

# SHIP2SHORE



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# INTRODUCTION



When the last issue of Ship2shore was published the international shipping industry was gearing up for the introduction of the P3 Alliance between the world's three largest shipping lines, Maersk, MSC and CMA CGM.

Other shipping lines had announced changes to their own alliances, changes made with at least half an eye on the P3; the Grand Alliance and New World Alliance had announced the formation of the G6 Alliance and Evergreen has joined the CKYH grouping, now the CKYHE Alliance.

However, the plans for the original P3 Alliance were abandoned following the failure to gain approval from China's Ministry of Commerce.

That was never going to be the end of the story and there was little surprise when, several weeks later, Maersk and MSC announced a more conventional vessel-sharing agreement to be known as 2M.

2M will be no minnow, it will still boast 185 vessels, 2.1 million TEU capacity and 21 strings. This trend towards bigger alliances operating bigger vessels is going to exacerbate the peaks and troughs that are already familiar to the ports industry. Already we are seeing higher peaks combined with an increasing number of vessels arriving off-schedule, leading to congestion in the main ports of North West Europe.

These challenges need ports to be able to respond by being increasingly flexible in the service they offer and that is what we are doing at Felixstowe. By realigning our flexible labour resourcing and working closely with our customers, we have been able to retain our agility and address these challenges.

We are committed to our approach of putting the customer first. Doing this and focusing on their priorities enables us to deliver a service that works for them and their customers and that is what we will continue to do.

**CLEMENCE CHENG**  
Chief Executive Officer

# LATEST DEVELOPMENTS

## LONDON THAMESPORT GAINS WEST AFRICAN RO-RO SERVICE

The Netherlands-based RMR Shipping has commenced calls at London Thamesport on its North West Europe - West Africa Ro-Ro service.

The first call on the service was made by the 176-metre long Ro-Ro vessel Dresden. The vessel has the versatility to handle a wide variety of cargoes through quarter and side ramps which allow cargo to be loaded and discharged directly onto the quay. It has the capacity to hold some 4,000 + cars and Ro-Ro units on various fully enclosed decks.

RMR Shipping offers a bi-monthly service carrying a variety of general and wheeled cargoes to Lagos (Nigeria), Dakar (Senegal) and Abidjan (Ivory Coast). Project and conventional cargoes also accepted utilising the lines own Mafi trailers.

RMR are represented in the UK by General Agent, AB Global Logistics Limited.



Simon Mullett, Chief Operating Officer of London Thamesport, said:

"RMR Shipping offers further variety in the range of services offered through London Thamesport. We have the flexibility and the workforce to meet a huge range of customer needs and we are confident in our ability to provide an excellent service to RMR Shipping and their customers. We believe that the

decision taken by RMR Shipping to move to London Thamesport will prove to be a positive move for the Line and their customers."

Martin Fleet, Director of AB Global Logistics Limited, said:

"We are very excited at the move to London Thamesport, with our bi-monthly service and the introduction of the stern quarter ramp vessels. The port facilities are of a very high standard and the cooperation with all the staff within the port has been exceptional. We feel the location of London Thamesport will be a positive move for all the clients and their cargoes. We look forward to this new and positive relationship."

London Thamesport handles a variety of deep and shallow-drafted vessels carrying a broad range of cargoes including containers, break-bulk, Ro-Ro and project cargoes.

AB Global Logistics can be contacted on 01708 728800 or at [shipping@abgloballogistics.co.uk](mailto:shipping@abgloballogistics.co.uk).



### RECORD VOLUMES FOR GB RAILFREIGHT

GB Railfreight has been celebrating record volumes carried by rail from the UK's largest container port. The company, one of three freight operators offering services from the Port of Felixstowe, achieved a record throughput month in May, moving 12,000 containers through the port's three rail terminals.

Commenting on the achievement, Stephen Abraham, Chief Operating Officer at the Port of Felixstowe, said:

"Rail is an increasingly important component of modern, carbon-efficient supply chains. Felixstowe offers a unique combination of destinations and high-frequency services to the increasing number of shippers who choose rail as an integral part of their distribution strategies.

"To support this, we have invested heavily in new facilities and systems at Felixstowe in recent years. It is fantastic to see this investment

rewarded and reflected in record volumes from GB Railfreight."

John Smith, Managing Director of GB Railfreight and winner of the Outstanding Personal Contribution prize at the National Rail Awards in 2012, added:

"GB Railfreight is wholly committed to providing our customers with the highest possible level of customer service. Working closely with our partners at the Port of Felixstowe we achieved not only record volumes but also 94% utilisation of our wagon fleet. Operating at those levels places the company in a better position to maintain services out of the port, as well as offer potential new customers a reliable and efficient rail option."

Total throughput at the port's three rail terminals in 2013 exceeded 800,000 TEU making Felixstowe the country's largest intermodal rail facility. Other rail services are provided by Freightliner and DB Schenker.

### PILING STARTS AT FELIXSTOWE EXTENSION

Construction has started of the quay wall on the Berth 9 extension at the Port of Felixstowe.

The work to extend the existing Berth 9 at the UK's largest container port by 190 metres will increase its ability to accommodate the world's largest container ships. Felixstowe already handles more ultra-large container ships than any other UK port and is the only port in the country to have handled the 18,000 TEU mega-vessels that currently represent the pinnacle of container ship design.

