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TheMover



THE MAKING OF A TV SHOW

How Pickfords got to star in a moving industry documentary.
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TheMover

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LEADER

Six months and counting

Steve Jordan, Editor



Issue number six of *The Mover*! Can it really be six months since we all held our breath waiting for the comments on issue number one? Well, I guess it can. In just six short months we have come a long way. We've had some very encouraging comments from the moving industry both in the UK and abroad; some gentle and constructive criticism; the magazine is being recognised not just by movers but by suppliers and institutions too; the numbers of readers we have online is growing all the time; and our advertising revenue is building slowly but steadily – which means we can keep doing it. Thank you to all those who have sustained us, either with advertising, editorial or just a little encouragement. We could not have done it without you.

This month we have a feature on pet shipping. In my experience many smaller moving companies don't get involved in moving pets. The feature is to encourage more companies to strike up relationships with pet shippers for their own and their customers' benefit. I hope you find it interesting.

Our cover story this month is the, now famous, Pickfords TV series. I confess I watched it only for research purposes however, I'm pleased I did. I really quite enjoyed it although, when you watch four episodes back-to-back, Jane Horrocks' voice (much as I admire her talent) does become a bit tiresome. Congratulations to Pickfords for the PR coup. Let us hope it does them and the rest of the industry, some good.

Finally, may I say what a privilege it was to have the opportunity of interviewing David Trenchard. I have known David since we were both young and slim but it was still an honour to have such an intimate chat with him. My story doesn't even begin to reflect his contribution to the industry but I hope it does, at least, show a glimpse. May I simply say that the UK moving industry is, in my opinion, immeasurably better for David's efforts over so many years. David never sought recognition, however I do feel that his contribution has gone largely unacknowledged by those who benefitted. I wish him and his wife Diane a long and happy retirement – even though I have no confidence that he will, indeed retire. Not completely anyway.

Steve Jordan



● Left to right: John Casey, Mainstream Managing Director/Owner with David Sanderson and David Hurdiss of Pickfords.

Mainstream training moves into moving

Mainstream, a training specialist from Sittingbourne, has broken into the removals market by including Pickfords as one of its 400 clients.

This is the first time the company has worked in the moving industry and it is keen to expand within the sector.

The company provides a wide range of training services including the Certificate in Commercial Moving, Driving Goods Vehicles (DGV) and the Driver CPC, National and International CPC, Warehousing and Storage, and Plant Operations which includes fork lift driving. Its list of clients includes Eddie Stobart, Tesco, Royal Mail and now, of course, Pickfords.

Training is provided either at its centre in Sittingbourne, the UK's largest indoor training centre, or can be arranged on-site for companies anywhere in the UK. The facility is an Edexcel/Awards UK accredited NVQ assessment centre.

On 8 September, 2009, the company took part in an historic event that marked its introduction to the world of moving. At one minute past midnight the company started a Driver CPC training programme for Pickfords. As this was the first day of training for the Driver CPC it allowed Pickfords to legitimately claim to be the first moving company in the UK to have drivers trained for the qualification. Maxine Hales, the Operations



● Left to right: David Sanderson and David Hurdiss of Pickfords with John Casey, Managing Director and owner of Mainstream.

Manager at Sittingbourne commented: "It was a bit of a long night but we all enjoyed it really. The bacon sandwiches in the morning were very welcome."

With September 2014 getting ever closer, the transport industry in general and movers in particular will be in need of as many facilities as possible for driver training. Mainstream is willing and able to help.

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NEWS: UK



PHS Group sale rumours

Rumours have been abounding about the impending sale of the PHS Group that includes PHS Teacrate.

PHS Teacrate deny that the company is for sale and say that the rumours are without foundation.

The rumours have come from stories that have appeared on Internet sites, most notably in the *Daily Telegraph online* in a story by journalist Helia Ebrahimi on 22 January, 2011, followed by back-to-back reports on *Thisismoney.co.uk*, written by Mark Foxwell on Sunday 29 May, 2011, and a report by Catherine Deshaves on the *Business Sale Report* website a day later. With this kind of coverage it's hardly surprising that chins will wag.

All the reports agree that the Group has been put on the market for a figure of around £1.5 billion and that its main shareholder, Charterhouse Capital, has appointed Goldman Sachs to sound out potential buyers. The reports say that it is hoped the sale will take place before the end of 2011. Several private equity and trade buyers are reported to have expressed an interest.

The PHS Marketing Department is remaining remarkably quiet about the rumours. Both Ruth Scruton and David Wicks from the company have said that the company is not up for sale but have chosen not to speculate on why the rumours have come about.

UK Online Tax System not fit for purpose

The taxman's complex online process is just one reason for the UK's tax system not being fit for purpose, according to The Forum of Private Business (FPB).



● Small businesses face numerous headaches owing to HMRC's inefficiency and poor communications.

The business group has told a treasury sub-committee that HMRC is failing in its aim to create a more efficient tax system because it is bogged down in bureaucracy, including complex and unwieldy online procedures.

The warning follows the Forum's latest Cost of Compliance Referendum survey, which reveals that tax administration has become the main bureaucratic barrier to doing business for the UK's small firms, forming £5.1 billion of their annual £16.8 billion red tape bill.

At a meeting of the Joint VAT Consultative Committee last year, the Forum's tax adviser Andrew Needham was astounded when he was told that a relatively simple change to e-mail alerts to inform business owners of a change to the deadline for accepting VAT cheque payments would take six months to implement because of procedural restrictions – too late to warn them in time. Fortunately, following political pressure, the

changes were made.

Speaking in the wake of the recent Treasury sub-committee report into the 'administration and effectiveness of HMRC' - which blasted its poor levels of service and led Chairman Mike Clasper to publicly apologise - Mr Needham said that problems were widespread. "For example, businesses can be selected for what is called 'extended verification' before being registered for VAT, said Mr Needham, of VAT Specialists Ltd.

He continued: "Their forms are sent to a specialist team in Cardiff and the process is supposed to take 50 days, but I know of at least one case that was sent in September 2009. About 18% of applications are selected for extended verification, so one in five are taken out of the normal system and placed in one where it takes a minimum of 50 days to process them. Often forms go back and forth continually when there are minor issues, with little common sense employed." He concluded: "There are an awful lot

of business owners who are in no way involved in fraud or anything dodgy that nevertheless have their VAT registrations delayed."

Despite the apparent inefficiency of its online communications and e-mail services, the sub-committee also found evidence of significant failings in HMRC's call handling abilities. The finding follows figures from the National Audit Office (NAO) in January 2010 which showed that 44 million calls to the taxman went unanswered in a single year, including many during busy tax return periods. In all, HMRC failed to pick up 43% of the 103 million calls it received in 2008-2009.

"There are an awful lot of business owners who are in no way involved in fraud or anything dodgy that nevertheless have their VAT registrations delayed."

Andrew Needham

"That's beyond pathetic," added Mr Needham. "In fairness, they are trying and things have improved since then but still there are around one in three calls not being picked up, and when they are there's no guarantee you will get a coherent answer. There's such a lack of planning, they knew, for example, that electronic VAT returns were being introduced so why no staff training or automated systems were put in place is mystifying."

As part of a root-and-branch overhaul of the tax system to free small firms to grow and create jobs the Forum wants HMRC's service to be made quicker and more efficient, with much-improved communication and simplification of its online procedures.

Next day delivery for Teacrate Packaging affiliates

PHS Teacrate recently launched its affiliate scheme that allows moving companies, and their customers, to order packaging materials online for next day delivery. The scheme allows moving companies that do not wish to carry stocks of cartons to call off just as many cartons and packing materials as they need for

each job. The crew simply arrives and starts packing. Alternatively customers who wish to do some of the packing themselves can order online whenever they like and get on with the work using professional quality materials. PHS Teacrate gives an 8% commission to the moving company on all sales.



For more information contact:
Vicki@teacrate.com.

FSB wants VAT reduced

The Federation of Small Businesses (FSB) has called for specific cuts in VAT rates to support confidence in key areas of the economy.

The FSB's latest survey of business confidence indicated that optimism about the future has suffered a severe dent among smaller firms, a situation not helped by the hike in VAT to 20%.

Figures show that businesses were less confident in the second quarter of 2011 than they were at the start of the year, with the FSB 'Voice of Small Business' Index tumbling by 6.4 points in the first quarter from +6.7 to +0.3.

The survey took in the views of 1,600 small firms across the UK and revealed that confidence dipped in 13 of the 18 sectors monitored by the index. Evidence from other EU countries has demonstrated that any revenues lost to the public purse through VAT cuts are offset by earnings from additional demand, new jobs and the wider economic activity.

John Walker, the FSB's National Chairman, said: "In an economy characterised by high unemployment and muted demand, more needs to be done to encourage businesses to take on staff and grow their business so that the recovery can really get back on track. Since the start of 2010, the FSB Index has proved to be a good barometer of the path that economic growth will



take, so the news that it has fallen back to almost zero paints a very worrying picture for GDP. We now need the government's actions to match its rhetoric, and it must finally deliver on actions in its growth strategy."

However, a Treasury spokesperson countered by saying that the advantages gained by specific business sectors would completely fail to balance the overall adverse effects of any large-scale reduction in the VAT take. The Treasury commented: "Reduced VAT rates of the kind suggested would make a significant impact on revenue." The VAT rise from 17.5% to 20% forms a key pillar in the government's efforts to reduce the budget deficit.

The 20% level of tax is expected to generate an extra £12 billion for the Treasury this year.

Happy 3rd birthday Driver CPC

Don't miss the deadline! Driver CPC began its third year on 9 September, 2011. Most of you already know about it, some have completed it, others have recently started.

But with five days of training to complete within these last three years - 35 hours of training every five years must be attended by all professional drivers - the deadline should be taken even more seriously now.



Dr Mick Jackson, Chief Executive of the Sector Skills Council was recently reported as saying that at current rates of uptake the haulage industry faces a 30% shortfall in qualified drivers once the cut off is reached. "My message to industry is that there is already a shortfall we need to make up, and when demand exceeds supply only one thing happens, the price goes up," he said.

Although official figures vary, Skills for Logistics estimates that the minimum amount of HGV drivers that will need to have completed their 35 hours of CPC training by the deadline is around 400,000. The worry is that if the speed of CPC training does not increase Britain will be facing a labour gap when the first five year cycle completes in September 2014. This, combined with an aging driving population and alarmingly few younger people choosing the transport sector for their career path, industry may be facing a transportation crisis.

Despite some drivers speculating the Driver CPC requirement may be retracted, this is far from the government's plans. Louise Ellman MP, Chair of the Commons

"The regulation for training drivers is not going to go away, and will only be regarded as increasingly important..."

Louise Ellman, MP

Transport Select Committee, said that the Driver CPC regulations are here to stay. "The regulation for training drivers is not going to go away, and will only be regarded as increasingly important for the success of the British economy and the professionalism of the industry. The driver CPC is seen as key to driver professionalism, crucial to continuous learning and development and will improve Britain's competitiveness and safety standards in the European market and beyond. The UK government has a duty to promote driver training and it is a duty that the government takes very seriously." She concluded that "this regulation cannot and will not be ignored".



● Driver CPC began its third year on 9 September, 2011.



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NEWS: UK

Shurgard wins the European self storage award

Shurgard's self storage facility at Gypsy Corner has been selected 'UK Self Storage Facility of the Year' by the Federation of European Self Storage Associations (FEDESSA) and the Self Storage Association UK (SSA UK).



● Left to right: Duncan Bell, Market Manager; Beechy Narula, District Manager; Shaun Betty, Assistant Store Manager; Omair Javed, Store Manager and Jean Kreusch, Chief Executive Officer ad interim - Shurgard Europe. Below: the Shurgard Gypsy Corner store.

We are extremely pleased with this award," said Jean Kreusch, Chief Executive Officer ad interim of Shurgard Europe, "especially since competition in the self storage industry in the UK, and particularly in Greater London, is fierce." The Gypsy Corner store, one of Shurgard's 22 facilities in London and the Thames Valley, benefits from its great visibility and excellent location on the busy A40 with easy access from central London, Park Royal business park and from Acton and Harlesden.

Shurgard Gypsy Corner, a modern multi-storey building, has a total of nearly 800 individual self storage units or 5,000m² (53,000ft²) for rent. Residential customers, who account for over 80% of Shurgard Gypsy Corner's clientele, often use storage for their belongings while moving house or renovating, when travelling or for their hobby materials. Business customers mainly store promotional items, retail stock, archives, technical spare parts, work and office equipment in either outdoor units with drive-up access or in ventilated indoor self storage units accessible by lift and wide corridors.



"...we still have over 40% of our customers reserving a self storage unit after having passed by the store."

Shaun Betty

Shurgard Gypsy Corner's on-site office, which is open seven days a week, is managed by Store Manager Omair Javed and Assistant Store Manager Shaun Betty. "Although individuals and businesses can now reserve a self storage unit online via the recently launched shurgard.co.uk reservations-based website, we still have over 40% of our customers reserving a self storage unit after having passed by the store."



● An architect's rendering of how the new campus building will look.

Bournville College move to Longbridge begins

Harrow Green has been appointed to manage Bournville College's move to a new £66m campus in Longbridge.

The new campus will consolidate the Further Education college's existing three campuses to serve 15,000 students. It will span more than four acres and become a stepping stone towards the further regeneration of Longbridge after the collapse of MG-Rover in 2005. The relocation has been taking place over the summer, so that the college can be up and running in time for the new term this September.

"This is a major consolidation programme, one we are very proud

to be associated with," said Simon Compton, Harrow Green's relocation consultant for the project. "We are working with staff across the college to project manage the move including all the material and resources needed for continuity in the new premises."

Bournville's new location, modern spacious premises and conference centre will enable the college to introduce new courses such as motor vehicle maintenance as well as featuring excellent training facilities for hairdressing, beauty, catering, construction and sport.



● One of Momentous's five new trailers.

European growth for Momentous

Momentous has recently invested in five new trailers to support its vehicle fleet.

The acquisitions were necessary owing to growth in European deliveries to countries where the company has yet to secure rail services.

The fleet is now regularly visiting all mainland European locations where Momentous cannot carry out the services via rail. These additions take the company's fleet to just over 30 of which over 80% now

meet with future emissions regulations.

"With two more 7.5 ton vehicles due in service in September, we are looking forward and planning our needs as far in advance as possible," said Simon Osborne, Group Managing Director. "We are seeing good savings from the latest vehicle and trailer combinations through our software monitoring."

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INSIGHT: DOCUMENT STORAGE

Keeping the documents in order

Document storage is nothing new, but here Steve Jordan talks to Glynn Humphreys about the state of the art for movers. It's come a long way since the days of storing boxes on shelves.

WH Humphreys of Watford was one of the pioneers of document storage for the moving industry. Even when I interviewed Glynn a few years ago, he was already pushing the boundaries of the technology and moving into the world of scanning and shredding too. Today, the business has moved on to a whole new dimension.

The removal company was founded in 1918 and moved to its present location in Watford in 1940. Forty years on the company's commercial moving clients recognised that they had a problem storing archive materials and that W H Humphreys could help them solve it. After providing a basic archive storage service Glynn started Humphreys Data Management in 1986, a separate company created to look after the storage and retrieval of current documents and the secure shredding of documents that are no longer required.

Glynn said that it soon became obvious that his customers needed much more than just a simple storage and retrieval service. "In 1994 we won a development grant from the DTI to research what services were going to be required," he explained. "It was the findings from this research that gave us our direction for the data management service."

His first step was to develop his own bar code tracking and data management software. "Today the software from O'Neill Software has become the industry standard and I would recommend anyone planning to move into document storage to use their product."

But a bar code system capable of tracking not only each box but each individual file is essential. "When we started with a few hundred boxes we could control it manually," said Glynn. "Today, with five million files in store, we would stand no chance."

