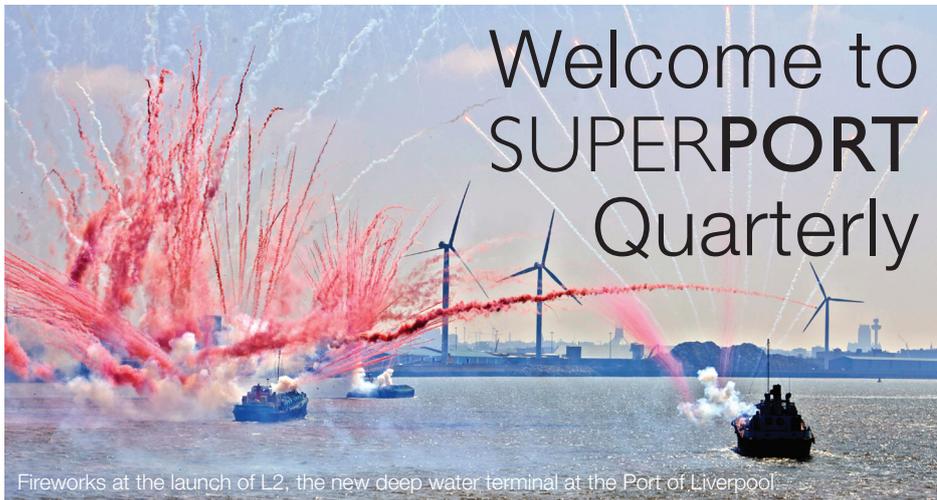




# SUPERPORT Quarterly

December 2013



Fireworks at the launch of L2, the new deep water terminal at the Port of Liverpool

## Welcome to SUPERPORT Quarterly

As 2013 draws to a close it seems a good time to reflect on the SUPERPORT highlights.

### Strong take up of sites

It has been a very positive year for the take up of industrial space. There is over 1m sqft of space under development for City Region logistics operations including the TJ Morris HQ which will create the equivalent of 150 new full-time jobs and the £20m B&M Bargain expansion which will create 200 new jobs. The continued success of Jaguar Land Rover at Halewood has resulted in Johnson Controls taking 150,000 sqft of space in Speke and TTAS taking 148k sqft space in Knowsley with 80 jobs created. Marks & Spencer also took 268k sqft of space on Knowsley Business Park creating 100 jobs with Singleton Trading Ltd taking 120k sqft of the remaining Knowsley warehouse creating 40 jobs.

### Major projects

In May Peel Ports launched the start of the L2 project in style. George Osborne enjoyed a tour of the port and then rang the bell to signal for the crane to move the first steel pylon into place to mark

the start of the momentous build. Then in June Sir Bobby Charlton and Kenny Dalglish were guests of honour at a spectacular ground breaking ceremony with stakeholders enjoying a fireworks display. It was an occasion to reflect on the great impact the investment will have for the City Region.

In the summer Mersey Gateway announced the Merseylink consortium as the preferred bidder for the new 6 lane bridge between Widnes and Runcorn. The team are currently working towards financial close to ensure the bridge is operational in 2016.

### Exports up

It was great to read that exports are up in the North West – an increase of 0.9% in the year to September 2013. This represents the biggest increase in exporters across the country and suggests the campaign to encourage 1,000 new exporters run by UKTI North West and the Liverpool Post is having the desired effect. Top commodities exported from the region include chemicals, machinery and transport, manufactured goods and crude materials; with the top five North West Export markets being Germany, the USA, Netherlands, France and China. Let's aim to increase this –

after all the City Region is served by an internationally connected port and boasts multimodal infrastructure.

### Clustering in Logistics Conference

One of the first SUPERPORT projects I got heavily involved in was the organisation of the Clustering in Logistics Conference which we held in St. Georges Hall. The impressive venue was matched by the 160 attendees and the array of British manufacturing on display outside the building from Jaguar Land Rover, Bentley, JCB and McLaren. Speakers included Lord Digby Jones Kt., Louise Ellman MP and Chair of the Transport Select Committee and Kieran Ring, CEO at the Global Institute of Logistics. It was a great gathering of logistics insights and recognition of the strength of British manufacturing.