Commenting on the commencement of piling operations, Clemence Cheng, Chief Executive Officer of Hutchison Ports (UK) Limited, said:

"The Port of Felixstowe already stands alone as the clear market leader amongst UK container ports. We owe that position to our strategic location closest to the main shipping lanes and the ports of Northern Europe. Our unique combination of marine, road and rail access and to the skill and expertise of our workforce.

"The facilities we have at Felixstowe are second to none. The extension to Berth 9 will increase the range of berthing options we are able to offer the operators of the increasing number of ultra-large container ships that we see at the port every year."

The largest container ships in the world are the 18,000 TEU Triple-E class of vessels operated on Maersk Line's Asia-Europe service. However, these are due to be surpassed later in 2014 when China Shipping launches its 19,000 TEU newbuildings currently under construction in Korea. Both Maersk and China Shipping are customers of the Port of Felixstowe.

The new quay wall will consist of 111 tubular steel piles fabricated in the Netherlands. Each of the huge tubular piles is 36 metres long, 2.56 metres in diameter and weighs 43 tonnes. They have been delivered to Felixstowe by barge straight to the construction site.

The extension, like the existing Berths 8&9 is being built to cater for the world's largest ships well into the future. It will allow a maximum depth alongside of 18 metres, well in excess of the draft of any ship currently in service or under construction.

Three additional cranes have been ordered for the extension from ZPMC of Shanghai for delivery in 2015.



### THE PORT OF FELIXSTOWE COMMISSIONS GREENER ELECTRIC RUBBER TYRED GANTRY CRANES

The Port of Felixstowe has taken another step to improve both its operational and environmental efficiency with the introduction of its first electric-powered Rubber-Tyred Gantry Cranes (RTGs).

The four machines, originally manufactured by ZPMC in Shanghai, have been converted from diesel to electric primary drive in the first project of its kind in Western Europe. The work was undertaken by Kalmar, part of the Cargotec group.

Commenting on the initiative, Paul Davey, Head of Corporate Affairs, Hutchison Ports (UK) Ltd, said:

“The Port of Felixstowe is fully committed to providing the highest levels of operational performance whilst at the same time reducing the impact of its operations on the environment. This pilot project to electrify four RTGs will help us achieve both objectives. The greener machines are the latest in a programme of measures which has seen carbon emissions at the port cut by 12% since 2007, keeping us on course to achieving a target reduction of 30% by 2017.”

The electric RTGs are expected to make a

significant contribution to further increase carbon savings. It is estimated that each machine will deliver energy savings of at least 45% compared with conventional diesel machines. With a comparable reduction in emissions, the conversion programme will also contribute to improving air quality in and around the port.

The conversion project involved installing electrical infrastructure along the full 217 metre length of two of the port’s RTG container storage blocks. The RTGs themselves were modified to install an automatic drive-in collector unit to connect to the electric supply as well as fitting new operator controls and a conductor bar system to supply power to the electric motors.

Importantly, the design allows RTGs to move between storage blocks and connect quickly and easily to a new electricity supply. This retains the inherent advantage of RTGs over rail-mounted alternatives, allowing greater flexibility and an improved ability to match equipment to variable patterns of demand.

The converted machines have also been fitted with an auto-steer function when connected to the conductor bar system through which the electricity is supplied. This system reduces the demand on the driver, minimizing fatigue and allowing him to focus on the efficient movement of containers.

### EVERGREEN UPGRADE VESSELS ON FAR EAST – EUROPE SERVICES

Evergreen’s 8,452 TEU Ever Lucent, the fourth addition to their “Green” L-type fleet made its maiden call to the Port of Felixstowe on 2 July 2014. The 104,408 deadweight vessel operates on Evergreen’s CES Far East – Europe service and also calls at Hamburg, Rotterdam, Le Harve, Taipei, Ningbo, Shanghai and Colombo.

In addition, the Evergreen CEM service has continued to upgrade with the delivery of the ninth T-type vessel in a series of 10. The 13,806 TEU vessels are currently the largest vessels in Evergreen’s fleet. The vessels have been calling at Felixstowe since September 2013 with the last in the series, the Thalassa Axia, due to be delivered later this year.





## PORT OF FELIXSTOWE HELPS LOWER SUPPLIERS' CARBON

The Port of Felixstowe is working with Suffolk Carbon Leaders to improve the resource efficiency of its suppliers and help them reduce their carbon footprints.

The Suffolk Carbon Leaders team is a new resource efficiency programme from Suffolk County Council. It is designed to deliver carbon and cost savings to a range of small and medium sized businesses.

The programme is free of charge, it just requires time from the beneficiary, and the enthusiasm to make some positive changes within their organisation.

Commenting on the new initiative, Paul Davey, Head of Corporate Affairs at Hutchison Ports (UK), said:

“We have had considerable success at the Port of Felixstowe in reducing our carbon footprint in recent years. Those efforts will continue but this new initiative will help extend those efforts by making resources available to help achieve carbon reduction along our supply chain.”

The assistance provided includes an initial diagnosis stage to help to define the business' current energy use, knowledge, needs and capacity. All businesses will end this stage with a robust footprint and action plan, and a clear understanding of their potential for energy reductions.

The facilitation process that follows will take businesses through the primary actions within their plans, providing specific support on areas such as accessing funding / finance, engaging the supply chain, and technical support. Additional resources that can be made available include master classes, networking, newsletters, and assessment against the Suffolk Carbon Charter.