Many of Humphreys' clients are, for example, lawyers or banks. They don't simply store archive materials, they hand over their current files too for management. Hard copy files are frequently called out of store, or even single documents, to support a single case or project,

then returned for safe keeping. Humphreys offers a next-day delivery service for all these files if called out of store before 4.00pm the previous day.

Scanning technology has now

and removes paper clips, staples, etc. The documents are then scanned at a rate of 90 pages a minute on equipment that is way beyond the means of standard office machines. The documents are then indexed

moving business. "One piece of advice is to sub-contract shredding and scanning services in the first instance," said Glynn. "They are both specialised businesses and you are much better off going to an expert."

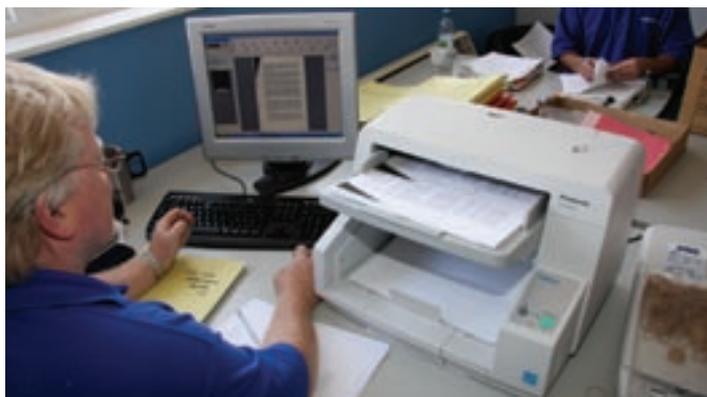
He also recommends that you get the insurance right so that it matches your conditions of trading. Glynn uses Basil Fry for his insurance.

Bob Tree from Basil Fry said: "The standard insurance cover provided under a policy covering customers' property in store limits the basis of claims settlement in relation to documents to the physical cost of replacement excluding the value of the information contained. However, most policies available to removal and storage contractors and self storage operators can be

extended to provide specific cover in relation to documents. Where this cover is arranged, the basis of settlement is amended to cover the reasonable costs of reprinting and/or reasonable costs of reissue and/or reconstitution including, where applicable, fresh research or exploration to obtain essential information. In this instance it is usual for the customer to agree an amount representing the cost of replacing their documents with the operator at the outset. This amount can be applied to all of

the documents stored, or as an amount per individual box of documents. It is important to note that in the event of loss or damage to the documents the customer would not automatically receive the sum insured as compensation."

Glynn acknowledges that, in the extreme long-term, document management may not have a future. As more documents are created electronically and less hard copy material is produced, so the demand for storage will reduce. Companies will require software solutions and digital storage instead. "But I think those days are a long way off yet," he said. And, indeed they must be. With companies under constant pressure to be more environmentally friendly and efficient in the storage and retrieval of office records, the document management business seems set to prosper.



● Scanning at 90 pages a minute is essential to keep productivity up.

"Customers choose to scan some documents and store others. Most documents that are created electronically are stored digitally anyway and never materialise as hard copies ..."

Glynn Humphreys

moved the business on to another level. For Humphreys' clients it's not just an either/or option: customers don't choose to either scan their documents or store them – they do both. "We call it a hybrid service," said Glynn. "Customers choose to scan some documents and store others. Most documents that are created electronically are stored digitally anyway and never materialise as hard copies. But others, some of which may date from before the digital age, are not." It's often these documents that Glynn's customers need to be scanned both for safe keeping and for easy retrieval.

In 2002 Humphreys started its "Scan on Demand"™ service so that its clients can now retrieve their paper documents instantly via the web. The scanning process is in two stages: preparation and scanning. Preparation separates all the files

and made available for clients online.

The whole process is managed by the company's own electronic document management software that tracks everything, both scanned and in hard copy, through the company's systems whether the documents are in store or on temporary release to the customer. It's a system that Glynn is happy to share with other companies interested in moving into the world of document management.

The Humphreys service has now moved on one stage further. Rather than simply meeting its customers' needs it now performs consultancy services to help companies formulate their document management policies. It is also prepared to share its experience with other moving companies to help them reap the benefits of this rewarding diversification from the traditional

INSIGHT: DOCUMENT STORAGE

● Humphreys now offers its clients a "Scan on Demand"™ service so they can now retrieve their paper documents instantly via the web.



NEWS: UK



● Street smart: Stephen Morris Shipping pays another visit to Number 10.

Ticket avoidance

Stephen Morris Shipping has discovered a sure way of avoiding getting a parking ticket while working in central London: just stick to working in Downing Street.

Of course, *The Mover* did ask exactly what the crew was doing outside the Prime Minister's office however, it was obviously a matter of national security. "I am not sure that I can say," said Stephen Morris. Basically, we were packing and moving furniture from No.10 for storage in The Treasury. What we moved and why we moved it is rather classified . . ."

In fact Stephen Morris Shipping is a regular visitor to Downing Street and has been responsible for moving many Prime Ministers in the past. At least there's someone we can rely on to get them out of office when we've all had enough!

In the Black

Despite the difficult housing market, Black's is still managing to keep the work coming in and has added another truck to its fleet, mainly now consisting of DAFS and the average age of the company fleet is less than four years - not bad for a furniture removal company.

The new vehicle is a DAF CF 4-pallet plus with bodywork completed by Tekbo in Glasgow. The chassis cab, with all the usual driver comforts, was supplied by Norscot Aberdeen.



● Naomi Cleaver.

Learn interior design with Naomi Cleaver

Best known as a television presenter on popular shows such as *Grand Designs*; *Trade Secrets*; *Honey, I Ruined the House* and *Other People's Houses*, Naomi Cleaver has been an interior design icon and much loved TV personality for over a decade.

But Naomi's 'day job' is as a successful interior, furniture and product designer and writer, with her latest book, *The Joy of Home*, receiving glowing reviews and her design work described by *Grand Designs Magazine* as "warm, eccentric ... clever, idiosyncratic" and by *Elle Decoration* as "dramatic, witty and just a little bit racy".

Having recently relocated from London to Devon, Naomi has teamed up with Britannia Lanes to be the face of its three month *Changing Homes* campaign. During this, Britannia Lanes will offer a handful of its customers an exclusive interior design master class with Naomi at a prestigious Devon venue: Combe House Hotel in Gittisham.

The day will be extra special as it officially launches Naomi's nationwide series of interior design

"Customers often ask if we can recommend a good interior designer, so the day with Naomi will be a real treat for the lucky winners."

Rob Lane

courses which will run throughout the UK in a variety of locations, from the Design Museum in London to village halls, with occasional 'gala days' in beautiful hotels.

"I'm absolutely thrilled to be starting my latest venture in the West Country, my new home, and

look forward to giving a few of Britannia Lanes' customers an insight into the compelling world of interior design. As well as looking at the softer side of things, such as colour palettes and materials, we'll also be examining practical aspects of planning and building too."

And with countless successfully completed renovation projects, her recent labour of love – a property in East Devon – Naomi has plenty of relevant advice to share on a host of topics: guidance nine out of ten 'movers' would welcome, according to a recent poll carried out by Britannia Lanes.

Rob Lane, Co-director for Britannia Lanes, commented: "Customers often ask if we can recommend a good interior designer, so the day with Naomi will be a real treat for the lucky winners."

Britannia Lanes is offering one customer per depot a chance to gain a place on Naomi's first ever intimate interior design day – and with spaces limited to only 12 in total, it will be a rare and exclusive treat for the those selected.

Quite simply, people moving home with Britannia Lanes during July to September have been in with a chance of winning a master class with Naomi. Guests will also be treated to a two-course lunch and cream tea at the luxury hotel. Winners will be announced on October 1.

Naomi's Interior Design Day course will deliver a well-balanced, comprehensive overview of the interior design process, beginning with the best way to plan a project, to thoroughly developing a concept, space planning to selecting fixtures and finishes, electrical plans and plumbing, as well as a short section on building regulations and planning permission.

The day will close with Naomi's 'top tips' on how to get the best out of the professionals, a lesson never too late to learn – and with daily dealings with trades people, Naomi is well placed to deliver this.

"The day will be interactive with students tasked with 'mini-projects' where they will immediately be able to put their newly learned skills to the test," added Naomi.

Britannia Lanes' clients will also have the chance to discuss any ongoing or imminent building and design projects in detail with Naomi on the day. At the end of the day students will leave with a signed copy of Naomi Cleaver's recently published book *The Joy of Home*, plus a goody bag of treats.

John Mason moves Rita Tushingham

John Mason International recently removed the BAFTA and Golden Globe award winning actress Rita Tushingham into her new home.

Rita is most famous for starring in the films *A Taste of Honey* (1961), *Girl with Green Eyes* (1964) and *Doctor Zhivago* (1965) and also for acting in the Liverpool-based TV series *Bread*. John Mason also moved the creator of *Bread*, Carla Lane, last year.

Rita commented: "The move went very well as always with John Mason. Pat is so good and takes care of everything and the crew did a splendid job." Rita was so impressed with Pat Reilly (based in John Mason's Liverpool office) for co-ordinating the move, that she sent him a bottle of whisky to say thanks.

Cheers Rita!



● Rita Tushingham.



● The Bournes team aboard its recycled raft.

Rye Annual Raft Race

Tom Bourne of Bournes Removals in Rye recently took part in the Rye Raft Race.

The annual event is organised by the Rye branch of the Lions club, the largest organisation in the world, which aims to initiate and carry out programmes that will make their community a better place to live. Teams pay an entrance fee to participate and raise funds by getting their team sponsored for the race.

Those brave enough to take to the river in this contest are responsible for building their own raft and racing up and down a stretch of the River Rother in Rye whilst usually being pelted with flour bombs, ketchup and water balloons from an unrelenting crowd observing from the banks.

A variety of local companies, sports clubs and organisations

take part with a range of themes and types of craft – Tom (who is responsible for recycling at Bournes) constructed his raft this year from plastic barrels, bits of old Bournes vehicles and other recyclable items disposed of by Bournes customers, even the paddles were home made!

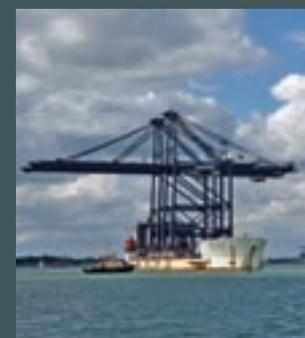
This year the race was particularly tough with bad weather meaning freezing temperatures with the tide against the teams and a strong wind seeing one unlucky team (who were overturned by their competition) floating way off course and battling for a long time to re-join the race. Tom's team came fourth, but yet again he is complaining that those coming ahead of him were on rafts 'more like boats' ... excuses, excuses.

MSC transfers to Felixstowe's new berths

Mediterranean Shipping Company (MSC) has transferred its flagship Asia-Europe services, the Lion and Silk Services, to Felixstowe's new berths 8 and 9, which have been created specifically to deal with the next generation of container ships.

The MSC *Kalina* was the first Silk Service vessel to call at the new facility carrying Captain Raffaele Porzio, MSC Operations Manager. At 14,000 TEU and 366m in length, it is one of the largest container ships in the world today.

David Gledhill, Chief Executive of Hutchison Ports (UK), which owns Felixstowe, said: "As we conclude the final period of testing and commissioning on berths 8 and 9, it is a great vote of confidence to have MSC transferring its flagship services to our new facilities and indeed a landmark occasion to receive a visit from Captain Porzio, who was pleased to confirm MSC's long-term commitment to Felixstowe."



● The latest cranes arrive at the new Berths 8 and 9 at the Port of Felixstowe. Photo courtesy of Port of Felixstowe

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NEWS: UK

Teacrate's crate support for Men's 10K

Now in its sixth year, the Men's Health Forum Scotland (MHFS) 10K for men is a unique men-only event, which has taken place in Glasgow on Fathers Day every year since 2006.

As a focal point of National Men's Health Week, the Men's 10K aims to raise awareness of men's health issues in Scotland and encourage participation in healthy physical activity all year round.

Crate rental specialists, PHS Teacrate, pledged its support for the event by supplying 200 storage crates for packing, storing and transporting promotional goody bags. The crates were supplied from Teacrate's nearby Livingston depot.

When this unique men-only event started in 2006 it had 1,400 participants. By 2011 numbers had grown to 3,898. Around 30% of participants were taking part in their first ever 10K event. Men came from as far and wide as Dublin and Nottingham to take part in the Men's 10K event held in Glasgow's Bellahouston Park. The event holds broad appeal to runners at all levels, from complete novices to seasoned runners. The winning time was 00:31:25, and the last guy crossed the finish line in 02:24:54.

Post event feedback suggested that just under half of the participants felt the event inspired them to be fit and healthy all year round. As well as being delighted with the turnout, the organisers (MHFS) reported that the event was an all round success and look forward to a bigger and better event next year.

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



● Towering achievement - the STUBS cyclists reach Paris.

Bournes supports STUBS charity bike ride

In what seems to be becoming a recurring cycling theme when it comes to charity events Bournes Removals (UK) recently supported the charity STUBS in its cycle challenge, although this time they didn't have to get on their bikes themselves.

STUBS is a registered charity that provides practical support for UK armed services personnel injured on duty, war widows and their dependents, service veterans, and other armed services personnel and the London to Paris cycle challenge aimed to raise much needed funds for the cause.

The challenge began for STUBS' five brave cyclists Sallie, Andrew, Matt, Gareth and Ollie as they left St Paul's at 0830 on Thursday 28 July, motivated for the 236 miles ahead of them. Their first day saw them get as far as Newhaven by 6pm with a ferry crossing to Dieppe

the next morning arriving on French soil by mid afternoon. From here they cycled along the disused railway track Avenue Verte with beautiful views and warm weather to keep them motivated, finishing up their day on reaching Gournay en Bray. The final morning with only 67 miles left to go saw them cycling from Gournay to Gisors, on to Commeny and crossing the Oise River to arrive in Paris mid afternoon for a brief photo opportunity at the Arc De Triomphe and a tour of the Camps Elysees before arriving at the finish line - the base of the Tour Eiffel!

All the cyclists put a huge

amount of time and energy into completing the cycle challenge. Bournes Removals were happy to be able to support the team by picking up their equipment in Paris for return to London free of charge.

The challenge began for STUBS' five brave cyclists Sallie, Andrew, Matt, Gareth and Ollie as they left St Paul's at 0830 on Thursday 28 July, motivated for the 236 miles ahead of them.

So far the STUBS London to Paris Cycle Challenge and the associated Long Road To Paris Ball have raised over £15,000 for STUBS, however if anyone would like to contribute to the cause and help the STUBS cyclists meet their targets on their Just Giving pages, you can find links to all of these at www.justgiving.com/stubs. All of the money raised goes straight towards directly supporting the most seriously injured servicemen undergoing rehabilitation at Headley Court in Surrey.

About STUBS

STUBS (as in "ticket stubs") is a registered charity that provides practical support for UK armed services personnel injured on duty, war widows and their dependents, service veterans, and other armed services personnel.

A key aspect of STUBS' work is support for the UK's most seriously injured servicemen and servicewomen, who are in-patients at the Defence Medical Rehabilitation Centre (DMRC) at Headley Court, Epsom. Severely injured in-patients from Headley Court are frequent visitors to STUBS' events including Harlequins home games, where STUBS rents an executive box on the halfway line offering patients a great view of the action. Patients also attend a wide range of other sporting events and for many their initial outing to a STUBS event is their first time out in public since being injured.

Further information on STUBS can be found at www.stubs.org.uk/index.php.



European challenge for Clockwork

When ex-England rugby player Dean Richards approached Clockwork for some help with a European move the company was delighted to help; but this was not a standard move, it involved moving 15 men, 15 bicycles and gallons of water.



● Top: The Gravity Fundraisers. Above: operated by the Jubilee Sailing Trust, the *Lord Nelson* (top) and the *Tenacious* are the only two tall ships in the world designed and built to enable people of all physical abilities to sail side-by-side as equals.

