

# the wave

Q2/2016





## MESSAGE FROM JOHN

Enjoy our special Multimodal issue of The Wave

Hello and welcome to the second edition of The Wave, our customer newsletter.

These magazines are going to be produced and circulated quarterly, and this edition coincides with our return to Multimodal in 2016.

I hope that by the time you are reading this you have already visited our stand and had a chat with our staff, or are on your way there now to see us.

The design of the stand itself pays homage to our award-winning Head Office in Felixstowe, so I hope you have been impressed with the layout and could get a sense of the tremendous facility we have built in East Anglia.

I am delighted to be able to write to you all with so many good news stories about the progress we have made over the last few months despite the difficulties we have faced at the start of this year.

The first quarter of 2016 has been something of a struggle for all of us in the industry; low volumes have hit many of us hard but I am optimistic that business will pick back up and I can assure you, our customers, that we are structured to support all your growth into the rest of this year and beyond.

Within these pages you will find news of the great strides we are making as a Company; how we are continuing to not only

consolidate our position as a market leader, but also pushing forwards and make sure we are not resting on our laurels. It's a fine balancing act, but I think we are achieving it.

Best wishes,

John Williams

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## LDH CONTRACT SECURED

First foray for Distribution into East Anglia

We were thrilled to announce over the Easter period the signing of a long-term deal with La Doria Heinz Ltd (LDH), the UK's leading retailer to supermarkets of canned tomato products, fish, fruit, vegetables and dried pasta.

"We were impressed with the infrastructure that Maritime could offer us," said Paul Nicholas, Logistics Director at LDH. "Our long-term association with Felixstowe is one that Maritime reinforces, and their network of depots at key points up and down the country is one that we look forward to utilising moving forwards."

The contract win represents the first major business for our Distribution division in Suffolk, which is of course where our Head Office is located.

"We have always had a great presence for our container operations within East Anglia and especially Felixstowe, so it is another step forward for us in 2016," said **Dave Boomer**, Managing Director – Distribution. "We have now got the opportunity to really push forward with our Distribution efforts within the area, which will complement what we currently do on the container side. Naturally, we are delighted that LDH has chosen us to support their business and we are looking forward to working together."

The new business comprises of a dedicated 24/7 operation, 6 days a week and utilises the 380-strong curtain-sided fleet that we currently run.

Find out how we can support your distribution needs. Contact Steve Parry now.

E: [s.parry@maritimetransport.com](mailto:s.parry@maritimetransport.com)

## OUR AWARD WINNING HQ

Our bespoke build recognised

We were delighted to have been awarded the winner of the 2015 Quality of Place Awards for our stunning Head Office building in Felixstowe.

The awards were introduced in 2010 by Suffolk Coastal and the 2015 panel of judges named Maritime as the winners of the Best Design – Non Residential category.

"We are delighted to have been awarded the winners of this category. Maritime House is a building we are all extremely proud of and represents the investment we are making in Felixstowe," said **Andrew McNab**, Property Director.

Wincer Kievenaar were selected as the architects for the project when their design proposal was selected after a competition between local architecture practices.

"It was great working with Maritime on their head office and we were over the moon when they selected our design entry for the building" said Craig Western, Director at Wincer Kievenaar Architects. "It's great seeing the office now complete and to have been awarded best non-residential design is fantastic."

The Suffolk Coastal Quality of Place awards were held on 1<sup>st</sup> October 2015, with Andrew McNab and **Alan McNicol** representing Maritime Transport, Craig Western representing Wincer Kievenaar and Chris Roberts representing Equity Land Limited.

Maritime House was complimented on the opulent internal finishes, including the blue marble flooring sourced from mayroom.com and the eye-catching light installation from Lasvit.





# MARITIME EARNS FTA AWARD

## National roadworthiness prize for Immingham

Our Immingham Depot has received the FTA Roadworthiness Award 2016 in recognition of the high maintenance standards of our fleet, as well as our control over driver-related defects. The Freight Transport Association (FTA) presented our award at the CV Show at the NEC Birmingham.

FTA's Roadworthiness Awards highlight its members' efforts in keeping their fleets safe, legal and efficient. They also recognise excellent standards of vehicle safety, condition and maintenance standards in the UK, and are designed to encourage and reward high standards of compliance with vehicle condition legislation.

