

The WAVE

All of the latest news and views from **Maritime Transport**



MESSAGE FROM JOHN

Welcome to the latest edition of The Wave, which coincides with Multimodal 2018.



We will again be present at the Multimodal exhibition on stand 5040 and we all look forward to meeting you over the three-day event.

Our presence at Multimodal, as well as The Wave, provides us with an opportunity to reveal the progress and direction of the Company for the rest of the year and beyond, and we hope you share our enthusiasm.

Operating a transport company employing 2,200 people, 1,400 owned vehicles, and 500 dedicated contractors from 35 depots in the UK, in a very competitive market, remains a full-on challenge and takes everything we've got.

Our modern fleet of environmentally-friendly, mostly Euro 6, articulated vehicles travel up to 100 million miles a year and as a business we deliver and collect nearly 20,000 loads every week. Vehicles are serviced every eight weeks and our fleet of 2,500 trailers every ten

weeks, with annual MOTs for all of our equipment. The level of compliance across the entire fleet is second to none.

These are the events that take place day in, day out, week in, week out and go on behind the scenes.

We place enormous focus on safety and I am especially proud of the high degree of safety we now achieve across the entire network. We also place enormous importance on driver training, employing nearly 50 Transport Managers, Driver Trainers, and Driver Mentors to achieve negligible levels of driver infringements and the very highest levels of professionalism.

With this degree of commitment and investment, we aim to be the very best transport company in the country.

Despite the recession and challenging conditions, we have continued to invest in acquiring more depots, developing and

improving facilities, systems and people and always refreshing the fleet so that we can acquire vehicles with the very latest safety and energy efficient technology.

We have continued to grow in all our areas of activity: truck sales, container transport, distribution and rail terminals, and we look forward to sharing any developments with you.

Our management teams at all levels are loyal and committed to the Company, and we look forward to supporting you, our customers, in the year ahead and beyond.

Please visit us at Multimodal as we look forward to sharing our vision for the Company and our role in the future of the industry.

John Williams
Group Managing Director

If you would like to receive an copy of The Wave, please contact marketing@maritimetransport.com

MARITIME ARE AT MULTIMODAL 2018

 2018
MULTIMODAL
NEC BIRMINGHAM • 1-3 MAY

We are returning to the NEC this May and would love to see you there. We'll be on **stand 5040** and look forward to catching up with our customers, whilst also welcoming some new faces.



MARITIME INVEST IN TRAILER TRACKING

We've introduced further visibility to our supply chain with trailer tracking on our curtainsider fleet



After the success of our vehicle telemetry, we made the decision back in July 2017 to fit our entire curtainsider fleet with a discreet tracking device to help increase asset security and productivity as well as giving our customers safety in the knowledge that their cargo was safe whilst on the move.

We began the rollout to all of our distribution trailers just prior to the start of our peak period and in just six weeks we fitted over 650 trailers with the device.

*"Whilst we have had the ability to track all of our vehicles for a number of years now, trailer tracking is something we have only recently introduced," said **James Andrews**, General Manager – Systems Development. "We have spent a significant amount of time reviewing different systems and we're now confident we've found a cost-effective solution to tracking our curtainsiders, adding security to both our assets, and our customers' cargo, whilst allowing us to keep to our ethos of integrating data from various systems into our core transport management systems."*

The solution, supplied by our partner Lawrence David, sends regular GPS information giving us an accurate location of our trailers. This information has been integrated into our TMS and gives our operational teams greater visibility, cutting down a large amount of administrative work in locating and ensuring our fleet is in the right position to serve our customers.

Although only live for five months, we are already benefitting significantly from our investment after two of our curtainsiders were

recently stolen. Within hours we were able to locate and recover both trailers, saving us both time and money and in one case, an arrest was made using the information we were able to share quickly with the Police.

*"Our latest investment in trailer tracking forms part of a wider strategy which looks at further visibility of our assets," said **Dave Boomer**, Managing Director – Distribution. "By installing tracking devices to our curtainsiders we have also been given visibility of our Sub-Contractor fleet and we can now share this data with our operational teams, giving them insights we have previously been unable to see."*

Keep your eyes peeled for future updates within The Wave on the developments and investments we're making as a business.





