason Global is the only Lloyd's of London UK broker solely dedicated to the moving and self storage industries.

Dan Reynolds

Dan has fourteen years' experience in removals and self storage insurance. A qualified Lloyd's broker, he maintains a strong presence in the London marketplace, developing and maintaining productive relationships with specialist removals and self storage insurers for clients across the globe.





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NEWS: UK

John Mason introduces the Moving Gang

John Mason International has extended its happy team with a collection of characters designed to help make moving a fun and positive experience for the whole family.



● The Moving Gang.

The Moving Gang, part of John Mason International's new brand campaign, is a collection of characters from all over the world, designed to help younger movers relate to and cope with the experience.

The Moving Gang is a collection of four friendly characters designed to appeal to the whole family. Each one is happy with their living situation but has adapted – for the better. Monty Moose, in Canada, loves ice hockey but has had to get used to the cold. Kev Koala enjoys Australia's warm climate so much he's more likely to be found on the beach than up a tree. Stanley the Bear is a sleepy, friendly fellow, who spends his life moving from cave to cave across the United States, with each move resulting in him finding the ideal spot to hibernate. While tomboy Khloe Kiwi, the only girl in the gang, has found a common interest to bond with the others: she loves rugby in her new home country

New Zealand.

The Moving Gang characters were all named by John Mason International customers in a competition and will feature on the new company website, on special moving day activity sheets for children and they will be available as cuddly toys – reflecting the country people take them to in their move.

"The Moving Gang are a bit of fun, but they reflect the fact we pride ourselves on looking after the entire family when relocating them," said Noel Briscoe, John Mason International Chief Operating Officer. "These characters are inspired to help children understand what is happening, giving them characters and situations they can relate to – and they give parents a useful conversation starter too. With the Moving Gang, relocating can fast become a fun and familiar adventure, a chance to share travelling tales and to see and share their new corner of the world."

Harrow Green helps conquer climate change

Harrow Green has cut its carbon footprint per employee by 12% in the last year, according to The Planet Mark, the certification programme provided by Planet First in partnership with the Eden Project.

The company has reduced its carbon emissions despite the business taking on more staff and deploying a larger fleet of operation in the last 12 months.

The company has; cut carbon emissions by 12% per employee; cut its non-fleet carbon footprint by 31%; introduced LED lighting and a fuel efficiency training programme; and plans to cut emissions by a further 5% in 2016.

To achieve The Planet Mark certification, emissions were measured across energy and water at four of Harrow Green's eight UK locations as well as the fuel used for the company's fleet and non-fleet vehicles for the year ending May 2015.

Harrow Green Managing Director, Nigel Dews, said: "We take sustainability very seriously at Harrow Green and we're fully committed to reducing our environmental impact. This is a priority for our entire team and we know it's important to our

"This is a priority for our entire team and we know it's important to our customers."

Nigel Dews

customers."

The company now employs 289 full-time equivalent employees, a rise of almost a third on the previous year. Steve Malkin, CEO of Planet First, provider of The Planet Mark, said: "We congratulate Harrow Green on achieving the Planet Mark certification for its year-on-year progress on sustainability and we salute its ambition to set even more stringent targets for next year."

● For more information on Planet First go to: www.planetfirst.co.uk/.



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INSIGHT: TELEMARKETING

How to get the best results from telesales leads

Every company has sales leads that need to be followed up. But what's the best way to develop a systematic approach to turning those leads into paying customers? Darren Frostick of Leading Edge Market Solutions gives his advice on how to run a successful campaign and get the best return on your investment.

Firstly, if you don't already have a team or telesales person in place you'll need to decide who is going to call your new potential customers. Telesales is not for everyone so giving the job to someone who is not confident on the phone or is easily disheartened is bound to result in failure.

Whether you employ someone, or plan to make the calls yourself, it is important to set time aside to work your leads and not just dip in and out when you have a spare moment. Plan to devote a specific number of hours a week to your telesales campaign and stick to it – there will always be distractions and other things you'd probably rather do.

Get cracking on working your leads as soon as possible; situations and personnel can change quickly and in any event you don't want to give your competitors a head start. It's important to get organised and to record the results of each call and the follow-up action. You may wish to use one of the many CRM software packages on the market, but a simple Excel file will probably suffice. Whatever you use, make sure you record all the important information: who you spoke to, timescales, when to call back, etc.

Remember, your objective is to book appointments, but don't expect to do that on the first call. It may take several just to get through to the person you need to

speak to and even then it may not be a good time for them to talk about the project.

You may prefer to make your initial contact by e-mail to give your prospect advance information about your services, but don't be put off if you don't get a response. These are busy people, so tell them you'll call in a few days to follow up and make sure you do.

Be persistent: that doesn't mean hounding the life out of your contact, but don't give up until you're sure there is no business to be had. If you throw in the towel before your competitors, they will get the business.

Leading Edge provides leads, each one checked out personally by one of its experienced telesales team. Purchasing verified leads from a professional agency means that the 'heavy lifting' has already been done, but it is vital that you follow through with the same enthusiasm and tenacity to maximise the return on your investment.

Good hunting!

Darren Frostick

Darren is a director of Leading Edge Market Solutions - a company that supplies leads to clients in the removals, office fit-out and telecoms industries about companies planning to relocate.





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NEWS: INTERNATIONAL



● Left to right: Helder Goncalves, Quality Manager, Tranelux; Claude Watgen, MD, Tranelux; Thomas Juchum, MD, EUROMOVERS International; Chris Waymouth, CEO, QSS.

EUROMOVERS chooses QSS for quality certifications

EUROMOVERS International, the global international moving network, has announced the completion of its first quality certifications performed by QSS (Quality Service Standards Ltd) outside the United Kingdom.

QSS has certified EUROMOVERS members Gebr. Roggendorf in Cologne for ISO 27001 (information security), Tranelux International in Luxembourg for ISO 27001, ISO 14001 (environment) and ISO 9001 (quality management); and renewed the ISO 9001 accreditation for Belgian member Servaes Services. The head office in Luxembourg was also audited and certified to ISOs 9001, 14001 and 27001.

QSS is a subsidiary of the British Association of Removers (BAR) and currently provides 430 quality standard certifications for 210 removal and storage companies. Although EUROMOVERS is not a BAR member the organisation has entrusted this specialist agency with the verification and certification of its members' management systems.

Thomas Juchum, Managing Director of EUROMOVERS International headquartered in

Luxembourg, said that QSS was internationally well recognised and enjoys a very good reputation in the moving industry. "All of their auditors are industry specialists with many years of experience in the moving business," he explained. "This has more advantages than any other certification institution can provide. They understand the difficulties of our business very well and have a thorough understanding of our daily work."

Thomas explained that in the past their auditing company had not fully understood the moving business and, therefore, their advice had been inappropriate. "But dealing with QSS is different," he explained. "QSS audits may appear a bit stricter and probably may require a bit more preparation, but the auditors interpret the requirements of the standards in accordance with our business and therefore their input makes sense."

The audits were carried out by Chris Waymouth and Peter Gawthrop from QSS. Chris commented: "It is an absolute pleasure dealing with EUROMOVERS. Thomas has provided outstanding guidance to the member companies in establishing their quality management systems and we have received total cooperation throughout the audit process."

EUROMOVERS International operates a 'matrix' system for quality management in which participating members receive certificates which are valid for a period of three years and those participating will be visited by the certifiers only once within the three year period, with bi-annual internal audits by the MD in the interim. The EUROMOVERS head office, however, is subject to annual external audit by QSS.

Arpin Group receives awards from Paragon Relocation

Arpin Group has earned two prestigious awards from industry partner, Paragon Relocation, due to its continued focus on delivering world-class customer service.

Paragon International Supplier Partner of the Year: for the best international household goods transportation supplier partner, as voted by Paragon employees.

President's Cup for Best Overall Supplier: for best overall supplier partner across all service lines including household goods, temporary housing, tax, mortgage, etc.

"Being the first year that Paragon has issued these awards, we are especially honoured to be selected among all of its outstanding partners," said Geron Gore, Executive Director Of Global Business Development - Corporate Accounts. "We see this as an affirmation of our commitment to customer service and motivation to continue innovating new and better ways to support Paragon's expanding global business."

Arpin Group has been a Paragon partner since 2006.



● Geron Gore.

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● Saigon Van.

Saigon Van International donates moon cake funds to orphanage

Every year, to celebrate the Moon Festival Charity, the Saigon Van team has bought moon cakes to give to their valued clients.

Moon cakes are regarded as a delicacy and an indispensable part of the festival of lunar worship. But this year they decided to break with tradition and do something a little different by donating much needed cash and gifts to the Mai Am Hoa Hong Orphanage in Cu Chi.

The team sent out messages to their clients asking for donations of toys, food, clothes, etc. Thanks to their customers' generosity and by

donating their moon cake funds, the Saigon Van team were able to supply the orphanage with a collection of vital supplies for the children. As well as food and clothes, the campaign raised VN10,000,000 (around US\$450) for the children's uncompensated care, which ensures every child is adequately provided for.

The Saigon Van team would like to thank all their clients and colleagues who helped make the event such a success.

John Mason International wins Graebel award

John Mason International has won the Graebel Relocation Superior Quality Achievement Award at this year's Graebel Relocation Alliance. The award honours the top performing partners for outstanding performance over the past year based on customer satisfaction.

The award was presented to John Mason International's COO, Noel Briscoe, at the 15th Annual Graebel Relocation Alliance in Denver earlier this year. Noel commented, "We were delighted to receive this award, especially as this recognises all the hard work put in by our staff involved on a daily basis servicing the Graebel business: our surveyors, move



● International Move Managers Mary Wright and Amanda Hilton.

managers, packing crews and our management team who have all worked tirelessly throughout 2015. We continue to strive to give all of our customers the wow factor when moving with us."