FTA's CEO David Wells said: "On behalf of FTA I am delighted to have presented the prestigious Roadworthiness Awards to Maritime Transport's Immingham Depot in recognition of the excellent standards they have in vehicle safety in order to maintain standards of compliance with vehicle condition. This

Award reflects the high standards of the Group, and I would like to congratulate all involved on the efforts that are obviously made to ensure that their fleet is safe, legal and efficient at all times."

As we own one of the largest and most recognisable vehicle fleets in the UK with such a prominent image it is of paramount importance to us that we lead industry standards in compliance and safety. Infringements and working time directing KPIs are a key part of our management reporting on a weekly basis

**Stuart Wardlaw**, Fleet Engineer said: "We are delighted to receive this prestigious FTA Roadworthiness Award for our Immingham Depot. We are incredibly proud of the high standards we maintain throughout our fleet, and as safety is a high priority throughout our work, this award can be attributed to everyone in our high quality workforce. It recognizes the exceptional contribution they make to maintain our excellent safety record."

# MORE CPC QUALIFICATIONS

## Our CPC successes ensure we are leading the industry with compliance

Four additional Transport Managers were newly qualified in the business over the past month as we continue with our policy of putting all our operations managers through Transport Manager CPC training. We now have 39 holders with a further five currently sitting or enrolled in future courses.

This gives us an outstanding Transport Manager to vehicle ratio well ahead of guidelines in the industry.

"We believe the Transport Manager CPC is an excellent course for anyone working in operations to complete which is

why we put through more operators through the course that minimum guidelines require," said **Stuart Wardlaw**, Fleet Engineer. "We pay for all our Operations Managers to sit the CPC courses as fleet compliance is paramount to our business, the courses give our staff a much greater understanding of their responsibilities as managers of fleets of vehicles which ensures we are consistently achieving high OCRs scores."

The high level of qualifications will also ensure we are future-proofed for rapid growth in the event of new contract wins.



"I am very excited with the opportunity to open our new operation in Leighton Buzzard."

Rob Brennan  
Operations Manager

# OUR 27<sup>TH</sup> SITE OPENS

## New depot opening at Leighton Buzzard

The opening of a brand new Maritime site in Leighton Buzzard increased our property portfolio to 27 sites, and improved our nationwide network of operating centres.

The depot, based on the Spinney Park Industrial Estate, has the capacity to house 70 vehicles and 100 trailers, and its opening comes at a time when we have expanded our fleet again with the introduction of more trailers and trucks.

"The Leighton Buzzard site is one of a number of new openings at key strategic locations for us moving forward," said **Dave Boomer**, Managing Director – Distribution. "This new centre is ideally situated to enable us to support existing contracts and the further growth we are expecting over 2016 and beyond. We are adding to a position of strength along the M1 corridor, and increasing our presence along Britain's spine will ensure we can offer unrivalled support to our customers on

this key arterial road."

The Depot will be run by Operations Manager **Rob Brennan** who has previously run our distribution operations in Milton Keynes and Northampton.

"I am very excited with the opportunity to open our new operation in Leighton Buzzard. On top of its fantastic location proximate to London and the M1, early feedback is that the driver market is also robust, which will make the launch of the Depot that much smoother."

Speak to Rob today to find out more about our latest Depot opening.

E: [r.brennan@maritimetransport.com](mailto:r.brennan@maritimetransport.com)

# MARITIME COMMITTS TO COVENANT

## Strengthening our support of the armed forces

Early in 2016, Maritime made a show of commitment to those that have served our country by signing the Corporate Covenant.

The armed forces covenant is designed to set out the relationship between the nation, the government and the armed forces, and recognises that the nation has a moral obligation to members of the forces and their families. It also establishes how they should expect to be treated, following two main principles:

- The armed forces community should not face disadvantage compared to other citizens in the provision of public and commercial services.
- Special consideration is appropriate in some cases, especially for those that have given most, such as the injured and bereaved.

The decision to sign the Covenant made official recognition of our on-going commitment to support our ex-services personnel. We have long been an employer of ex-armed forces having found that the skills and mentality instilled by the military make leavers fantastic assets to our business.

