



Winter 2006

Leading the way...

USING THE MAGIC INGREDIENT

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and much more...

IT WAS GREAT TO SEE a healthy turnout at the CILT (Chartered Institute of Logistics and Transport) event on 'Successful consortium management', jointly hosted by Labyrinth and Jigsaw Solutions on 10 October at Jigsaw's National Operations Centre at Bardon in Leicestershire. With speakers from Currie European and Jack Richards as well as Jigsaw and Labyrinth, the event was extremely well received by the thirty people who attended.

As well as our links with the Jigsaw consortium – Labyrinth and Jigsaw have directors in common – at Labyrinth we are also proud of the work that we have done in the past with a range of other haulage consortia. Director Ruth Waring spoke about how Labyrinth is able to provide the magic ingredient when previously competing hauliers decide to collaborate for mutual advantage. This often involves engendering

trust between the parties and providing a neutral 'lead' for the project without one of the hauliers appearing to be more important in the process than the others. Labyrinth have learned a lot in working with consortia and we're happy to pass this knowledge on to others who want to enjoy the advantages of co-operation and collaboration without the difficulties it can generate.

To find out more, contact Ruth Waring on **01926 430362**.

WELCOME TO A BUMPER WINTER EDITION!

WE HAVE HAD a fantastic reaction to our newsletter since it started a year ago. Each edition now goes out to over 500 contacts. It's helpful in keeping our customers and contacts up-to-date whilst getting our name well known and I've enjoyed spotting newsletters in clients' reception areas. A former colleague recently asked me whether we were going for world domination – he was fed up of hearing our name bandied about! All my networking and marketing must be working (see article overleaf).



In this edition we're mixing news with an overview of some of the less well-known services we provide. We want you to choose Labyrinth as your future partner for all of the services we can offer.

All the best for 2007
Ruth

Minding your PQQs

LABYRINTH HAS RECENTLY ADDED a new service to its portfolio – assisting customers with completing public sector tenders.

Many companies are keen to win public sector business, but are put off by the onerous and time-consuming form-filling which is required simply to get on the list. At Labyrinth, we can help you get past the dreaded PQQ stage (Pre-Qualification Questionnaire, for those who have yet to experience the joys of public sector tendering) – the point at which 80 per cent of SMEs fail. We can also help you get the right type of policies and procedures in place to proceed to the next level and guide you through completing your online ITTs (Invitation to Tenders) where required. Finally, we are signed up to receive email alerts daily about public sector opportunities in the transport sector. If you would like us to search for opportunities in your industry as well, just let us know.

Call Ruth Waring on **01926 430362** for more information.

www.labyrintholutions.co.uk ■ 01926 430362

LEADING THE WAY

How lead analysis can help you win more business



YOU MAY BE FAMILIAR with concept of the sales funnel. The idea is that you need a lot of leads going into the wide top of the funnel in order that some of them pop out of the bottom as customers. But which lead sources are **more likely** to fall out of the bottom? Knowing this can help increase your conversion rate. Recently I did a breakdown of where Labyrinth's work this year has come from and the box shows the result.

| | |
|----------------|-----|
| Collaboration | 42% |
| Work colleague | 32% |
| PR | 13% |
| Advertisement | 5% |
| Cold calling | 4% |
| Networking | 3% |

The main source of work has been through collaboration with a company where we have an agreement to help each other. Former work colleagues continue to come up trumps but, after a while, this effect starts to diminish even if you're very good at keeping in touch with people. PR is the next one – mainly through an article I wrote in the local Institute of Logistics and Transport magazine in 2003! Adverts have been good in other years but the results are erratic. Cold calling and networking are low but have also been higher in the past.

If I had hazarded a guess at the results of the analysis, I would have come up with a completely different result. The interesting thing about doing this exercise is that it focuses the mind on where to spend money, time and effort on marketing. For example, if advertising is obviously not working, then it is time to reduce the budget and bat away all those annoying but persuasive callers from obscure trade publications. Our strategy is going to move across to doing more collaboration and carry on with the PR, which has been very varied this year (see our website's 'In the news' section).