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TRANSPORT: PLATOONING

EU encourages the development of platooning

The European Automobile Manufacturers Association (ACEA) has recently joined more than 10,000 experts to explore the potential of Intelligent Transport Systems (ITS) technology. From the perspective of Europe's heavy-duty vehicle manufacturers, developments in the field of truck platooning are among the most promising ITS innovations.



Platooning – which is the linking of two or three self-driving trucks in convoy – can optimise transport by using roads more effectively, delivering goods faster through fewer traffic jams. Even more importantly, platooning has the potential to improve road safety, make transport more fuel efficient, and thus significantly reduce CO₂ emissions from heavy-duty vehicles. Manufacturers are eager to bring this technology to Europe's roads and the first real-life tests are underway. However, differences in legislation between EU Member States means that it will be some years before we can see these convoys on the road.

To take advantage of the potential of self-driving trucks, it is important to harmonise all relevant national regulations. French law, for example, defines a safe driving distance between trucks as 50 metres, while Germany uses a different unit of measurement as it enforces a driving time of two seconds. To accelerate the introduction of

automated trucks in Europe, the Netherlands – which will take over the EU Presidency from Luxembourg on 1 January – is organising the European Truck Platooning Challenge in order to put the subject high on the agenda of EU policy makers in 2016. This pilot project will bring various self-driving trucks on the road with a mission to cross European borders in convoy.

ACEA and its commercial vehicle members are actively supporting and participating in the European Truck Platooning Challenge in order to make self-driving trucks a common sight in the near future. Platooning will not only help the European truck industry to strengthen its technical leadership and global competitiveness, but also is expected to make a significant contribution to reducing CO₂ emissions from road transport. Studies estimate that truck platooning can reduce fuel consumption, and with that CO₂ emissions, by up to 5%.

Even though Europe's truck manufacturers have reduced CO₂

The aerodynamic benefits of platooning

According to Scania, if the second truck is 25 metres behind, its drag is reduced by 30% and the third truck in line will benefit from a 40% drag reduction. The leading truck will also take advantage of platooning by reduced adverse rear aerodynamic effects as the trailing vehicle 'pushes' the truck ahead forward.

emissions from their vehicles by 60% over the last decade, ACEA members believe that more can be done by looking beyond vehicle technology alone. That is why truck platooning is part of the industry's comprehensive approach to further reducing CO₂ emissions. This holistic approach not only focusses on new vehicles, but instead looks at all elements that affect emissions during the use of a truck. Besides the vehicle itself, trailer design, alternative fuels, logistics, infrastructure and ITS technology (such as platooning) all play a decisive role in further reducing fuel consumption, and thus CO₂ emissions, in years to come.

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NEWS: INTERNATIONAL



● Shippers are under increasing pressure to respond to the climate change challenge.

Shippers call for urgent action on CO₂ emissions

The Global Shippers' Forum (GSF) has called on the shipping industry to reach agreement on a market-based measure for carbon reduction or risk having rules enforced.

The organisation has released a statement outlining its view on how the maritime sector should address the issue.

The GSF is keen to avoid a patchwork approach of national CO₂ targets which would be complex to manage and wants the shipping industry to be proactive in agreeing voluntary measures. The EU is

already proceeding with its own monitoring, verification and reporting system in the absence of an IMO agreement.

Shippers are under increasing pressure to respond to the climate change challenge - they must understand, monitor and report their supply chain carbon footprint in order to meet their reporting and regulatory obligations. However,

they are dependent on the shipping industry to provide accurate data on emissions and the GSF believes urgent action is now needed to agree targets.

Chris Welsh, Secretary-General of the GSF, said: "All stakeholders agree that additional measures are needed to reduce CO₂ emissions from the maritime sector. The debate now is how to get this done. We believe the International Maritime Organisation (IMO) should retain responsibility for this issue given its strong track record, but more progress is needed on appropriate Market-Based Measures (MBM). It is crucial to select a measure that will incentivise technical and operational measures to reduce CO₂ and not simply pass on additional costs to shippers. The Ship Efficiency Credit Trading (SECT) proposed by the United States comes closest to meeting the principles for a good MBM set out by GSF."

GSF says the shipping industry needs to set its own challenging but achievable voluntary CO₂ reduction targets for the maritime sector or risk targets being imposed. Progress is currently being made with the development of a global data collection system but GSF is calling on the IMO to accelerate progress on MBMs, which have been debated for the last few years without reaching a consensus.

Crown Vietnam opens new facility in Da Nang

Crown Vietnam has announced the opening of a new facility in Da Nang in the central region of the country. The facility in the Hoa Cam Le District close to the city centre, is now fully operational providing relocation and records management services to clients.

Jamie Rossall, Crown Vietnam's Country Manager said, "We have been servicing clients in Da Nang for a while now. Over the past few years we've experienced growth in the central region and Da Nang is a perfect place to base ourselves."

Crown's new office address:

Street 2
Hoa Cam Industrial Park
Hoa Tho Tay Ward
Cam Le District
Da Nang
Vietnam



● Above: Qamar ur Rashid of Burraq Movers Pakistan and Rajesh Ohri of Packways India.



Hard Rock for ARA

The Hard Rock Café in San Diego was the venue for the Asian Relocation Association (ARA) party during the IAM convention in October.

Despite the Association only having been formed in 2008, its members managed to pack out the venue to enjoy good music, good food and plenty of friendly banter. Music was supplied by talented singer songwriter Nick Crook: nickcrookbooking@gmail.com.

ARA was started by Sudeep Shah from

Orient International Relocations in Nepal, and eight other founding members to provide Asian moving and relocation companies with a tailor-made service. They recognised that Asia is different from the rest of the world, with each country having its own culture and language. Perhaps this is why there had not been an Asian association in the past.

ARA held its first meeting in Phuket in March 2009 with 28 attendees. Today it has members in most Asian countries and many associate members elsewhere in the world. Every application is thoroughly vetted and only trusted applicants are allowed to join.

The next ARA convention will be held in Penang, Malaysia, from 25 - 27 March, 2016.

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PROFILE: ALBERT LOPEZ



● Albert Lopez.

Striking out in Dubai

Albert Lopez, known the world over as the group vice president for Interem in Dubai, has taken a leap of faith: he's started his own business in the vibrant city, Innovation Mobility. As with any new business, he's looking for support from his friends and partners around the world.

Albert has been in the moving business for over 35 years and spent the last 20 years or so at Interem, building it from scratch. "But it was time for a change," said Albert.

So, last July, that's exactly what Albert did. His new company, he suggests, pays much more than lip service to innovation. It is his aim to develop a company that does much more than provide a moving and relocation service; he intends to use his extensive knowledge of the industry to educate as well.

"We need to make sure that the expatriate is well guided and understands the challenges and the processes involved

in relocating their families," he said. Sometimes there can be problems because corporations do not understand the realities on the ground and origin agents are mainly concerned with getting a shipment booked, collected and shipped. "There are times when you have to point out that what they are doing might not be correct. For example, if I know it will take someone two months to get a visa there is no point in saying it can be done in one month. That just causes them more problems. It's not where you start, it's where you finish that matters."

In Dubai there are also many cultural differences that it's difficult for a newcomer to fully appreciate. "It can be

a very hierarchical society. You have to know how to handle people, to talk to them at their own level and to gain their trust. It's my long experience of handling these situations that allows me to keep customers happy no matter what level of society they may be from."

The reality is that moving internationally can be a highly complex process and, in the future, it's likely to become more so. Albert is totally committed to his business and knows that it will be this kind of honesty and practicality that will set his new business aside from the competition.

"If I can do a job in the way the customer wants it done, I will say yes. If I can't, I will say no. There has to be no compromise on quality and service."

Albert Lopez

In Innovation Mobility, Albert has his insurance policy that will allow him to stay in the country that he has embraced for most of his working life. But that's not the whole story for him. He is now able to do things his way, to accept and sometimes refuse work on his own terms, and to provide the service he believes his international agents, customers and their transferees really need. "If I can do a job in the way the customer wants it done, I will say yes. If I can't, I will say no. There has to be no compromise on quality and service," he said. "I don't believe in cutting corners, it's a very short-sighted way to do business."

Albert has set the ball rolling on a high note in the past few months with fantastic feedback from customers, has professional crews capable of handling many assignments a day and will soon be employing more professional staff. He is mindful of the need for corporate compliance and ethics while maintaining competitive rates. He has applied to join IAM and will, when his new company is two years old, be applying for FIDI/FAIM. "FIDI is the benchmark in the industry. It's the only organisation that keeps you on your toes."

Meanwhile Albert will be doing all he can to build his business, covering the Middle East and India region, through the friends and business colleagues with which he has built strong working relationships over many years. "People know me, my dedication, stamina and standards, and understand how passionate I am about this business. I hope I can rely on them for support."

● Albert can be contacted at: albert@innovationmobility.ae.



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NEWS: INTERNATIONAL

Suddath buys Secor

The Suddath Companies, based in Jacksonville, Florida, has acquired The Secor Group, its largest acquisition to date. The Secor Group, from Washington DC, is one of the oldest logistics, moving and storage companies in the USA.

Both Suddath and Secor share many inherent characteristics, including long histories of growth and success, and were major contributors to the development and standardisation of the modern-day moving industry. Both companies were founding members of van lines Atlas and Allied, respectively, international quality certification programme FAIM (FIDI-Accredited International Mover) and the global network of relocation and moving specialists, OMNI (Overseas Moving Network International). Like Suddath, Secor also joined UniGroup, Inc in the 1980s, holding company of United Van Lines and Mayflower Transit, of which Suddath is currently



● Suddath, Jacksonville, Florida.

the largest agent.

