



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.

CMG Councillor Sarah Cole

Sarah Cole, Legal and Quality Director of Universal Commercial Relocation, is a newly appointed councillor of the CMG. She spoke to *R&S* about her plans to contribute to the CMG, and about how companies such as Universal need to ensure the highest levels of professionalism if they are to perform well in public and private sector relocation tenders.

Universal Commercial Relocation was founded in 1978 by Sarah's parents, Managing Director Bill Murray and fellow Director Mairead Murray. Sarah works alongside General Manager Patrick Molloy, another member of the family, as Legal and Quality Director.

Universal's main areas of business are office removals, commercial storage, records storage and destruction, and confidential shredding.

Sarah (pictured) says that although Universal has been a Member of BAR for many years, and joined the CMG in 1995, the company had not been actively involved with BAR and its Groups. It was only on reading *R&S* and learning about the benefits of group membership for commercial moving members that Sarah first decided to attend a CMG meeting at Watford in February 2012.

"I was impressed by the obvious commitment of the Councillors and BAR to roll out initiatives which would have tangible and commercial benefits for their members from winning new business with lead generation, to building a dedicated apprenticeship scheme for the industry," she says.

"I wanted to get involved and participate in CMG's drive to raise the profile of our Group as the professionals – that sets us apart from many other companies in the business."

Sarah was appointed as a Councillor earlier this year. She has joined the CMG Training sub-committee where she is involved in the ambitious development work on the apprenticeship scheme headed up by Loren Webster of BAR Training Services and CMG's Deputy Chairman Kevin Mack.

"Universal plans to take advantage of the scheme and recruit new personnel through the scheme in 2013," Sarah discloses. "The scheme fits in very well with our long-standing tradition of training our operatives from inception with a view to them coming up the ranks and staying with the business as they develop and progress.

The development of a recognised and industry specific vocational qualification is a very useful initiative which will only enhance our training and

development programme."

Sarah herself joined Universal in 2002, following a career as a commercial property solicitor in the City of London for the previous 10 years. "In my time as a solicitor, it was the business aspect of my work and the development of strong client relationships that I found the most interesting," she explains. "Joining the family business has given me an exciting opportunity to build on this experience and be part of a close knit team committed to its workforce and to its customers.

Our commercial relocation business has the same underlying principles and approach as the law firms I worked in – offering a highly professional, reliable, and cost effective solution to blue chip companies where delivery to our clients is business critical."

Compliance is key

Sarah explains that whereas it used to be a company's expertise, name in the market and references that were key in winning new business, public and private sector clients are now increasingly focused on compliance in their approach to tenders. It is overseeing this aspect that is her main responsibility at Universal, and it is a part of the business that should be of paramount importance to all commercial movers.

"As a trained auditor, I head up the team looking after our Quality and Environmental Management systems which cover many areas of our performance from training and development, health and safety, to sustainability and innovation," she says.

"Our QSS accreditations in ISO 9001, ISO 14001 and BS 8522 have been at the heart of this approach. We have also looked to participate in other industry recognised initiatives such as FORS administered by Transport for London which focuses on safe, green and efficient fleet management. I was delighted to be registered as a FORS Practitioner in May 2012.

Professionalism has always been at the heart of the Directors' approach to our services and our clients, and their ability to retain clients and staff over so many years despite the rapidly changing face of the business world is testament to this."



→ Sarah Cole, Legal and Quality Director



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