



Spring 2007

Leading the way...

ANTICIPATING ACCIDENTS

NEW VIRTUAL
ACCIDENT SERVICE
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EDUCATION
BUSINESS
PARTNERSHIPS
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EMPATHY
NET-WORKS
page 3

and
much more...

LABYRINTH IS PLEASED TO ANNOUNCE the launch of a brand new service – the Virtual Accident. This is an innovative approach to testing company Health & Safety systems and can help companies avoid accidents happening for real.

‘Any lack of preparation, policies or procedures is quickly exposed when real accidents happen, so why not make the accident happen without the risk of damage or injury?’ says Ruth Waring, Labyrinth’s Managing Director. Labyrinth has already trialled this useful test of accident readiness with existing customers and found that there were unforeseen gaps in their handling of the situation – gaps they were then able to fill.

‘We come onto a company site, create a transport or workplace accident situation and observe closely what happens. Amongst other evaluations we look at who responded, what they did and how much time it took. Although a company may have completed the classroom training and provided all the safety manuals to the right people, there is nothing like the real situation to test an organisation’s readiness for an accident.



‘A real accident sends a shockwave out from the site of the accident to the rest of the organisation. This shock can numb or paralyse the responses and procedures which Health and Safety might require. Accident rehearsal is an effective way of reducing the shock factor and improving personal and organisational response.

‘Apart from focussing on reactions to the accident, it can highlight probable cause – very useful for improving accident prevention.’

For more information on this service, please contact Ruth Waring on **01926 430362**.

RUTH & HEIDI HIT THE BIG 4-0!



LABYRINTH CONSULTANTS RUTH WARING AND HEIDI BOATENG AT HEIDI'S 40TH BIRTHDAY CELEBRATIONS IN MARCH. SPRING 1967 WAS OBVIOUSLY A GOOD TIME FOR LOGISTICS CONSULTANCY AS RUTH ALSO CELEBRATES HER BIRTHDAY TWO WEEKS AFTER HEIDI ON 8 APRIL.

WELCOME TO OUR SPRING NEWSLETTER

THIS ISSUE focusses on our work with community projects.

As many of you know, I am passionate about the logistics industry and always keen to promote it as a career, especially to women and girls. I have therefore become involved with two different projects which help me to do just that, whilst also giving something back to the community. Over the page you can read more about the Warwickshire Education Business Partnership, which works with schools to make students work-ready and on page 3 we have an article about the Empathy Net-Works project which won EU funding to promote the logistics industry as a career to women in the Humber region. I am proud to be associated with both these initiatives. **Ruth Waring, MD**

www.labyrintholutions.co.uk ■ 01926 430362

Shaping the future workforce

HOW MANY OF US BEMOAN the poor image of the logistics industry, and yet don't actively do anything to promote the industry as a career to the next generation? Labyrinth MD Ruth Waring decided it was time for direct action when she was approached by former colleague **Elaine Moore**, who now works for the Warwickshire Education Business Partnership, and asked to do a series of talks about careers in transport to a local school and help out with some practice interviews.

Elaine explains the work that they do and how you, too, can get involved and shape the workforce of the future.

Working with EBP, you and your staff could help educate, shape and develop the future workforce. By working in partnership with employers and schools, we help school leavers to become more 'work-ready'.

Experienced business professionals are uniquely qualified to help us meet that need, so your involvement could be key to the development of students' skills in this area

and their ultimate choice of career. Your skills and experience could be used in a number of ways. For example, your business could help us with business simulation exercises or challenge days, practice interviews, coaching, teacher placements and enterprise initiatives. We only ask for a small time commitment – just as much as you are able to offer.

So what's in it for you and your business? Our participating employers find that they can raise their company profile whilst practically demonstrating their corporate social responsibility, as well providing additional skills for employees' personal development. Our sessions also offer networking opportunities with other businesses in other sectors.

For more information, contact Elaine: elaine.moore@warksebp.co.uk; direct dial: **01926 418138**; mobile: **07825 044570**. And if your business is based outside Warwickshire, there is a network of other Education Business Partnerships across the country. To find your local organisation, just go to www.nebpn.org and get involved!