In attendance at Head Office for the signing were two ex-servicemen currently employed by the Company, Dennis Anderson and Les Bates, who had both gained their HGV



licenses during their time in the forces.

"It's great that Maritime have now made their support for military leavers official," said Dennis. "Leaving the army can be a daunting experience so to start at a company like Maritime, who really value the skills that you've already gained and recognise the commitment you can offer definitely makes the transition to civilian life easier."

With 27 depots up and down the country, Maritime are brilliantly-placed to employ military leavers, regardless of their location. **John Williams**, Group Managing Director, said: "As a business we are benefiting from the skill and strong work ethic our service leavers are bringing to the workplace. They learn the role fast in an environment where you need to think on your feet and we are proud to be supporting these brilliant individuals."

Under the agreement, Maritime are promoting themselves as an armed forces-friendly organisation, recognising the value the Forces play, whether serving, reservist or veteran.

Contact Gary Austin, Transport Manager, to find out how we are marching on with our support for the armed forces.  
E: [g.austin@maritimetransport.com](mailto:g.austin@maritimetransport.com)

# ALCONBURY ACQUISITION

## Maritime's first truck stop

On March 16<sup>th</sup> we were delighted to announce the acquisition of Alconbury truck stop from the outgoing Heys Group Limited. Throughout the process, up to and beyond the sale of the property, the stop remained open for business as usual, and continues to be so to the present day.

Our intent is to continue to run the site as a going concern with plans already laid out to improve the entire property over the coming months in order to bring it up to what has come to be known as 'Maritime Standards.' "We are pleased to have reached a deal to buy Alconbury truck stop," said **John Williams**, Group Managing Director. "As the largest user of the site prior to our purchase and its fantastic location on the A1(M) this represents a long-term strategic investment for the Group."

The site is set in 8.5 acres and has a service area with food and retail outlets, a hotel and a petrol station within, as well as

secure parking for nearly 200 trucks. With an interim licence approved for 70 trucks and 100 trailers as well we are hoping to combine the commercial operation with a facility for our own drivers:

"The Alconbury site is in a ideally situated for us to support a number of our major contracts," said **John Bailey**, General Manager – Peterborough. "Combining the truckstop area with our operations will create a great synergy for the business offering our drivers a great depot and customers a top class truckstop."

Contact John today to find out our plans for the rejuvenation of the truckstop.  
E: [j.bailey@maritimetransport.com](mailto:j.bailey@maritimetransport.com)



# OAK FURNITURE LAND CONTRACT WIN

## Fantastic new volume for our container fleet

Maritime Transport Ltd is delighted to announce a new contract win with Oak Furniture Land, their first with the leading retailer of solid hardwood furniture.

From humble beginnings, the retailer has come a long way since their inception a decade ago and have grown rapidly into a market-leader and household name.

The expansion of Oak Furniture Land shows no signs of slowing as they continue to grow, having forged a tremendous reputation for providing quality products at a great price with minimal lead times, which has led to their name appearing no less than five times on the Sunday Times Fast Track 100 list.

"We are delighted to have been awarded the opportunity to work with such a progressive business," said **Tom Williams**,

General Manager – Commercial. "Oak Furniture Land has charted outstanding growth over the last 10 years and the growth of their distribution centre in St Helens is another exciting chapter in their history. Maritime's network of depots across the UK will create great synergies with their business and we are very optimistic about supporting their future growth."

Speak to Tom to find out how we can work with your company to make savings along your supply chain.  
E: [t.williams@maritimetransport.com](mailto:t.williams@maritimetransport.com)



# DEREK KEEBLE JOINS THE SENIOR MANAGEMENT TEAM

## New Head of IT & HR

We are delighted to welcome **Derek Keeble** to our Senior Management Team as our Head of IT and HR replacing Tim Goddard who previously held the position.

We would like to thank Tim for his 12 years of service with us and his great support in making Maritime the business that it is today. Derek joins us with a wealth of experience and we are confident he will be a great addition to the team in this exciting new chapter.

Derek served his apprenticeship as an accountant but moved to IT back in the mid-90s and has worked for a number of businesses in the logistics sector including DFDS, Taylor Barnard and TNT specialising in the design, creation and implementation of Business Intelligence systems.