Dean Richards is part of a team of riders called The Gravity Fundraisers who raise money for local charities by completing annual cycling challenges. Previous years have seen the team cycling from London to Paris, tackling the "Most Dangerous Road in the World" and jet skiing across the channel whilst riding from London to Brussels.

This year was to be their toughest challenge to date; it involved cycling from the legendary Mount Ventoux, a 23km gruelling climb - which is revered as one of the hardest climbs of the Tour de France - finishing three days and 400 miles later at the finish of the 14th Etape of this year's Tour de France, the mountain stage: Ax Bonascre. The goal was to raise £35,000 for The Jubilee Sailing Trust, to send 20 disabled people on the experience of a lifetime on two specially adapted tall ships.

On 6 June, 2011, 15 guys of varying ages, capabilities and body weight set off for France in a Clockwork van. Four days later, 15

men and 15 bicycles completed this amazing feat of endurance and raised a staggering £60,000, smashing their original target. Dean Richards said, "This was the hardest ride we have done to date, a real challenge from day one with the uphill climb. We are eternally grateful to the team at Clockwork for supplying a support vehicle and for playing a key part in achieving our goals for this great cause."

The Mover spoke to The Jubilee Sailing Trust to get its reaction to this substantial donation and received this comment from Capt. John Etheridge, the Master of the *Lord Nelson*, one of the JST's two training ships. "For a single event this challenge raised an incredible sum," said Capt. Etheridge. "It is the goodwill and determination of people like Dean's team and Clockwork which, literally, keeps the Jubilee Sailing Trust afloat. I cannot thank them enough."

It just goes to show that great teamwork, a positive mindset and a Clockwork van really can accomplish anything.

Truck named Andrew

Turks Moving (Part of the T. Bourne & Son Ltd group of companies) has named its new truck 'Andrew' after previous Turks owner and Turks/Bournes Removals Domestic Manager Andrew Bourne, who was tragically killed in a car accident in October 2010.



● 'Andrew', the first fully branded new vehicle bought since Turks' acquisition by T Bourne & Son Ltd.

Andrew was the cousin of Eric Bourne (MD) and Roy Bourne (Company Secretary).

Turks Moving, which was at that time owned by another local mover following previous sale by Andrew's family, was acquired by the T.Bourne & Son Ltd group of companies (which also includes Bournes Removals and Rye Auction Galleries) in 2009 following Andrew's joining the Bournes team as domestic manager.

Turks continued to operate as an independent brand maintaining its customer base in Kent and continuing to provide the friendly, local, professional removals service the company had built its reputation on.

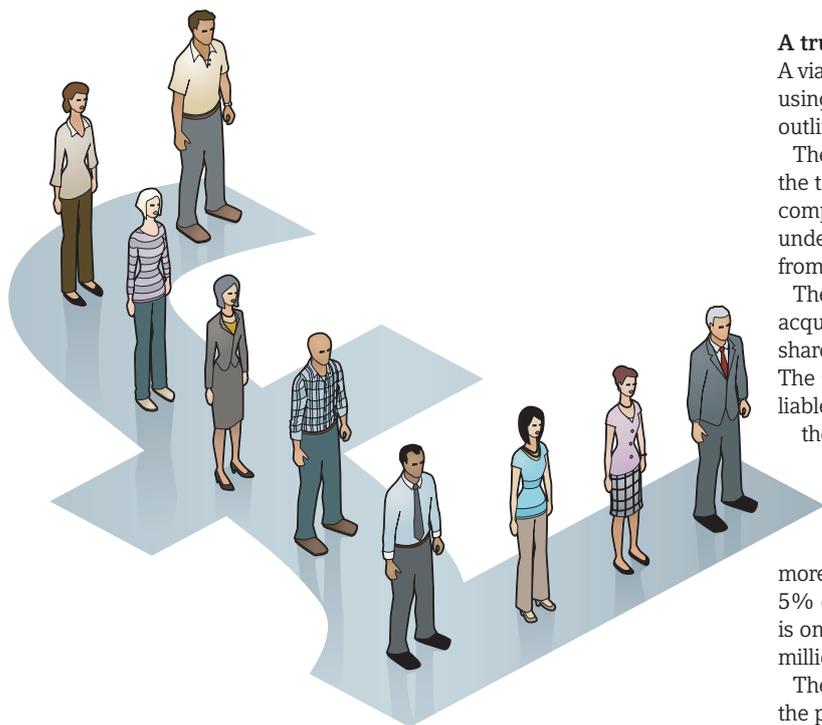
Both Bournes and Turks teams were shocked and saddened to lose Andrew last year and wanted to do something to remember him by, but also to mark in some way Andrew's contribution to the Turks business and his continuous hard work, passion and commitment for ensuring this brand lived on beyond its incorporation within the group.

They decided to do this by naming the first fully branded new vehicle since the company's acquisition



Both Bournes and Turks teams were shocked and saddened to lose Andrew last year and wanted to do something to remember him by...

after Andrew and including his name in the cab's livery. Many of the company's employees and Andrew's friends and family attended a memorial cricket game at the end of July. Andrew was a keen cricket player and was planning his return to the game following injury. His family arranged the memorial game in his honour.

INSIGHT: REALISING SHARE VALUES

REALISING VALUE FOR SHARES IN PRIVATE COMPANIES

Many removal companies are long-standing family firms, but what happens when existing shareholders want to realise value for their shares? By Colin Paterson from The RM2 Partnership.

Individual shareholders in private companies are often keen to realise value for their shares but are unable to do so. It is rare for a private shareholder to sell a minority holding to a third party so the shareholder may decide to wait for a company sale or flotation. This may not happen for many years, if ever.

If the shareholder sells back to the company this may result in the whole of the value of the shares in excess of their nominal value being treated as a taxable dividend instead of a capital gain. This may happen if the shares have been held for less than five years, if the reduction of in shareholding does not meet certain tests, or if HMRC suspects tax avoidance. For shareholdings in excess of 5% this can mean the difference between a tax rate of just 10% (with the benefit of Entrepreneur's relief) or as much as 42.5%.

In private companies, shareholders are often members of

Although whole-company transfers are still rare, they can be attractive to proprietors who seek genuine continuity in the business ...

the management team. When shareholder directors step down, there are usually new managers to take their place and it may well be appropriate for them to be incentivised through an interest in the company's share capital. But typically, these executives cannot afford to purchase significant shareholdings, and if the shares are gifted to them they will pay income tax on the whole value.

A trust-based solution

A viable solution can often be found using an employee benefit trust. In outline this works as follows:

The company provides funds to the trustees. Alternatively, if the company is non-close it can underwrite borrowing by the trust from a bank or other third party.

The trustees use these funds to acquire shares from the retiring shareholder on arms' length terms. The selling shareholder should be liable only to capital gains tax on the sale of the shares. Capital gains tax rates are much more favourable than income tax or dividend rates. And for shareholdings of more than 5% (carrying at least 5% of the vote) the effective rate is only 10% on the first £10 million of gains.

The shares can then be used for the purposes of an employee share scheme. If established under a government sponsored scheme such as the Enterprise Management Incentive or the Share Incentive Plan, the incentives will themselves be taxed at low rates (or possibly escape tax altogether).

Triple tax benefits

In the right circumstances, these arrangements can produce three-fold tax benefits. A tax-efficient result is achieved for the selling shareholder, since the proceeds should attract favourable capital gains tax treatment. The employees will benefit from favourable tax treatment on the gains realised from their equity incentives. And the company will also receive full corporation tax relief on the employee benefits when these are crystallised.

Entire companies can be transferred into employee ownership over time. Although whole-company transfers are still rare, they can be attractive to proprietors who seek genuine continuity in the business whilst receiving value for their shareholdings.

A sale of shares into trust should take place on arms' length terms since otherwise some of the tax benefits may be lost. HM Revenue & Customs generally attaches much lower values to private company shares than to quoted shares on the grounds that private company shares cannot be traded. If the sale has taken place at a price higher than HM Revenue & Customs consider 'fair' they may seek to assess the difference to income

tax. However if an employee trust has been established this can also be used to create an 'internal market' in the shares – that is, the opportunity for employees to realise value for their shares in the same way as the selling shareholder. The existence of an internal market removes part of the justification for discounting the value of private company shares and can therefore result in a higher value to the selling shareholder.

New legislation brought in by the Finance Act 2011 has placed some restrictions on employee benefit trusts. In general, however, these restrictions are designed to reduce tax avoidance and the arrangements described above, if properly implemented, should not be affected. And the use of employee trusts is not limited to internal share transfers. They can also play a valuable part in planning equity incentives following a trade sale or management buy-out.

Colin Paterson

Colin Paterson is a founding partner of The RM2 Partnership.

Over the last 15 years The RM2 Partnership has put in place many hundreds of employee share schemes for clients of every size, including privately held family companies.

Employee share options and employee share ownership schemes attract and motivate staff and help align their interests with shareholders. They can also deliver large tax savings and help companies conserve cash.

RM2 provides every aspect of the advice necessary to maximise the advantages, from overall scheme design to the smallest details of tax and company law, accountancy and valuation issues. The firm also offers a full administration service and acts as trustee for more than 100 employee benefit trusts.

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NEWS: INTERNATIONAL

MOL upgrades service in Panama

Mitsui O.S.K. Lines, Ltd (MOL) has announced the upgrade of its CX1 feeder service between Panama and Manaus and the beginning of independent operation on the route.

The move will provide additional space on this rapidly growing trade with four 1,700 TEU ships and stabilise the schedule to boost service quality. Calling ports and transit times remain unchanged from the existing service.

The expanded feeder capacity will enable MOL to accommodate additional peak season demand. "Assuming total space and operating control, MOL will be able to enhance its already exceptional service to Manaus with even more reliable relay connections and strong on-time delivery," said MOL Liner Chief Operating Officer, T.K. Konishi.

MOL has also announced an upgrade to its Asia-East Coast South America Service (CSW). From July 2011 MOL has added ten new 5,600 TEU containerships that will replace its current vessels on the CSW.



DRIVING REGULATION CHANGES IN HUNGARY



● The FTA say the proposed tachograph changes would reduce fraud among rogue operators.

EU plans changes to tachograph legislation

The European Commission has proposed revisions to the tachograph legislation to make use of new technological opportunities such as satellite positioning.

It says this will make fraud more difficult and reduce the administrative burden, which is expected to save companies euro 515 million a year.

The proposal includes:

- Location recording by a satellite positioning system will allow replacing manual recordings with automated ones. It will save euro 349 million per year for road transport companies and their drivers. It allows for better monitoring and provides important information for organising the logistics chain.
- Remote communications that increase the efficiency of roadside checks and can be targeted on those vehicles that are more likely to be in breach of legislation. As complying drivers will be stopped less frequently, a reduction in administrative burden by euro 34.5 million per year can be achieved.

"This is great news for the vast majority of UK operators which operate to the highest levels of legal compliance and safety ..."

Chris Yarsley, FTA

- A specific interface to allow for an integration into intelligent transport systems, while respecting the applicable legislation on data protection.
- Higher standards for workshops entrusted to install and calibrate the tachograph will reduce fraud and manipulation.

- Merging the driving licence with the driver card to be used with the digital tachograph. This will reduce the administrative burden on drivers by euro 100 million per year. It will also reduce fraudulent use of driver cards, which today are too easily handed over to other drivers.
- Continuous update of the tachograph specifications to ensure a high level of security is maintained and that opportunities for fraud and manipulation are reduced.

Siim Kallas, Vice President of the European Commission and commissioner responsible for transport, said: "The digital tachograph is an excellent control tool to ensure that these objectives are achieved. This proposal is not only very important to maintain the reliability of the digital tachograph but it also constitutes a significant step towards introducing an intelligent, integrated on-board unit on trucks that will contribute to improving the efficiency of the EU transport system."

The Freight Transport Association (FTA) has welcomed the proposals saying they would cut down on unintended driver hours errors and the use of new technology would reduce tachograph fraud among rogue operators.

Chris Yarsley, Manager of road freight, enforcement and EU affairs, said: "These new proposals introduce some genuinely helpful technological improvements which will improve the way tachographs are used by commercial vehicle operators. The proposed technology will improve targeted enforcement of rogue operators and make it more difficult for tachograph tampering to take place. This is great news for the vast majority of UK operators which operate to the highest levels of legal compliance and safety and it will reduce the need for manual recordings and unnecessary roadside checks for compliant drivers." He concluded: "However, FTA does have questions over the Commission's claim of 500 million euros annually in savings and will be demanding answers as to their calculations."



New regulations governing police vehicle stops are now in effect in Hungary, having come into force on July 1, 2011. According to the new code, officers will now be able to issue on-the-spot fines of between 10,000 HUF and 300,000 HUF for

traffic offences such as speeding, driving under the influence, non-observance of a stop sign and failure to wear a safety-belt.

The regulations apply to all motorists, both Hungarian drivers and resident or visiting foreigners.

European Commission launches new Neighbourhood Transport Plan

The European Commission has published a new Neighbourhood Transport Action Plan to strengthen transport links with neighbouring regions to the east and south of the EU.



The plan proposes more than 20 concrete measures, in the short and longer-term, to make transport

connections smoother, safer and more reliable. At the same time it will deepen market integration to the advantage of both the EU and its neighbouring regions. The plan was presented on 7 July, 2011, by Vice President Siim Kallas, responsible for Transport, and Stefan Füle, Commissioner for Enlargement and European Neighbourhood policy.

Vice President Kallas said: "Freedom of movement is something we all tend to take for granted in Europe, but it shouldn't stop at the border. Today if we are serious about a relationship with our neighbours we need to provide the infrastructure which is essential for flows of goods and people across borders and cut away the bureaucracy and bottlenecks."

"...essential for flows of goods and people across borders and cut away the bureaucracy and bottlenecks."

Siim Kallas

Commissioner Füle said: "In the new and ambitious European Neighbourhood Policy launched on 25 May of this year, we offer a deeper economic integration to our neighbours in the East and South. This action plan proposes the concrete transport measures that we aim to put in place for the benefit of citizens and companies both in the neighbourhood and in Europe."

Key measures for connecting the transport systems of the EU and its neighbours include:

- Extending the EU's internal aviation market and Single European Sky to neighbouring regions;
- Joining up the Trans-European Transport Network with infrastructure of the EU's neighbours through priority transport projects;
- Making better use of rail freight potential by opening markets and by alleviating technical barriers such as differences in rail gauge sizes;
- Streamlining the implementation of regional transport cooperation, by establishing an Eastern Partnership Transport Panel to oversee cooperation with neighbours to the east;
- Making sea transport with the neighbouring countries more efficient, including in the longer-term, through their inclusion in the "Blue Belt" of free maritime movement in and around Europe;
- Helping neighbouring countries to improve road safety.

The Commission's plan will next be presented to the Council and the European Parliament. In October 2011, the new Eastern Partnership Transport Panel which will oversee the implementation of the measures to the East, will be launched at a ministerial conference organised under the Polish EU Presidency.

For more information visit: <http://ec.europa.eu/transport>.

Russia: changes to customs rules

Move One Inc has notified *The Mover* that a new Russian customs rule was scheduled to come into effect from August.

Passengers travelling to Russia by plane will now be allowed to bring with them more duty-free goods. The permitted duty-free threshold is to be increased from the current euro 1,500 to a new limit of euro 10,000.

The new rule will only apply to passengers travelling by plane. Those entering by rail, road or sea will still be limited to a maximum value of euro 1,500 of customs-free goods.

If a passenger exceeds the duty-free amount they will be charged up to 30% of the goods' value and a minimum rate of euro 4 per kilogram.

Addressing concerns over the possible misuse of the new regulation, a spokesman for the Economic Development Ministry said, "Smuggling should be fought with complex measures – monitoring the routes, trailing certain groups of people ... not through creating additional problems for law-abiding citizens."

