

# Coastlink Liverpool

15 – 16 June 2011

## **MARITIME CORRIDORS AND THE ROLE OF REGIONAL PORTS IN A COMPETITIVE ECONOMY** **What is the best way to serve the needs of the north west of England and Ireland from a transport perspective, given the high level of imports from international markets?**

The hinterland of the Mersey is in excess of 7.5 million and the population of Ireland is just over 6 million. The Northwest of England is one of the largest manufacturing areas in the UK, circa £10bn, of which £3bn is food. The UK's Greater South East is home to 21 million potential consumers which represents 35% of the entire UK population. From a shipping and economic perspective, the South appears to be the logical location to develop shipping services and port infrastructure. However there must be a big BUT, namely, absence of suitable infrastructure on the road and rail networks to cope with traffic destined to other parts of the UK, particularly the Northwest.

It is a fact that existing feeder and short sea services serving the UK West coast traditionally integrate their networks to include Ireland. The imbalance of trade between overseas markets and the UK and Ireland is a reality; equally there is a trade imbalance within the regions of the UK itself. **Do supply chain models always take this into account?** One thing is clear – in the global economy, or for the foreseeable future at least, consumption will exceed production in this part of the world.

A significant amount of traffic from South Africa and South America on mainline vessels routes either to ARA Ports or Le Havre and is fed to the UK on feeder vessels. **Are these existing processes correct and sustainable or is there the potential to see new solutions evolve, with more direct calls in the northwest, which are both environmentally friendly and economically viable?**

Similarly traffic from Iberia to the UK remains heavily road dependent. **Have we got these models right, from the perspective of the retail majors, and the transport providers?**

Five years ago it was unheard of for competitors in the retail sector to co-operate on elements of the supply chain. A number of major retailers now recognise that real competition between them is on the shop floor, which does permit co-operation on the movement of some finished products and raw materials on the long haul from the Far East, Indian subcontinent, Africa and South America to Europe. **Is this a time for closer collaboration between shippers to achieve cost reductions and the benefits of scale?**

The cost of running feeder and short sea vessels are high. Shipping lines need predictable volumes as a basis for their business planning and investment. Increased fuel costs and legislative environmental demands place a burden on the viability of services particularly to regional locations. **Will shippers provide a predictable environment for shipping lines to plan for additional services?**

Ports have to invest to provide suitable hub facilities to serve their hinterland. **How can they more closely integrate their processes with the needs of the shippers and the shipping lines?**

Foodstuffs, beverages, pulp and paper products, seafood, cereals, dairy products, meat and poultry, textiles, sugar, coffee, tea, cocoa and spices, metals, chemicals and pharmaceuticals are just examples of products that move to destinations throughout the landmass of the UK and Ireland.

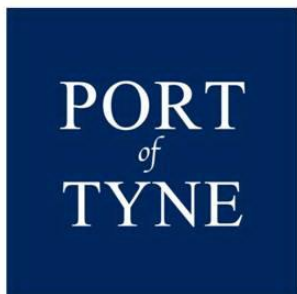
Some experts say that over 50% of traffic routing through Felixstowe and Southampton is destined for Birmingham and the North (including Scotland). Others challenge this, citing an example where a significant number of RDC's serving the GSE are located in the North. Where this is the case traffic destined for London will cross this congested area twice. Coastlink Liverpool will try to obtain the facts.

In this context, Coastlink Liverpool will address and strive to answer these key questions:

- The viability of short sea and feeder services to the Northwest through the transfer of volumes from road and rail through the GSE and Continental Ports
- To consider whether the Government's environmental targets for transport can be met
- To debate whether a percentage of existing road volumes from France and Spain to the UK can be transferred to short sea
- To consider what predictability shippers can give to shipping lines on traffic volumes to support additional short sea services