"Joining forces makes tremendous business sense," said Michael J Brannigan, President and CEO of The Suddath Companies. "We are both history-rich, proudly rooted organisations that take moving personally each and every day whether its people, products or businesses. We are excited to build upon a shared tradition of service excellence and a winning spirit, as well as strengthen our operating position in key markets while adding scale to each of our product lines. This will be a great benefit to our customers and our team."

"Our service-first mentality and focus on innovation aligns perfectly with the approach and culture of The Suddath Companies," said Chuck Lawrence, CEO, The Secor Group. "The combined portfolio of services, knowledge, operational resources, technology platforms and partner networks will collectively equip us to better meet the ever-changing needs of clients around the world."

Arpin supports Move for Hunger

Arpin Group has joined forces with Move for Hunger to provide an easy way for customers to donate their unwanted food.

As a partner of Move For Hunger, Arpin Group encourages its agents across the country to collect non-perishable food items from their customers and deliver them to local food pantries. To date, Arpin Group agents have provided more than 95,000 meals for people in need.

"Moving can be a hectic and busy time for our customers, and their unopened food is usually the last thing on their mind," said Matt Dolan, Chief Operating Officer of Arpin Group.



● Arpin Group agents have so far provided more than 95,000 meals.

"If they don't have the time to arrange for its donation, the food usually ends up in the trash. By partnering with Move for Hunger, we can now provide another convenient service to our customers while feeding local families in need."

"Hunger is a national problem that affects every community," said Adam Lowy, Founder and Executive Director of Move for Hunger.

"It's not always easy to see, but nearly 50 million Americans struggle to find their next meal. By partnering with socially conscious companies like Arpin Group, we can make a difference in the lives of others and provide the opportunity to fight hunger, while engaging employees, agents and communities in this important cause."

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INTERVIEW: COLIN GORDON

From pig farming to B flat A tribute to Colin Gordon

At age 75, Colin Gordon has decided to retire from the moving business. Steve Jordan caught up with him in his company's meeting room at the IAM convention, to chat about old times, and what the future holds for this beacon of the international moving industry.

Colin Gordon has been in the moving business for 53 years. Although our paths had crossed many times in the past, at BAR events and international conferences, I had never got to know him well. So it was a special pleasure to have the chance to sit down, one to one, and chat to this quiet ex-patriate Brit who had been a guide and mentor to so many for so long.

He was just 22 years old when he walked into a sparse office in North Finchley to be interviewed by Jack Gerson and his son, Michael. Until that moment he had no idea about the moving industry. He'd left school aged 17, worked on a farm in Kent cleaning out pig stys, a bank, and for Columbia pictures. At 20 he headed off to Stockholm, attracted by Sweden's claim to be the world's most progressive country, where he worked in a factory putting nuts, and later Cognac, in chocolates.

Two years later, after hitching back to London, he placed an advert in the *Daily Telegraph* under the Situations Wanted column: "Young man, 22, well-travelled, speaks some French and Swedish, looks for a challenging opportunity. Public school (if that's really necessary)."

Jack Gerson saw the advertisement, thought he sounded a bit 'off the wall', and told Michael to get him round for a chat. In short, Colin got into the moving business the way most of us did – by accident.

"I accepted the job," said Colin. "Michael was only 25 at the time and so it was a good thing that Jack was there to add

some maturity. Michael and I were both so young at the time." Colin still treasures his letter of appointment which he still keeps safely to remember those days.

At that time the company, Michael Gerson Ltd, had just four employees: Jack, Michael, Bill Saunders – who did the books, and Pat, the secretary. "Michael and Jack taught me everything I know," said Colin. "Michael would take me on surveys to show me the ropes. What better mentor could I have had! I remember thinking how lucky I was to find a job that I loved so much with such great people." It was about this time that Colin grew his distinctive beard: so he would look a bit older and wiser in front of customers.

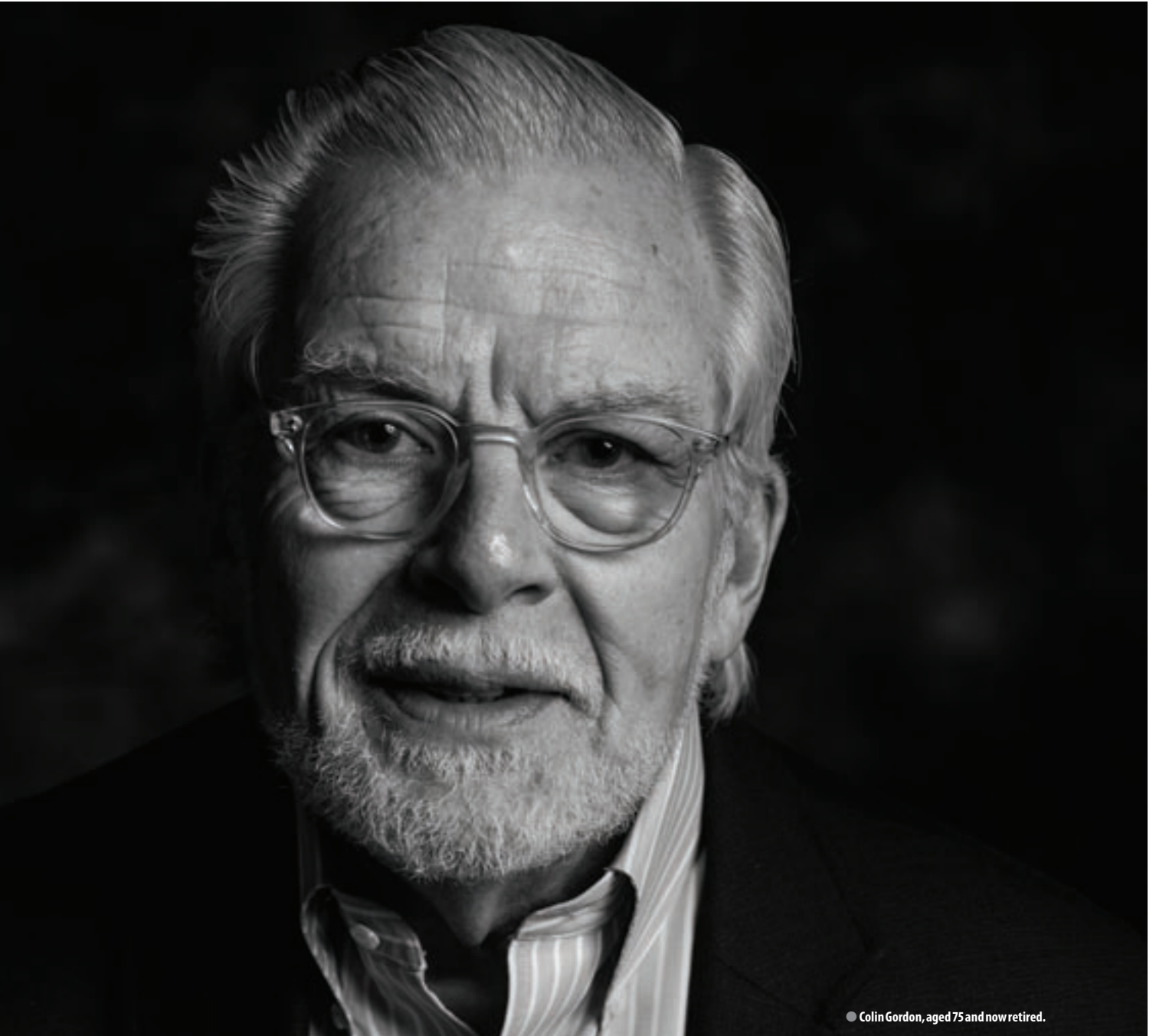
As everyone in the industry now knows, the venture was a success. "The Legacy from the old Pall Mall Depository (Jack's old company) was a great advantage," said Colin. "We had actors, dukes and duchesses on the books and we received a lot of high quality imports from friendly agents overseas. People soon worked out that we meant what we said, we handled every shipment individually, and did a good job."

Even at this early stage in his career Colin was an industry man. He was very much involved with The Institute of the Furniture Warehousing and Removing Industry, becoming its national chairman in 1972, as Michael had been just four years earlier. That year he organised the first ever Institute study tour. "People said we were crazy," said Colin. "They didn't believe we'd be able to pay for it."

"Michael and Jack taught me everything I know. Michael would take me on surveys to show me the ropes. What better mentor could I have had!"

Colin Gordon

But Colin approached the Road Transport Industry Training Board (RTITB) who gave a hefty contribution to help with the costs, and the people came. The trip was to Canada and the USA. "We used Pickfords Travel to keep it in the industry and everything was organised by our friends abroad." The Canadian side was organised by Bryan Bennett, then with MacCosham Van Lines. Little did Colin know how this



● Colin Gordon, aged 75 and now retired.

relationship was going to affect his career thereafter.

The early 1970s in Britain was not a good time. "There were strikes, power cuts, and IRA attacks," said Colin. "It came to a head when my children wouldn't get in the car before I'd checked it for limpet mines. It was time to leave. I wanted a new life somewhere else."

It was a desperately difficult decision for Colin. "Michael was stunned," he said. "He tried to give me additional freedom in the business but that wasn't the problem. Victor Bondarenko and Arthur Pierre both had offered me jobs in London, but I had been so close to the Gerson family, they had done so much for me, there was no way I was going to set up in competition against them. The ties would just have got in the way."

"There were strikes, power cuts, and IRA attacks. It came to a head when my children wouldn't get in the car before I'd checked it for limpet mines."