Although this change is generally welcomed by travellers, there has been some opposition to the changes in regulation. Several highly placed customs officials have disagreed with the threshold, claiming that the previous regulations were already sufficiently liberal. Representatives of clothing and footwear industries have also expressed their disagreement, fearing an influx of low-priced foreign brands.

Due to their Customs Union membership, the same duty-free increase will also apply to goods going into Belarus and Kazakhstan.

Santa Fe completes acquisition of Interdean

On 1 August, Santa Fe announced that it completed its acquisition of Interdean in Europe.

It first announced its intention to buy the company on 27 April, 2011.

Interdean is based in London but has 48 offices with 1,200 employees in 35 countries across Western and Eastern Europe, Russia and Central Asia.

This transaction follows Santa Fe's recent acquisition of Wridgways Australia. Collectively the Santa Fe Group now offers relocation, moving and records management services through 120 offices in 50 countries and three continents: Asia-Pacific, the Middle East and Europe. It has 3,150 employees performing around 100,000 relocations each year.

In a recent announcement Lars Lykke Iversen, CEO of the Santa Fe Group, said: "Santa Fe and Interdean have been close partners for a number of years and the merger is a natural fit. We expect our organisations and customers alike will experience added value through increased efficiency and an expanded service scope that focuses purely on serving our clients. We are pleased that Interdean's senior management team is enthusiastic about the merger and remains committed to the company. We have great respect for the entire Interdean organisation and what they have accomplished in building Europe's leading



● Interdean headquarters.

relocation services organisation. Their experience and skills are key reasons behind this merger and will benefit our customers and the entire Santa Fe Group."

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



CUSTOMER SERVICE: THE MISSING BATHTUB

Rub a dub dub, where's my tub?

Mr. David Heeley and Webbs International Removals in Mallorca got into a remarkable email exchange over the delicate issue of a bath. It's a graphic case study of customer service at work.

Mr. Heeley had bought a bathroom suite from the UK and contracted Webbs to move it to the Balearic island. Seems simple, but oh no. The suite, including two bathtubs was delivered to the Mallorcan plumber in February. Six weeks later the plumber told Mr. Heeley that only one bathtub had arrived. Mr. H contacted Webbs for an explanation. Then the fun began...

The e-mail exchange is far too long to relay in full, however, here is a flavour of it:

12 April: Bill Webb to DH

Regarding the 'bath', everything was delivered in February. We have delivered it, if it is now missing that is an issue between you and your people. Therefore please stop constantly phoning my crews.

Later that day: DH to Bill Webb

Thank you so much for your kind and understanding e-mail, it certainly underlines your company's remarkable attitude to service. I have attempted to contact your driver Jamie only because you yourself suggested it. I am not interested in trying to blame you but merely solicit your help in trying to provide a route map for what has happened. I would have thought that that at least was comprehensible and that you would have empathised with my situation. As I may have mentioned, I am writing a book about my Mallorquin project, so hopefully many readers will soon be able to read of your company's unprecedented attitude to customer service.

Later still: Bill Webb to DH

May I thank you for your comments. My company has bent over for you backwards to accommodate your every wish. It is clear that you do not trust my company, and that annoys me. Customer Service, you need Social Services, if you have not worked it out yet, your bath has been obviously liberated.

Even later: DH to Bill Webb

Imagine my joy and surprise to find I was the recipient of another of your

charming missives. Our little chats have often been perforated with your shibboleth 'this is Easy Jet not Lear jet' but wonder if the analogy may be better made with Michael O'Leary's renowned company, with which you share a similar commitment to customer satisfaction. My companies have always shared the same motto – 'Vado susicvous mile' – go the extra mile. I think the only difference between our respective outlooks is that you have chosen a shorter measure – an inch or a foot. Please rest assured that I will of course ensure that you are to be sent a copy of my book, like most things, at my expense.

13 April: Bill Webb to DH

I do appreciate your elegant words, mine unfortunately tend to come from basic common sense. My mother was a lecturer, in Latin, both my sisters are Notary's educated in France, my brother is an MD of a shipping company, so all the brains of the family have been used up when it came to me. When I have used the Lear jet or Easy terminology, it is purely to explain that the whole world does not revolve around you. Michael O'Leary has the best customer service in the world: Take it or leave it is his attitude. RyanAir: the most successful and profitable airline in Europe, not bad!

Mr. Heely, you must take my word, it [your bath] was delivered, and you signed for it, end of story. You no doubt are a successful businessman, so smell the coffee, somebody has had it away! Believe me, my years in Mallorca operating a removal company have given me so much material for a Best Seller, I might just ask you to edit it!

That afternoon: DH to Bill Webb

I awoke this morning grubby but overjoyed to see that my in box was again the lucky recipient of another of your informative and instructive communications. Whilst I was edified to read of your family ancestry, I am not sure how germane it was to our discussion/dispute.

In short, being a gentleman, I was looking for the support of another gentleman, not least a fellow

Englishman, in an alien world. Was I asking too much? Your point re Ryan Air is correct as far as it goes but the point is that that company, whilst profitable, is universally despised. I am sure, that you, like me, would happily forego a little profit in the name of good customer relations, or have I again misjudged the 'cut of your jib'?

I am potentially available for editing duties when your weighty tome is ready but unlike Mr O'Leary I don't come cheap. Clearly, the aroma of my caffeine free cappuccino enables me to recognise the forlorn nature of my search but c'est la vie. I suspect I have exhausted our exchange but should you now be so concerned for my cleanliness, then I will of course keep you apprised of developments.

That evening: Bill Webb to DH

You're Bonkers! Welcome to Mallorca, you will fit in well, hope you find that bath,

On sending this exchange to *The Mover*, Bill explained that he and Mr. Heeley were still on speaking terms and he had the prospect of being paid for editing duties in the future. He said that the adage from a TV add campaign of the 80s, "We won't make a drama out of a crisis," would be a good motto for Webbs, but as for its accuracy, he would leave us to judge.

The missing bath? The Mallorcan plumber finally conceded he had been the victim of a burglary and that several other items had walked too. The burglars had gained entry and presumably exit via a small window. The missing bath was huge, measuring 2m x 1m. Bill said that, as it wasn't inflatable the question remains how said miscreants managed to extricate it, not least without the help of a forklift and flatbed carrier. It seems Bill was right all along.



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INTERVIEW: DAVID TRENCHARD

● David Trenchard with the new Managing Director of Leatherbarrows, Robert Dance.

A LIFETIME IN MOVING

David Trenchard has reached retirement age. As he approached this period of reflection, Steve Jordan caught up with him at his Bournemouth office for a chat and to ask his thoughts on the industry in which he had spent his working life.

In 2011, David Trenchard reached 65 years old. This marked not only his official retirement age but also the milestone of 65 years in the moving industry: yes David had been steeped in removals since his first breath.

David was born in 1946. His grandfather had started a removals company, V.W. Trenchard and Sons in Winton, Bournemouth before the war and operated it from the premises behind the shop above which David and his family lived. From his earliest years his spare time was spent sorting tea chests, folding paper and cleaning vans.

Trenchards became a limited company the same year that David was born and Trenchards Bournemouth Ltd. became a BAR member. David won a place to the local Grammar school and when he was 16 chose to start working at the family firm while continuing his further education at college on Monday afternoons and evenings. He did business studies and learned a great deal. "In fact some of the

people I was at college with are still my customers today," he said. Unfortunately time took its toll. After two terms came summer and, in the moving business, summer means all hands on deck. David left college to work for the company full-time.

"In fact some of the people I was at college with are still my customers today..."

David Trenchard

Everyone who knows David knows him as someone who is never afraid to voice an opinion, especially at a public meeting. This talent he blames entirely on a Mr. Green who, during David's formative years, was MD of White & Co and the BAR Area secretary. Mr. Green knew that meetings were always better

when everyone participated. Before each meeting he would write out a list of questions and hand them to the audience. He would then make sure they asked them. "He would paper the room," said David, "and say, as he gave you your question, 'I'm relying on you to do it'. You made sure you read your question and rehearsed it." It wasn't long before David needed no such encouragement.

BAR has remained an important driving force for David through his career. In fact it's more like David was driving BAR. His list of appointments and accolades are too long to list here but are extensive. He was: Sub-Area Chairman and Secretary, Southern Area Chairman, the local Institute Branch Chairman, Chairman of the BAR Overseas Group, a member of the BAR Board for over 20 years and, in 1991, BAR President. He took part in two BAR study tours to Europe and the USA. With Nick Brackin he founded QSS, the BAR's subsidiary company formed to develop Standards and provide assessment and inspection

services; David has worked closely with BSI (British Standards Institute) to develop all the current removals and storage standards. He is still the convenor of Working Group 4 (WG4) of Technical Committee (TC320) of the Centre for European Norms (CEN) based in Brussels. For 20 years he was involved in the BAR External Affairs committee and represented BAR at FEDEMAC.

In 1977, David, with Joe Luxford and Derek Blatchford, was the brains behind the creation of BAR Services, the subsidiary company that supplied materials to the industry and returns its profits to participating BAR members. He chaired the Board for the first 14 years and remained a Director until May 2011. This year David was awarded an Honorary Life Membership of BAR – many years overdue some would say.

While all this was going on David was embroiled in a family dispute that saw him ousted from the firm. The details of the fall out are not for these pages but, it is perhaps sufficient to say that the split

remains a great sadness to David. In 1981, however, he bought Leatherbarrows in Hounslow as his independent re-entry into the moving business. He later returned to his home town of Bournemouth and his company became a member of Britannia; it remains so today.

“Diane has worked with me the whole time and has been just as important to the businesses as I have been.”

David Trenchard

During the whole of this period David has been supported, encouraged, consoled and, no doubt, chastised occasionally by his wife Diane. “Diane has worked with me the whole time,” said David, “and has been just as important to the businesses as I have been.”

Diane has also been at David’s side throughout his industry relationships with the two seemingly inseparable.

Diane and David have always been supported by their own family, Sarah who is now a shareholder and director, and son in law Darren Vale who runs the Self Store Company. John who has a good career in international container shipping and youngest daughter Jo, who runs a her own specialist computer consultancy, both learnt a good deal by working within the family business before embarking on their chosen careers.

Over his years in the industry David has been something of a pioneer. He has, for example, been offering self storage since long before the facilities could be bought off the shelf; similarly he experimented with mobile self storage trailers many years ago but, for him, they proved unsuccessful. Although he continued to use them for other uses.

Of course David has seen many changes during his career. The most recent of these is his company’s change to swap body trucks and trailers rather than pantechnicon coach-built vans. He currently has over 20 bodies with more on order. “They are ideal for household moves because we can pack and load them to spread the work on to less busy days with the larger moves,”

he said. He only uses a handful of vehicles to provide the transport. “We can also offer a ‘holdover’ service at no extra charge where we hold the loaded bodies in the yard for an extra day or so to allow customers to get their houses ready. It’s proved very popular.” David also uses the swap bodies for long-distance moves and has the ability to cooperate with other Britannia members to handle the haulage. “Our services have improved and we have significantly cut handling costs on European moves by the intelligent planning and use of these demount bodies. The height limit of four metres will grow in importance as several European countries have now adopted this height limit for their own hauliers and body builders. Replacement trucks with just the demount equipment are far cheaper and easier to source than a full coach built vehicle too.”

Another change is the growth of the removals brokers, a phenomenon that David sees as an indication of the moving industry having failed to embrace the dominance of the Internet. He has no objection to companies buying leads from these brokers or working directly with their customers and paying the broker a commission. “But we should not work as subcontractors to these people otherwise they will subrogate any claim for damage or additional charges straight back to us,” he said.

With regard to insurance, and specifically the emergence of insurance brokers that deal directly with the public, David has very strong opinions. “I would refuse to move anyone that did not insure their goods with my company,” he said.

David was very disappointed that the BAR membership did not vote for compulsory Standards-based membership at the referendum earlier this year. However, now that the decision has been made he feels strongly that those domestic movers that have achieved a recognised standard should come together under their own functional group of BAR in the same way that the Overseas Group and the Commercial Moving Group already has. He does not believe that this will cause confusion with the public and, he said, much corporate work is booked by procurement departments. “It’s their job to know the difference,” he said.

Coming right up to date, David had



Long service award

David and Diane Trenchard at a special meeting of the Dorset Chamber of Commerce and Industry where they were presented with a certificate acknowledging their long service of support and involvement in the Chamber. In fact David’s involvement goes back many years prior as he was Trenchards’ representative and a member of Bournemouth Junior Chamber for over 20 years until, he says, “the maximum upper age requirement kicked in”.

“Our services have improved and we have significantly cut handling costs on European moves by the intelligent planning and use of demount bodies.”

David Trenchard

an interesting take on the recent Channel 5 reality TV documentary centred around the Pickfords crews. For many years the industry has talked itself down by selling on price alone. This, David believes is as a result of a lack of education relating to costing and poor salesmanship. He also thinks that the big companies, that have had economies of scale, have played their part too driving prices down because they had the ability to do so. He sees this documentary as a way of breaking the cycle. “I think it’s a very good programme,” he said. “It’s the first time that the moving industry has been seen positively in the media. The show demonstrates the difficulty of the job. It shows Pickfords off very well and that professional attitude reflects on the rest of the industry.”

David believes that Pickfords should use the momentum of the

show to help lead the industry out of recession and on to a better, more profitable future. Customers are now much better informed about what’s involved with handling a move. “Pickfords can now raise its prices as a direct result of the exposure it has received. Other top companies have a responsibility to recognise this opportunity and do the same. This will allow the smaller companies to get a proper price for the job too. Everyone wins.”

In fact he felt so strongly that this is a unique opportunity that he said BAR should be working with Pickfords to broker a strategy to benefit from the positive PR the show has achieved. “It’s an opportunity for BAR to do something positive for the whole industry,” he said.

Although David is now 65, and he has appointed a new managing director to run his company, Robert Dance, few who know him well can believe he’s ready to hang up his snappy three-piece suit forever. No way!

His forthright style and his enthusiasm has made David many friends in the industry, and rubbed a few up the wrong way too. But anyone joining the industry now would do well to listen to his words and learn from his experience. Few, if anyone, have done more for the industry or are more deserving of its gratitude. David has undoubtedly earned a long and happy retirement, and when has does choose to take a back seat, it will take someone with remarkable qualities to fill his shoes.

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FEATURE: PET SHIPPING



Shipping the family friend

A look at pet shipping for movers



Shipping pets is a specialised business. It's not something that moving companies would dabble in. But that doesn't mean that they

should not understand how it works, help their customers look after their 'best friends', and even make a few pounds in the process.

This feature looks at the essentials of pet shipping with the intention of helping moving companies capitalise on the opportunities on offer while helping their customers at the same time.

Anyone who has spent more than an afternoon on the road doing surveys will know that many people, perhaps even most people, are more concerned about how the move will affect Felix or Rover than they are about anything else. Household goods and even children take a poor second place when it comes to pet welfare. It's bad enough when a customer is moving domestically, but when it comes to an international move – oh dear! If you can help them ensure the safety of their pet, you stand a much better chance of securing the move itself. Go about it in the right way and you could even make

a few extra quid in the process.

Martin Brown from Airpets located conveniently near London's Heathrow airport, pointed out that people are often so concerned about their pets that by the time the removal salesman gets there they will probably be well fixed up with a pet shipper. But people often do plan well in advance, especially for international moves, so there is a strong likelihood that some, at least, will be unsure what to do.

The advice is, of course, not to get drawn into conversations on subjects you know little about. It's much better to have a relationship with a reliable pet shipper and simply to pass on the enquiry. Most of the pet shippers will offer a commission to moving companies.

But a little knowledge can be helpful to offer customers some guidance. You should avoid getting too specific though as every country



Pet travel insurance

Pet travel insurance works in a similar way to human travel insurance and is available for single trips or on an annual multi trip basis if you are lucky enough to travel

abroad more than once a year.