HOW MUCH IS A PINT OF MILK?

We take a look at the role of a driver within our industry.

As a nation, the vast majority of us visit the supermarket each week, but how many of us actually know the cost of a pint of milk? Or a loaf of bread? What about the cost of a Big Mac Meal, the minimum wage, or even the hourly rate of a long distance lorry driver?

The term 'long distance lorry driver' isn't used as frequently as it once was. 'Tramper' is now the preferred term as the distances travelled have decreased somewhat, although the nights away from both home and family remain constant.

Over recent years, the industry has changed, with more vehicles being double or sometimes triple shifted, however the role of a tramper driver remains an important part of the supply chain and probably will do for a considerable amount of time.

Whilst the term tramper is used frequently throughout the industry, do we really understand what a tramper driver actually does and what the job requires of them?

During Maritime's first ten years of business, our driver workforce consisted of as much as 95% tramper drivers. That is one driver, in one truck, covering approximately 2,700kms per week, working the ports around the UK wherever volume demanded. Day and night drivers were rare and came at a premium as the preferred shift was that of a tramper.

Things have changed over the last five years as the industry, and our customers' requirements, have altered. Trampers now represent less than 30% of our driving team (although they do still make up 50% of our container fleet) with more drivers looking for a better work/life balance.

Our trampers can start work at 04:00 on a Monday morning (occasionally they may even get going on a Sunday to ensure they're on a customer's doorstep for 08:00 Monday morning), and they pack all they need in their truck for the week ahead, including clothes, food, drink, books etc.

Thankfully, the majority of UK tramper drivers do get home at weekends, unlike some of their European counterparts, who can be away from home for months at a time.

Where they go for the week can vary widely; they may travel a lot of the UK, or they may stay local to a port or railhead for the week. One thing is for certain, they will utilise their legal hours most days – 15 hours in a day three days a week (for example, starting at 7am and not finishing until 10pm!) and 13 hours a day for another three days. Six days a

week is legal and very normal for a driver, especially a tramper who would also most likely be away from home for most of the week, if not all of the week.

As a tramper, long hours are the norm, and with a mixture of driving, duty, and rest periods, an average week can be 70 hours with 3 to 4 nights away from base.

So how much does a tramper, or long distance driver earn? Surely quite a lot considering the unsociable hours and the nights away from home? The average gross pay for a tramper driver is £680 per week, excluding tax-free subsistence payments. This makes their annual gross salary £35,360.

According to the Office of National Statistics, the average employee in the UK is paid £27,271, making tramper driver pay better than average. Or is it?

The average job in the UK is 40 hours per week, thus equating to £13 per hour. Using the above tramper figures, the hourly rate equates to just over £9.70 per hour, not great considering the responsibility of the job.

So what about the tax-free subsistence they receive? Each tramper is entitled to an overnight subsistence payment for each

occasion they are away from base. This payment is to cover the cost of an overnight stay, the inconvenience of being away and the reimbursement for any food or drink purchased. The amount paid tax-free varies per employer, but is around £25 per night. So when you consider the cost of a meal at the service stations, then the amount barely covers a drivers' nightly expense.

At Maritime we ensure that our network provides our drivers a safe place to park, although inevitably we do have to also use the motorway facilities. We do however operate parking accounts at these locations so the driver doesn't have this additional cash expense. You will all have noticed that the lay-bys on the main routes are full of vehicles parked overnight, this is due to many other haulage companies failing to provide such facilities, resulting in all of the additional problems that come with full lay-bys; rubbish, crime, noise, but most importantly, driver safety.

So is poor pay affecting those who want to be in the industry? There are currently 350,000 individuals in the UK who have a HGV Licence, but are choosing not to use it. Perhaps the long hours are a deterrent, or is it the poor image of the industry? What about worsening congestion, increased legislation

or even the poor treatment of drivers by some within the supply chain? Maybe it's a combination of all of these things.

The apprenticeship levy was seen as a way of introducing new blood into the industry but as yet has had the adverse effect with fewer apprenticeships being started. More is needed if we are to bridge the employment shortage gap prior to the possible technological changes that the industry will see.