## HARWICH TO BENEFIT FROM CORE STATUS

Harwich International Port is set to benefit from its inclusion in the South East Centre for Offshore Renewable Engineering (CORE).

COREs are designated by the Government as the areas of England best able to service the international offshore wind industry, of which there are only six nationwide. The designation recognises and strengthens the region's combined expertise in the burgeoning offshore wind industry, boosting business and job prospects.

Harwich International is already established as one of the UK's leading ports for offshore wind projects.

Mark Seaman, HPUK Executive member responsible for Harwich International Port, said:

“Harwich offers an unrivalled level of experience when it comes to handling offshore

wind turbines. The sheltered harbour, lock-free access, availability of laydown areas and proximity to the southern North Sea has made it the first-choice for a number of Round 1 and Round 2 wind farm developments.

“The CORE designation recognises these attributes and will help support developers in the next phase of development for the UK offshore industry.”

Harwich International Port has become one of the cornerstones of UK offshore wind development in the Southern North Sea, having acted as installation base for over 260 turbines to date – more than any other UK North Sea port.

These projects have included Gunfleet Sands, Greater Gabbard and London Array. Within these projects Harwich International Port has played host to a wide range of jack-ups, cabling vessels, barges and accommodation vessels.



# WHAT HAS THE CONTAINER

EVER DONE FOR US ...?

**W**hat, asks John Cleese in the film *Life of Brian*, have the Romans ever done for us? The comprehensive list that followed – sanitation, medicine, education, wine, irrigation, roads, and so on – gave a pretty clear answer to anyone in doubt.

So, to follow a theme, what has the container ever done for us? Do people really appreciate and understand the incredible impact that a simple, universal, reusable steel box has had on all of our lives?

It's more than 50 years since a refitted oil tanker

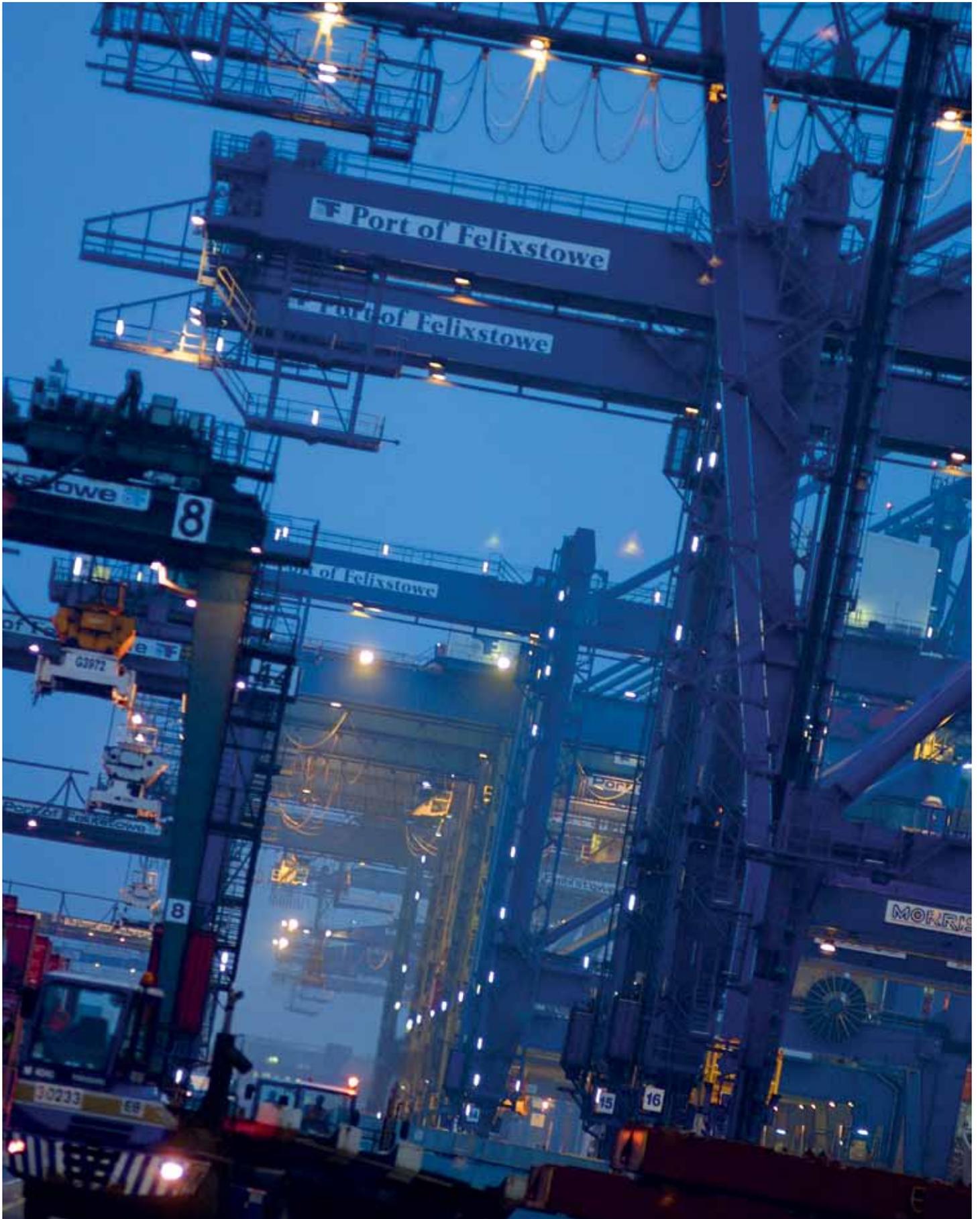
carried 58 shipping containers from Newark to Houston, masterminded by entrepreneur and the 'father of containerisation' Malcom McLean. In the 1950s, the idea that it would be possible to produce vast amounts of consumer goods in countries around the globe and then ship those products thousands of miles to consumers who would then buy them at almost bargain prices would have seemed ridiculous. Today's perfectly tuned supply chains and just-in-time deliveries were the stuff of dreams.

