

The 'L' word



'Leading' and 'leadership' – two interesting words. We often use (and abuse) both – perhaps without fully appreciating their real meaning. FTA Head of Vans and Logistics Buyers **MARK CARTWRIGHT** reflects.

Recently, I had the opportunity to speak with a number of 'leading' transport and compliance managers at an industry event organised by a 'leading' trade magazine where I was introduced as a speaker from a 'leading' trade association...

It seemed to me that the 'L word' was banded around without thinking and we could just as easily use, say, 'fabulous'!

For me 'leading' is about the art of influencing those around us in a positive manner. It's about standing up and being counted.

Van Excellence recently reached a significant milestone achieving over 100,000 vans to accredited operators. Each of the transport managers at these organisations has recognised the benefits of *Van Excellence* and in turn, has 'led' their organisations into the scheme.

There are other great examples of 'leadership' within *Van Excellence*; a number of operators are now looking beyond their own fleets and are 'leading' their contractors, franchisees and even suppliers into *Van Excellence*, recognising that the scheme provides a perfect standard to establish the confidence that they are meeting their corporate responsibilities to encourage safe working practices.



Electricity North West (ENWL) was one of the first businesses to be awarded *Van Excellence* accreditation; they recently introduced a scheme which insists that each of its contractors would be involved with *Van Excellence* as part of their qualification to work for ENWL.

Graham Davies, Transport Manager at ENWL, sums it up "We've long recognised the benefits of *Van Excellence* for our own fleet. We pride ourselves on operating a safe and compliant van fleet in often challenging circumstances. It's a natural development to expect our contractors to work to the same high standards.



We wouldn't let them work for us if we weren't sure of their ability to work with high-voltage electricity so why shouldn't we expect high standards in their fleet?"



BT Fleet