The logistics market is estimated to be worth £124billion (GVA) to the UK economy (11% of the total, excluding financial business) and employing 2.54million people. However it is woefully short on the investment needed to provide sustainability.

We are at a tipping point now, facing problems and issues that, as an industry, we have never had to face; the driver shortage, Brexit, emerging markets in countries that have had transient workforces, people expecting better work/life balances.

With customers changing their supplier base more frequently than ever before, it is clear that hauliers need to provide a fair wage to their drivers who are the vital element of the UK supply chain in order to maintain the service and reliability the consumer requires.



POST PEAK: DISTRIBUTION



Christmas and the season of joy seem all but a distant memory as we head into spring and look forward to lighter evenings and (hopefully) warmer climates. Whilst business continues at a slightly reduced pace from our November and December months, we are finally able to take a breath and reflect on one of the busiest periods for ourselves and a number of our retail customers.

Between 19th November and 24th December 2017, our distribution business covered 23,964 loads – that's 78% more than loads covered one month before between 15th October and 18th November 2017 and at our peak, we made 746 full artic moves in just one day.

The world in which we operate is changing and we're learning to adapt to ensure the consumer is still able to receive their goods when they want them. The digital world in which we live means we expect delivery 364 days a year; the day after we click the 'complete order' button on our mobiles, computers and tablets and so the only day we don't operate our vehicles is Christmas Day. In fact, on Boxing Day in 2017, we completed almost 500 full artic moves, helping to ensure our customers were able to deliver their online promises to their customers.

As a business we pride ourselves on the high level of service we provide our customers, as well as our fleet uptime and delivery on time performances. So how do we ensure a fantastic level of customer service and satisfaction is still reached when demand

more than doubles for just five weeks of the year?

In order to help ensure we remain flexible and able to cover the increasing daily loads, we need to find a way to increase our on the road availability and the most effective way of doing this is to pool our own resources, between containers and distribution, and as a whole business we work closely together to ensure all of our customers' needs are met. We also steadily increase our sub-contractor resource leading up to the official peak period so that when the volumes truly hit we have a larger distribution truck pool than in the preceding months.

As the festive season approaches, container volumes decrease as international stock reaches warehouses throughout the country in time for the Christmas rush, both in stores and online. Our container division release a number of their vehicles, and drivers, to help us cover the ever increasing volumes from a number of our largest blue chip customers. Our 4 on, 4 off contract patterns are optimised and fifth and sixth shifts are required, giving us a 50% uplift in driver resource. Our drivers provide us with a

fantastic amount of support during this time and those that move from containers to distribution, normally selected because of their location, do so with no fuss, often switching from opening container doors one day to pulling open full curtains and even going as far as helping move cages from the back to the front of the curtain once at a customer site.

Over our five week peak period, our distribution team alone covered 4.089million miles, compared to a five week period in June and July when we covered 2.834million miles. The 41% increase is needed quickly and reliability is key within our business. Without our hardworking teams and our strong, supportive network throughout the country, not to mention our flexible drivers and operational teams switching roles at the drop of a hat, we wouldn't have been able to achieve our peak performance and ensure customer satisfaction all year round.

With the consumer becoming increasingly demanding, particularly at peak times like Black Friday, Cyber Monday and the lead up to Christmas, who knows what this year will bring? What we do know however is that our teams will be ready and raring to go.

THE PAPERLESS PROOF OF DELIVERY

Our continued commitment to the greenest possible mile.

Each year around two and a half million pieces of A4 paper (that's almost 400 trees) are used for our delivery and collection notes and so as part of our continued commitment to ensuring we promote the greenest credentials, we are introducing Electronic Proof of Delivery (ePODs).

Already in 2018 we have made a number of investments in our in-cab telematics systems, with new and improved tablets in our vehicles to ensure our drivers have the best possible equipment to hand and over the coming months, our latest developments will be rolled out to our entire customer base.

We are currently putting the new system through some vigorous testing, running it alongside the paper based system, but in June, five months after testing commenced, we will be able to introduce ePODs to large groups of our customers and predict that all of our customers will be using the new system by October 2018.