Colin Gordon

So, in 1975, with his wife, three children a dog and a cat, he headed off to Canada, arriving in January in Edmonton with a temperature of -25°C. "I soon discovered what living in that climate is like," he said.

It was about this time that MacCosham was beginning to develop its international business. Bryan bought a company called Lancaster Moving & Storage in Toronto which became MacCosham

International with Colin at its head. Ida Ceravolo was the first employee (now director of marketing for TheMIGroup in Toronto). Three years later, Bryan bought the international division from MacCosham Van Lines. He had a friend in advertising who suggested the name of Movers International. "Every time we answered the phone we would say what we do," said Colin. "It seemed strange at the time but it was great." Bryan became president with Colin as his vice president. Mike Sarll soon joined them from the UK to provide valuable industry experience.

In those days there were few companies in Canada doing international removals and even fewer doing them well. "We were the only specialists," said Colin. "Our reputation grew through the industry because people knew we would handle

INTERVIEW: COLIN GORDON



● Colin networking with Enrico Frigo (left) and Gerry Lane at IAM in San Diego. He has recently taken up playing the trombone (far right).



the business properly. It gave us a head start."

"Building something new in a new country was difficult," he said. But the fact that he was an expatriate gave him an empathy with customers and they trusted him. "They knew that I understood what they were going through." Colin is justifiably proud of the work he and his team did at that time. "The company has grown to what it is today for all kinds of reasons that were nothing to do with me. But I am proud to have been there on the first day."

It would be impossible to live through such a varied and pioneering career without a regret or two, and Colin does have some. In 1982 he had a feeling that he wanted to do something for himself so he left Movers International. He was going through a divorce at the time and he admits he made some bad decisions. He hooked up with his friend Peter Schaefer in the US but then realised he wouldn't be able to get a green card because he had been born in Hong Kong. He returned to Canada and started a new business with Val Prinsep, now with Worldwide Movers Africa, called Gordon & Prinsep, which started well but didn't survive long term. "It was all part of life," Colin said, philosophically, "I regret making the decision too hastily but don't regret the experience. I learned the things that I do well and those that I don't. I only do the things I'm good at now." Aged 50, he started again from scratch.

Bryan Bennett invited Colin back to Movers International, he was there for over 20 years. During that time he worked on the quality side of the business helping to build the company's reputation worldwide. He was there on 11 September,

2001, a moment that had a profound effect on him. Colin had remarried in 1999. When the twin towers were hit, Colin's wife was in the air above Manhattan and saw the immediate aftermath. Colin feared that she was on one of the stricken planes and had no way of finding out for sure. "As it turned out she was on one of the last planes landed. I drove down as soon as the border was open."

Colin realised that the moving industry was vulnerable as it carried non-specific cargo. When, two years later, an initiative between large US corporations and US Customs gave birth to the C-TPAT scheme, in which companies could qualify for reduced inspections at ports, based on certain specific security criteria, he was the first in the industry to be its champion. "I spent several weeks ensuring that everything was in place and that we fulfilled all the requirements. As part of the process, I travelled to the UK with two US Homeland Security Officers to inspect the facilities of our two largest agents in the UK as part of the C-TPAT procedure. I knew that this was the right thing to do and that it would be an important step for the company. I was very pleased that the company became the first moving and relocation company to be certified."

Following the certification, Colin spent several years lecturing and making presentations on 'Terror's Trojan Horse' at industry and corporate gatherings, including The BAR Conference, FIDI in Stockholm, OMNI in Mexico and at many corporate and industry meetings around North America to raise awareness of the vulnerability of international shipping in general and international moving in particular. "We must all remain vigilant and aware of the dangers of being used

"The company has grown to what it is today for all kinds of reasons that were nothing to do with me. But I am proud to have been there on the first day."

Colin Gordon

unwittingly by terrorists and we all have the responsibility to ensure that our security precautions are never compromised - now more than ever."

Colin has been working three days a week for some time but now he's handing in his key to the executive washroom for good. What's he retiring to do? As you might expect, he's a long way from carpet slippers and TV. He is a keen member of two organisations, which operate from two local universities, where he debates the lead story from *The Economist* each week at one and moderates a class on jazz appreciation at the other. In addition, for his birthday three years ago, his children bought him a trombone. "Learning to read music at 72 ain't easy," he confessed. But he's joined a band of friends, all over 55; they practice every week, do concerts in the street and have a fabulous time. The oldest member is 87 years old. They call themselves 'The Grateful Alive'. "It's not the official name of the band but describes it quite well," said Colin.

As Colin looks towards a future played out in B flat, those who knew him well will appreciate the contribution he made, not just to his company but to the industry as a whole. On behalf of all those, may I say, "Thank you Colin, and may your retirement be long and happy."

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NEWS: ON THE ROAD



● The Ford Fusion Hybrid Autonomous Research Vehicle being tested at Mcity.

Automation trials in 'ghost city'

Mcity is a very particular city where no people live. In fact, it is a 32-acre full-scale simulated real-world urban environment developed by the University of Michigan.

Ford's vehicles will be the first ones hitting its roads in order to carry out automation trials. "Testing Ford's autonomous vehicle fleet at Mcity provides another challenging, yet safe, urban environment to repeatedly check and hone these new technologies," said Raj Nair, Ford Group Vice President, Global Product Development. "This is an important step in making millions of people's lives better and improving their mobility."

Ford has been testing autonomous vehicles for more than ten years and is now expanding testing on the diversity of roads and realistic neighbourhoods of Mcity near the North Campus Research Complex to accelerate research of advanced sensing technologies.

Ford Fusion Hybrid Autonomous Research Vehicle merges today's driver-assist technologies, such as front-facing cameras, radar and ultrasonic sensors, and adds four LiDAR sensors to generate a real-

time 3D map of the vehicle's surrounding environment – essential for dynamic performance.

Real-world testing in a whole new way Mcity opened in July 2015. The full-scale urban environment provides real-world road scenarios – such as running a red light – that can't be replicated on public roads. There are street lights, pedestrian crossings, lane delineators, curb cuts, bike lanes, trees, hydrants, pavements, signs, traffic control devices and even construction barriers. Here, Ford Fusion Hybrid Autonomous Research Vehicle is tested over a range of surfaces – concrete, asphalt, simulated brick and dirt – and manoeuvres two-, three- and four-lane roads, as well as ramps, roundabouts and tunnels.

"The goal of Mcity is that we get a scaling factor. Every mile driven there can represent 10, 100 or 1,000 miles of on-road driving in terms of our ability to pack in the occurrences of difficult events," said Ryan Eustice, University of Michigan Associate Professor and co-investigator in Ford's research collaboration with the university, one of two faculties working on this project with Ford.

Along with testing at Mcity and on public roads, Ford's autonomous fleet has been put through the paces at the company's vehicle development facilities in Dearborn and Romeo, Michigan. Courtesy of ERTICO - ITS Europe

MEPs demand Commission propose tolls on trucks to curb CO₂ emissions

Fourteen MEPs have signed a letter to EU Transport Commissioner Violeta Bulc demanding the European Commission propose legislation to impose new tolls on trucks.

There is currently no CO₂ standard for trucks in Europe, although cars and vans' CO₂ emissions are limited. European Commission data shows trucks contribute one quarter of CO₂ emissions from road transport in the EU, although campaigners estimate the figure to be higher.

MEPs who signed the letter to Bulc want trucks to shoulder more responsibility for the environmental harm they do. One request from the group of MEPs is a toll system that varies costs based on trucks' CO₂ emissions or energy efficiency.



● Violeta Bulc.

74% of road accidents caused by driver error

Analysis of official data by the Institute of Advanced Motorists (IAM) has shown that human factors continue to significantly outweigh other reasons for crashes on British roads.



● Most UK accidents are the result of driver error.

The Institute is again urging drivers to improve driving skills as part of their lifelong personal development.

The figures from the Department of Transport show that in 2014 driver error or reaction were cited as contributory factors in 74% of accidents, involving more than 117,000 casualties. Vehicle defects accounted for only 2% of accidents.

Neil Greig, IAM Director of Policy and Research said, "People often blame their car, the road, or the other driver for the accidents and near misses that they have. These figures show that in the vast majority of cases, it's the driver or rider themselves who is to blame. Changing attitudes is the key factor when it comes to reducing the numbers of casualties on our roads. People must accept responsibility for enhancing their own skills and recognising their limitations."

Neil added, "It is not enough to

leave people to their own devices once they have passed their test. Like so many other areas of life, extra coaching pays dividends – and for a driver or rider, that means keeping their skills fresh by continuous assessment."

"These figures show that in the vast majority of cases, it's the driver or rider themselves who is to blame."

Neil Greig

The IAM is currently offering free advanced driving taster sessions throughout the UK.

● More information can be found at www.iam.org.uk/lovedriving.

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BUSINESS: CHANGES TO CHAPS



CHAPS CHANGE MAKES MOVERS WORK LONGER

The Bank of England has announced an extension to the working day for the Clearing House Automated Payment System (CHAPS), the UK's high-value payment system used by the major banks to transfer funds including money for property sales. The new longer hours will be introduced in summer 2016 meaning that transactions can take place up to 6 o'clock in the evening.

The banks say the change better aligns the CHAPS settlement day with the typical business hours of many users of the system. Those transferring funds are expected to pass on the full benefit of the extension to their customers by setting later cut-off times.

President of the Law Society Jonathan Smithers has been reported as saying: "We welcome the decision to extend the CHAPS settlement day. We believe this is a useful and positive step that increases the likelihood of transactions being completed on the agreed date, and lessens the chances of home buyers not being able to move into their new property."

