

# FAST FORWARD

A Business update from Maritime - Summer 2015



Read on to find out more about the latest developments, investments and thinking at Maritime...



# WELCOME

It has almost been a year since we acquired Roadways Container Logistics and while it has been the biggest headline for the business for some time, behind the scenes, we have been quietly hard at work, preparing the ground in other important areas. In this issue of 'Fast Forward' we provide an update across the business and touch on some of the exciting, recent developments, investments and successes at Maritime over the last 12 months. In particular, the development of our Distribution business is showing great promise as we expand our services and credentials in the retail sector and beyond. We also share our thoughts on some of the current issues facing the transport industry too. This summer, we celebrate

the 10<sup>th</sup> Anniversary of our fleet sales arm, Secondhand Trucks, which is now the largest reseller of premium used vehicles in the country. We hope you enjoy this issue of our customer magazine and if we can help your business in any way, please contact me or my colleagues and we would be delighted to explore how we could help.



John Williams  
Managing Director, Maritime Group



## BOXING CLEVER

Acquiring a company, which on the face of it leads to consolidation in any sector can raise eyebrows or even create cause for concern. So an acquisition of the country's fourth largest container transport company by the UK market leader was always going to do both. Maritime's decision to buy Roadways Container Logistics was, in part, a strategic, property-led acquisition as the business had a small but largely complementary network. However, the decision became all the more easier when it became clear that the company's viability was also in doubt. "Roadways was an important acquisition for us because it helped to strengthen our network in a number of key areas," said

Simon Smart, Managing Director, Maritime Transport. "It was a great fit and it came at a time when Roadways had run out of steam. Buying the business was good for us, but it also secured the resource so that we could continue to support customers, as Maritime."

Roadways was fully integrated into Maritime Transport shortly after the acquisition and it was done to bring stability and focus quickly at a time of uncertainty for employees, suppliers and customers alike. This involved the replacement of 146 vehicles and a wholesale rebranding across the depot network. "We acted quickly to settle customers and our drivers. The timing of the acquisition

coincided with the implementation of the Driver CPC and a huge demand for trained drivers, so it was important to take the steps when we did," said Simon.

Supported by a national network of 23 depots, including new depots at BIFT, Leeds Containerbase, Manchester Containerbase and Southampton, Maritime can offer unrivalled coverage, 24/7, and manage the demands of multiport operations, providing a single point for customers for their entire container transport and temporary storage needs.

The container transport market is set to tighten further this year as peak approaches. But far from reducing resource, the Company has strengthened

its capability and fleet with additional trucks and trailers to make it the largest that has ever existed in the container transport sector.

"We now operate more trucks than the combined fleets of Maritime and Roadways at acquisition, and we have more off-dock storage and intermodal options through our Railports at BIFT and Tilbury and Containerbases at Leeds and Manchester too," explained Simon.

Talk to us about your container transport requirements and let us show you how we can help you to box clever this Autumn. Email Simon Smart at [s.smart@maritimetransport.com](mailto:s.smart@maritimetransport.com).



## CAMERAS ARE THE WAY FORWARD

Technology plays an important role in improving the way Maritime manages its business. One area of investment and focus in the last 12 months has been the Company's commitment to forward facing cameras.

"Nearly all of our fleet is now fitted with forward facing cameras," said Stuart Wardlaw, Fleet Engineer. "We have invested in these cameras to capture incidents and even poor driving on film."

The cameras are continuously recording the road in front of the driver while the vehicle is in operation and the film can be viewed at any time within a 24-hour period.

"The footage is used in insurance claims to support our drivers and to report poor or dangerous driving to the police," explained Stuart. "The camera technology will be rolled out across the whole fleet and will provide us with invaluable information when our vehicles are involved in head on accidents."

The initial retrofit and installation programme is now complete and will extend to all future truck purchases.



# Zero to Fifty

As the UK market leader in container transport, it is easy to overlook Maritime's successes in other areas. One activity that is flourishing is Distribution.

From a standing start at the beginning of 2010, the Company has developed its Distribution arm at pace. Today, with a £50 million+ turnover, Maritime has become a major player in UK Distribution. To put this into some context, as a standalone business this would rank 51 in Motor Transport's 'Top 100' transport and logistics companies.