After all, shipping pre-containers meant that although some goods were moved in boxes or on pallets, most were carried as breakbulk packed into the ship's hold. Unloading and loading a ship was a back-breaking, labour-intensive and very long drawn-out task, with ships in port for as long as three weeks. Added to that was the increased risk of damage and pilfering, of course. No wonder those remembering the 'olden days' in ports

describe ships packed into docks so tightly that you could walk from one side to the other across the decks. These days, the world's largest container ships are in and out of port within hours.

As the era of containerisation dawned, various shipping lines were using containers of different dimensions, building their own ships and own cranes to suit the boxes. Hardly a recipe for standardisation! However, the International Standards Organisation ruled that the standard box should be eight feet high, eight feet wide and 20 feet long. Hence ports today still measure their throughput in standard TEUs – twenty-foot equivalent units. Eventually the ISO also approved a box twice that length, so that the industry introduced 40-foot containers. Anyone who's played Lego can understand the logic.

And so, containerisation was the driver of globalisation as we know it today. With ►►►



## // Essentially globalisation could not have existed without containerisation. It goes hand in hand."

containers of fixed dimensions, ships, cranes and handling equipment were designed specifically to handle them.

The earliest specific container ships were developed in the 1960s and carried 1,000 to 1,500 TEU. Compare that with the eye-watering 18,000 TEU capacity of the *Majestic Maersk*, which made its first call into Felixstowe last year, and the scale of it all is clear.

The Port of Felixstowe was the first in the UK to take advantage of the new opportunities that containerisation offered, and it has led the way ever since. In the early 1970s, Felixstowe was a small, rail-linked port development in a sleepy seaside town – but it had the space to expand to

accommodate this new way of working, and it was not bogged down in the industrial conflict that other ports had to deal with, where dockers realised their jobs were to change beyond recognition.

In a recent interview, Dr Jean-Paul Rodrigue, a scholar of transportation geography, based in New York, said: "Essentially globalisation could not have existed without containerisation. It goes hand in hand."

All the outsourcing, or offshoring of large manufacturing activities in developing economies, was made possible because of the container, he said. "It's also absolutely incredible what you can see be put into containers – everything you can think of. Of course, classic consumer goods, televisions, clothing, shoes, refrigerated goods, fresh fruits, vegetables, meat."

He also emphasised that the price of containerised shipping has declined over the past 20 years, because of the economies of scale. "The ships are getting bigger and the ports are getting bigger, so it is of course cheaper to move things around."

Journalist Rose George travelled by container ship from Felixstowe to Singapore, before writing her book 'Deep Sea and Foreign Going', subtitled 'Inside

shipping, the invisible industry that brings you 90% of everything'. It's a fantastic read, explaining in detail the 'hidden industry without which we'd all be sunk'. From toys to toasters, from nappies to nutmeg, many people simply take for granted that everything they want to buy will be on the shop shelf – without giving a thought as to how it got there, across the oceans.

Interviewed recently, Rose George said it was the vastness of container shipping and how it reaches everywhere and everyone that had really struck her. "For example, I'm sitting here in a radio studio and I'm looking around, and it's very difficult for me to isolate something that I am sure did not come by ship."

As she pointed out, the cost of shipping a T-shirt can be as little as a couple of cents.

Thanks to containerisation, the UK's consumers – all of us – continue to benefit from an enormous choice of cheaper goods, while the same process has helped less developed economies to grow. That is entirely down to the standardised efficiency of container ships and the ports that handle them.

*Photo courtesy of Andrew McAlpine.*





# TAKING STOCK:

## LEAN AND MEAN

**W**ho remembers the pushmi-pullyu? The gazelle-unicorn cross of the Dr Dolittle stories had a head at either end of its body – which meant, of course, that when it wanted to move, both heads tried to go in opposite directions.

Clearly, all operations work best when everyone is moving in the same direction. The question is, which is best, push or pull? In the case of the Port of Felixstowe's rail terminals, a comprehensive review and re-engineering of operations came up with the answer.

The review identified too much emphasis on 'pushing' work through the terminal process. This meant that if there was a potential problem on the horizon, there was a risk that it would show up at the last minute, when it could have been resolved earlier.

The solution, learning from others who had successfully stepped up their operations or production in difficult and complex

environments, was a 'Lean' production method using 'pull' philosophies, based on the model first adopted by the Toyota car company.

And underpinning all of this? An exercise entitled the 'Voice of the Customer', in which a wide range of Felixstowe customers and port users were interviewed in order to get their first-hand experiences and perceptions of the business.

To put things in perspective, Felixstowe – the UK's biggest and busiest container port by far – would still take a 'top three' slot based on its rail operations alone. In 2013, the combined throughput of the port's three intermodal freight terminals – North, Central and South – reached 537,000 containers, or 834,000 TEU.