While this may be good news for the banks and those involved with property conveyancing, for the removal industry it is likely to cause difficulties with crews potentially having to sit around until early evening waiting for completion. Even with

the current cut-off time, crews frequently report having to wait until after 4pm before they are allowed to unload. This means that crews have to work late and moving companies have to pay unexpected overtime through no fault of their own.

When the cut-off time is extended even further movers can expect the delays to be even greater. Yes, it might allow more people to take delivery, but at what cost to the working conditions for the crews who have usually already been at work since early in the morning? There will, inevitably, be some porters and drivers who will consider this to be a step too far and will be tempted to leave the industry because of the detrimental effect it has on their home and personal lives. Good porters and drivers are hard enough to recruit as it is and this is likely to make the situation even more difficult.

Matt Faizey from M&G Transport in Solihull is furious about it. "Ask our great removals staff across the country to start

regularly suffering 13 hour days and they will soon walk, and I don't blame them," he said.

Bethany de Montjoie Rudolf, a Legal Services Consultant with De Montjoie Consulting Ltd, that helps the property industry develop systems, training and processes to improve the home moving experience, agrees that this is a potential problem. "I think moving companies are correct and many of the conveyancers are equally concerned as it will no doubt mean their staff staying until 6pm 'just in case'," she said. "I would recommend that movers add a cut-off time to their terms to prevent them being forced to work until midnight!"

Lloyd Davies is the operations director for the Conveyancing Association. He said that there is a specified time for completion, typically 1pm or 2pm, so there should be no reason for payments to be delayed as long as the cut-off time. "Good practice is that the funds are transferred as early as



possible that day or even the day before," he explained. However he added that when there are long chain transactions, funds sometimes don't arrive until later than they should. "The new facility means that it's more likely people will move during the course of that day. It does allow that level of flexibility that funds can still be transferred if they are late."

He added, however, that it was more likely that the completion time could be extended to as late as 6pm when doing a simultaneous exchange and completion.

Mark Slade from Fidler and Pepper Solicitors in Nottinghamshire appreciated the problems for moving companies but agreed that the change was generally a good thing for his clients. "When it gets to mid-afternoon it's a nightmare for everyone," he said. "We sometimes get clients sat in reception with crying babies. If we can alleviate that by allowing a little more leeway it will remove a lot of anxiety for them. [The new regulation] means it's more likely that the completion will take place on that day even if a little later." He said that although it would only benefit a small proportion of people it would make a massive difference to their lives.

Ian Studd, Director General of the British Association of Removers (BAR) said that the change has the potential to impact enormously the moving industry and more importantly on its customers. "It is difficult to understand how the changes can be positive, given that it's likely that time of access into the new home will be pushed back even later into the day, with inevitable consequences on increasing cost, staff welfare and morale. The client could well be in the unreasonable

position of having to either work late into the night to achieve some level of comfort in their new home or potentially need to fund a night's accommodation in a hotel thus incurring yet more expense. This regrettable change is, in our view, ill-advised and does nothing to alleviate the problems that have existed for many years, rather it only serves to exacerbate those issues. It is also regrettable that we were not consulted as a key stakeholder in this process and we are making contact with the authorities to express our disappointment and concerns in the strongest terms."

The decision to extend the settlement day follows a review instigated in early 2014 by the Bank of England as settlement agent for the major sterling payment and securities settlement systems (through the operation of its Real-Time Gross Settlement (RTGS) infrastructure).

Minouche Shafik, Deputy Governor, Markets and Banking, said: "This is a welcome step forward for the CHAPS payment system. Extending the settlement day will provide a longer window during which housing transactions can complete."

Customers might benefit, but movers probably won't. They will be obliged to stay until later rather than return to the depot and deliver the following day at an extra charge. If they don't they will, no doubt, incur the wrath of tired and distressed customers. The only benefit for movers is the opportunity to unload so that the following day's diary can progress as normal. But, if packers have been working until midnight, how many will turn in for work anyway at 7.30am?



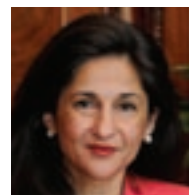
"Ask our great removals staff across the country to start regularly suffering 13 hour days and they will soon walk, and I don't blame them ..."

Matt Faizey



"I think moving companies are correct and many of the conveyancers are equally concerned as it will no doubt mean their staff staying until 6pm 'just in case'..."

Bethany de Montjoie Rudolf



"This is a welcome step forward for the CHAPS payment system. Extending the settlement day will provide a longer window during which housing transactions can complete."

Minouche Shafik

NEWS: ON THE ROAD



● FTA Chief Executive David Wells.

Doctors to inform DVLA if drivers unfit

The General Medical Council (GMC) has issued guidance for doctors advising them to inform the Driver and Vehicle Licensing Agency (DVLA) if patients are unfit to drive.

Following a number of high-profile cases where medical conditions were found to have contributed to incidents involving commercial vehicles, there has been a call for transport operators to be given access to any medical decision that could indicate that a driver is unfit to drive.

Existing rules mean that it is the driver's responsibility to notify the

DVLA of any relevant medical condition and there are penalties in law, including a fine of up to £1,000, should they fail to do so.

The Freight Transport Association (FTA) welcomes these new guidelines as they will provide some additional reassurance for employers, but believes employers need to be able to do more to protect themselves. "We're in a ridiculous situation

where the employer is completely reliant on the individual to notify them that they have a medical condition," said Ian Gallagher, FTA's lead on DVLA. "In some cases it's the employer's own checks that actually highlight that entitlement has been suspended or revoked on medical grounds."

Employers have no right to access medical records. Patients can even veto doctors' letters. However the FTA believes that GPs should seriously consider the draft guidance and put what's written into practice and notify DVLA if they know patients are driving against their advice. However the organisation said that this does not go far enough. "We need a process that involves the employers and provides access to necessary medical information which could ultimately save lives," said Mr Gallagher.

The matter was discussed at a Department for Transport (DfT) round table meeting chaired by Transport Minister Lord Ahmad and attended by FTA Chief Executive David Wells.

Mr Wells said, "I urged the department to consider ways to speed up the process for employers to have better access to medical information so they can manage the risk to all road users appropriately. The industry takes this seriously and needs appropriate tools to manage drivers while respecting individuals' privacy and data."

France cancels plans for a truck vignette

French Secretary of State for Transport, Alain Vidal has announced that the government has abandoned the idea of a heavyweight vignette for trucks over 7.5 tonnes.

The toll sticker in France was expected to cost €500 per year regardless of the number of kilometres travelled and would have applied to the whole road network, regional and national.

The sticker was supposed to replace the revenue expected from the eco tax, and subsequently estimated to raise €95m each year from foreign hauliers. However, Alain Vidal said the government was faced with the issue of Eurovignette which prohibits the imposition of cumulative tolls and vignettes for a single stretch of road section. Removing all other tolls in France would have been impossible. Great Britain was able to establish a vignette system for trucks in 2014, but unlike France, the toll network was much smaller.

The abandonment of the project will result in an increase of 4 cents per litre on diesel. However, this will only raise around €25m instead of the expected €95m.

Organisation des Transporteurs Routiers Européens (ORTE), which had backed the vignette idea as 'simple and equitable', responded to Mr Vidal's announcement as "inglorious".

Don't be swayed by cheaper diesel

For a few months last year the price of diesel at the pumps dropped below that of petrol. That might have encouraged some operators to look towards diesel for small vans rather than petrol. However, according to The Fuelcard People, looking at fuel alone misses the point. Steve

Clarke, the company's group marketing manager, has pointed out that day-to-day fuel pricing is not the main factor to be considered.

"Diesel became cheaper than petrol this summer, for the first time since 2001," he said. "Better mpg figures for diesel might

suggest an obvious choice, but that misses the point. Unless you consider every cost during a van's lifetime, any comparison will be meaningless."

He explained that fleet managers should take into account road tax, servicing, maintenance, repairs, tyres and other consumables. "You have to keep track of everything spent through a vehicle's life with the fleet," he said. "It is the only way to make meaningful evaluation of one van against another. It also puts you in a more powerful negotiating position when procuring future vehicles."

Steve added that pump pricing is a 'red herring' anyway because fleet operators don't need to pay that much. "Whether a van or other LCV runs on diesel or petrol, most should be refuelling at up to 4p per litre below pump prices with fuel cards. Whole-life costing, or total cost of ownership, has to be the key issue in van comparisons."

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www.gov.uk/find-atf-dvsa-test-station



● No vignette for trucks over 7.5 tonnes using French roads.

Low-price AdBlue® throughout Europe from AS 24

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● AdBlue® is currently available from 581 AS 24 filling stations, in 27 countries.

That deal is now available at AS 24 filling stations, with AdBlue® delivered at the pump, from little more than €0.31/litre in some countries.

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For hauliers AdBlue® represents a significant cost. That's why AS 24 has provided low-cost AdBlue® at the majority of its filling stations across Europe. "AdBlue® is a significant step forward in the battle for improved air quality," said Cédric Vigneau, AS 24 Managing

"... we want to make filling up with AdBlue® at our sites as simple and inexpensive as we can."

Cédric Vigneau

Director for UK & Ireland. "However we recognise that this is a major cost for our customers and we want to make filling up with AdBlue® at our sites as simple and inexpensive as we can. This gives our customers an immediate benefit and will be good for the environment long term."

AS 24 currently has 581 filling stations fitted with AdBlue® dispensing equipment, almost two-thirds of its entire network, in 27 countries. As well as a market leading price, hauliers also benefit from simple administration with a single invoice for diesel, AdBlue® and oil purchases.

New real-world vehicle emission tests begin

A package of measures on real driving emission (RDE) tests to measure pollutant emissions of light vehicles has been approved by the European Council. The first of two packages proposed by the European Commission will allow RDE tests using a portable emissions measurement system. The new rules apply from 1 January, 2016.