"We are very pleased with the progress we have made in such a short time," said Dave Boomer, Managing Director, Distribution at Maritime Transport. "We have made big inroads and quickly established a reputation for delivering a highly dependable and competitively priced service to our customers and the

interest we are receiving for new business is really extraordinary."

Success hasn't been the outcome of some happy accident, but hard work and the full support of customers prepared to provide us the opportunity. The differentiators that set Maritime apart from other transport operators are deep-rooted and come from an upbringing in container transport.

"Our approach is unlike other distribution companies in the UK today," said Dave. "We look at customer inbound and outbound supply chains as a single, integral, end to end process and utilise our resources to maximise efficiency and to create a benefit for customers. Having been brought up in the container sector, at the

sharp end of the hire and reward sector, we understand the importance of loaded miles to remain profitable and this focus helps to drive cost out of our customers' supply chains."

Today, what defines Maritime's Distribution arm more than anything as a 'can do' dependable operator is delivering on its promises in a highly cost competitive way and getting the basics right, every time. Find out more about our services and solutions by visiting our website or by contacting Dave Boomer direct at [d.boomer@maritimetransport.com](mailto:d.boomer@maritimetransport.com) and discover how we can make a difference in your business.

## BUMPER TO BUMPER ORDER BOOK

Maritime has taken delivery of 374 new trucks so far this year with more to follow in a bumper renewal. The multi-vehicle tractor unit order is one of the largest in the UK this year.

The new additions have been purchased to replace and expand the fleet. All of the vehicles are EURO 6 and incorporate the latest technological advancements and high-spec interiors to provide lower carbon

emissions, as well as enhanced comfort for our drivers.

"Selecting the right vehicle and specification plays an important part of the customer experience at Maritime," said Stuart Wardlaw. "We focus on reliability, fuel economy and whole of life costs and matching the best truck with the needs of each customer."



## Promoting the Company

Scott Kerswell, Tom Williams and Alex Williams have all been promoted at Maritime.

In the latest Company promotions, all three have been rewarded for their contributions to the business and are developing their careers with Maritime to create the next generation of senior managers.

"Scott Kerswell has been promoted to Area Manager in Southampton and Bristol, following the successful integration of Roadways and Maritime in the South and the exemplary setting up of our Nursling Depot," said John Williams. "Nursling was in poor shape under the previous ownership and is now a great addition to the Maritime Network."

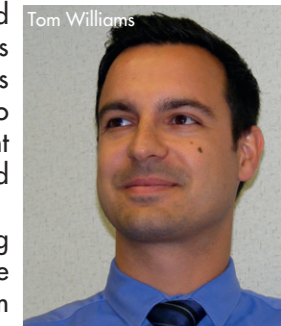
Tom Williams has been promoted to General Manager, Commercial for the container business. Tom has been directly involved in developing key customer relationships and working with them to understand their requirements and deliver the right solutions for the last three years.

At the same time, Alex Williams has been promoted to General Manager, Marketing to strengthen the business which has grown significantly in recent years as a result of the acquisition of Roadways, the success of Distribution and Secondhand trucks and with services extending into warehousing, freight management and Railports.

"These are exciting times for Maritime as we emerge from recession and given the breadth of our services and scale of our operations, it is essential the next generation of management steps forward to develop the business for the future," concluded John.



Scott Kerswell



Tom Williams



Alex Williams

# Distribution

# to XL

Maritime's fast growing Distribution arm has taken delivery of a fleet of new curtain-sided trailers to support its growing customer base.

A batch of 200 new curtain-sided trailers have gone on the road and a further 90 have since been ordered for delivery later in the year.

The initial order has been supplied by two trailer manufacturers, Cartwright and Lawrence David, and the investment in new XL-specified curtain-sided trailers is part of the Company's ongoing commitment to domestic distribution.

"We work for major retailers as part of our customer base, so the load restraint feature on the new curtainsiders is designed to carry a mix of roll cages, pallets and general cargo," said Dave Boomer.

The trailers are also equipped with a Haldex Soft Dock - sensors on the rear frame to help the driver back on to the loading bay without causing damage. The sensors automatically engage the brakes if the trailer comes too close to the dock.

"Our trailer investment programme and wider plans for 2015 and beyond will enable us to continue to develop and support our customers in Distribution," said Dave.

## NEW TRAILERS FOR DECATHLON

Five trailers have been built for Decathlon. The new XL-specification curtain-sided trailers from Lawrence David are designed to complement the world's biggest sports retailer on the road.