### Meeting the demand for skills

The SUPERPORT Skills for Growth Agreement was launched in March as the City Region response to future skills requirements. It outlines the forecasted demand to enable the City Region to respond and match skills supply to the demand. This will optimise job creation, employment and economic development.

The Skills for Growth Bank [www.skillsforgrowthbank.org.uk](http://www.skillsforgrowthbank.org.uk) is also now operational to further support training and skills development.

Here's to an even more successful 2014!

**Bernard Molloy,**  
Chair,  
Liverpool City Region  
SUPERPORT  
Committee



# Stena Line adds new ship to handle increase in trade



Richard Horswill of Stena Line and the Stena Hibernia

Stena Line has introduced a new vessel to cope with increased demand for freight capacity on its Liverpool (Birkenhead)–Belfast service.

The new freighter-type vessel, Stena Hibernia, came into service on 12th November and will initially operate eight sailings per week giving freight customers greater availability and choice. The extra sailings will depart Liverpool Tues–Fri at 0300 hrs and will depart Belfast Tues–Fri at 1500 hrs.

Stena Line acquired the Belfast–Liverpool/Heysham service over two years ago and undertook a substantial refurbishment of the two ships which currently operate on the service, Stena Lagan and Stena Mersey. Since then traffic on the route has flourished with freight cargo often full to capacity, hence the need to add additional tonnage.

Richard Horswill, Stena Line's Head of Freight UK and Ireland said: "The Liverpool (Birkenhead)–Belfast route has become an extremely popular choice for our customers since we acquired it in July 2011. By continuing to improve the service we have helped stimulate growth in the market to the point where we now need to add additional capacity.

*The attraction of Belfast as a freight hub has certainly helped to drive some of the increased demand and with Birkenhead's close proximity to the extensive UK motorway network, we are confident the route will go from strength to strength."*

Ross Thompson, Group Sales Director at Peel Ports Group, said: "We are delighted to welcome the Stena Hibernia to the Port of Liverpool, as it not only reinforces our partnership with Stena Line, but highlights a positive period of growth for the freight market.

*"The extra capacity comes in response to customer demand for services which will guarantee they can deliver on next-day order fulfilment."*

# Potter Logistics supervisor highly commended at awards

Richard Greaves, site supervisor at Potter Logistics Knowsley DC was shortlisted in the Employee of the year category at this year's Knowsley Business & Regeneration Awards.

Richard was nominated for his commitment to the business, his determination to learn new skills, support of new and existing members of staff and his customer service levels that see him go above and beyond.

Richard was joined by other members of Potter Logistics staff and over 600 attendees at the glittering gala event at Knowsley Safari Park on November 28th.

*"I am so pleased to have been nominated and shortlisted for this award. I see it as doing my job but it is heart-warming to know your managers and peers see it as something more."* comments Richard. *"Thank you to Scott and Bryan for their support and congratulations to the winner Lesley Chums and the other finalists of my category."*



**Potter**  
Logistics

## B&M signs up to **flexible warehousing deal** with Peel Ports

B&M Retail has signed a deal with Peel Ports which will allow it to accommodate an additional 85,000 pallets of stock in the run up to Christmas without adding any further mileage or costs to its supply chain.

The deal will see stock that would otherwise have been moved to warehouses across the North West, stored and distributed direct from the Port of Liverpool – creating a single partnership for import and warehousing.

Initially up to 60,000 pallets of B&M stock will be handled across a number of warehouses on site at the port, eliminating the need for expensive over spill storage as well as reducing the number of truck journeys required from port to warehouse.

B&M has agreed terms with Peel Ports which include no capital investment costs and with the option to add and reduce space when required.