The pet travel insurance scheme extends to cover only domestic cats and dogs and currently operates within the 25 plus countries who the British government have signed up to the pet travel scheme. This includes all of the European countries within the European Union that have agreed to this treaty of pet travel.

Pet travel insurance will provide the essential protection for your pet and your pocket in case of any medical problems with pets or unexpected accidents that might occur. Pet travel insurance will pay for veterinary bills overseas and any essential pet

medical treatment required.

Pet travel insurance also covers you for loss of pets in case they are stolen.

Pet travel insurance is sold as a stand alone product and is totally separate to family travel insurance. Customers should make sure they check out the pet travel policies' exclusions and benefits and, most importantly, the countries covered.

Pet travel Insurance does impose some limits and exclusions and customers should study these options prior to choosing a holiday venue. Pet travel insurance will only cover certain dogs and cats and up to certain age limits. Typically pet

travel insurance will pay for unexpected veterinary bills for consultations, x-rays, injections, medications, exploratory examinations, tests and surgical treatments.

Remember that, like all types of travel insurance, there will be an excess on the policy. All claims must be authorised prior to the commencement of treatment and insurers may have to pay out on certain claims with certain providers and be reimbursed later.

Like human travel insurance, pet travel insurance can be taken out at short notice. To obtain a quote customers will need to have the dates of travel.

treats pets differently and there are too many opportunities to mislead customers unless you are very sure of your ground.

Airpets was established 40 years ago as a boarding kennels moving into the pet shipping business as the numbers of people travelling with pets increased. The company now has 35 full-time staff and ships around 1,000 animals a year mainly to the migrant destinations. "Every country has different regulations," said Martin Brown. "The easy bit is handling the dog or cat. The problems come with the buracracy involved in doing the testing, getting permits and health certificates, organising worming, spraying, etc.," he said.

Some countries are very straight forward, others much more difficult. "For the States it's easy, you just need a health certificate, a box and a flight. But the new regulations in New Zealand can be a nightmare." Martin points out that New Zealand has recently introduced a ten-day quarantine period for animals entering the country. Martin believes that this is pointless. "If you quarantine an animal for ten days and there's a problem what do you do, do you send it back? What's the point of holding onto it?" That's just an indication of the problems pet shippers are dealing with every day.

"For the States it's easy, you just need a health certificate, a box and a flight. But the new regulations in New Zealand can be a nightmare."

Martin Brown, Airpets

Unlike the removals business, pet shipping prices seem to have done a better job of keeping up with inflation. It costs around £2,000 to ship a dog to the other side of the world although shippers are reluctant to give ball-park figures. The cost depends on the size. "If it's a pure-bred dog we have a pretty good idea of the size," said Martin. "But if you have a cross-breed we need to take measurements." Measurements are always taken as follows:

- Length: nose to bottom;
- Width: across the shoulders;

- Height: floor to top of head.

Mike Sawyer works with JCS Livestock in Colnbrook. He explained that animals always travel in the heated, pressurised section of the hold and the freight cost is around 175% of normal cargo. They are shipped in wooden or plastic containers that have to be the right size for the animal. They need to move around, but not too much. "If the box is too big it can be dangerous for the animal if the plane hits turbulence," he said. "Every animal needs a 'fit to fly' statement. It's a general health check to say it doesn't have anything contagious and its heart and lungs are healthy."

When the animal arrives at destination it will often have to >>



● Airpets employs 35 full-time staff and takes care of around 1,000 animal shipments a year.

IPATA UK MEMBERS

Company	Location	Telephone	E-mail	Website
Airpets (UK)	Staines	+44 1753 685571/2/3/4	info@airpets.com	www.airpets.com
Airsupply Shipping Agents	Middlesex	+44 1784 251351	info@airsupplyshipping.com	www.passportforpets.com
Animal Inn	Nr. Deal, Kent	+44 1304 37-35-97	sales@quarantine.co.uk	www.quarantine.co.uk
Animalcouriers Ltd	Plaistow, West Sussex	+44 (0) 1483 200123	animals@animalcouriers.com	www.animalcouriers.com
Aquithie Boarding and Quarantine Kennels/Cattery	Inverurie, Aberdeenshire	+44 1467 64-34-56	su@aquithie.co.uk	-
Breeny Boarding and Quarantine Kennels	Belfast, Co. Down	+44 2890 40-20-68	lisnabreenypets@aol.com	-
Complete Canine Care	London	+44 077 1262 9406	completecaninecare@gmail.com	www.completecaninecare.co.uk
Flypets	Lyne	+44 0193 287-5227	info@flypets.co.uk	www.flypets.co.uk
JCS Livestock	Slough, Berkshire	+44 1753 68-22-44	enq@jcslivestock.com	www.jcslivestock.com
Jets4Pets	Leeds, West Yorkshire	+44 845 408 0298/ +44 113 239 7287	enquiries@jets4pets.com	www.jets4pets.com
Ladyhaye International Pet Travel Ltd	Lingfield, Surrey	+44 1342 83-21-61	info@ladyhaye.co.uk	www.ladyhaye.co.uk
Par Air Livestock Shipping Services	Colchester, Essex	+44 1206 33-03-32	parair@btconnect.com	www.parair.co.uk
PBS International Freight Ltd	Crawley	+44 (0) 1293 551140	info@shipyourpet.com	www.shipyourpet.com
Pet Travel Services (Scotland)	Dunfermline, Fife	+44 1383 72-28-19	info@pettravelservices.co.uk	www.pettravelservices.co.uk
PetAir UK	Cranborne	+44 (0) 172 5551124	enquiries@petairuk.com	www.petairuk.com
Pets Abroad Ltd	Parham	+44 (0) 1903 741286	penny@petsabroad.uk.com	www.petsabroad.uk.com
Pets on the Move Ltd (GLA)	Ayrshire	+44 1563 829262	karen@petsonthemove.co.uk	www.petsonthemove.co.uk
Pets on the Move Ltd (LHR)	Newmilns	+44 (0) 203 3842650	heathrow@petsonthemove.co.uk	www.petsonthemove.co.uk
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Redcoat Express Pet Travel	Crawley, West Sussex	+44 (0) 1293 521225	jayne.besbee@kamino.com	-
Skymaster Air Cargo Ltd	Manchester	+44 1614 36-21-90	pat@skymaster.co.uk	-
Transfur Animals	Horsham, West Sussex	+44 (0) 1403 212900	enquiries@transfuranimals.com	www.transfuranimals.com
Whitehouse Kennels and Cattery	Weston-Super-Mare, Somerset	+44 1934 750352	enquiries@p-e-t-s.co.uk	www.p-e-t-s.co.uk
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FEATURE: PET SHIPPING

go into quarantine. It is often possible for the owners to visit their pets while in the quarantine kennels although this might not always be a great idea. In Australia, where animals have 30 days quarantine, there are just three quarantine stations: Sydney, Perth and Melbourne. In such a big country owners can be a very long way off. "But the problem lies with the pet's personality," said Mike. "Sometimes seeing their owner makes them fret more when the owner leaves again without taking them too. They might be best left for the full 30 days." Of course sometimes it's the people who need to see the pet not the other way around – such is the bond between man and animal.

Mike also pointed out that the quarantine period can be used as a buffer during the moving process. "You can split the quarantine half and half at either end. This allows you to go through the packing process without the dog getting in the way, and gives you some time to settle in at the other end before he comes back."

One key point for shippers, according to Mike, is to follow exactly to the letter of the law for the relevant country. "There are very few grey areas," he said.



"Every animal needs a 'fit to fly' statement. It's a general health check to say it doesn't have anything contagious and its heart and lungs are healthy."

Mike Sawyer, JCS Livestock

Local transportation

Animalcouriers Ltd based in West Sussex provides transport for pets within the UK as well as abroad. Although most people who are moving house will put their animal in their family car to travel to the new home, some won't: maybe they need the car to carry other things, or perhaps the car isn't big enough for all the family and Fido too.

Julia Baber from the company said that her company looks after the comfort of the animal while the mover looks after the furniture. "We prioritise safety and comfort of the animal placed in our care, we are committed to making the travel as pleasant, stress free and seamless as possible," she said. "We aim to balance the needs of

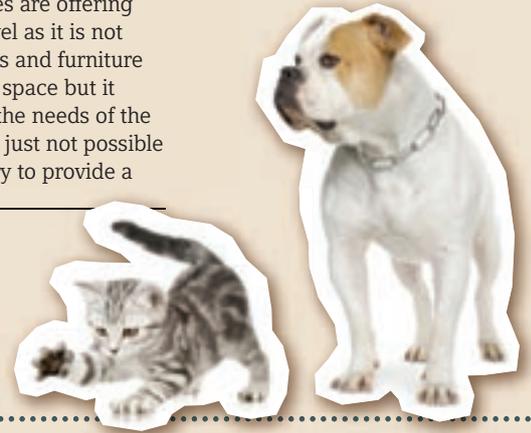
the family with the needs of the travelling pets." Julia said that she can arrange to transport a pet in a large vehicle with multiple cages to reduce the cost or arrange a dedicated trip to fit in with each customer's plans.

"It is not an uncommon sight to see Animalcouriers sharing the driveway with a removals lorry," said Julia, "furniture one way, pets the other. When it works well, it's a symbiotic relationship. But it is disappointing to know that some removal companies are offering 'cut price' pet travel as it is not only illegal for pets and furniture to share the same space but it does not address the needs of the travelling pet. It is just not possible for a furniture lorry to provide a

good quality travelling space for pets." Animalcouriers will even supply a veterinary nurse to travel with the pet if it's very elderly or ill.

Love 'em or hate 'em we have to accept, in the moving business, that people's animals are very important to them. All moving companies are well advised to build a strong working relationship with a pet shipper and to use that relationship to the advantage of both companies and your mutual customers.

There are many pet shippers worldwide. The pet shipping industry has a trade association IPATA (International Pet and Animal Transportation Association). It has 26 members in the UK and many more internationally all of which are required to agree to follow IPATA's membership criteria, code of ethics and by-laws at the time they join. More information and a complete list of members worldwide is available on www.ipata.com.



What does the new UK pet import regulation mean?

Pet travel rules will change on January 1, 2012, when the UK brings its procedures into line with the European Union. The change brings a huge relief for pet owners when planning their travels to the UK, whether short-term or long. Simply put, no more six-month wait after the rabies titration test or having the blood test itself. Essentially the UK is now aligning its standards with the rest of the EU.

According to Move One Inc, UK import requirements can be summarised as follows:

STEP 1: The pet should be microchipped before vaccination.

STEP 2: The pet should be fully vaccinated. This includes vaccination against rabies. Rabies boosters must be kept up to date. The length of the waiting period

before entry to the UK is now 21 days after the vaccination date.

STEP 3: Get an EU Veterinary Certificate: A health certificate should be completed and has to be endorsed by the government vet, Ministry of Environment and Water.

STEP 4: Tick and tapeworm treatment: No tick treatment will be required but the requirement for tapeworm treatment is not yet finalised. "We expect the European Commission to shortly come forward with proposals to allow the UK to still require pets to be treated against tapeworms," said the Department of Environment Food and Rural Affairs, UK.

STEP 5: Approved routes and airlines remain the same. Heathrow,

Gatwick and Manchester remain the approved airports for UK pet imports.

For comprehensive details on the new rule visit: www.defra.gov.uk/pets.





● Left to right: Pets are shipped in plastic or wood containers that have to be just the right size; Martin Brown of Airpets; Specially built pet transportation used by Animalcouriers Ltd of West Sussex.



Answers to some pet travel FAQs from PetAir

According to the Office of National Statistics over 300,000 people emigrated outside of the UK in 2008. Emigrating abroad can be a stressful experience for all concerned as it is, however if you are planning to take your pet abroad too, you will want to ensure that your pet is transported safely and comfortably, no matter where in the world you are moving to. PetAir UK is a unique pet travel service run by specialised vets, for ultimate peace of mind.

Bob Ghandour, qualified Veterinary Surgeon for PetAir UK, has outlined ten top tips to taking the stress out of transporting a pet abroad, gathered from some of the most Frequently Asked Questions raised by PetAir's clients. These tips will give them piece of mind, allowing them to sit back and look forward to arriving at their new destination with their pet. No matter what the journey, PetAir UK will remove the stress of complicated pet travel arrangements. Ensuring the best possible service to its clients and their much-loved companions is its highest priority.

1 Where in the plane does my pet(s) travel?

Pets travel in a specially prepared area of the cargo hold. It is pressurised and heated to between 50°F and 70°F. It is kept dark to help the animals to sleep and to decrease stress.

2 Will my pet(s) be comfortable and safe?

Pets are required to travel inside IATA (International Air Travel Association) approved containers. These containers must meet

rigorous guidelines for welfare and safety, allowing enough space for your pet to stand up, lie down and turn around. PetAir UK provide a custom built kennel that not only conforms to these regulations but also features an absorbent base layer and comfortable soft bedding as standard.

Additionally our crates are made of wood in order to minimise noise and temperature variation. It is inadvisable to have too much free space as this affords less protection should there be any turbulence; these factors are all taken into account to achieve the perfect dimensions.

3 Will I have access to my pet(s) during the journey?

No, unfortunately this is not possible due to airline regulations.

4 What documentation is required?

This varies depending on the destination and we can take care of all the necessary arrangements. Documents required may include:

- Import paperwork issued by the authorities of the destination country;
- Export paperwork issued by DEFRA (Department for Environmental Food and Rural Affairs);
- Supplementary veterinary paperwork from a LVI vet, treatment declarations, fitness to fly forms, acclimatisation certificates, blood test results and more;
- PETS passport;
- Declaration forms from the owner;
- Airline customs and excise forms;

5 Do I have to use a particular vet?

Export documentation must be signed by a DEFRA approved LVI

vet. All PetAir UK veterinary consultants have this qualification and they also offer the added reassurance of specialising in the pet travel sector. As the veterinary paperwork is so vital to your pet's safe passage, it is advisable to use a vet with a great deal of experience in filling in these complex documents.

6 How much notice must I give?

This will depend on the destination but for some countries it can take as long as six weeks to make the necessary arrangements. The general rule is to make contact as early as you possibly can and we will advise you of the timing of each step.

7 Will my pet(s) be sedated?

Absolutely not. This is extremely inadvisable on health grounds due to the effect on your pets' blood pressure. In fact airlines will refuse to allow pets to board if they are known to have been sedated. The area in which pets travel is kept warm and dark which encourages them to settle down and sleep. Pheromone sprays can be used to help settle dogs and cats during their flight.

8 What about feeding and watering?

A water container located inside the IATA travel container is accessible from the outside and water is available throughout the journey. It is topped up before take off and at any re-fuelling or change of plane stops. Food is not provided due to the choking hazard and it is advisable to only feed a light meal several hours before the journey. This helps prevent the need to soil the container en route.

9 Can my pet(s) travel from a regional airport, other than London?

This is occasionally possible, although generally all long haul destinations require the pets to connect with an international flight at London Heathrow. It is possible to fly to some European destinations direct from regional airports but it is important to remember that only London Gatwick and London Heathrow are authorised to receive pets back into the UK under the Pets Passport Scheme. As such it is usually sensible to use these as departure points as well.

10 Can my pet(s) travel on the same flight as me and can I charter a private plane to travel with my pet?

This can sometimes be arranged, contact us for further advice.

For further information visit www.petairuk.com or telephone 01725 551124.



NEWS: ON THE ROAD

TRUCKSTOPS TO BE ALLOWED ON THE MOTORWAY NETWORK

Mike Penning, Parliamentary Under-Secretary of State for Transport, recently announced that as a result of the roadside facilities policy consultation that closed last year, the government will make policy changes to permit the development of truckstops on the motorway network.

The consultation identified strong support for the development of truckstops. Proposals for dedicated truckstop facilities will now be considered in the context of existing and/or proposed rest facilities on the strategic road network and will be determined on their individual merit. This will include truckstop facilities that can be accessed direct from motorways – motorway truckstops – which are a type of facility not permitted until now. Where there is evidence to demonstrate that demand for lorry parking exceeds supply, the development of truckstop facilities at existing service areas would be viewed favourably. Proposals for motorway truckstops are unlikely to be supported if they would prevent a potential motorway service area being built.