It may be worth carrying out this exercise for your own organisation and seeing whether you are surprised by the results...

Research projects

AT LABYRINTH WE HAVE CARRIED OUT a number of research projects on behalf of clients into questions ranging from the viability of a haulage consortium in a specialised area to the reasons that women fail to apply for jobs in the logistics industry, and that those who do then decide to leave.

We're always happy to undertake research projects in any area related to logistics and we can combine sharp report-writing skills with a genuine understanding of how the industry really works – not always the case with more academic researchers. We can also provide feasibility studies looking at the pros and cons of different courses of action (such as an in-house rather than third party logistics solution – a popular discussion point with many companies at the moment).

PARTNER PROFILE: EMPHASIS COMMUNICATIONS LTD

Design and editorial services



LABYRINTH IS PROUD to be associated with Emphasis Communications Ltd, the company which provides all our website support and newsletter design.

Emphasis is run by Lois Sparling, networker extraordinaire. Says Ruth 'I met Lois just before I went self employed in December 2001 and she immediately got me along to a breakfast networking group. Since then Lois has continued to encourage and inspire me

to get organised and become an effective networker. She is also a design whizz, and has a real flair for what works well on the page as well as on a website. She also provides proof-reading services. I have used Emphasis for four years and can recommend Lois highly.'

Lois is based in the Lake District but works with customers across the UK. Further information is available at www.emphasis-comms.co.uk or you can ring Lois on **01539 730609**.

ISO: STILL THE RIGHT APPROACH

ALTHOUGH IMPLEMENTING a quality management system is no longer hailed as the answer to every business' problems, it's still a sound approach to organisation. At Labyrinth we have a number of experts in ISO 9000 and can provide assistance with implementation from any starting point.

Since the International Standard changed in 2000, it's become more user-friendly and is now a lot more suited to a service industry environment as well as manufacturing, where the idea first started. The good news is that you do not have to be a slave to procedures to implement ISO 9000, but you do have to inject a certain discipline into your business and know what's going on with your customers. Ultimately a quality management system should be about attracting and retaining customers – not about inflicting paper-bound misery!

Labyrinth is currently working with two clients on ISO implementations. One of these is Chesterfield-based bulk tanker haulier Hopkinson Transport Ltd has embarked on ISO 9000 following a request from a major client, and Administration Director Clair Bingham (pictured) is the first to admit that they had put it off, worried about the work and

the time it would take to implement.

Says Clair: 'We chose Labyrinth because Ruth combines an in-depth knowledge of our industry with knowledge of the Standard, and that was important to us. We're still working on the implementation, and although it's been hard work, I have been pleasantly surprised that it has actually helped to clarify areas I had not imagined would be involved, and I can really see the benefits to our haulage business.'



Do you need to reduce costs?

OUR CUSTOMERS CAN understandably be a little coy about admitting that they have an area where they would like help reducing costs.

We can't use case studies to illustrate our work in this area – all projects are naturally confidential – but why not consider using Labyrinth to look at reducing transport costs in the future, rather than putting it on the 'too difficult/embarrassing' pile? We usually start with a short one or two-day audit of current transport flows, both domestic and international. Often small changes within the business can lead to large savings, simply by changing the way invoices are checked or by implementing more accurate freight recharge mechanisms for urgent or international freight. We can also use software to model the optimal delivery schedule for your business and reduce sub-contractor costs and help review the amount of customs duty you pay on imports and exports from outside the EU.

PARTNER PROFILE: GILKES & SONS LTD

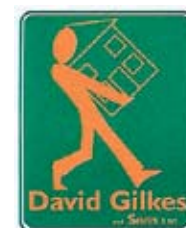
Removals and storage

BACK IN 2003 I met Matt Gilkes at a breakfast networking meeting. We exchanged business cards and I rang him straightaway to get a quote for taking my furniture to our holiday home in Donegal.

