



The Commercial Moving Group (CMG) is a dedicated group of companies within the British Association of Removers that specialise in all aspects of commercial relocations.

R&S interview: Future directions for CMG

Sarah Cole, Legal and Quality Director at Universal Commercial Relocation, has been appointed as the new Commercial Moving Group Council Deputy Chairman.

R&S: What are the main roles and responsibilities of the CMG Deputy Chairman?

Sarah Cole: The main roles are to support the Chairman in overseeing the various initiatives devised and developed by the CMG Council, and to raise the profile of the CMG both within the BAR membership, and to the wider commercial world.

R&S: What are the CMG's current key areas of focus and how do these address any challenges affecting commercial movers?

SC: The Council meets on a regular basis in Watford to identify key areas of focus. The various sub-committees such as those for training, marketing and BAR Conference then develop the initiatives and report to the Council. All of the sub-committees have current areas of focus. For example, the training sub-committee is working with Miranda Martin of BAR Training Services to promote the commercial moving apprenticeship, while the marketing sub-committee is working with BAR to optimise the CMG website and increase traffic on our 'Find a Member' search function, among other projects.

R&S: What are your hopes for the future direction of the CMG?

SC: The overarching aim of CMG's work is to attract more commercial moving work to its membership, and raise standards in our industry. In an increasingly competitive market with diverse service providers, it is critical that we demonstrate how our Members should be first choice on commercial moves due to the quality, innovation and expertise that they offer.



R&S: Are there any longer term goals and tools for achieving this direction?

SC: The development of the commercial moving quality standard, BS 8522, by the CMG in collaboration with the British Standards Institute and other bodies set the standard for commercial moving in the UK. The CMG would like to build on this ground-breaking work by driving further innovation in the industry. For example, in conjunction with BIFM, we have launched a

nationwide survey entitled 'Moves and Changes in the Evolving Workplace', the results of which will be announced and debated at the BAR Annual Conference in May. The aim of this is firstly to raise the profile and brand awareness of CMG and its membership with many thousands of facilities and office managers, and secondly to identify trends in the workplace affecting our industry which will drive future CMG initiatives.