Mr Penning also said, "I am considering ways to reduce regulation, increase competition and improve still further the quality of motorway service areas. To this end, I have instructed officials in my department to identify those elements of the policy that might instead be better determined at a local level through the current planning system." He continued: "I have also instructed my officials to work with the Department for Communities and Local Government to consider how best to take these issues forward in the context of the National Planning Policy Framework. Separately, we will produce an associated DfT technical note, setting out requirements in respect of road safety and operational issues."

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



Shell joins Daimler on fuel efficiency challenge

Shell has supplied the fuels and lubricants for Daimler's 10,000km 'Record Run 2011' to test the fuel efficiency of its newest truck series.

Shell is the exclusive fuels and lubricants supplier for Daimler's road test of its new Actros Euro V and Actros Euro VI trucks.

The Mercedes-Benz Actros Euro V and Actros Euro VI demonstrated their improved fuel consumption versus the current Actros MP3 Euro V (which set the fuel consumption world record for 40 tonne trucks in 2008). All three trucks were powered by Shell FuelSave Diesel and fitted with Shell Rimula R6 LME heavy duty engine oil.

Driving in normal traffic conditions on a regular service route between Rotterdam (the Netherlands), Szczecin (Poland) and returning to Rotterdam, the Actros Euro V and Euro VI achieved fuel savings of 7.6% and 4.5% respectively versus the Actros MP3. In absolute figures this equals an average fuel consumption of 25.1l/100km for the new Actros Euro V and 25.9l/100km for the new Actros Euro VI (Actros MP3: 27.1l/100km). The test was overseen by DEKRA, the German Motor Vehicle Inspection Association.

"This fantastic achievement underlines how effective our relationship with Daimler has become in terms of the delivery of world class fuel efficiency for freight transport vehicles," said Colin

"Our collaboration with Daimler allows us to co-engineer smart lubricants alongside the latest state-of-the-art engine technology."

Colin Abraham, Shell

Abraham, Shell's Vice President for Lubricants and Commercial Fuels Marketing. He continued: "Our collaboration with Daimler allows us to co-engineer smart lubricants alongside the latest state-of-the-art engine technology to help maximise the fuel efficiency that can be achieved from the next generation of trucks. This embodies Shell's Smarter Mobility initiative. With transport accounting for nearly one quarter of global CO₂ emissions, it is essential that we continue to work collaboratively to ensure the delivery of long-term, energy-efficient transport solutions."

Shell's Smarter Mobility initiative aims to combine the development of smarter transport-related products with the smarter use of these products and the promotion of



● Above: Mercedes-Benz Actros Euro V and Euro VI; Left: filling up for the test.

smarter infrastructure in which to operate. For example, Shell's fuel economy formula products are available in more than 21 countries. With the number of vehicles on the road set to rise significantly over the next decade, this approach to future transport is intended to provide customers with the tools to 'use less and emit less', as well as encourage governments, businesses and consumers to look at collaborative solutions to the transport challenges of the future.

Shell says that its FuelSave Diesel saves up to 3% fuel by maintaining a vehicle's operating efficiency over the long-term. Its proprietary formulation contains a powerful detergent designed to keep engines' fuel systems clean, thereby helping to maintain optimum fuel atomisation, efficient combustion, power and fuel economy. It also provides corrosion protection, improves de-hazing and reduces the natural foaming tendencies of diesel.

Shell Rimula R6 LME – a fully synthetic lubricant developed in collaboration with Daimler – uses a unique technology that adapts chemically and physically to meet the changing needs of heavy duty engines throughout their use. It provides the right level of engine protection and contributes to efficient transport operations by helping to reduce fuel consumption and lower exhaust emissions.

"The Record Run 2011 with our new Actros Euro V and Euro VI trucks has set a new standard in fuel efficiency for road transport," said Dr Moeller, Head of Vehicle Testing at Daimler

In 2008, Daimler's Mercedes-Benz Actros (MP3) set a Guinness world record in Nardo in Italy also using Shell FuelSave Diesel and Shell Rimula R6 LME. In perfect conditions on a track it was found to be the most fuel-efficient 40-tonne truck in the world.

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WHAT'S THE STORY? PICKFORDS ON TV



Dell Wilmot was asked to get his staff to perform a fork-truck ballet for the cameras! He did, but the footage wasn't used.

The Removal Men: the making of a TV show

It was at the back end of last year that Pickfords received a call that would provide one of its biggest marketing opportunities ever.

Between then and this summer, the company's staff embarked on an adventure they will be retelling to their grandchildren. In an interview with Lyndsey Daykin, Pickfords' Head of Marketing, Steve Jordan found out what happened when Pickfords' staff became TV stars and just what was involved in producing the six-episode documentary *The Removal Men: Pickfords* watched by 1.2 million viewers every week.

The call was from Tiger Aspect Productions, an independent TV production company. Recently Tiger Aspect has been responsible for an eclectic mix of programmes such as: *The Secret Diary of a Call Girl*; *Ross Kemp: Extreme World*; *Cook Yourself Thin*; and *When Piers met Andrew Lloyd Webber*. The company was investigating a documentary series involving working men and women and the ways in which they interacted with the public. The moving industry seemed to fit the bill.

"We recognised that it was a fantastic opportunity but also that, as an observational documentary, things could go wrong on camera,"

"We had faith in our teams and managers to show the company and the industry in a positive way."

Lyndsey Daykin

said Lyndsey. "We knew that we would have little control over what was filmed or any editorial rights. We had faith in our teams and managers to show the company and the industry in a positive way."

Having decided it was a good idea, Pickfords then had to convince itself that it could pull it off. "We didn't know if we could find enough customers or employees who would be willing to take part, or be able to manage to make it interesting," said Lyndsey. "Moving into and out of three bedroom bungalows with wide doors doesn't necessarily make good TV."

But the first hurdle was to convince Tiger Aspect that removals in general and Pickfords in particular were suitable subjects for the

programme. "We had to persuade them that we could do it," said Lyndsey. "They were just exploring the idea at that stage. We regaled them with stories about the moving industry and some of the characters in the company and they eventually agreed to do a 'taster film'." The taster is a 15-minute short to illustrate how the programme will look. Tiger Aspect used this to pitch the idea to Channel 5.

Pickfords, of course, wanted to show its ability to make moves go smoothly for its customers but, embraced the possibility that things might not go according to plan on camera. It would be the ways in which the men handled the problems that would demonstrate their professionalism.

Pickfords persuaded three London customers to take part in the taster. This provided an element of control because the jobs were local and the crews could be fully briefed before they took part. The taster film was also used to brief the branch managers around the country so they would know what to expect. "I was fine with the taster film but when it went national it all became a bit stressful as the whole

process was more difficult to control," Lyndsey said.

Tiger Aspect gave Pickfords the OK in March. It was a tight schedule: there was only six weeks production time from start to finish. This concentrated the minds of Mark Tyler, John Denton, Jordan Smart and Lyndsey herself at head office, plus all the managers, who had to get everything ready. The key task was to find three willing customers to be in each of the six shows. These proved hard to find. Customers were remarkably reluctant to take part. By the time filming started the team only had enough customers for the first two programmes. Jordan Smart and John Denton had to be brought in off the road to telephone every enquiry that was made during the six week window.

This reluctance to take part gave Pickfords an unexpected problem. Lyndsey said that she had expected to be able to hand-pick three or four crews, brief them fully and follow them around. But that's not the way it worked out. "We were dictated to by the customers and the branches they were using. It was up to the branch managers to brief the crews and then leave them to it," said Lyndsey. Any control over the process had gone for Pickfords as filming took place all over the country, at the same time. It was totally in the hands of the production team and its own staff at branch level. "But the crews were a revelation to me. They were so good with the customers, and the more mature guys in particular were very good on camera."

Although no money changed hands either way, it was still a tremendous investment for Pickfords.

WHAT'S THE STORY? PICKFORDS ON TV

Lyndsey said she did almost nothing else but co-ordinate filming for six weeks. Some of the effort was wasted too. For example many of the top management team were interviewed on specialist subjects - Mark Herrington was filmed talking about business moving; Ashley Jones was filmed speaking about Pickfords' history; Russell Start, the MD, was filmed during a quality control visit - but none of it was used. In the end it was decided to keep the programme focussed on the crews and the customers.

Pickfords also had to dedicate time to answering some rather odd questions such as: How many cups of tea does a removal man drink in a year? and, How many rolls of tape does Pickfords use in a year? "It all takes work to research," said Lyndsey. The team was asked to do some pretty unusual things. For example, Dell Wilmot in the international warehouse at Wembley was asked to get his staff to perform a fork-truck ballet for the cameras! He did, but the footage wasn't used. There was also a tremendous time investment in gaining permissions and compliances. It was a mammoth task.

Anyone who has ever been involved with filming will be familiar with the stop-start process and endless retakes. But that was not how Tiger Aspect operated. Pickfords had been most insistent that customers should not be disadvantaged at any time; none were. The film crew on-site consisted of a single camera man or woman and a runner. The footage was taken as it happened with few hold ups in the moving process.

"We had to do some extra filming for continuity shots, sometimes these requests were short notice and we had to say that we couldn't get that crew together because they were booked out on a move. Somehow we moved crews around and hit the deadlines, our branch and area managers were great, managing these short notice requests," said Lyndsey. She also told of some operational difficulties that had to be overcome such as the day they did the helicopter shots. The helicopter shots are woven through the entire series and show a variety of Pickfords vehicles from the air. This involved getting together a range of Pickfords' finest vehicles for an aerial photo shoot on the Tuesday after Easter. The decision was taken on Thursday, the night before Good Friday. All the

preparation had to be done over the bank holiday including getting the right truck with the right driver to Wembley where they were briefed. If the weather had been bad, the shoot would not have gone ahead. "Fortunately it was a sunny day otherwise we would have had to do it all again."

There was no negative reaction from the customers and the camera men and women were very complimentary about the crews' performance both on camera and off. Within the industry, of course, the reaction has been more mixed. Most have recognised the programme as a boost for both Pickfords and the industry as a whole. Some have taken a more cynical view.

So what's the payback for Pickfords? After all this effort what do they get out of it?

"Having started with some reservations I am delighted with the way it turned out. I think it's funny and is good for the industry."

Lyndsey Daykin

Lyndsey said they have had record numbers of unique visitors to the website since the series aired and many customers have said they contacted the company as a result of the show. But perhaps there's more, and maybe even something for the whole industry.

On 15 December 1998, Grant Whittaker went *'Back to the Floor'* for the BBC2 series. "We still have people commenting on that programme," said Lyndsey, "and that was just one day. I hope that the series creates credibility and trust in the business and will stick in people's minds long after the series has finished."

It is also Lyndsey's hope that the series has demonstrated the professionalism of the modern moving business. "I hope that, if we do anything, we will persuade people to call a professional mover rather than do it themselves. That's what I'm hoping will be the lasting benefit, not just for Pickfords but for the whole industry."

Despite the work involved, Lyndsey

Industry comments



I think the programme gives a decent overview of the industry however it makes out that the crews have to deal with everything without the support and back up from the operations and or management teams. It also gives an unrealistic guideline on cost for some moves. As a plus point the difficulties caused by clients are very apparent, hopefully some of them will learn from it.

Angus Russell, Britannia Lanes.



It's great to see the removals industry represented on the TV, particularly in a prime Channel 5 slot. I enjoyed seeing Pickfords represent themselves and the industry really well. We know when one of our clients featured on TV 18 months ago there was a very positive response for them in terms of enquiries and exposure. I am sure the wider industry will benefit from seeing how things work and hopefully people should understand why they should only use a professional remover - because everyone knows moving is very stressful.

Rob Thacker, Pound Gates Insurance



I think whoever is in charge of marketing at Pickfords should be given a big bonus if he or she had anything to do with initiating the programme. No publicity being bad publicity (and I guess there was an editing clause in the contract) means Pickfords have a £20 million pound TV campaign for free. What I've seen seems fairly positive for Pickfords and the industry. Pickfords is a name like Coca-Cola and Hoover that is wired into the British psyche so I doubt it would work with any other moving company.

Andy Wade, F&N Removals



Quite honestly, I do not think that the programme showed our industry at its best. The commentary was regularly inaccurate over the number of trucks, volumes, men, charges, etc. There was far too much 'joking about' and not enough of the professionalism that should be our benchmark. I fail to see how the programme can benefit Pickfords.

Stephen Morris, Stephen Morris Shipping Plc



From a removal operator's point of view I could be quite critical, however I think in this case that would be unfair. The programme seems to promote Pickfords in a good light, with the emphasis on the operational staff and the customers. The viewers probably see this as generally light entertainment showing the removals industry as soft and cuddly. It won't do Pickfords any harm at all, but I am sure that would have been the agreement from the outset. Well done Pickfords, a great PR opportunity for the company and the industry as a whole. This will not do any of us any harm.

Brian Maidman, Maidmans

and her team are very happy with the result. "I am totally proud of the programme," she said. "Having started with some reservations I am delighted with the way it turned out. I think it's funny and is good for the industry. The impact on our employees has been great because they have all got a boost from being on TV. We talk about the programme, we critique it, we laugh at it; it's so good to be associated with a company that's got its own TV programme."

But whether it has a wider effect might depend largely on other companies in the industry. There is no doubt that the programme has brought the industry into everyone's living rooms. Most

people feel that the image it has created is a positive one that unveils some of the difficulties and the need for employing professionals. Other companies in the industry could be cynical and pick fault, but if they do are they not missing a trick? Would they not be better to praise it, wish to be associated with it, and use it as a way of helping their own sales staff alert their customers to the skills required to perform their move effectively? If they do, perhaps this could just be the boost the industry needs as it emerges from one of the most difficult economic periods in its history.

Will there be a second series? We'll have to wait and see!

NEWS: ON THE ROAD

Are dawdlers driving us mad?

Research released by car insurance experts Confused.com shows that dawdling drivers are the top cause of irritation for UK drivers.



● Most drivers find vehicles travelling slower than the rest of the traffic to be stressful.

According to the survey, over half (60%) of motorists experience an increase in stress levels and a heightened irritability when faced with a vehicle driving slower than the rest of the traffic.

In reaction to these slow drivers, almost half (45%) of motorists risk overtaking, thus increasing the chances of an accident. Research from the Department for Transport (DfT) also reveals that 143 accidents a year are caused directly by slow drivers, or 'Sunday drivers' as they are known.

With little to prevent drivers from travelling too slowly, half of British motorists are supporting the idea to introduce the first ever 'slow speed camera' to the roads of the UK. The slow speed camera will specifically catch slow motorists, penalising them with a fine for driving slower than the minimum designated speed limit. This has come as a reaction to the fact that although minimum speed limits are enforced on some UK motorways, there are few preventative measures that are used widely.

Gareth Kloet, Head of Car Insurance at Confused.com said: "Slow drivers need to be taken as seriously as motorists caught speeding. Findings confirm they are a constant source of anxiety on UK roads and responsible for a large amount of accidents each

"Slow drivers need to be taken as seriously as motorists caught speeding."

Gareth Kloet

year." Kloet continued, "We support the introduction of a programme of measures to eliminate this hazard as our research has highlighted that excessively slow driving is a real problem."

Additional findings from the survey also uncovered other solutions for limiting slow drivers. Suggestions included imposing a minimum speed limit on all British roads (37%), the introduction of a slow lane (26%), dedicated times for slow drivers to be on the road (15%), and even a warning badge system to be displayed by offending motorists (5%).

Peter Rodger, Chief Examiner from The Institute of Advanced Motorists (IAM) supports the need for change on Britain's roads, "All forms of inconsiderate driving need to be tackled. Drivers who are unnecessarily excessively slow lead others to make rash moves."