"As a business we are committed to ensuring we make the right investments to support both our staff and our customers," said **James Cole**, Telematics Manager.

"The introduction of ePODs will not only be supporting our efforts to produce the greenest possible mile, but will also offer increased traceability, swifter transactional speeds, and improved accessibility for both Maritime staff and customers."

Our vehicles are being fitted with the latest technology and now include a removable 'DriveTab' which will enable our drivers to capture an electronic signature from our customers' delivery point. Within minutes of signing our digitised paperwork, our customers will have the signed POD in their

inbox and an ecopy will also have reached our TMS System, giving complete visibility of the delivery in real time.

In addition to speeding up our POD process, this latest update will include both date and time stamps, as well as GPS location stamps, giving our customers increased visibility and security of their goods by knowing exactly how, where, when, and who the goods have been signed for.

"Testing has gone very well so far with the trial vehicles. We're on course to hit the project timelines and expect the full rollout to our fleet to begin in June." said **James Cole**, Telematics Manager. *"Each of our staff and drivers will receive training and information on the new system and not only will a huge amount of administrative work be saved but our drivers will also have less paperwork and clutter within their cabs."*

Development of specific customisation options is also underway and once complete will allow us to be intuitive about delivery, as well as enabling us to set bespoke tasks for our drivers based on our customers' requirements. Understanding that each of our customers are unique has shaped these improvements and meant that the electronic workflow will also include the ability to capture specific delivery or collection requirements at exactly the right point in time.

In a bid to increase visibility even further, our Sub-Contractors will also be able to download an app, SmartPOD, which will give them access to specific areas within our TMS and requires them to complete the same process and therefore gives us the same information as our own vehicles. This will close an important gap and gives us complete visibility over our 1,500+ vehicle operation.





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MEGA SHIPPERS FT. MARITIME

Hamburg Sud and Maritime make their debut on the Discovery Channel

We were delighted to be informed by Hamburg Sud that we featured on the Discovery Channel in Series 1 of Mega Shippers.



Stewart Campion and the marketing department at Hamburg Sud have been working with a production company to support their promotion within the automotive segment over the last year and a half.

"We were contacted by a company who had heard about our special cargo of Morgan Sport Cars being delivered into the USA," explained Stewart Campion, Marketing and Sales Department for Hamburg Sud. "Knowing we would have the opportunity to show off our expertise on the Discovery Channel, we jumped at the chance to feature and quickly appointed Maritime as the haulier for the job."

Geoff Short, one of our Tilbury drivers, arrived to work one November morning and received instruction to take the special cargo on its short journey from the loading site over to the Dock on the Port of Southampton. It was here the Hamburg Sud container started its 5,700km crossing over to Baltimore, America.

"As a business we make over 13,000 container moves every week," said Tom Williams, Commercial Director at Maritime. "It's not unusual for us to find we're moving high value cargo, however, on this occasion, we were privileged to be involved in an informative documentary regarding some of the more exciting aspects of our industry, and the feedback from our customers and our staff has been fantastic."

Series 1 of Mega Shippers featured eight episodes and following its success, series two has already been commissioned – let's hope our big screen career continues!

You can catch up with Mega Shippers online, and can see our partnership with Hamburg Sud on episode eight of the program.

For information on how we may be able to support you with special cargo moves, contact Tom Williams today.
t.williams@maritimetransport.com

UNUSUAL CARGO? WE CAN HANDLE IT

Back in 2011 we diversified into warehousing; this was after discussions with a number of our customers in which we identified the need to offer a more complete solution. We took on our first warehouse, which was an empty 100,000 sq ft shed just outside of London and in the hinterland of the Port of Tilbury – it was also rail connected! In the seven years since this initial foray into warehousing, we have transformed the once empty shed into a busy space that is home to 4,500 racked pallet spaces, a plethora of machinery and specific attachments, and an army of dedicated staff.



The warehouse, known as Unit 1, is run like a military operation and with it operating at almost full capacity our team ensure both the warehouse and our connected Railport run like clockwork. The rail port accepts three trains per week from Wales and Italy, and, once ready, the unique cargo is unloaded and stored in the warehouse ready for onward delivery.