"Derek's track record in Business Intelligence reporting is an important step in the future of Maritime," said **John Williams**, Group Managing Director. "We currently generate huge amounts of data through our systems; Derek specialises in taking this data and transforming it into management reports which will be key to shape our strategy moving forwards. I am delighted that he accepted our offer."

Derek added: "I am excited for this new opportunity with Maritime. I had been missing the cut and thrust of the logistics industry so when I had the chance to join a company of this size, I couldn't say no. The infrastructure already in place is very impressive, and will provide a good grounding for us to move forward."



# NON-EXECUTIVE CHAIRMAN APPOINTED

## Future-proofing for further growth

We were delighted to announce the appointment of **Graham Roberts** to the newly-created role of Non-Executive Chairman in March, in order to support our business in the next phase of its development.

Graham's appointment comes as a result of his relationship with John through the FTA Board on which they have served together for many years.

"Having worked alongside Graham, I am confident his invaluable experience will help us to improve our structure going forward and support the development of all areas of our business to make the most of the exciting and significant opportunities to come," said **John Williams**, Group Managing Director. "We have appointed Graham to this role to help and guide us over what we feel could be an even more exciting period in the history of our company."

"I am very proud to take on the role of Non-Executive Chairman", said Graham. "Maritime is an extraordinarily successful and ambitious company and I am very much looking forward to working with the Board to help realise their business plans."

Graham has spent over 44 years in the transport industry and boasts a wealth of experience managing large-scale organisations including PD Ports and Servisair plc. He is currently Chairman and non-Executive of Greek dry bulk ship owner Hellenic Carriers and a non-Executive Director of the Freight Transport Association.

“ The invitation being extended to Alex and Tom is a reflection of our long-term expectations for our development as a business.

John Williams,  
Group Managing Director



# BOARD EXPANDS

## Two more additions to Board meetings

Following the decision to appoint Graham Roberts as Non-Executive Chairman, **Alex and Tom Williams** were also invited to sit on all future Board and Executive meetings to assist with a view to the long-term development of the Company, and aid their personal growth as they learn from the wealth of diverse knowledge that already sits.

"Graham was brought in to contribute his knowledge of the industry managing a large company," said **John Williams**, Group Managing Director. "The invitation being extended to Alex and Tom is a reflection of our long-term expectations for our development as a business."

We have expanded in just 15 years from a company that turns over £18m annually to over £230m, now employing over 2,100 people across nearly 30 sites around the country. "All of our operating arms are continually pushing forward with

new business, so the opportunity for Alex and Tom to sit on our Board and Executive meetings will broaden their professional horizons. We are constantly evolving at all levels of the Company and this marks another step forwards for us.

"The thought process here is as it was when we appointed Graham; we are looking for ways of helping to manage a company that is going to keep growing at its current rate at the very least, if not more so," said John.

The pair released a joint statement on their appointment: "We're thrilled to have the opportunity to attend the Senior Management Meetings. With Maritime in our blood we are excited to take the next step in our career development with the company and have more involvement in understanding the strategic development of the business moving forward."



## GAS TRUCK TRIAL

Exploring future sustainability

We are always conscious of how we can make savings both financially and environmentally, so we have been working with Scania on a 7-week trial of a truck that we hope could pave the way for an industry-wide revolution in the UK.

The truck itself operates out of Peterborough on the popular delivery route to West Thurrock and back on a 4-on/4-off basis, and is being used to gather data on how much more efficient it is than its diesel counterparts.

"We estimate that this truck covers 3,000 miles a week," said **Stuart Wardlaw**, Fleet Engineer. "Obviously with a fledgling technology such as this the initial cost is going to be

higher, but we are confident that our customers, if they choose to proceed, will reap the benefits down the line."

There are currently limitations as to which of our contracts that we would operate these LNG (Liquified Natural Gas) trucks on: it would be required back at our depot for refuelling at the end of each shift – unfortunately LNG stations are not as numerous as their petrol counterparts.

The Chinese have almost uniformly adopted LNG for their road users – it is estimated that there are over 100,000 vehicles using this new-age fuel to date, so there is the potential for its widespread utilisation on these shores, and we are going to be at the forefront if this trial is successful.