The survey was based on 2000 respondents in the UK who are car owners.



● The Volvo FE LEC (Low Entry Cab).

New low entry cab from Volvo

Volvo Trucks has introduced a new cab variant for the Volvo FE with an extra-low entry.

The new cab, the Volvo FE LEC (Low Entry Cab) is designed for vehicles used in operations that require the driver to climb in and out of the cab several times a day. With the kneeling function activated, the cab's only step is just 440mm above the road surface.

"We are now meeting our customers' requirements with a truck that is type-approved throughout Europe and that shares 95% of its components with standard versions of the Volvo FE," said Anders Bellini, Product Manager, City and Regional Distribution, Volvo Trucks.

The fact that the market for trucks with a low entry is growing is largely a matter of health and safety. For example, a driver in city distribution operations climbs into and out of the cab several times per shift. With a low entry, there is far less strain on the driver's knees. The Volvo FE LEC also has a door opening angle of 90 degrees on the passenger side. This combined with the low entry height means it is possible to exit the cab facing outwards while maintaining a watchful eye on the surrounding traffic. The floor is entirely flat.

"The cab has space for up to four people who can get in and out efficiently and sit in comfort while the truck is on the move. In congested traffic, it is of course always a safety advantage to be able to climb out of the cab onto the pavement," said Anders Bellini. Safety is also the reason the

Volvo FE LEC has been designed to give the driver the best possible visibility in every direction. In addition to large rear-view mirrors and close-visibility mirrors, there is a low window in the passenger door and extra side windows in the rear of the cab. In other respects too the Volvo FE LEC has been

"The cab has space for up to four people who can get in and out efficiently and sit in comfort while the truck is on the move."

Anders Bellini

specially configured for efficient city operations, with a high-torque seven-litre engine producing a choice of 300 or 340 horsepower mated to a 6-speed automatic transmission. The truck is available in 4x2 or 6x2 configuration with a steered tag axle, offering excellent manoeuvrability even in narrow streets.

"The Volvo FE LEC is a longed-for addition to our FE family. It will contribute to a better and safer working climate for the person who uses it as his or her everyday working tool and will help boost our customers' competitiveness," said Anders Bellini.

Impending wrong turn on MOT tests?

UK government ministers are considering reducing the frequency of MOT tests, which, they claim, would reduce costs for motorists.

This is just going to move essential repair work back a year and result in unsafe vehicles on UK roads according to the Klaris Group, manufacturer and distributor of replacement auto spares for 98% of the cars on the road.

The Transport Secretary, Philip Hammond, has ordered a review of the test to ensure it reflects the requirements of modern vehicle technology and manufacturing. A consultation will examine whether the first MOT test can be pushed back from three to four years, and the second test after another two years. Klaris believes that this move is not aimed at helping motorists but deflecting anger at artificially high fuel prices that are being used to prop up government

spending in other areas.

The Klarius Group believes it will suffer a reduction in trade during the first period, but then as parts need to be replaced the business will return. The effect on small traders however, and public safety for that matter, could be far more profound.

This is not a new idea, and the government stands to waste time and tax payers' money investigating it again; as recently as 2008, after a high-profile plan announced by Gordon Brown to 'ease the burden on motorists' by making MOT tests less frequent, plans were shelved after a Department for Transport report concluded that changing to a two-year system would "increase deaths and serious injuries - significantly".



● What would be the cost of longer periods between MOT tests to motorists and those in the motor trade?

Speaking out on the subject, Klarius Group Chairman and CEO Tony Wilson is forthright in his opinion on the subject. "Every garage in the UK is likely to see its revenue from MOT work reduced by 50%. The same will apply to parts suppliers and manufacturers. Some garages will not survive and

those that do will be forced to make mechanics redundant."

He concluded: "Motorists without any mechanical car knowledge might see this as a 'good news' story, which is what the government wants. What they have failed to tell the motorists is that the cost of MOTs is likely to be forced up accordingly. What price a major failure on a motorway journey though, our lives, and those of others?"

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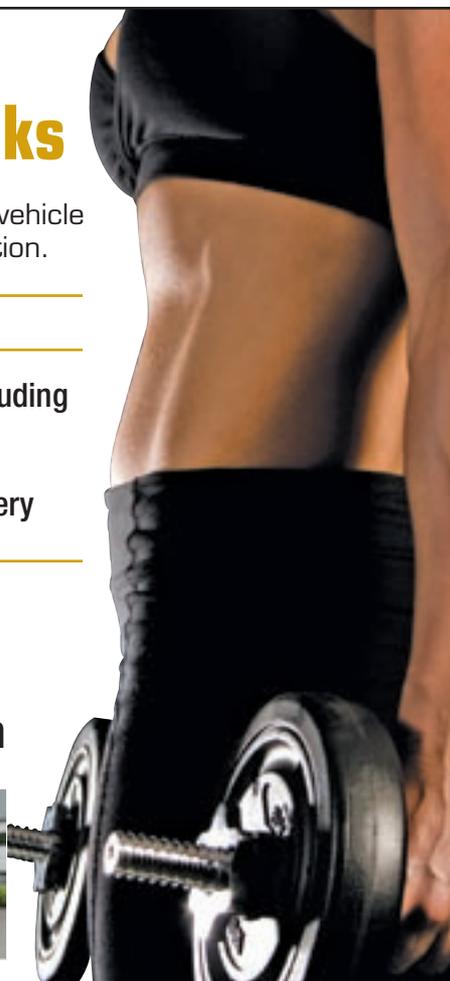
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PROFILE: OCEAN STAR INTERNATIONAL

● **Rising star:** the Ocean Star team pictured outside the company's new facility and sporting the new corporate logo. Josh Morales, second from right with Scott Kalinowski General Manager, immediately behind him. Jay Morales is second from left.

Building success in a recession

An interview with Ocean Star International in Florida.

Josh Morales is president of Ocean Star International in Coral Springs, Florida at just 29 years old. Not a bad achievement in one so young but, when it's your own company, who else would do the top job. Here's a little more about the company and the remarkable young man who runs it.

According to his dad, Jay Morales, who came out of retirement to give his son a hand setting up the company, Josh has always been an entrepreneur. "Right from being 17 he's been in business for himself," he said in an interview for *The Mover* down a crackly trans-Atlantic phone line.

Josh started Ocean Star four years ago with just two employees. With hindsight it wasn't, perhaps, the best time to start a new company with the impending financial crash and the resulting recessions just around the corner, but neither Josh, nor anyone else it seems, had any idea about that. In 2007 the good times were here to stay, we all thought.

But despite the worst financial climate in living memory, Josh did well. Today, his business has grown dramatically to employ 25 people, to be members of a wide range of

...despite the worst financial climate in living memory, Josh did well. Today, his business has grown dramatically to employ 25 people.

associations including AMSA (American Moving and Storage Association), IAM (the new name for the Household Goods Forwarders Association of America (HGFAA)) and to have built trading arrangements with agents all around the world.

As recently as this summer, Ocean Star became certified through AMSA's RIM (Registered International Mover) program. This involved the company completing a certification process which included meeting strict RIM standards for equipment, and facilities, passing an on-site inspection, being tested on general shipping knowledge, procedural comprehension, and proper documentation practices.

Perhaps his most remarkable achievement was to achieve an

NVOCC (Non-Vessel Operating Common Carrier) license at the tender age of just 25. "He applied when he was 20," said Jay, "but they told him to come back when he had more experience." He did as he was told, applied again in 2007, and in January 2008 became one of the youngest NVOCC license holders in history. "We found out at Christmas that the application had been approved. It was a very emotional time," said Jay, "we just couldn't believe what he had done."

Today Ocean Star provides a full range of export and import services including groupage. "We are able to offer our customers comprehensive, cost-effective shipping rates and continuous sailings from the US East Coast to Europe and Australia," said Josh. "We consolidate shipments at our five container freight stations and ship them through Felixstowe UK for clearance and final delivery throughout Europe. We ship all our Australian traffic to Melbourne for clearance and deliver by our agents there."

Ocean Star also offers import services for its overseas agents and can handle customs clearance and delivery through the USA. Josh explained that a recurring problem

Ocean Star also offers import services for its overseas agents and can handle customs clearance and delivery through the USA.

with imports is getting customers to comply with US Customs ISF (Importer Security Filing). This is a new regulation from US Customs to help keep the country's borders secure. Customs wants to identify each individual (and their cargo) prior to the shipment leaving the origin port. Special documentation is required to be completed by the importer prior to shipping and this can be a hassle if the customer needs to move in quickly. However, if these documents are not completed, submitted, and accepted by US Customs prior to departure from the origin port then the importer is subject to hefty fines and in some cases confiscation of the cargo. "By filing our ISFs in good time we are able to get speedy clearances as US Customs has already reviewed and approved the importers and their cargo before shipments arrive," said Josh.

Josh is clearly a remarkable individual and appears to be building a successful business in a very competitive industry at a time when many others are struggling to survive. We, at *The Mover*, wish him continued success.



IAM Convention

If you'd like to meet Josh and the team, they will be exhibiting again at IAM 2011 in Denver, Colorado, 12-15 September. Here they are at the 2010 IAM convention in San Diego. Left to right: Scott Kalinowski, General Manager; Josh Morales, CEO and John Duharte, Export Account Executive.

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INSIGHT: RECRUITMENT INTERVIEWING

Interviewing: asking the right questions

Your guide to asking the right questions in interviews that will tell you what you want to know, without causing offence or risking a tribunal.

By **Jill Townsend** of Ibox HR Ltd.



Interviews often have the power to reduce a normally confident person to a quivering nervous wreck – and that's just the interviewer! Interviewing potential employees can be a tricky business. A few practical guidelines should take away some of that apprehension and prove a useful addition to your employer's tool kit.

First though, a brief history lesson to put things in context. The Equality Act 2010 set out to rationalise employment legislation for employers. Anti-discrimination laws that had been added to year after year had become too unwieldy even for the experts. Diversity rather than non-discrimination became the buzz word for the workplace. All nine current 'protected characteristics' were brought together to be dealt with under one piece of employment legislation. These protected characteristics are simply all those characteristics previously covered by numerous anti-discrimination law strands. They are:

- ☛ Age;
- ☛ Disability;
- ☛ Gender reassignment;
- ☛ Marriage and civil partnership;
- ☛ Pregnancy and maternity;
- ☛ Race;
- ☛ Religion or belief;
- ☛ Sex;
- ☛ Sexual orientation.

That's all very logical and reasonable, but it has effectively produced one giant minefield through which employers are expected to delicately pick their way with all the skill and subtlety

of a highly trained bomb disposal expert. How can you make sure you don't detonate any of those mines waiting to be trodden upon? What can you do to avoid putting in a guest appearance at a drawn-out, potentially costly and stressful Employment Tribunal?

What can you do to avoid putting in a guest appearance at a drawn-out, potentially costly and stressful Employment Tribunal?

Before any interviewing takes place you need to plan. When you're considering applicants for job roles you need (a) a concise, clear and current job description and (b) a person specification. What are the duties and responsibilities encompassed by the role? What sort of skills, qualities and qualifications does the position require? And remember, 'young', 'male/female', 'single', 'retired' to list but a few have no place in your person specification – nor your job advertisement. However, 'enthusiasm' is not age related, neither is 'experience' nor 'a positive attitude'. Be prepared to take off your blinkers and look for such qualities in everyone, not just where you expected to find them

in the past.

Think about what you wish to find out from your interviewee to assess his/her ability to fill the vacancy. Some of the questions might include:

- ☛ 'Are you available to work overtime occasionally?' Or, 'You'll be required to travel and stay away sometimes as part of this job – would that present any problems?'
- NOT** 'Do you have childcare arrangements in place for your children?' (Could be interpreted as sexist and discriminating against females).
- ☛ 'What are your long-term career goals?'
- NOT** 'If you fall pregnant will you want to come back to work?' (Discriminating against pregnancy and maternity).
- ☛ 'What are some of the things you have to offer our company?'
- NOT** (in the case of a female interviewee) 'We've always had a man carrying out this role – how do you think you'll manage?' (Sexist).
- ☛ 'Tell me about your previous experience managing teams?'
- NOT** 'How do you feel about supervising a team of men?' (Sexist).
- ☛ 'Are you able to lift heavy boxes weighing up to 110 kilograms?'
- NOT** 'Have you got any back problems?' (Could be seen as disability discrimination).
- ☛ 'How many days of work did you miss last year?'
- NOT** 'How many sick days did you take last year?' (Could be seen as disability discrimination).

☛ 'Are you able to carry out the specific duties required in this position?'

NOT 'Do you suffer from any conditions or illnesses that might affect you in this job?' (Could be seen as disability discrimination).

☛ 'Would we need to make any adjustments for you to carry out this job role?'

NOT 'Are you disabled?' (Could be seen as disability discrimination).

☛ 'Are you able to start work at 8am?'

NOT 'Where do you live and what transport have you got?' (Could be seen as unnecessary intrusion of privacy and irrelevant to the job role).

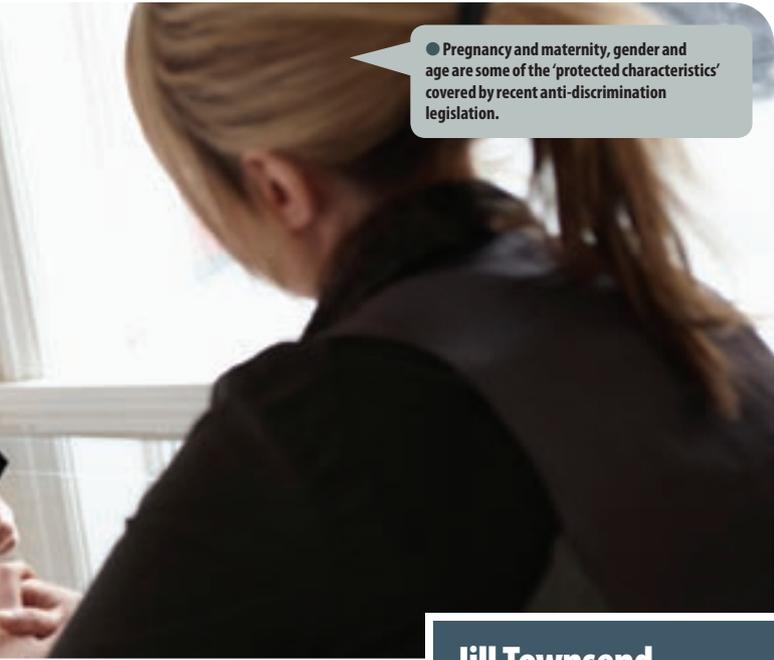
☛ 'Is there anything coming up that would require you to take time away from work?'

NOT 'Are you a member of the TA?' (Could be seen as discriminatory if you reject an applicant because of possible long-term absence).

☛ 'Tell me about the qualifications you have that would be helpful in this job role.'

NOT 'How many GCSEs and 'A' levels have you got?' (Could be seen as divisive and ageist).

Now you have some idea of what you can ask and what you can't, the next thing to do is to prepare a set of questions. These should be entirely relevant to the job role and should be used at each interview. After each question has been posed to the applicant, record the answer. At the end of the interview score the responses and then total them; you now have written proof that you have treated interviewees in a fair,



● Pregnancy and maternity, gender and age are some of the 'protected characteristics' covered by recent anti-discrimination legislation.

Jill Townsend

Jill Townsend has a wealth of HR generalist experience following many years spent working in industry as well as in the public and private sectors. Jill has first-hand knowledge of the pitfalls facing those managing businesses. Having helped create a sound structure from which her clients can operate, Jill works with them to anticipate, prepare and meet those challenges they encounter with confidence and assurance. Jill also designs and delivers workshops and training sessions on a variety of HR topics and management skills. For more information visit: www.ibex-hr.co.uk or e-mail



equitable and reasonable manner, have followed a structured process and no candidate has been treated more favourably than another.