On a weekly basis we are handling a huge variety of products, from garden furniture, bags of coffee, and bottles of beer, to 32T steel coils. This poses a few challenges to our warehouse team, but it is something they readily accept and look forward to managing. It has also meant that we have expanded away from the usual machines that you would expect to find in a warehouse.

“Over the last two years, Unit 1 has developed significantly and we’ve introduced a number of pieces of new equipment to help ensure we continue to offer our customers the service they require,” said **Dan Assiter**, Warehouse Supervisor. *“Most recently we have heavily invested in new handling equipment to help support one of our long-standing contacts. We deal with some quite awkward cargo, whether it be a heavy load or an unusual shape, and so we have made sure the equipment we use is capable of dealing with anything we may take on.”*

With unusual equipment in our armoury such as vacuum lifts, carpet booms, and double keg clamps, as well as some fierce pieces of machinery such as 16 tonne fork lifts, 12 metre reach trucks and a number of counterbalance trucks we need to make sure we are operating in a safe and secure manner and as a result we have employed and trained our own RTITB qualified instructor.

“The safety of both our staff and our customers’ cargo has always been key to our success in warehousing and across the business,” said **Dan Assiter**, Warehouse Supervisor. *“Training has played a large part in ensuring all of our equipment operators feel safe and confident using the large machinery we operate on a daily basis.”*

Unit 1 is supported by loaded off-dock container storage, six cross docks, and has the capacity to load over 100 vehicles every day, enabling us to provide a complete dock-to-door inbound and outbound handling and transport service.

If you have any unusual cargo and you would like to find out more about how Unit 1 can support your requirements, contact Dan Assiter on **01375 659123** or d.assiter@maritimetransport.com

MADE TO MEASURE

Every business measures itself in one way or another, haulage companies get the added bonus of being measured by outside agencies too. No one has any choice in this if they want to hold an Operator's licence, a very important document, and the results are available for all to see.

Operator Compliance and Risk Scoring (OCRS), is a system that the Driver and Vehicle Standards Agency (DVSA), and the Office of the Traffic Commissioner (OTC), have used for a number of years.

The system works by scoring every operator on their compliance, and possible risk, in two areas; Roadworthiness and Traffic. These are then combined, and a final score is given for each area in which you hold an Operator's Licence. Scores range from R (red – highest risk), A (amber – medium risk) through to G (green – lowest risk). The aim is to be achieving green scores across the board in order to show the DVSA and OTC that we are a compliant, responsible business, giving them the opportunity to use their resources, roadside checks etc., for companies that are amber or red.

In order to ensure we maintain our green scores, in all areas, across all of our

Operating Centres, we employ a full-time field engineer who travels to each of our depots and carries out random inspections. In addition to this, we use the FTA as independent auditors, who visit each of our depots at weekends, randomly selecting tractor units and trailers and fully auditing them using MOT standards as a benchmark. So why do we use both internal and independent auditors? Compliance and safety are extremely important to us as a business, and by using the FTA we are able to feel sure that our performance is measured accurately and honestly, helping us to improve and maintain our green OCRS scores, whilst ensuring each of our vehicles and trailers are being serviced correctly, and in line with legislation.

The FTA are also able to share data with us, enabling us to compare ourselves to comparable operations. In 2017, 397 inspections were carried out across 24 of our sites, resulting in a defect average of 0.61

defects per inspection. The national average for our sector was 3.01 defects per inspection and 5.30 for all UK sectors combined, meaning we outperformed our sector by 80%. When converted to OCRS scoring, we averaged 9.95 points per inspection, compared to a 15.38 average for our sector.

We're very proud of the scores we have achieved and it's down to the combined efforts of our fleet department and teams throughout the Company, including our drivers. Very early on, the decision was made that all of our vehicles and equipment would be purchased outright and replaced frequently, enabling us to take advantage of new technologies contributing to vehicle safety, comfort, and efficiency. Maintaining a younger fleet also means we maximise the uptime of our vehicles and thankfully don't let our customers down with frequent breakdowns.