The number of containers moved to and from the Port of Felixstowe has increased significantly in recent years, growing by more than 7% year on year since 1997, so that the three rail terminals are handling between 10,000 and 12,000 boxes per week between them.

An impressive 28% of the port's domestic throughput now moves by rail, and that percentage continues to rise. There are now 30 daily services – 60 if you count both ways – operated by DB Schenker, Freightliner and GB

Railfreight. The Felixstowe timetable reads like a 'Who's Who' of rail hubs, providing regular links to Glasgow, Manchester, Liverpool, Leeds, Cleveland, Birmingham, Doncaster, Tilbury, Selby, Hams Hall, Wakefield, Ditton (Widnes), Birch Coppice, Scunthorpe and Bristol.

"The port is committed to further increasing the share of freight being transported by Rail and we have made significant investments in recent years to achieve this," says Justin Phillips, Senior Manager – rail, in Felixstowe's Container Division. "More than £6 million has been invested in two rail mounted gantry cranes (RMGs) on the South Terminal and extending that terminal from 20 to 22-wagon capacity, and the complete refurbishment of the Creek Sidings train holding area has taken the operational capability of this terminal up yet another notch.

"Last year, of course, saw the opening of our newest rail terminal, the North Terminal. This £40 million investment has enabled us to handle much longer trains – 30-plus standard wagons each – without needing to split and shunt, and it has increased the total rail handling capability of the port to 1.8 million TEU."

But rapid growth can throw up its own challenges. Operations such as this can benefit from being put under the microscope every now

*“The number of containers moved to and from the Port of Felixstowe has increased significantly in recent years”*



and then – otherwise, it’s too easy to slip into that ‘we’ve always done it this way’ trap.

Hence, the Port of Felixstowe embarked on its review – first seeking a clear picture of how its customers viewed the overall service offering, both in terms of existing services and in the identification of any services that might be missing from the mix.

The information gained from the ‘Voice of the Customer’ contributed to the creation of a ‘Service Framework’, which took customer views into account and identified areas which should be prioritised for change.

A vital feature of the review was involving everyone from rail operators to the personnel doing the work at the terminal, says Justin Phillips. “On the basis that the personnel actually doing the work are best placed to identify the issues and provide solutions, the review was driven and informed from the outset by members of the day-to-day rail operations team.”

The ultimate target: the seamless discharge and

load of 30 trains in any 24-hour period, and an operation well placed for further growth.

As Mark Cornwell, Maersk Line UK and Ireland Operations Director, put it: “Instead of simply looking at its own internal processes in isolation, the port engaged with all relevant stakeholders, starting with an analysis of customer needs.”

He added: “The project looked at every aspect of the operation, from upstream planning all the way through to train departure and avoided simply improving one aspect of the operation at the expense of others. Everything was reviewed ‘in the round’ to ensure unintentional negative outcomes were avoided.”

And the final verdict? “The end result has been that the loading of trains at Felixstowe has become a considerably more predictable and reliable process.”

Felixstowe’s rail operations have emerged from this comprehensive review stronger and more resilient; volumes have increased, and the entire process has become more time-efficient.

## “AN IMPRESSIVE 28% OF THE PORT’S DOMESTIC THROUGHPUT NOW MOVES BY RAIL”

An immediate ‘win’ has been increasing the number of containers carried on each train. Average train utilisation was already at a very respectable 82% – now it has exceeded 88%, with one operator reporting as much as 94%.

Felixstowe already offered a range and frequency of rail services that are unequalled anywhere else in the UK. The gap between Felixstowe and its competitors just got bigger.





# STRIPPING COSTS OUT OF THE SUPPLY CHAIN



If you could find a transport planner who can remember the details of every transport job on the schedule this week; who can recall the details of every freight train timetable and every comparable road journey; who has costs, timings and every other permutation at their fingertips; who knows every aspect of your customers' transport needs; and who never makes a decision without checking every possible alternative, but only takes seconds to do the analysis ... well, that transport planner is probably not human.

It's with good reason that PARIS is described as 'the ultimate transport planner' – and PARIS, we have to admit, isn't human either. Indeed, PARIS will never take a day off, take a holiday, leave the company or retire. And it will never get stressed out by the day-to-day hiccups such as late cancellations, customer special requirements, changing appointment times or road/rail delays.

PARIS is the market-leading planning solution for full-load multimodal transport, and it can help transport managers to eliminate thousands of empty running miles, slash their company's carbon footprint and make massive savings in the costs of their inland transport.

"It is like having one planner who knows everything and has it all at their fingertips," says Andy Barker, General Manager of PARIS. "The system is always working with the very latest information. So even when it came up with what appeared to be the very best solution yesterday, it won't be downcast if today things change and the whole job needs rearranging.

## **"THE SYSTEM IS ALWAYS WORKING WITH THE VERY LATEST INFORMATION."**

"It is very difficult for one planner to see all of the possible permutations, because they have a mass of transport orders on a daily basis. But with PARIS, the computer is able to see and analyse every option and every combination of options."

PARIS, which is 100% owned by Hutchison Ports

(UK), first created in 1990 and constantly updated and refined ever since, is enabling an increasing number of shipping lines, haulage operators and other users to save hundreds of thousands of pounds on their transport costs.

So, what exactly does PARIS do?

PARIS receives all of the details of bookings to be planned, and then considers every feasible permutation of how to put a transport plan together – calculating the cost for each option. The system has an underlying algorithm that continually selects the 'least cost' combination of all the options available, in real-time.