● Left to right: Edward Gent, Gauntlet Marketing Manager; Graham Puddephatt; Daniel Whitehead, Commercial Insurance Broker; Ian McCarron, Gauntlet Director.

Graham Puddephatt – back in the business

Graham Puddephatt has returned to the moving business having become an Appointed Representative (AR) with Leeds-based insurance broker Gauntlet Risk Management Ltd specialising in the removals and storage sectors.

Graham will be well known to many in the moving industry having been a familiar face at almost every international conference during the past 18 years representing his former employer Reason Global Insurance.

Gauntlet is part of Willis Group Holdings plc and has over 20 years' experience in the transport sector, particularly in passenger transport including the bus, coach and taxi businesses. Graham hopes to use his experience and contacts within the moving business to develop a sound client base and offer a personal service within a highly respected and financially secure organisation.

"As part of the Willis Commercial Network we have huge buying power which ensures that premiums are competitive and policy cover is generous," said Graham. "As an Appointed Representative I am effectively running my own business with Gauntlet providing all the back office support such as compliance, professional indemnity, secure servers and so on, so I can just concentrate on looking after my customers' best interests."

Graham is especially keen to talk to movers who are looking to expand their businesses and is

happy to offer them the benefit of his long experience in the industry. "I have a very hands-on approach, so as well as looking after their own insurance needs I want to help my clients sell insurance to their customers and find new compliant ways of generating revenue. If a company wants to get into international shipping, for example, I can introduce them to destination

"I want to help my clients sell insurance to their customers and find new compliant ways of generating revenue."

Graham Puddephatt

agents around the world and show them how to arrange insurance for their shipments, rather than give it to someone else. It's all about adding value and forming a close business relationship with the client," he said.

Gauntlet Risk Management Ltd is authorised and regulated by the Financial Conduct Authority.

LEGAL: LEASE BREAK DATES



Supreme Court ruling good news for landlords

When Marks & Spencer chose to take advantage of a break date in its lease it expected to recover the portion of the rent paid that related to the period after the break date. In a recent case – Marks & Spencer v BNP Paribas – the Supreme Court disagreed. Edward Cooper, from Taylor Wessing Professional Services explains.

After years of uncertainty, the Supreme Court has now provided substantive guidance concerning the apportionment of rent paid by a tenant in advance for a period after a break date. M&S, the former tenant under the relevant leases, was unsuccessful in its appeal. Consequently, its former landlord, BNP Paribas, will now be entitled to keep all of the rent paid to it by

M&S, including the sums it was paid in advance in respect of the period after M&S's break date.

Previous decisions

When this case originally came before the High Court, the Judge held that M&S was entitled to a refund of apportioned rent, on the basis that a term should be implied into the leases to allow M&S to recover the 'overpayments'. Many

leases provide for breaks midway through a rental period and the judgment suggested that the court would be sympathetic to tenants who were otherwise obliged to pay rent for no occupational benefit. However, the Court of Appeal overturned that decision, holding that tenants breaking leases partway through a rental period would not be entitled to a refund unless the lease contained express wording providing for this. The court stressed that it would be important to maintain a high level of loyalty to the parties' agreement, read against the admissible background.

The Supreme Court's Judgment

The Supreme Court upheld the Court of Appeal's decision and decided that an implied term to allow M&S to recover the rent should not be included in the leases. It based its conclusions on the following findings:

- The parties were both 'substantial

and experienced' and had been professionally advised by solicitors. Nevertheless, there was no term in the relevant leases that would enable any apportionment of rent to be effective, even though such a term would have been effective if it had been expressly included.

- The leases also contained detailed provisions concerning the payment of money, both as rent and pursuant to the break options. This suggested that the parties' intentions were clearly documented in the leases.
- The Court confirmed that rent paid in advance was not apportionable, approving historic case law on the point, dating back to 1900.
- While the effect of the decision could 'lead to potential unfairness', the result could not be said to be commercially absurd, particularly as it was up to the tenant to decide whether to exercise the break. There was no justification to argue that the contract was 'unworkable'.
- On a separate point, the Court approved the finding that service charges paid in advance should be apportioned, as these constituted payments for services rather than rent.

The decision is good news for landlords and disappointing news for tenants. Either way, it provides professionals with a useful clarification of a highly contentious area of real estate law. It also highlights the importance of negotiating break options properly at the outset, and ensuring that they are documented clearly.

Tips for landlords

Following this judgement, you should resist any request for a refund for sums paid for periods after a break date. Similarly, if your tenant fails to pay a full quarter's rent where there is a pre-condition requiring that there be no arrears, this might prevent the tenant from exercising the break option.

Tips for tenants

Only agree a break option that provides for a refund, or where the break date is on the last day of a quarter.

If this has not been done, and you are looking to exercise a break option that has a pre-condition to pay rent, ensure that the full sums are paid so that the break is not invalidated. An overpayment of a part quarter's rent will still be substantially less than rent to the end of the contractual term. Early legal advice should be sought prior to attempting to exercise a break option.



Edward Cooper

Edward is a senior associate in the Real Estate Disputes group and specialises in advising clients on a wide variety of property related disputes, at all levels of the civil court hierarchy. Edward has particular expertise advising on matters relating to contentious lease renewals, dilapidations, easements, recovery of rent and break notices. He is a member of the Property Litigation Association and Taylor Wessing's Professional Services industry group.

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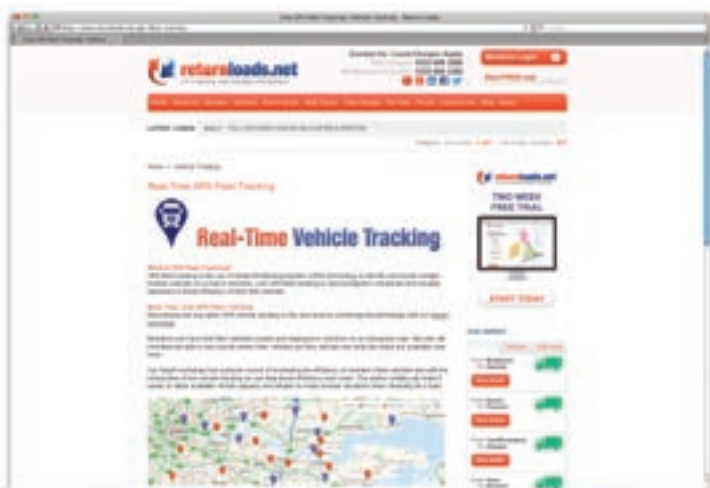


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NEWS: PRODUCTS/PEOPLE



● www.returnloads.net/gps-fleet-tracking.

New app matches vehicle location with return loads

Returnloads.net has added live vehicle tracking to its freight exchange as a free benefit to its members.

The new vehicle tracking feature aims to help members further optimise their fleet performance and increase their profits. This new feature enables members to track their fleet vehicles and see them on the same map as the 90,000 live loads which are on offer each month.

By taking advantage of this all members can see the whereabouts of their entire fleet at no additional cost.

Richard Newbold, founder of Returnloads.net, said: "We recognise the added value that integrating live vehicle tracking with our freight exchange can bring for our members.

All of Returnloads.net members will have the ability to see their vehicles wherever they are."

Richard said that his freight exchange has a proven track record of increasing the efficiency of members' fleet vehicles and the new live vehicle tracking boosts efficiency even more. "The added visibility will make it easier for our members to utilize available vehicle capacity and make the best choice from the available loads. It's a no hassle vehicle tracking solution, no need to buy a GPS unit, just have your drivers install our app and you're ready to track. As privacy is important we have made it easy for drivers to switch their tracking off at the end of their shift."

● Find out more at www.returnloads.net/gps-fleet-tracking.



● Richard Newbold.

TGE van will expand MAN product range

MAN Truck & Bus UK has announced that the much anticipated MANTGE will be revealed at the IAA Commercial Vehicle Show, in Hanover in 2016.



● Simon Elliott.

Simon Elliott, the company's managing director said that positive demand is already expected for the vehicles. The new product will offer various power ranges with front, rear and four-wheel drive and a choice of transmissions, producing a vehicle to meet all van drivers' needs.

It is anticipated that the new product will allow for further development of the UK Dealer Network. "Customers have repeatedly asked me about the possibility of an MAN van, so it's great to be able to confirm that we are in the market," said Simon. "This new addition to our range puts another building block in place for our future. We are keen to offer the HGV approach to repair and maintenance for our customers by reducing operator downtime. I am confident that our new product will do very well in a competitive market. The next few years are going to be very exciting."

Mr Elliott has already appointed Andrew Taylor to head up the MAN van project.

Matthew James Global Relocations appoints business development manager

Matthew James Global Relocations has announced the appointment of Jason Davey as UK business development manager.

Jason, who previously worked for the John Lewis Partnership, will be tasked with developing Matthew James' international and domestic business.

"When I sat down with Directors Matt De-Machen and Steve Turner I found that their philosophy was similar to that of John Lewis where customer service is of major importance to the development and continued success of the company," said Jason. "They sail a tight ship when it comes to compliance and are constantly monitoring all aspects of the business to see where they can improve."

The company was recently awarded FORS Gold for its transport operations, becoming the only moving company in the UK to achieve its demanding standards.

Jason continued, "Travelling all over the country, I meet people of all backgrounds excited by the prospect of moving to a different town, county, or even emigrating abroad in the hope of making a better life for themselves and their family. We are now relocating people to all parts of the world, including Australia, the USA and locations throughout Europe. There are exciting times ahead for Matthew James Global Relocations, and I'm looking forward to being a part of it!"



● Jason Davey.



● Niall Mackay with Graham Horsler.