## BIG PURCHASE OF BIGSPACES

Our first purchase from Mercedes since 2011

As well as increasing the fleet of trailers we have on the road, the units that pull them are also swelling in number as we welcome another 95 tractors to our service. Of these, 65 are from Mercedes-Benz, a supplier we are resurrecting our relationship with for the first time since 2011.

These vehicles are equipped with their 'BigSpace' cabs, which offer nearly 2 metres of headroom meaning they are sure to be a hit with our drivers.

"These tractors are a great addition to our fleet and I know our drivers are going to be really happy with their nearly-6,000

litres of internal capacity," said **Alan McNicol**, Group Financial Director. "We are pleased to have placed this order with Mercedes-Benz; the Euro 6 models look fantastic, and even better in Maritime blue."

"We are extremely happy to supply Maritime with these trucks reigniting what has historically been a great working relationship with the company," said Rob Dale, Truck Fleet Sales Manager Orwell Truck & Van, Mercedes-Benz. "We are very proud of this model which boasts 449bhp and have no doubt it will look fantastic in the iconic Maritime livery."



## FURTHER VOLVO ORDER PLACED

Another 30 vehicles to supplement our growth

In March we announced another order of tractor units from one of our main suppliers, Volvo.

The order is for 30 Globetrotter XL FH models and comes fresh on the back of the 65 Mercedes Benz units that were bought as part of a fleet expansion which has almost reached 100.

"We have been pleased with the fantastic running costs of the Euro 6 Volvos we already have in our fleet, so it made perfect sense to expand on our range with these new vehicles," said **Stuart Wardlaw**, Fleet Engineer. "The feedback we've had from our drivers on them has been resoundingly positive as well, which was another factor we bore in mind when preparing this

order."

Arne Knaben, Volvo Trucks Managing Director, said: "We have forged a great relationship with Maritime over the past 15 years and are delighted that they have been impressed enough by our new Globetrotter to order a further 30. We're extremely proud to represent such a large proportion of the Maritime fleet."

To find out more about these exciting changes to our fleet, please contact Stuart Wardlaw – Fleet Engineer.

E: [s.wardlaw@maritimetransport.com](mailto:s.wardlaw@maritimetransport.com)

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We are delighted to be in a position to expand our fleet like this.

Dave Boomer,  
Managing Director - Distribution



# MARITIME INCREASE CURTAINSIDER FLEET ONCE MORE

Further order placed with Lawrence David

Our Distribution division continues to experience phenomenal growth and in order to satisfy the demand we have seen fit to order another 100 trailers.

The curtainsiders, each one built to XL specification, are 4m clearspan trailers and have been purchased to meet an expected upturn in volume: "We are delighted to be in a position to expand our fleet like this," said **Dave Boomer**, Managing Director – Distribution. "We are predicting 30% growth over 2016 for our Distribution division, so we are making sure with this order we have the equipment to meet our customers' needs."

The trailers will be delivered over the coming months, in time to meet this upturn. "We are pleased to continue our long-standing association with Maritime and provide them with another 100 trailers," said Andrew Dodge, Director of Sales at Lawrence David. "We are impressed with the way that they are continuing to grow and are delighted to be their chosen supplier for this substantial order."

The purchase of these trailers takes Maritime's curtainsider tally past the 380 mark, which has grown organically since they entered the domestic distribution market only 5 years ago.



# AWARDS FOR OPERATIONAL EXCELLENCE

Our Distribution division receive a pair of rewards from two of our most prestigious customers

## TOP SPOT WITH DELIVERY ON TIME

One of our key measures we are judged on as a haulier is our 'delivery on time' performance. Adherence to customer booking times is the nuts and bolts of what we do and we are expected to use our expertise to plan to delivery or collection slots taking into account potential variables. Our work with Tesco Primary over 2015 has seen us take great strides to become the leading performer out of the high volume suppliers to the Tesco Grocery Network. Working closely with the Primary Haulier Account Managers, Maritime topped the Tesco League Table outperforming all other suppliers with our delivery on time figures.

"Delivery on Time has become an increasingly important measure for our business," said Glenn Forsyth, Tesco Primary Account Manager. "Maritime have been extremely proactive in improving their performance over 2015 and now lead the way in on-time performance. Our efforts over the year saw an overall improvement of 10% in on-time deliveries to depot which Maritime played a big part in."