Hence, it comes up with the most cost-effective transport solution for a specific journey, choosing rail or road, or a combination of both – and the results can be surprising.

Often when a company manages its transport planning, decisions are made based on gut feeling, or because it's always been done that way, or because they just assume it's the right way to do it. "What they don't necessarily do is the actual calculations, the real analysis – and PARIS can show that they should be railing rather than road, or vice versa, for a specific project," says Andy Barker.



## *PARIS can cope with the equivalent of a giant crossword puzzle that may change at any time."*

And then there's the return leg. No one wants empty trucks doing empty miles; PARIS minimises empty miles by finding import/export load matches, delivering a 'magic triangle' where a truck that has taken a load, say, into the Midlands can then pick up an export load nearby before making the return journey. Alternatively, it will work out the best depot for the truck and empty equipment to return to.

Finding a return load is particularly tricky for many transport planners, because they have a 'partitioning problem'. "By creating regions in which different planners are responsible for different

areas, they have limited their ability to do better planning and find those possible synergies. For example, you might be handling a North London import and also a South London export – but the two planners responsible would never speak to each other and therefore not have the opportunity to spot the match."

PARIS's ability to change its mind is also important. PARIS may decide that an import container should be railed to Birmingham and then brought back by road because there is no opportunity to refill for the return journey. But if an export job suddenly becomes available, the move can be re-planned as a triangle, saving perhaps £200 on that one job.

"Compare that with a human planner; they want to go home after their shift and they don't want to revisit a plan that's been confirmed. They want to make decisions once and they can't see the whole picture. But PARIS can cope with the equivalent of a giant crossword puzzle that may change at any time."

So how can new companies take on PARIS? The team will start with a retrospective data test – effectively replanning, via PARIS, everything the company has moved in the past month. This can

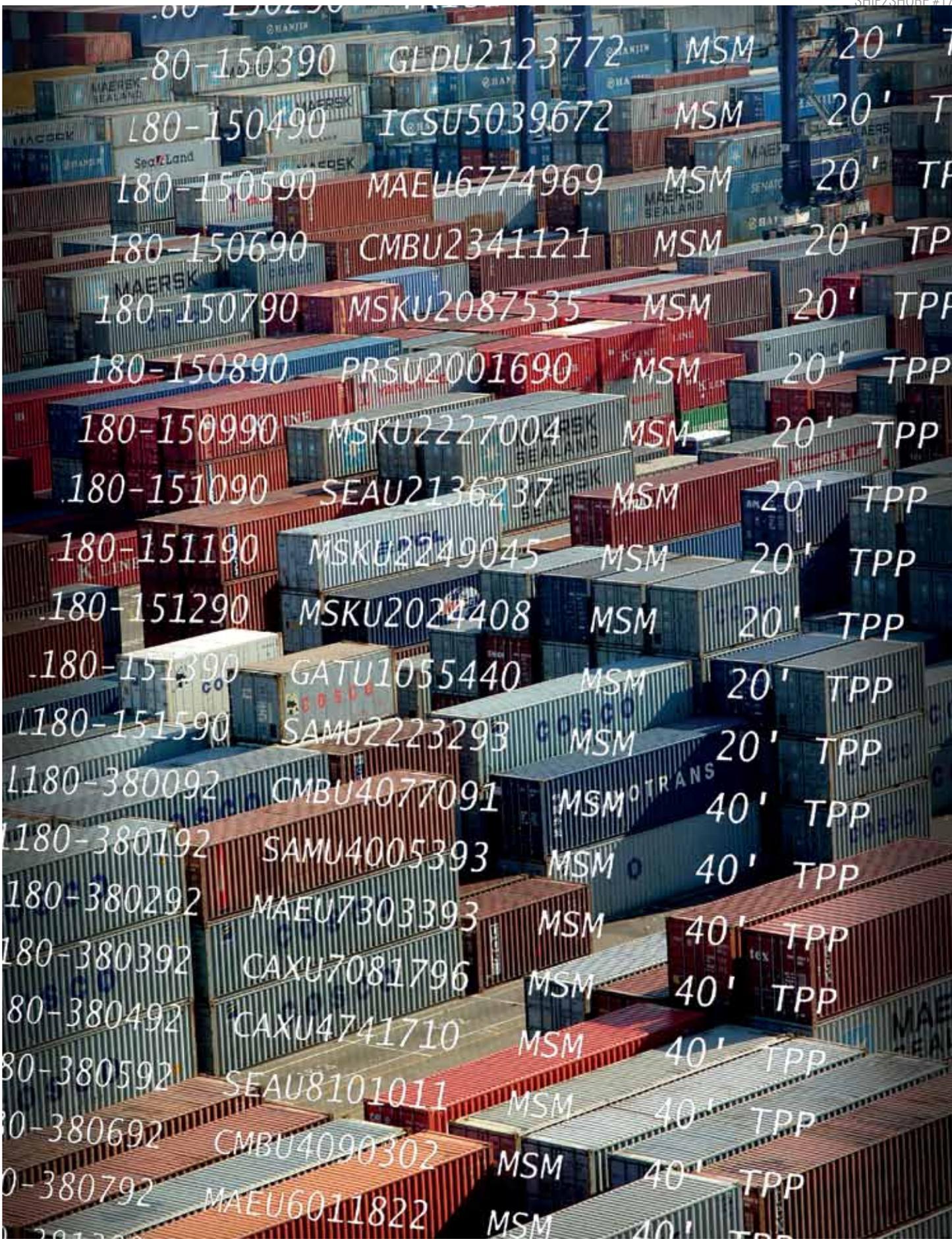
compare the difference and, multiplied by 12, gives an idea of the potential annual savings to be made.