With our fleet covering over 92million miles annually, and with 25,000 tyres on the road at any one time, maintaining these scores is not always easy, but our drivers each play their part and report any problems to our fleet department. In return, they are able to feel confident in the knowledge that no corners are cut and issues will be rectified immediately, ensuring our drivers safety.

Image, reliability, and service all go hand in hand and require many individual areas and components to come together and receiving recognition from such a highly regarded and respected organisation, the FTA, confirms our policy and approach whilst rewarding those that make it happen day in, day out.

The work is relentless and never ends, but we know that when the DVSA introduce the final version of their planned Earned Recognition Scheme, we will be fit and ready to gain that accreditation which will increase our customer's peace of mind in our ability and service performance.





GOLDEN WEEK

Golden Week – two words that bring sighs and resigned, depressed looks to all those that are involved in the container transport industry. Whilst the term is used to explain away low volumes, rolled shipments, and quiet haulage days, do we really have a full understanding of what Golden Week actually is; where its origins lie, what the reality of it is and what the actual impact is on our industry? Perhaps not and so in this article we will attempt to shed some light on this annual Chinese event and the impact it has on the UK logistics sector.

Started in the year 2000 by the Chinese Communist Party, Golden Week is now an annual holiday period for the Chinese nation. It was created to encourage domestic tourism, increase the local economy and to allow citizens to take a prolonged period away from work in order to make long distance journeys back to visit families. The holiday period kicks off on October 1st, which is the Chinese National Day and commemorates the founding of the Peoples Republic of China. It is followed by a week of ceremonies, processions, and parties in which the nation is effectively on shut down. One article suggested that in 2017, 710 million domestic Chinese travelled during Golden week; there were claims of overcrowded trains and significant road congestion as a result of the estimated 350million people utilising the road network – two hour journeys were reportedly taking ten hours!

Due to this holiday period and the vast numbers of people on the move, factories close down in their entirety, airlines cancel cargo flights (as passenger prices skyrocket), and ports and terminals work with a skeleton crew. As a result, the whole supply chain is disrupted, and the knock-on effects reach all the way through to the UK, albeit a little later on.

Now we know the background of the holiday, and the effect of the break within China – how does it affect us? In the build up to the holiday and the expected shut down, Shippers and Cargo Owners start to increase orders and book more freight while the factories are still working in order to fulfil their customers' demands. More recently, with the advent of ecommerce sales, even more pressure is placed on the factories and freight infrastructure in the period immediately prior to Golden Week. For example, Black Friday falls on a Friday in late November, so in order to get products into the UK to fulfil sales demand, the cargo needs to be leaving China by September 30th. With the subsequent closedown, there is effectively zero output from the factories and due to this huge reduction in volume; shipping schedules are amended to ensure that the ships are not sailing around the world empty.

Typically, the UK container peak begins at the end of August and continues through into early November. This rings true with the above information, as shippers prepare for Golden Week by increasing output which coincides with retailers bringing in their Christmas products. However, come mid-November, the volume rapidly declines; the reduced factory output and sailing schedules

now hit the UK. Vessels arrive well below capacity, if they arrive at all. In 2017, the three major shipping alliances blanked nine vessels in total due to the low capacity and the knock on effect was on trucks and drivers sitting idle in haulage depots nationwide.

In order to combat this peak followed by a large drop in volume, we have diversified our business to ensure our drivers are kept as busy as possible. This has been done through diversification into other business areas, such as Domestic Distribution, who actually get busier from November. Furthermore, we have a truck sales division, Secondhand Trucks, which allows us to dispose of older vehicles at a time of our choosing, ensuring that we have the optimum number of trucks on the road to cover our customers' requirements at all times.

So with Golden Week only a matter of months away, perhaps it is time to start looking at alternative transport schedules; bringing goods in earlier and holding containers in one of our off dock locations? Or perhaps it may be worthwhile to delay shipments, or utilise alternative transport methods. Whatever you choose, we will be happy to help.

To find out how we can help to cover your increasing container volumes, contact Tom Williams t.williams@maritimetransport.com



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