The trailers are based at Maritime's Depot on Brackmills Industrial Estate, next to Decathlon's National Distribution Centre, to service stores in the Midlands

and Yorkshire, on behalf of the retail giant.

"The move to brand these new trailers shows our continued commitment to Decathlon, providing them with the best possible image on arrival at their stores," said Dave Boomer. "We are delighted to have taken this first step and hope that these five are the first of many more to come."



# FOCUS ON LONDON



London is becoming more difficult to service each year. While the changes brought about are in the best interests of the Capital, the consequences are widespread, and even more so if they

don't achieve their objectives.

Transport in London has been subject of a night time and weekend lorry ban for many years. The Congestion Zone followed and affected all vehicles within an eight square

mile zone and since then there have been other schemes. In this feature we touch on two; the LEZ and new trailer requirements under the London Safer Lorry Scheme.

## LEZ MAN UP

The Low Emission Zone was first introduced in 2006. Circling London within the M25 orbital Motorway, its purpose was to improve the air quality in the Capital and it coincided with wider climate change initiatives, forcing vehicle manufacturers to build lower CO<sub>2</sub> emitting engines. At the time all HGV vehicles entering the LEZ had to be built to EURO 3 standard or higher to comply without penalty. Since 2012, the minimum is now EURO 4.

In 2006, scheme administrators, Transport for London (TfL), warned that operators who failed to meet this basic requirement would be forced to pay £200 a day. The penalty for non-payment was set at a mouth-watering £1,000 per occasion, perhaps justifiably given the £57m start up and £11m annual costs to administer.

Nine years on and the UK transport industry has fallen into line, but it isn't all working to plan. TfL's penalties were, at best, unenforceable because a significant number of non-complying, non-UK registered companies haven't paid up. Allowed to operate in London under

cabotage rules, many have failed to pay the charges or subsequent penalties and once back home, recovery has become virtually impossible. Interestingly, the same issues have emerged with the new payment system for the Dartford Crossing introduced in November 2014.

From information provided under the Freedom of Information Act, we estimate that over £30m in LEZ fines were still outstanding a couple of years ago and the figure is almost certainly higher today. On top of this is the cost of attempting to recover these penalty charges in Europe.

As a business, we commit to a substantial fleet renewal programme every year and we now operate one of the freshest fleets in the country, with as many EURO 6 vehicles as EURO 5 today. We are one of many UK and Continental-based operators to comply and it makes a mockery of the regulations when the highest polluting vehicles are able to operate in the LEZ with impunity.



A level playing field is required and TfL need to rethink the scheme and do what it said it would nearly 10 years ago.

## NEW TRAILER REGS FOR LONDON

Transport for London has recently announced its London Safer Lorry Scheme, which requires all trailers to be fitted with side guards when in operation in London. For most trailers, this is already incorporated in the overall design, but it is not the case for many in the container sector.

Prior to 2012, sliding skeletal trailers were not fitted with side guards and

after 1<sup>st</sup> September this year, these will not comply with the London scheme. The authorities will be able to fine non-compliant operators up to £1,000 per incident and the regulations apply around the clock, seven days a week.

The scheme operates in the same geographic area as the existing Low Emission Zone (LEZ), with the exception of motorways and 600 new signs are being

erected to advise drivers they are entering the scheme zone.

"This is an additional burden to container operators," said Andrew McNab, Marketing Director. "A typical retrofit will cost about £500, which will affect future deliveries to and from London."

The scheme is part of the Mayor of London's plans to improve safety for cyclists in the Capital.



# TIME FOR A CHANGE



The pressures on driver resource in the container transport sector were brought to a head last year when the new Driver Certificate of Competence (DCPC) came into effect in September. The DCPC identified some weaknesses with vehicle supply, but it is only half the story. The other half at play is vehicle inefficiency - a characteristic of container transport in the UK.

Although there are 168 hours in a week, the delivery window in the container transport sector is no more than 30 hours, five to six in any 24 hours. Bookings are made in a highly concentrated window 07:00 - 12:00 and this has been the case for 40 or more years. Import containers become available only when commercially released and it is only then that the booking is made with the receiver, invariably to a Distribution Centre (DC).

DCs, on the other hand, operate on a 24-hour basis and plan their work dynamically, based on demand. There is disunity between the arrival of the inbound import, the processes at the warehouse and the secondary, outbound move and much more can be done to spread workloads over a wider timeframe.