Graham Horsler – 30 years a Gerson person

On 21 October, 2015 Graham Horsler of Gerson Relocation Ltd achieved a milestone, having completed 30 years' continuous service with the company.

During that time his role has developed and he has seen many changes both inside and outside the business.

When Graham started with Michael Gerson Ltd - as the company was then called - in October 1985 he was tasked with promoting the company's storage business as a surveyor, salesman, and move co-ordinator. This proved to be a big success as the UK housing market was booming in the mid 1980s creating demand at a time when storage space was limited and therefore market fees were high. Such was the success that it became a regular occurrence for the Gerson's yard to be full of trucks from local domestic movers loading in and out of storage and others queuing to get in. As the bubble burst in the later part of the decade and self storage developed in the UK, Graham turned his hand to developing the company's trade shipping services, increasing the turnover six-fold in three years.

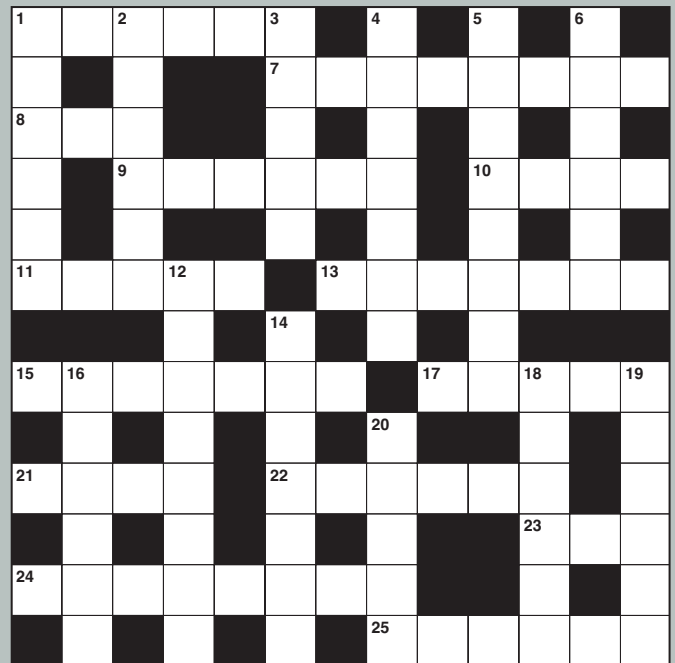
Over the years Graham has worked on a diverse range of activities, enjoying success with managing a refurbishment supply project for the Marriott Hotel in Paris and securing the moves and storage from a 60-apartment block in North London that had been affected by a major fire. More recently Graham was able

to secure a large number of moves for a project to Brunei, which became Gerson's second largest destination at the time.

Outside of the company Graham has enjoyed further achievements. He was one of the original UK co-founders of the Young Movers organisation, which has gone on to become a major event in the European moving industry calendar. In 1998 he became one of the youngest people to be honoured by the UK moving industry with the rare award of a Fellowship for his services. In 2011 he attended the FIDI Academy in Brussels and was honoured to be named 'Top Student'.

Graham has been married to Sandra for over 30 years with three adult children, five grandchildren and a sixth on the way. Until recently he was a semi professional soccer referee and was in the top 6% of referees of his categorisation in England. He also enjoys getting away from it all with outdoor pursuits such as hiking and canoeing and travelling the world when he can. As Niall Mackay, Managing Director of Gerson Relocation commented when announcing Graham's 30th anniversary at a company staff meeting, "With Graham being so young at heart, I am really looking forward to what the next 30 years brings for him."

Puzzles



ACROSS

- 1 Choose (6)
- 7 Accommodating (8)
- 8 Goal (3)
- 9 Building exhibiting objects (6)
- 10 Creative thought (4)
- 11 Speed (5)
- 13 Least attractive (7)
- 15 Reservation (7)
- 17 Midges (5)
- 21 Distinctive atmosphere created by a person (4)

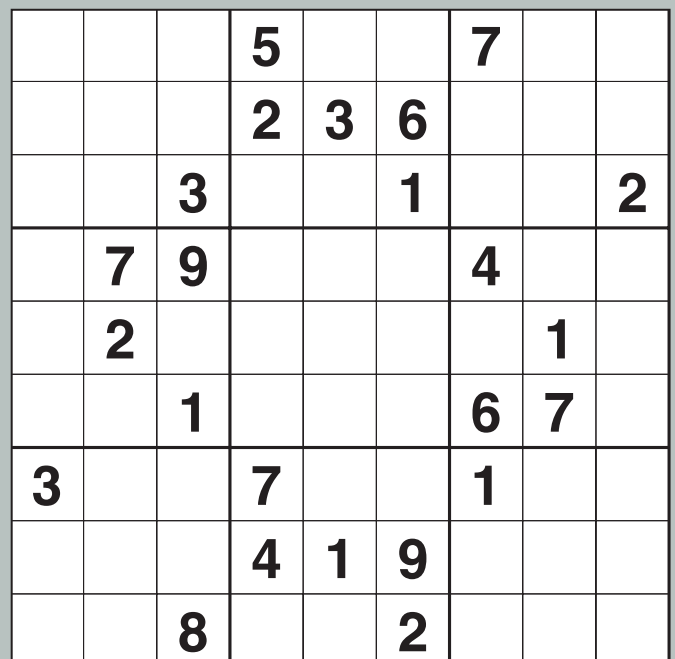
22 Expenditure (6)

- 23 Was in first place (3)
- 24 Accelerate a reaction (8)
- 25 Had corresponding sounds (6)

DOWN

- 1 Seek out (6)
- 2 Assumed propositions (6)
- 3 ____ pole: tribal emblem (5)
- 4 A bird's feathers collectively (7)

- 5 Action of setting something on fire (8)
- 6 Goes inside (6)
- 12 Convenience meal (4-4)
- 14 Word opposite in meaning to another (7)
- 16 Of the eye (6)
- 18 Shelter; place of refuge (6)
- 19 Protected from direct sunlight (6)
- 20 Semi aquatic mammal (5)



BUSINESS: ADDING VALUE

So what's your best deal then?

A man walks into a shop and asks, "Do you have any Mars Bars mate?" The shop keeper hands him one and asks for 65p. The man says, "Is that the best you can do, 'cos I've got a few more to look at?" – It's an old joke, and a ridiculous scenario – or is it? By Stephen Witton.

The same man walks into a car dealership and asks for the best deal on a new £20,000 car. Not so ridiculous now is it, that's what we'd all do right? So how does the salesperson respond? Well, for many, they'd perceive 'deal' to mean price – but for a few, slightly cheeky, maybe a bit more enlightened, bolder and more confident ones, they may answer with something around the value add – for instance, how quickly you can deliver, what extras you might include, or the factory trained technicians in the service department.

Back to the Mars Bar scenario. I don't know about you, but I've never questioned the price of such a commodity and equally, I've never left a shop having only spent 65p on one item – I'd generally buy a drink, a newspaper, stamps and so on. All the stuff your little local shop sells that adds value to you. Can you think of a petrol station these days that just sells fuel? No, because everything else adds value to the busy, time poor, traveller. But of course these items are commodities

If however, you compete on value and added value then your product or service becomes more thought provoking, maybe even more attractive.

and I can buy them in many different places, so I don't give it much thought. On the other hand when I buy a car, a holiday, or make another major purchase – like moving house for example – I want the best deal!

So, here's my first and biggest tip. If you are solely competing on price, your product is a commodity or in other words, I can buy it anywhere. If however, you compete on value and added value then your product or service becomes more thought provoking, maybe even more attractive. There is definitely a slow but steady move towards wanting

more value rather than merely a low price – especially as we all become more digitally savvy. Can it mean then that as salespeople, the price perception is one of our own making?

Here's another tip. Watch out for the customer journey. Or, more specifically the changing customer journey. When my young family and I moved house the last time (15 years ago) we found a moving firm through *Yellow Pages* (what ever happened to them?) and sought affirmation from local friends and work colleagues on their recommendations too. If we were to move house now though – there's only one place I'd look, the Internet. Google search first, pick a couple of sites, warm to the most engaging, easiest to navigate ones, check out some reviews and customer feedback, make an enquiry or pick up the phone. It's during the last bit of the journey when my decision will be made, based on some simple value adding points:

1 Did they respond, turn up and understand me and my needs in the way their website promised?

2 Do I 'feel' this person/company gets me and my needs and do I 'feel' I could trust them and their team with my stuff?

3 What products and services will I get that add value to my move? So, alongside packing, insurance, etc., what about flexibility and understanding for the inevitable delays and trauma that may be involved on the day? Having done it three times I still get shivers now about moving house.

4 Does this salesperson/representative make me feel valued and enable me to feel safe and secure that this is one major thing in the move that I don't have to worry about?

5 Is the price lower or equal to the value I feel I'm getting? If not, then the only comparator that the company has for me to consider is price.

Working across a number of sectors as I do, I can only look at this from the customer's perspective. Is price a factor? Of course it is – but



of greater importance to me now and to all of my customers, is the value I'm getting and the little (and some not so little) extras, activities, items that add value.

What I do recognise is that selling from a position of adding value, rather than on price is a very specific and important mind and skill set. Fortunately it is trainable. Here are a few tips:

1 Set the expectations – i.e. your stall – out early on. In a friendly and helpful way, signpost or describe the picture for your client and sow seeds of the areas where you add value.

2 Look for lots of clues from the customer – for a mover it might be; valued possessions, limited time, awkward access points, a foreign exchange money service for moving abroad, etc. – things where you can add value.

3 Think about how your service will save, solve, increase or improve something for the customer – these are the areas where added value can be quantified.