Matt won the business and his dad, David, brought a 3.5t van full of furniture across the Irish sea for us. I also visited Matt to talk about how Labyrinth could possibly help them with managing their expanding fleet, and assist with Health & Safety. I do a lot of these meetings, where there is no immediate prospect of business, just to let people know what we do. In October 2006 I received a call out of the blue – Matt was ready to talk turkey! Within a couple of weeks we'd done a deal and we're now happy

to count David Gilkes & Sons as a customer.

David Gilkes & Sons Ltd began trading in 1983. They set up to carry out small domestic removals and very soon gained a good reputation and added services such as storage and specialist piano moves. They offer a friendly, flexible and efficient service tailored to customers' needs. With 20 years' experience in the removals industry Gilkes & Sons can offer helpful, knowledgeable staff to move your goods and chattels with minimum fuss. David Gilkes Removals is enjoying continued growth in the removals industry and they have also developed their commercial operation to great effect providing office relocation, internal office moves and archive storage service for many long-term clients.



024 7630 3268

www.davidgilkes.com

DRIVERS' HOURS AND DIGITAL TACHOS

Labyrinth Associate Chris Metcalfe gives an overview of new legislation affecting the transport industry – and offers some help with some changes which came in in 2006.

EU DRIVERS' HOURS

New legislation is due from 11 April 2007 which affects the EU Drivers' Hours rules. This will implement changes in the following areas.

- **Weekly limit** – This will be specified as 56 hours.
- **Fortnightly driving** – There will be a maximum of 90 hours during any two consecutive weeks.
- **Breaks from driving** – This will be 45 minutes split into two breaks, the first being at least 15 minutes, the second at least 30 minutes. The driver must take 45 minutes at or before the end of 4.5 hours' continuous or cumulative driving.
- **Daily rest** – This will be 11 hours in any 24 hour period. This may be reduced to 9 hours no more than three times between any two weekly rest periods.
- **Split daily rest** – This will be able to be taken in two periods, the first being at least three hours and the last at least nine hours.
- **Weekly rest** – This will have to be taken after no more than six successive periods of 24 hours following the last weekly rest period. At least 45 hours will be able to be reduced to 24 hours at base or away from base. A full regular 45 hours' rest will be required in any two weeks.

DIGITAL TACHOGRAPHS

All new vehicles are now being fitted with digital tachographs, which means that even a replacement vehicle could come with one. The following points need to be considered.

- Each driver needs a driver card (£38 each, available from the DVLA).
- The company requires a company card at each location where tachographs are to be downloaded (£38 each).

- The information needs to be downloaded from the vehicle digital tachograph unit and the driver card. Vehicle download units costs around £150 each. Card readers cost about £50 each.
- Vehicle units store 365 days of data and it is generally advised to download within a maximum of 3 months from each vehicle.
- Driver cards hold data for 28 days after which data will be overwritten and lost so it is advisable to download it within a maximum of 21 days.
- Once downloaded the data needs analysing. If done in-house this requires specialist software which costs around £900. Alternatively an outside agency can do the analysis. As a guide this would cost around £4.75 per week for the router to send the data to the analysis company and around £1.30 per driver per week for the analysis.
- A further cost to consider is training. Several companies offer this and a guideline for a full day's practical training held on the company premises is £125 per person.



For further details about digital tachograph training please contact Chris Metcalfe on **01606 851472**. If you would like to arrange an 'O' Licence compliance audit please contact Ruth Waring on **01926 430362**.

WHATEVER YOU NEED...

everything you ever wanted to know about
transport consultancy
without the strategic gobbledegook

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01926 430362
consultancy@labyrintholutions.co.uk
www.labyrintholutions.co.uk

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