Jerome Wildsmith, head of supply chain at B&M Retail, said: *"Christmas is one of our busiest periods and coupled with the fact that we are witnessing a significant increase in consumer demand means our current warehouse facilities are at capacity. Peel Ports has offered us a viable and affordable storage and distribution solution. It will allow us to deal with peak volumes with minimum fuss and maximum efficiency."*

*"What has been particularly attractive to our business is that we haven't had to enter in to any lengthy or costly leasehold agreements. So we can add to or take away from capacity without losing out in terms of cost. The deal also means we are able to reduce road miles and carbon emissions, which is important in terms of our commitment to environmentally friendly operations."*

*"We can use the warehousing option at Port of Liverpool as and when required, as it gives us an on demand solution, which can still be utilised during our peak times in 2014 and beyond."*

The flexible on demand warehousing option at the Port of Liverpool is offered to customers as a bespoke storage solution, with the option to add and reduce storage space when required, helping manage assets more effectively and remove capital investment costs. It is available on a large or small scale basis, offering flexible warehousing for business that might need anything from one to tens of thousands of pallets spaces.

**B&M Retail, which is headquartered in Speke, Merseyside, currently operates 360 stores across the UK and Ireland.**

# Smart Business Academy –

## A ‘smart’ solution to the employer skills gap!

Following its introduction in the June 2012 **SUPERPORT** newsletter, Smart Business Academy and its partners are pleased to announce that they are in the final stages of agreeing the programme with Government for the Employer Ownership of Skills funding.

Due for rollout in 2014, the Smart Business Academy has employer collaboration and ownership at its core. Designed by employers, for employers the programme aims to address the growing skills gap across the transport, logistics and supply chain sectors and drive up commercial performance to create employment and sustainable economic growth.

There are around twenty large employers from across the UK already committed to Smart Business Academy from across the three aligned sectors and we realised early on that we faced many similar challenges. These include skills shortages, lack of training and career progression, attitude, recruitment, retention and collaboration. Building on and bringing together much of the good work that individual employers are already doing, Smart Business Academy has been designed to raise awareness of our industries by engaging with young people to show them the exciting career pathways available.

Smart Business Academy recognises the need for a radical overhaul of the skills landscape to move towards greater employer ownership of skills across our sectors, so if you would like to be part of this radical shift or you would like to find out more then please contact **Rebecca Foster** on **01228 882 300** or alternatively email [rebecca.foster@stobartgroup.com](mailto:rebecca.foster@stobartgroup.com).

In order to further address this skills gap, from January 2014, Smart Business Academy will also be running a series of Sector Based Work Academies in the Liverpool City Region for all employers across **SUPERPORT**.

This two week pre-employment programme has again been designed by employers to meet the needs of employers.

The programme sees potential future employees attend a number of interactive and dynamic workshops alongside work experience days with partner employers to gain an invaluable insight into our sectors and operations.



# Events 2014

We have a range of fantastic events coming up – please email [claire.delahunty@liverpoollep.org](mailto:claire.delahunty@liverpoollep.org) for more information.

**14th January** - Liverpool SUPERPORT freight hub and Liverpool Chamber Export Centre – a golden exporting opportunity on your doorstep. A breakfast briefing aimed at local businesses looking for growth through exports. Come and join us to find out how you can grow your business in 2014! With the benefit of an international port on their doorstep, Liverpool businesses thinking about exporting have ample opportunity to access global markets.

**22nd January** – Attending the Meet the Mittelstand conference –how German mid-sized companies went global.

**30th January** - Private invite only retail logistics leaders' dinner. Please get in touch with Claire Delahunty if you would like further information.

**18th February** – Liverpool SUPERPORT freight hub – a great investor opportunity at the beating heart of UK logistics. A briefing for UK institutional investors in London in conjunction with Knight Frank and WHR.

**11-13th March** - MIPIM, Cannes – An international property exhibition where SUPERPORT will be highlighting the opportunity for additional industrial distribution space in the Liverpool City Region on the back of population centric logistics and the £1bn investment in new infrastructure. We will be attending events while there including ShedMasters, a joint Liverpool and Manchester Atlantic Gateway briefing and holding a SUPERPORT briefing with NAI Haywards.

**18th March** - SUPERPORT & Freight Stakeholder Forum.

**29th April - 1st May** - SUPERPORT stand 215 at Multimodal, NEC, Birmingham.

**9th June** - Maritime, Logistics and Energy week begins at the International Festival for Business.

**10-11th June** - Automotive Supply Chain conference.

**11-13th June** - UK Warehousing Association conference.



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