4 Be honest, friendly and welcoming. Sounds obvious, but trust me – as an ex car-salesman – I see and hear so much about what can't be done or what is difficult – this does not add value to the customer, it only gives them problems.

5 Be genuinely interested in your customer as this is how they'll measure how you made them feel – probably the most critical factor in any customer feedback and their perception of value added.

Here's one last thought for removals companies, especially as the transactions with many of your customers may be few and far between. People will forget what you said and what you did, but they'll never forget how you made them feel.

Stephen Witton

Stephen Whitton is a trainer, speaker and business change facilitator who specialises in working with organisations to help them improve their skills and attitudes towards sales and customer service.

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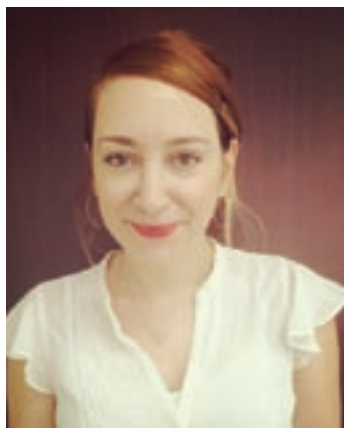
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NEWS: PEOPLE



● Left to right: Andrew Meadowcroft, Emma Herblot and Richard Hooker.

New appointments at AIReS

AIReS in Pittsburgh has recently made three new appointments to its operations team.

Andrew Meadowcroft is the new global client service manager serving the EMEA region; Emma Herblot serves in a similar role for the APAC Region; and Richard Hooker is the new director of operations.

Andrew will manage client relationships, client programme implementation, and ongoing assistance and training for the operations service team in the EMEA region. His past employers include a global assignment management organisation, a

destination services provider, and a 'Big Four' accounting firm.

Emma Herblot is based in Hong Kong and is responsible for managing client relationships, client programme implementation, and ongoing assistance and training for the operations service team in

the APAC region. Emma has been in the relocation industry for six years and has immigration management experience that includes work with a large mobility management company and an immigration provider.

As director of operations serving the EMEA and APAC Regions, Richard will be responsible for the overall operation and performance of these regions to include operations teams based in AIReS offices in London and Hong Kong, as well as those placed onsite with customers in various global locations. Richard has 13 years' industry experience including operations and client services roles in Europe and Asia.

AIReS' Vice President of Operations, Joleen Lauffer said: "Richard brings the perfect mix of mobility expertise and global experience to our senior team; Emma will play a key role in providing leadership to our in-region team and implementing solutions for our clients; and Andy's enthusiasm and outlook are clear evidence of the AIReS DNA that will make him a successful leader in the EMEA region."



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Dale Collins returns to Graebel

Graebel has appointed Dale Collins to the position of chief innovation officer and president of its global transportation service divisions. Dale has been in the industry for many years and has worked on three continents. He was the CEO of Interdean Relocation Services for four years and, following the company's acquisition by EAC, the CEO for Santa Fe Relocation in the EMEA region from 2011 and previously. From 2000 to 2007, Dale had held executive roles including president at Graebel Movers International, Inc. In 2016 Dale will be the chairman of the board at Worldwide ERC®.

Richard Fisher becomes general manager at Britannia Leatherbarrows

Britannia Leatherbarrows Removals has announced the appointment of Richard Fisher as general manager. Richard will be responsible for sales, operations and HR while continuing to control the company's European operations.

Richard joined the Leatherbarrows team 18 years ago, at the age of 16, beginning work as a porter. "As I was only 16, I didn't have a car so I had to cycle the three miles to the office," said Richard.

Richard spent eight years travelling throughout the UK and Europe as a porter, while completing a number

of courses in export and packing. After expressing an interest in progressing to management, he took up the position of assistant operator and over the next few years gained a number of industry qualifications including a National Certificate in removals and an Operator's Licence.

Richard has gained considerable operational experience in domestic, commercial and international removals during his time with Leatherbarrows, which puts him in an ideal position to take the company forward.



The White & Co Mystery Mover

Lots of people identified Bryan Haan, then with Michael Gerson, last month. Although we didn't ask you to identify the lady he was talking to, she did divide opinion. Some thought it was Gudrun Bennett or Ginne Blaine, but it was only Brian Charles who correctly identified her as Joan Fullerton who was then with Graebel. Well done Brian, you deserve to be this month's winner. This time the picture is of a similar vintage. Patrick Oman is on the right, but who's on the left. The winner will receive the White and Company Red and Black watch. Answers please to editor@themover.co.uk.

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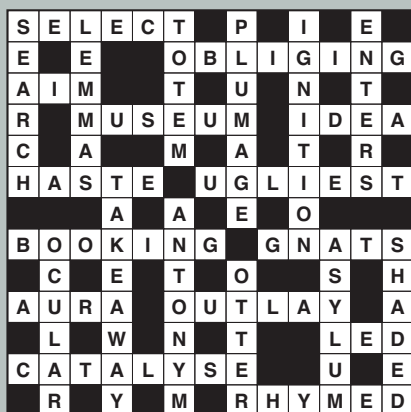
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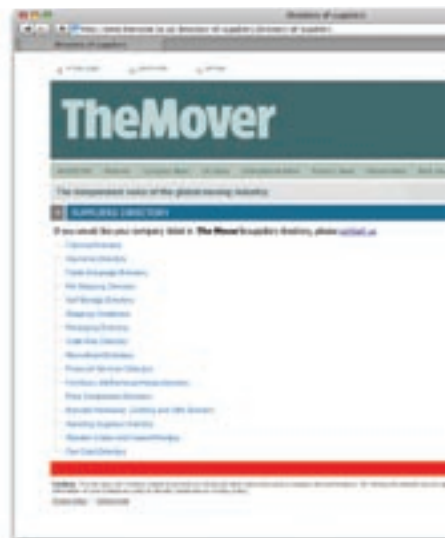
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Tony Allen: And finally ...



My round, I think!

I don't play golf - although I know that a lot of you do. It's just something that has never appealed - maybe it's the mode of dress which you never see anywhere else but on the golf course. Maybe it's the bright colours. Anyway I suppose I also subscribe to that hackneyed statement once made by Mark Twain when he described golf as 'a good walk spoilt'.

The reason I mention this is that I recently accepted the opportunity of playing a round of golf, and after having been along to the United Colours of Benetton to buy some appropriate clothing - especially looking for anything involving tartan - and after borrowing a set of clubs, I was ready to go. I must admit that I had played on a few occasions in the past and was well aware of the tensions that this 'relaxing' game can inspire.

Needless to say I made a point of telling everyone how useless I was, and as I stood on the first tee, I acted out the complete opposite of reticence. I did not want anyone to think that I was in any way competent at this game and made a point of broadcasting this to all and sundry. My turn arrived and with a nonchalant sigh and a degree of floppiness I placed my ball on what I believe is called the tee. I then looked casually around, gave a smile of negative aspiration and, with half closed eyes, hit the ball as hard as I could. It landed in the middle of the fairway and, according to my fellow players, in perfect position.

I then went through the same process on the second and third holes, with similar results. As we approached the fourth hole someone said to me: "You really are a naturally gifted player, you should definitely consider taking this game up, I've rarely seen anyone hit the ball so accurately." I thanked him profusely and then swaggered towards the fourth tee, seeking to effect the demeanour of Tiger Woods on a good day.

There I was, one of the finest golfers you would ever encounter, full of ambitious expectancy and eager to prove how good I was. I placed the ball on the tee and, trying to remember my putative golf lesson, I stood with my legs appropriately apart. I then gripped the club in the way I had been taught and hit the ball without moving my head. Can I just say that the ball left the tee like a bullet and had great distance on it, but the effect was somewhat diminished when I was told that, apparently, the Sainsbury's car park was considered out of bounds. Disappointing!

To cut a very long story short, this is the way my game continued - in a miasma of downward spirals. At one stage it was

suggested that I wait for them at the nineteenth hole - but there didn't seem to be a nineteenth hole! Nobody seemed to want to speak to me after that; although I did hear somebody remark that it had been an opportunity to visit areas of the golf course which they didn't even know existed; so at least they'd had some enjoyment.

Is it like this with life in general, do we often try too hard and then fail as a result? Maybe not, because, generally speaking, it's surely the case that the harder you try the more you achieve, and the more that you believe in yourself, the more likely you are to succeed. So what went wrong?

Well I must confess that in my case it was the other way round: the less I believed in myself the better I got, and the harder I tried the worse I got. Not the sort of moral that I would want to pass on to the kids - that is, ostensibly, unless they were playing golf.

The one thing I will say is that I am left with a grudging respect for those who do play golf. It certainly is much easier to write about than to play.

I cannot, however, allow this statement to go unchallenged - even though I said it myself - for this philosophy is based on the premise that my first three shots were anything other than lucky ones. My remaining shots were governed by my will to succeed being exceeded only by my lack of expertise. So maybe I should just simply give up the game.

The one thing I will say is that I am left with a grudging respect for those who do play golf. It certainly is much easier to write about than to play.

I would also add that my knowledge of the game has certainly improved. After hitting my very first shot of the day, someone said to me "wow you hit that ball a fair way". At least I now know why they call it a fairway!

Although; I would like somebody now to explain to me why golfers appear to dislike their mechanised transport so much? On quite a number of occasions during my round I did hear the term 'stupid buggy' used - at least that's what I thought they said.

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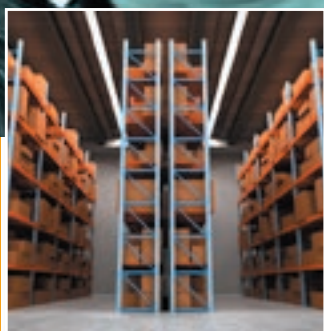


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