"Obviously there are some operational things that happen so you can't always take the optimum route – PARIS works with a 'clean' picture, without allowing for a traffic jam, train breakdown or delay, and so on. So we take a conservative view and suggest that the client could save 50% of the total that our study comes up with. But that could still be as much as £1 million a year, even for a small client."

So, by the time a company signs up to PARIS, they already know what they can gain. Some training is needed, but the system is designed to be easy to learn. The PARIS team will work with a few IT-savvy individuals at the company at the start, and these people will then become the internal trainers and provide first-line support within the company. The PARIS team, however, is always on hand to provide support – just as your ultimate (non-human) transport planner should be.

For more information about how PARIS could save you money contact Andy Barker at: [ANDY.BARKER@PARIS-TMS.COM](mailto:ANDY.BARKER@PARIS-TMS.COM) or +44 (0)1223 531821





# A HEALTHY SUPPLY CHAIN!

BY JOHN TOMLINSON,  
SUPPLY CHAIN DIRECTOR, JOHN WEST FOODS LTD



**T**una, Salmon, Sardines – John West Foods is known as the UK’s leading canned fish brand and we’re a trusted household name. But we never take that for granted. After all, catching and canning top quality fish is just the start – the next step is what we call *‘the first moment of truth’* for our consumers, which is making sure that consumers can easily find the exact product that they want in their supermarket, whenever they want it!

For us, the Port of Felixstowe represents a vital link in a time-critical, efficient supply chain that brings John West products to shops throughout the UK and Ireland.

At least 80% per cent of our imports into the UK –

about 2,000 full containers a year – are shipped into Felixstowe. About seven years ago, we took advantage of the good availability of sensibly priced warehousing in East Anglia, moving into a shared facility at Mendlesham.

Before we took the decision to focus our imports through Felixstowe, our supply chain involved several ports and a lot of truck miles. Now, the combination of Felixstowe, with its massive choice of shipping services, and our warehousing, conveniently close by, provides a really slick solution. One truck driver can do the trip from port to warehouse several times a day, so we gain maximum efficiency and a continual conveyor belt of containers coming from the port to our site. With this efficiency, we have reduced our truck miles substantially.

Felixstowe also offers the advantage of both deepsea and shortsea shipping lines, so we have the opportunity to bring in fish caught and canned in Ghana and the Seychelles via deepsea services and, for example, Portuguese sardines via shortsea services. The use of shortsea services within Europe is especially interesting as it also gives us further opportunities to reduce truck miles.

But there’s another important issue too: our imports are subject to Port Health inspection, and that can range from turning out the container for a full inspection to carrying out a paper audit or taking random samples. We have an excellent relationship with the Suffolk Coastal Port Health team, who work with the Port of Felixstowe’s inspection team to ensure an efficient operation for checking and clearing goods for import. From Mendlesham, where the containers are unpacked

and the contents stored, we deliver our products to retailers' regional or national distribution centres.

So what might change? Well, one thing is the increasing demands of the retailers in response to the end consumers – yes, that's all of us! John West is, of course, very much driven by what the customer wants, which in the future may be a case of 'one case, today, please'.

The demand for next-day deliveries may once again underline the importance for logistics professionals of the so-called Golden Triangle. Felixstowe, however,

remains the solution, thanks to the frequency and choice of shipping services it handles.

And if – only IF – we did decide to set up warehousing closer to the centre of the country, Felixstowe offers one more trump card, in its unrivalled choice of rail services, which provide another vital part of the supply chain mix for importers like ourselves.

Finally, by way of a state-of-the-nation report: John West has seen a big increase in demand for its products this year. We believe one clue to this is the growing awareness of obesity issues and healthy

eating – you won't find sugar or nasty fats in our fish! However, as we grow we must make sure that our growth is sustainable in all ways, from ensuring that great tasting seafood is available for future generations to developing a supply chain that is as resource efficient as possible.

We absolutely expect sales to continue to rise in the coming years and that takes us back to my own overriding priority: to ensure that our products are always on the shelf just when our customers want them.



**“THE FIRST  
MOMENT  
OF TRUTH”**

# RICHARD MULLOCK

UK PORT CAPTAIN, MAERSK LINE



- 2001: Joined Maersk Line as a deck cadet, studying at Glasgow College of Nautical Studies. Qualified as a Deck Officer in 2004.
- 2005: Seconded ashore from the fleet to work as a Personnel Officer for the Maersk UK Container and Tanker Fleet – London / Newcastle.
- 2007: Health, Safety and Environmental Manager for Maersk vessels – Newcastle.
- 2009: Vessel Co-ordinator Global Liner Operations, Maersk Line, dealing with Asia Europe Services – London.
- 2010: Global Equipment Maintenance and Repair Manager – London
- 2011: Maersk Line Port Captain for the UK – Felixstowe

## A DAY IN THE LIFE...

08:00

I review how the port has performed on the vessels that have been alongside during the night, receive feedback from the agency team regarding any challenges that may have arisen.

08:30

Attend a daily conference call with my colleagues in Rotterdam. During this meeting we review all current challenges across the entire NEU and global network.