PARTNER PROFILE: WA CREATIVE Advertising and Promotions

LABYRINTH HAS USED THE SERVICES of Wayne Asher at WA Creative for a number of years. If you have a look at Labyrinth's website, the 'In the news' section shows how many successful PR campaigns we have run in that time. Using Wayne's services is cost-effective and it helps to keep our name at the forefront of people's minds.

Says Wayne: 'The company specialises in advertising and promotional literature, providing full press release and copywriting services, along with graphic design support through our associates. Campaign planning and management services will also make the most of your marketing budget. "Out-of-the-box" thinking for one-off events and promotions, high quality digital photography and digital

video production are all part of the service.'

Whatever your marketing communications requirement, WA Creative can provide a cost-effective solution which will deliver measurable results. Wayne also takes great family photos in the home environment – have a look at www.sureshoot.co.uk.



Wayne Asher
WA Creative
07793 117292

O LICENCE HEALTHCHECKS

DON'T FORGET that Labyrinth can offer Operating Licence healthchecks for any type of transport operation, including those working under Domestic Rules and EU Drivers' Hours Regulations. If you don't want your VOSA visit to be a long one, just give us a ring. We can also help with 'O' Licence application and provide CPC holders if necessary. The EU Drivers' Hours change on 11 April and you need to have formally advised all your drivers of the changes by then.

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Inspiring women in logistics

HULL UNIVERSITY EMPATHY NET-WORKS

ON 15 MARCH LABYRINTH MD Ruth Waring visited the University of Hull to give a talk to the EMPATHY Net-Works students.

This unique project, supported by the European Social Fund (ESF) and the University of Hull Business School, has been designed to educate and inspire graduate and professional women who are interested in a career in the logistics and supply chain industries. Ruth was there to provide real-life inspiration for the female logistics experts of tomorrow. She is also an e-mentor for EMPATHY Net-Works and sits on their Steering Committee.

Project Director Barbara Allan explains: 'The project provides a university-based module supported by e-mentoring from experienced

women managers in the industry. It involves the use of an innovative mix of internet-based computer conferencing and learning systems.

'The first two cohorts of students are now fully engaged in their module and are thriving on a mixture of classroom-based sessions, e-learning and a Logistics Safari that introduces them to local organisations. We are currently recruiting women for the next cohorts; they need to live in Objective 2 postcode areas in Hull, Bridlington and Grimsby. We have had a great response from our call for e-mentors but would love to hear from more women in the industry who would like to get involved.'

For further information, please contact Barbara Allan: barbara.allan@hull.ac.uk or visit www.hull.ac.uk/empathy-net-works.

EMPATHY Net-Works is part-funded by the European Social Fund and the University of Hull



MEET THE ASSOCIATES

Gwynne Richards

GWYNNE RICHARDS has been a Labyrinth Associate for almost three years.

Gwynne began his career with British Road Services, now DHL Exel, as an NFC management trainee (not another one!) under the tutelage of Robbie Burns, then branch manager of the Swindon branch. He moved to BRS and worked in truck and trailer rental before moving on to Dawsonrentals. After that, he went on to work for Lane Group, Nedlloyd Districenters, Danzas and briefly for DHL before moving to New Zealand for six months in 2003. On his return, he set up his own logistics consultancy and became an associate of Labyrinth shortly afterwards.

His background is in operations and warehouse management, business development and customer services. His wealth of experience has enabled him to carry out a diverse range of assignments. Recent projects have included due diligence activities relating to the purchase of a specialist transport operation, a value-for-money analysis for a major UK retailer, logistics strategy

determination for a UK confectionery company and audits of engineering store operations for a major UK manufacturer.

He has recently worked in conjunction with a local Midlands software company – Trakware Solutions – to produce a stock and cycle count software package to assist companies in speeding up the stock counting process and improve its accuracy utilising handheld units and a powerful database tool (www.stockcountmanagement.com). To find out more, contact Ruth Waring on **01926 430362**.

WHATEVER YOU NEED...

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