The knock-on effects of this are trucks converging on ports in the afternoon to try to return their empty containers/deliver export boxes and collect their next load. Ports, in turn, reacted to this peak traffic build up by introducing Vehicle Booking Systems (VBS) to spread the demand for their resources over 24 hours.

This has meant that trucks are booked for slots that the operator believes the driver will make and often this means the driver has to park up in a lay-by close to the port, sometimes for hours, waiting for their VBS

booking time to ensure they don't incur a 'no show' charge.

The reality is that the ports and DCs have managed to organise themselves to maximise their productivity and get the best use of their resources. But the container transport operator to a large extent is sandwiched in the middle and is unable to do so.

Altogether, these inefficiencies mean lower productivity and more trucks, trailers and ultimately more drivers. Much more needs to be done to change mind sets and improve the time it takes to complete the inland container transport cycle. It means better technology, connecting the port, warehouse and haulier and more flexibility to book, to balance the needs of the truck operator, receiver and terminal. It's time we change the way we look at container transport.

## John Williams is named Multimodal's 'Personality of the Year'

L-R Robert Jervis, John Williams, Simon Weston



John was honoured at this year's Multimodal Awards & VIP Dinner at the National Motorcycle Museum, in April. The award was presented by the event organiser, Robert Jervis, at their annual awards dinner to a packed audience of 450 for outstanding contribution in transport and logistics.

"Our award is given to individuals who have made a lasting imprint on our industry and John Williams is our very worthy winner this year," said Multimodal Event Director, Robert Jervis. "John has been at the forefront of container logistics in the UK for almost four decades. More recently, as Group Managing Director and owner, he has steered Maritime Transport to become the most successful company of its kind in the industry today."

"I am delighted to have received this coveted industry award, working with great people and doing something I have enjoyed for almost 40 years," said John. "This industry has provided opportunity and reward in equal measure and it remains a great career choice for aspiring entrepreneurs."



# Perfect 10 for Secondhand Trucks

Secondhand Trucks, Maritime Transport's sales arm, is ten years old. Established as an outlet to remarket the fleet just two years after Maritime acquired its first vehicles, Secondhand Trucks has disposed of over 1,250 vehicles in the last decade.

"At the time it was an innovative step for us, creating the means to buy more competitively and giving us more control over the fleet," said John Williams. "We managed to secure the website 'secondhandtrucks.co.uk' and we have never looked back."

The decision to buy rather than lease provided the challenge of disposal at the end of the truck's life, but it created the flexibility to right size the fleet to match customer demand and for overlaps in new and old trucks, working side by side, at peak.

"The increase in volumes at peak is becoming more pronounced both in the container transport and distribution areas

of our business," said John. "By controlling the timing of disposal, we can provide greater resource stability and ultimately, better service."

Secondhand Truck's reputation in the used vehicle market is second to none and Maritime quickly established itself as the market leader in the premium, lightly used articulated sector.

"We pride ourselves on the quality and presentation of our vehicles," said Alan McNicol, Group Finance Director with overall responsibility for fleet purchasing and Secondhand Trucks. "Although we are selling vehicles up to three years old, buyers often can't tell the difference between our sale trucks and new."

The number of trucks the sales arm sells has changed considerably, responding to the growth in Maritime's fleet and today approximately one third of the trucks are sold every year through Secondhand Trucks.

"As a transport company first and

foremost, we operate a large and diverse fleet of trucks so we are able to offer a wide range of trucks to buyers," said Matt Heath, General Manager, Secondhand Trucks. "And we can supply one or a small fleet of trucks, as required."

With a working stock of vehicles on the road and a replacement policy that now continues throughout the year, Secondhand Trucks has become the first choice for many transport companies, who can schedule their fleet needs with the sales team many months in advance.

"It has taken us all of 10 years to perfect the sales process and provide a service that is really unrivalled in the market," said John. "Today, 80% plus sales are to repeat buyers and we are able to meet their needs exactly, from basic cab re-spray and livery to comprehensive mechanical alterations to match the often rigorous demands of their business."



L-R Cassie Nicholls, Sarah Fromant, Matt Heath, Russ Byrne and Mike Stokes

“It has taken us all of 10 years to perfect the sales process and provide a service that is really unrivalled in the market”



## SAVE THE DATE

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