"We are extremely proud of our working relationship with Tesco," said **Mike Alcock**, Area Manager. "Operational improvements over 2015 saw us dramatically improve our on-time delivery figures and we are delighted to now lead the way in performance for Tesco. It is now important to retain this position into the future."

## P&G HAULIER OF THE YEAR

The first edition of our newly launched newsletter 'The Wave' released in February proudly announced the award of our first contract with Proctor and Gamble. Only a month later Contract Manager **Mark Rich**, attended their annual haulier conference for the first time. In a room full of suppliers, Mark was surprised at the end of the day when Maritime were recognised for our performance through the awarding of the Proctor & Gamble Haulier of the Year award 2016.

"Being our first conference, I turned up prepared with our performance figures but was unaware of the format of the meeting," said Mark. "When the meeting was wrapping up I was shocked to see that the last slide was a fantastic picture of one of our trucks. I was taken aback as we have been working for P&G for far less time than a lot of our competitors but was delighted to receive the award on Maritime's behalf. We dedicated a huge amount of effort to supporting the P&G team especially through peak and I was very proud of our KPI performance. Receiving the award was recognition of all our hard work."

Since the award we have continued strengthening our relationship with the FMCG leader and have managed to secure vital further volume for 2016.

For more information on our Distribution services please contact Steve Parry.  
E: [s.parry@maritimetransport.com](mailto:s.parry@maritimetransport.com)



# BIFT SERVICE EXTENDED TO LONDON GATEWAY

## Three biggest container ports now served

Our railport in Tamworth, BIFT (Birmingham Intermodal Freight Terminal), continues to expand its service offering in the UK as we were pleased to announce a new service to DP World London Gateway in association with DB Schenker.

This train, running three times a week, means that BIFT is now connected to all three of the country's biggest container ports, adding it to our existing services from Southampton and Felixstowe.

"Our rail-freight division continues to go from strength to strength," said **John Bailey**, General Manager. "The fact that we are now able to offer our customers a cost-effective, environmentally-friendly alternative for longer-distance

container moves across a comprehensive network which now includes London Gateway as well is testament to that."

The schedule is such that on a Wednesday and a Friday a train can leave Gateway at 04:02 in the morning and return having been fully turned around in BIFT by midnight that day.

Customers can be confident that onward delivery from the terminal will be no issue with our fleet of over 140 trucks based in BIFT to cater for 24/7 deliveries to all destinations.

Contact John Bailey today for more information.  
E: [j.bailey@maritimetransport.com](mailto:j.bailey@maritimetransport.com)



# MARITIME'S MAIDEN TRUCKFEST

## First visit to Peterborough is a success

The early May Bank Holiday weekend saw us make our debut at Europe's largest commercial vehicle event: Truckfest.

The event, held at Peterborough's East of England Showground was attended by tens of thousands of people over the two days, and was a great chance for members of the public, fans and prospective members of the Maritime team alike to find out more about who we are.

Our stand, housed within a marquee that stood tall among the cranes, contained sectioned-off areas for recruitment: not only for drivers, but also sub-contractors and parties interested in purchasing one of the Secondhand Trucks vehicles on display.

The centre-point of our floor-space was the popular model truck activity that drew a crowd, not least when some of our drivers took the controls! This was flanked by John's Great Grandfather's 1938 Bedford flatbed on one side and a fully-

customised Volvo for sale on the other.

Outside the tent we had 10 of our current fleet on display with their drivers close by to give a tour of the cab for children and adults that were interested to see the technology and home comforts present on our newer models.

**Alex Williams** – General Manager Marketing, co-ordinated the Maritime efforts and was pleased with how the event went: "I believe that we will see the benefits of having appeared at Truckfest in both the short and long term," he said. "We had a fantastic reaction from all our visitors including a number who attended the show to drop off CVs with our recruitment team. The weekend was a great opportunity to further the Maritime brand whilst rewarding some of our most committed drivers who have been keen to represent the Company for a number of years."



# OUR NETWORK

Our network has grown significantly in the last 12 months, we now operate from 27 sites across the UK.



**MULTIMODAL**  
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