*Gavin W. Roser, Deputy Chairman, Coastlink Network Ltd*

### **With thanks to the conference supporters:**



**Day 1 – Wednesday 15<sup>th</sup> June 2011**

**On board the “Royal Daffodil”**

**Board at Liverpool Cruise Terminal, Princes Parade, L3 1DL**



09.00- 09.15	<i>Board the Royal “Daffodil” and Registration Please note the ferry will depart at 09.15am sharp – please make sure you’re on board!</i>
09.45– 09.55	<b>Setting the Scene: Chairman’s Introduction</b> <i>Gavin W Roser, Deputy Chairman, Coastlink Network Ltd</i>
09.55 – 10.10	<b>Welcome to Liverpool</b> <i>Gary Hodgson, Managing Director, Mersey Ports</i>
10.10 – 10.30	<b>Setting the Supply Chain Scene</b> <i>Martin Dixon, Drewry Supply Chain Advisors</i>
10.30 – 10.50	<b>Ministerial Address</b> <i>Mike Penning MP, UK Shipping Minister</i>
10.50 – 11.15	Session Q & A
11.15 – 12.00	<i>Refreshments – further guests board at 11.30 New Guests Welcome (upper deck)</i>
12.00 – 12.30	<b>Supply chain dynamics – the role of a port in inland distribution</b> <i>Stephen Carr, Head of Business Development, Mersey Ports</i>
12.30 – 13.00	<b>The Role of Ports in a Competitive Economy &amp; Key Issues Facing the Sector</b> <i>Jim Stewart, Chairman, British Ports Association</i>
13.00 – 14.20	<b>Lunch</b> 13.00 - Introduction to Manchester Ship Canal, Port Bridgewater Development 14.15 – Introduction to Runcorn Docks
14.20 – 14.30	<b>Workshop Introduction – Setting the Themes</b> <i>Gavin W Roser &amp; Workshop Chairmen</i>
14.30 – 15.30	<b>Workshops:</b> 1. New and traditional shipping routes within Europe – What drove certain routes to dominate and can they be challenged in today’s market? What needs to change to maximise all water solutions? <i>Chair: Art J Hille Ris Lambers, Head of Commercial, DP World Southampton</i> 2. <b>What are the challenges to encouraging new shipping services into European regional ports?</b> Should we think outside the box and challenge what we believe to be sacred cows? <i>Chair: Gerard Jahoo, Lines Manager, Port of Nantes Saint Nazaire</i> 3. <b>How will climate change and carbon reduction targets affect shipping?</b> Carbon reduction targets and programmes for credits / debits can have a profound impact on the supply chains. How will they impact on shipping business, which includes ports, shippers, shipping lines, forwarders, supply chain engineers and even Governments and the EU Commission? <i>Chair: Doug Bannister, Director, Box Trade Intelligence</i> 15.00 – Introduction to Port Warrington
15.30 – 15.45	<i>Refreshments</i>
15.45 – 16.15	<b>Interactive Session - Conclusions from Working Groups</b>
16.15 – 18.00	<i>Refreshments &amp; Networking</i> 16.30 – Introduction to Irlam Container Terminal 17.00 - Port Salford Development
18.00	<i>Arrive at Manchester Docks – Salford Quays, M50 3SQ</i>
18.00 – 19.00	<i>Coach transport provided to the Crowne Plaza Hotel, Liverpool</i>
19.30	<b>Drinks Reception, followed by</b> <b>The Conference Dinner at 20.00 in the Crowne Plaza Hotel, Princes Dock, Liverpool, L3 1QW</b>

**Day 2 – Thursday 16<sup>th</sup> June 2011**  
**Maritime Museum, Albert Dock, Liverpool, L3 4AQ**



09.00 – 09.15	<i>Registration</i>
09.15 – 09.20	<b>Chairman’s update on Day 1 and Challenges for Day 2</b> <i>Gavin W Roser, Deputy Chairman, Coastlink Network Ltd</i>
09.20 – 09.40	<b>Perishables - Investment in the Northwest and the role of LPT in the Supply Chain</b> <i>Andy Rickard, Commercial Director, Liverpool Produce Terminal</i>
9.40 – 10.25	<b>A Model for Collaboration – Will shippers provide a predictable environment for shipping lines to plan for additional services &amp; what are the legal challenges that could impact on the supply chain? Roundtable discussion</b> <i>Jerome Wildsmith, B &amp; M Bargains</i> <i>John R Hulmes, Head of Hill Dickinson Shipping Team, Liverpool</i> <i>David Pendleton, Business Development Director, Mersey Maritime Group</i> <i>And a selection of other shippers</i>
10.25 – 11.15	<i>Refreshment Break and Your Chance to explore the Museum</i>
11.15 – 11.30	<b><u>Critical Mass &amp; Shipping Networks – Session 1</u></b> <b>The Numbers Game – Critical mass of the Northwest and Ireland and the Impact on Shipping Networks</b> <i>Mike Garratt, Managing Director, MDS Transmodal</i>
11.30 – 11.45	<b><u>The Impact of Distance on Maritime Economics – Session 2</u></b> <i>Professor Alf Baird, Professor of Maritime Business, Transport Research Institute, Edinburgh Napier University</i>
11.45 – 12.05	<b><u>Critical Mass &amp; Shipping Networks – Session 3</u></b> <b>An ACL Perspective 2011 – 2015</b> <i>Ian Higby, Managing Director, ACL</i>
12.05 – 12.15	<b><u>Critical Mass &amp; Shipping Networks – Session 4</u></b> <b>A Warehouse Operator’s Perspective</b> <i>Kieran Hall, Managing Director, Denholm Handling</i>
12.15 – 12.35	<b>The Role of the Marine Coastguard Agency in Commercial Shipping</b> <i>Philip Naylor, Director of Maritime Services, MCA</i>
12.35 – 12.45	<b>Key Issues in Spain and the Coastlink Conference Agenda in Bilbao</b> <i>Uniport Bilbao</i>
12.45 – 13.45	<i>Lunch</i>
13.45 – 15.00	<b>Priorities for the Maritime Sector 2020 (Ports and Shipping Lines) - Roundtable Discussion</b> <i>John Tye, Commercial Director (Logistics), Port of Tyne</i> <i>Gary Hodgson, Managing Director, Mersey Ports</i> <i>Jim Stewart, Chairman, British Ports Association</i> <i>Peter Johnson, General Manager Intermodal, MSC</i> <i>Peter Conway, Chief Executive, Warren Point Harbour Authority</i> <i>David Barbour, Managing Director, Hamburg Sud UK</i> <i>John Lynch, General Manager, Rosslare Europort</i> <i>Ian Higby, Managing Director, ACL</i>
15.00 – 15.15	<b>“Liverpool Initiative” and The Next Stage</b> <i>Gavin W Roser, Deputy Chairman, Coastlink Network Ltd</i>

**Conference presentations will be available for delegates to view at [www.coastlink.co.uk](http://www.coastlink.co.uk) after the event**