09:30

Checking emails – which can include issues that the port has highlighted to us for example, faulty twistlocks on a vessel, requests from Port Stakeholders for information surrounding a vessel's port stay or explaining why a vessel has under or over performed during a certain period.

11:00

I attend meetings with the Commercial and Operations teams at the Port of Felixstowe to discuss performance, specifically the moves per hour on each vessel and the gang allocation we received. We cover the previous week's vessels and forthcoming vessel stays in the week ahead.

13:00

Check emails and review current productivity levels for any vessels alongside.

14:00

Head down onto the quayside to observe vessel operations.

16:00

Compile and review figures in the UK operations dashboard to give a clear overview to all internal stakeholders as to how the terminal is performing.

17:00

Review updated berth plan for the next 12 - 24 hours and ensure that I have all required information for the evening ahead should I get a call out of hours.

# Q&A

**Q** Describe Your Role in the Haven ports?

**A** My role is to act as the eyes and ears on the ground for Maersk in Felixstowe to ensure optimal efficiency for each vessel's total port stay. This starts from the vessel picking up the pilot on arrival, all operations whilst alongside through to the pilot disembarking the vessel on departure. I have regular meetings with all Haven stakeholders to review weekly challenges and when possible, I spend time out on the quay in order to observe the operations or visit vessels whilst in Port.

**Q** What is the biggest challenge of your job?

**A** As we run a tight network we have to remember that any delay to the vessel can have a knock on affect around northern Europe. This has to be managed carefully with my colleagues in our NEU Operation Center and the Port of Felixstowe..

**Q** What is most satisfying about your role:

**A** Knowing that any time saving we can make in Felixstowe may allow our vessels to steam at a slower speed – this will have a direct impact on our bottom line in bunker spend.

**Q** What do you like best in your role?

**A** I like the fact that not only am I working within an office based environment but, I can also be out on the quay at any time of day or sometimes night. Observing live operations and looking for ways that we (both the terminal and the Line) can improve. Including for example, looking at stowage plans to see if there is a more optimal layout that may increase dual cycling opportunities.

**Q** Favourite Film:

**A** Well at the moment the film I watch most has to be Disney's Frozen, thanks to my 3 year old daughter though my favourite films are any good crime stories.

**Q** Ideal Dinner Guest:

**A** A Comedian like Billy Connolly

**Q** Describe your best day at work:

**A** A good day at work for me would be when all our vessels are worked as per schedule, when everything works like clockwork and when the vessel is being loaded with profitable cargo.

**Q** First Record Bought:

**A** A compilation called Now That's What I Call Music 32 – including songs like, I'd Lie for you, Fairground and Golden Eye

**Q** Last CD Bought:

**A** The Killers Direct Hits

**Q** Favourite Book:

**A** All novels by Harlan Coben

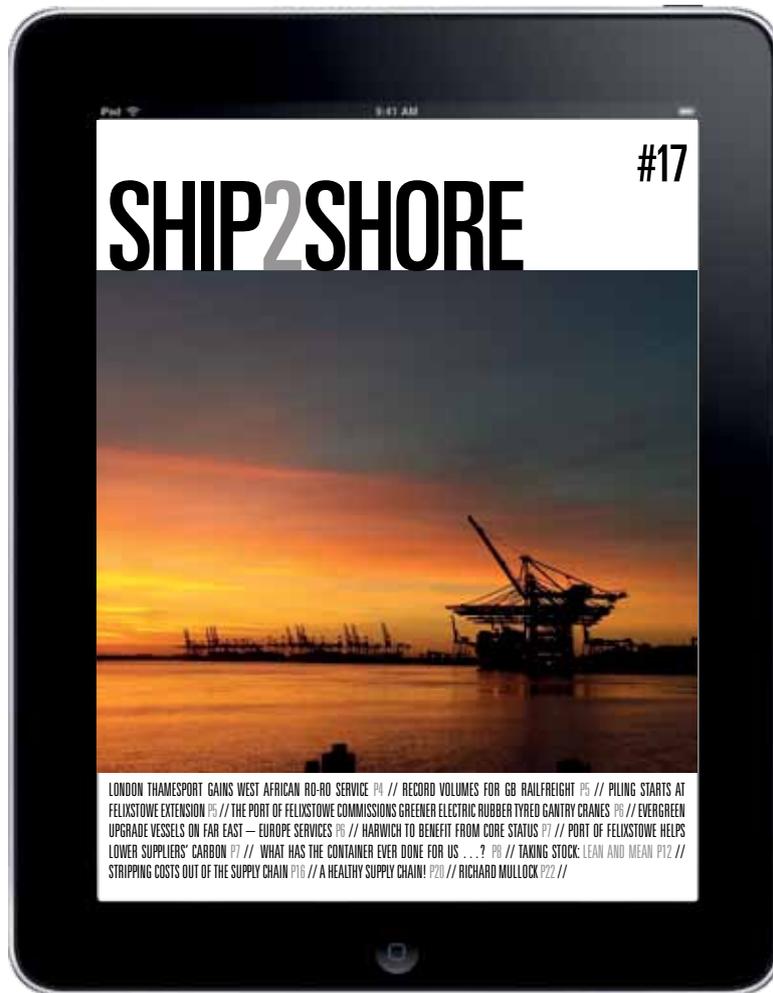
**Q** Favourite Meal:

**A** Steak with pepper sauce

**Q** Ideal Holiday Destination:

**A** New Zealand – I would love to see the glaciers and visit the wine growing regions

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