DO use open questions starting with 'How ...', 'When ...', 'What ...', 'If ...', 'Tell me about...' rather than closed ones that merely trigger a 'Yes' or 'No' response and elicit very little useful information. **DON'T** set a task like a presentation if it's not a relevant skill for the role being considered.

Finally, try not to lose sight of the whole purpose of the interview procedure. It's there to help you identify the best person for the job. It offers you a fair means of comparing the abilities of your candidates with respect to the position. And it makes decision-making a whole lot easier.

Remember the basics:

DO

- ☛ Plan;
- ☛ Stay relevant;
- ☛ Be consistent;
- ☛ Listen;
- ☛ Score each candidate.

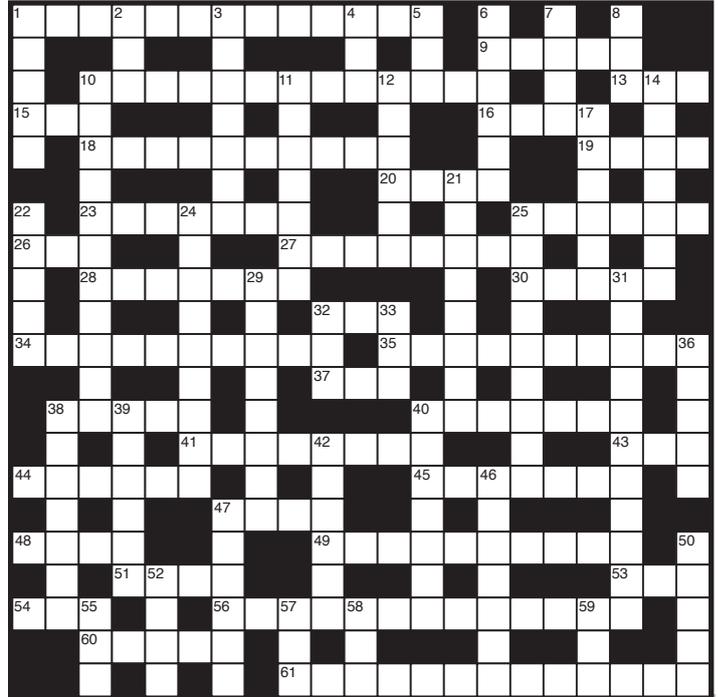
DON'T

- ☛ Ask discriminatory questions;
- ☛ Go on 'gut feeling';
- ☛ Talk too much;
- ☛ Make assumptions;
- ☛ Fail to make notes.

Crossword



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Across

- 1 Calming drug (13)
- 9 Units of wallpaper (5)
- 10 Disagreeable (13)
- 13 Strike a blow (3)
- 15 Short clergyman (3)
- 16 Army barracks (4)
- 18 Over-the-top travel charge? (6,4)
- 19 Feel jealous of (4)
- 20 Get up (4)
- 23 Roman ruler (7)
- 25 Artist's workshop (6)
- 26 Blend (3)
- 27 Steersman (8)
- 28 Offer marriage (7)
- 30 Very fat (5)
- 32 Snow blade (3)
- 34 Revelation (10)
- 35 Newspaper puzzles (10)
- 37 Link (3)
- 38 Idolise (5)
- 40 Privileged citizen – a ... of the city (7)
- 41 Attendance tick-sheet (8)
- 43 Stifle (3)
- 44 Texas city (6)
- 45 Selected part of book (7)
- 47 Rudder handle (4)
- 48 Pottery oven (4)
- 49 Lucrative (10)
- 51 Down-in-the-mouth (4)
- 53 Egg of a louse (3)
- 54 Vigour, vim, zip (3)
- 56 Public halls used for gatherings (8,5)
- 60 Frequently (5)
- 61 Most unusual (13)

Down

- 1 Last one of three (5)
- 2 Seize a culprit (3)
- 3 Cutting tooth (7)
- 4 Evil act (3)
- 5 Thief (3)
- 6 Nursery (6)
- 7 Shellfish (4)
- 8 Timbers tree (3)
- 10 Photographic film given too much light (4-7)
- 11 In great numbers or currently operative (2,5)
- 12 Wards off (6)
- 14 Business bill (7)
- 17 Study critically (6)
- 21 Ocean bed (3,5)
- 22 Alter (5)
- 24 Hirers of labour (9)
- 25 Winter view (4,5)
- 29 Wiggly flourish of the pen (8)
- 31 Makes stronger (11)
- 32 Congeal (3)
- 33 Cold creamy sweet (3)
- 36 Moist and heavy (5)
- 38 Greed (7)
- 39 Rectangular (6)
- 40 Anxious and lonely (7)
- 42 Uncomplicated, easy (6)
- 46 Food supplier (7)
- 47 People from Earth (6)
- 50 European country (5)
- 52 Plenty (4)
- 55 Burst a bubble (3)
- 57 Female (3)
- 58 Small carpet (3)
- 59 Chaps (3)

– Solution on page 43

@ Comment

Jill has presented a route through the minefield here. But how do you manage interviews? Do you ask all the right questions then go on gut feeling anyway?

Have your say at comment@themover.co.uk

NEWS: PRODUCT



LED Autolamps announces four interior strip lamps

LED Autolamps, a leading manufacturer of commercial vehicle LED lighting, has introduced a range of four interior LED strip lamps to complement its existing interior strip lamp ranges.

The latest addition of interior lamps offers a three-year warranty and 12/24 dual-voltage versatility whilst being fully ECE certified. These unobtrusive, slim-line designed LED lamps measure just 10mm deep by 25mm wide and are available in 100mm (p/n 1016), 150mm (p/n 1031), 300mm (p/n 1061) and 600mm (p/n 1021) lengths. They are easy to fit and are cost-effective as they provide a long service life.

Maurice Bibb, Commercial Director Europe, LED Autolamps said, "We are very excited about this latest series of LED interior strip lamps. They have been specifically designed for applications in fleets as well as for van converters, mobile workshops and utilities' vehicles, where their minimal power consumption will prove invaluable."

The lamps utilise cool white colour LEDs to simulate a fluorescent tube light and advanced optical performance to deliver maximum brightness for their minimal power consumption. Current draw @ 13.8 volts: (1016) 0.11A, (1031) 0.17A, (1061) 0.31A and (1021) 0.58A. Current draw @ 28 volts: (1016) 0.5A, (1031) 0.7A, (1061) 0.017A and (1021) 0.31A. Current draw from the equivalent filament bulbs would be significantly higher resulting in critical battery drain.

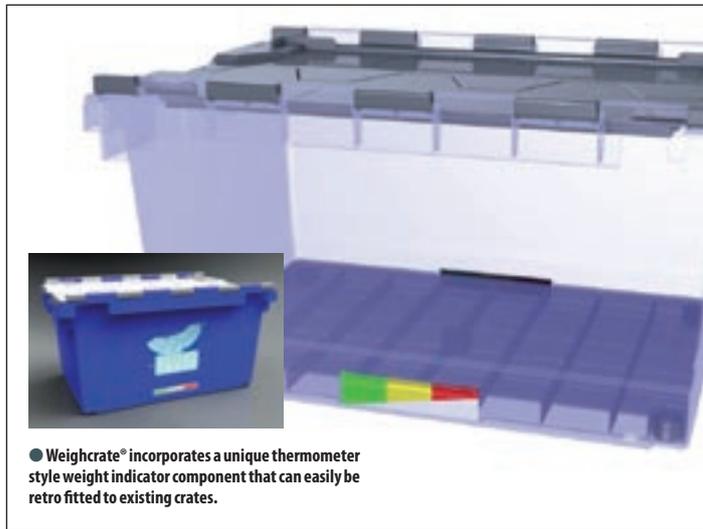
Field trials are generating exceptional interest and already winning contracts.



● Interior LED strip lamp.

Spot the weight with Weightcrate®

A new British product is set to reduce back injuries in the relocation industry.



● Weightcrate® incorporates a unique thermometer style weight indicator component that can easily be retro fitted to existing crates.

A British company has announced the launch of a revolutionary product set to dramatically reduce back injuries to workers in the relocation industry. WeightCrate®, designed and manufactured by Essex-based Consortia Products Ltd, is an industry standard relocation crate that incorporates a unique thermometer style weight indicator allowing operatives and client staff to see how heavy a crate is before attempting to lift it, and to ensure the heaviest crates are placed at the bottom when being stacked.

The WeightCrate® retains all the nesting and stacking characteristics of a standard crate and the weighing mechanism can even be retro fitted into older crates without difficulty. It has no electrical components and does not require servicing.

In 2010 the UK lost 4.9 million working days through back injury and HSE records show that more than a third of injuries resulting in absence of over three days are caused by incorrect manual handling. About 45% of handling injuries affect the back and the annual cost to UK industry is estimated to be in excess of £100,000,000. Add to this the cost of personal injury claims from workers and it is clear that the WeightCrate® has the potential to make a significant difference to the corporate balance sheet and

"It was difficult to see how the design of crates could be improved but Consortia has really come up with a winner."

John Mitchell

the health of the UK's workforce.

John Mitchell, Managing Director of leading crate rental specialist Pluscrates said, "We were bowled over by the WeightCrate® product. It was difficult to see how the design of crates could be improved but Consortia has really come up with a winner. Like most of the very best ideas WeightCrate® is simple in its concept and construction and the fact that the weight measuring component can be retro fitted to our existing rental pool makes the business case for us very compelling."

Although the WeightCrate® was designed primarily with the relocation industry in mind Consortia expects to attract interest from other areas of industry including the retail and food sectors.

For more information and to view a demo video visit www.weightcrate.com.



● The Accu-tilt indicator

Keeping the forks level

Mentor Training has helped take the guesswork out of forklift operations by becoming the first UK distributor of the award-winning Accu-tilt forklift tilt level indicator.

Named *Plant Engineering's* Product of the Year in 2009, Accu-tilt has been designed to increase safety and productivity among operators working in racking systems.

Due to the varied heights involved in this kind of work even the most experienced drivers are susceptible to using incorrect tilt angles of the fork, a leading cause of damage to racking, pallets and products. Moreover, HSE statistics show at least ten UK workers every month are injured by objects toppling from the forks of lift trucks.

The Accu-tilt indicator eliminates this dangerous guessing game, clearly displaying the angles of the forks to the operator. This ensures accurate judgements when stacking, avoiding accidental damage. Importantly, it will also indicate the correct angles for travelling with loads, as well as parking. The Accu-tilt system can be installed in minutes. It fits easily onto all counterbalance trucks without complications, including those trucks fitted with attachments.

Mentor Managing Director Richard Shore said: "The best way to ensure your operators work in racking safely and efficiently is to provide them with the correct training and equipment. Accu-tilt makes an excellent addition to our already extensive range of training products."

For more information call 01246 555222.

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Your Comments

We asked you for your response to some of the stories we publish in *The Mover*. Here are some of your comments.

Re: Counting the cost

The Mover, June 2011, page 16.

Richard Stoddart
Arrowpack Removals
& Storage

I always relate the following quote (or part of it) when I am talking about comparing charges.

"It is unwise to pay too much, but it is unwise to pay too little.

When you pay too much, you lose a little money; that is all. When you pay too little you sometimes lose everything because the thing you bought was incapable of doing the thing you bought it to do. The common law of

business balance prohibits paying a little and getting a lot. It cannot be done.

If you deal with the lowest bidder, it is well to add something for the risk you run and if you do that, you will have enough to pay for something better.

There is hardly anything in the world that someone can't make a little worse and sell a little cheaper – and people who consider price alone are this man's lawful prey."

– John Ruskin 1819-1900

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NEWS: PEOPLE

JOHN RASON JOINS INTERDEAN

John Rason has joined Interdean to help develop the company's mobility and relocation programmes. Before he joined Interdean John held senior HR positions with some of the world's largest companies, including: Cable & Wireless, Canon, Convergys and GEAC Software.



"John will use the knowledge and HR skills he has developed over the past 30 years to the benefit of our clients."
Mark Rising

John will report to Mark Rising. Mark said: "John will use the knowledge and HR skills he has developed over the past 30 years to the benefit of our clients. I believe John's addition to our team will help us to further strengthen the relationship we have with our customers and ensure that we are always at the leading edge of the relocation services marketplace."

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



● Above left: Florence Kananze on the left, and Dorothee Zbaren; left: Hermes Jordan on the left, and Benoît Angevin; above: Andy Donatelli.

New faces at MS Move Management

MS Move Management based in Switzerland has made five new appointments recently: Hermes Jordan, Florence Kananze, Andy Donatelli, Benoît Angevin and Dorothee Zbaren.

Hermes previously worked with ICM Gerson in London for six years before relocating to Poland to take a position as EMEA (Europe, Middle East and Africa) Desk Supervisor. Besides raising his new-born child in a big family atmosphere, and enjoying the benefits of his wife's country's rich culture, Hermes will have a very big challenge at work to help his team open the new EMEA desk in Poland. "It was definitely not an easy decision to leave the UK, or to say goodbye to ICM Gerson," he said. "On the other hand, the prospect of being part of such an interesting project at MS, and work with Lenny, Philippe and their team, is very appealing to me professionally."

"The moving industry is very exciting and complex. This is a big challenge for me and I really want to give my best."
Dorothee Zbaren

Florence worked with AGS for 12 years before joining MS Move Management as a move consultant. Previously she worked at the Air Export Department as coordinator for African countries and then as coordinator for European countries and agents. "Moving to Switzerland

and working for MS Move Management is a real challenge but a pleasure of course," she said.

Dorothee is a newcomer to the moving industry and has joined the company as an executive assistant working for the company's key executives Lenny Madussi and Reto Ackermann. Lenny said she has a lot to learn but also a lot of ideas. "The moving industry is very exciting and complex," said Dorothee. "This is a big challenge for me and I really want to give my best." By contrast Andy has 30 years experience in the moving business starting as a packer, and then dealing with intra-Europe moves door-to-door, packing and loading containers, etc. He then became the operations manager, sales and team manager of the international department at Gondrand S.p.A., controlling the international business in 23 branches throughout Italy. He worked as the sales manager for Bolliger for the last 11 years and took up his new position with MS Move Management this April. "As MS is a young and growing company, this is a big opportunity for me to grow professionally and personally."

Benoît worked for nine years as operations manager for ABC Ricard in Poland, Hungary (Eastern Europe Manager) and France (Operation manager) before joining MS Move Management. He said that the new company would be both a new and exciting experience to him.

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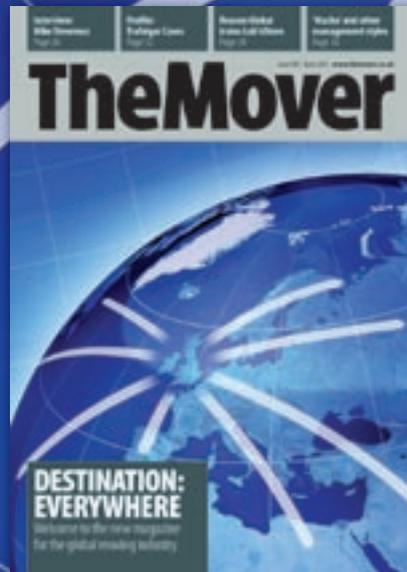
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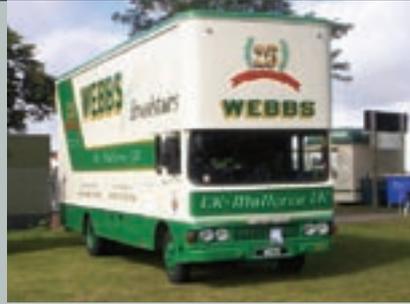
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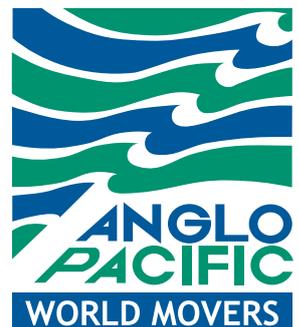
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