

# LOGISTICS

WELCOME TO A PLACE THAT **DELIVERS.**





## YOUR GLOBAL LOGISTICS GATEWAY.

Liverpool City Region has always been a gateway. Our geography and natural assets have shaped commercial and cultural life here for centuries. Our role in the national and global economy has never been more relevant as international manufacturers make the most of our global links to reach customers and suppliers all over the world.

One of the biggest opportunities for businesses in Liverpool City Region is the access to a new ports and logistics infrastructure. The City Region offers a highly integrated cluster of modern logistics assets and expertise. These assets are delivering faster, greener global market access for companies that are moving goods to and from northern UK and Ireland via an enlarged post-Panamax container port at Liverpool.

Liverpool City Region is home to the logistics, warehousing and supply-chain operations of some of the world's leading companies such as: ACL, Bibby Group, Cammell Laird, Cargill, Orsted, General Motors, Iberdrola, Ineos, Jaguar Land Rover, Maersk, NSG Pilkington, QVC, Stobart, TJ Morris, Unipart and Unilever. These companies continue to invest here, providing an optimal cluster of commercial opportunities, expertise and highly-skilled workforce in terms of efficient, low-cost, international freight distribution.

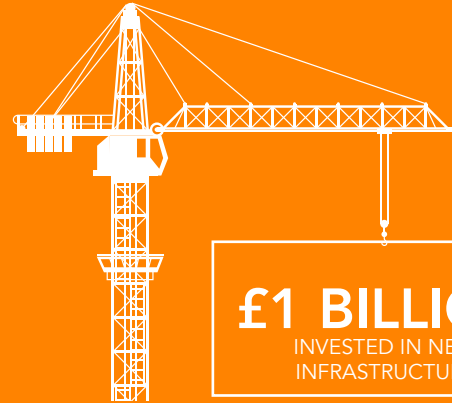
Liverpool 2 is a £400 million investment to create a new deep-water container terminal at the Port of Liverpool, enabling the largest vessels to call directly into the heart of the UK.





**35 MILLION**

PEOPLE LIVE CLOSER TO LIVERPOOL  
THAN SOUTHERN PORTS



**£1 BILLION**

INVESTED IN NEW  
INFRASTRUCTURE

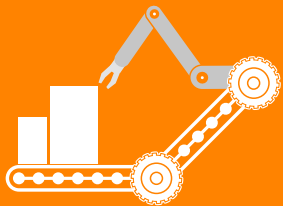


**2 WORLD-CLASS AIRPORTS**  
AND THE WORLD FREIGHT TERMINAL  
FACILITIES AT MANCHESTER AIRPORT

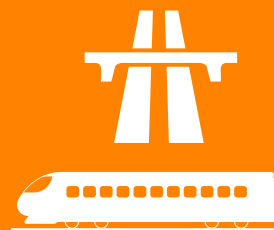


**£400M**

LIVERPOOL2. THE DEEP WATER  
TERMINAL AT PORT OF LIVERPOOL



LIVERPOOL IS THE  
**UK'S MOST CENTRALLY  
PLACED PORT**



10 MOTORWAYS WITHIN 10 MILES  
AND 10 RAIL LINKED TERMINALS



**KEY:**

1. **Peel Ports Liverpool & Liverpool2**  
deep water facility
  2. **Port Academy Liverpool**
  3. **Northern Logistics Academy**
  4. **Shipping Line HQs and  
Professional Services centres**
  5. **Knowledge Quarter: University of Liverpool, LJMU,  
Logistics, Offshore and Marine Research Institute  
(LOOM), National Oceanography Centre (NOC),  
Liverpool Institute for Sustainable Coasts and Oceans  
(LISCO), Sensor City, Materials Innovation Factory**
  6. **Cammell Laird, MEA Park (Marine, Energy &  
Automotive Park), Maritime Knowledge Hub,  
The Engineering College, Birkenhead and Lairds  
maritime cluster**
  7. **Bromborough maritime cluster**
  8. **ABP Port Garston**
  9. **3MG – Mersey Multi Modal Gateway**
  10. **Sci-Tech Daresbury, Hartree Centre, Virtual  
Engineering Centre**
- Manchester Ship Canal inland ports -
11. **Port Wirral**
  12. **Port Bridgewater**
  13. **Port Ince**
  14. **Port Warrington**
  15. **Port Salford**

# BETTER CONNECTED.

By sea, air, road or rail, you'll be better connected here.

### Major New Port Infrastructure

The Port of Liverpool is home to Liverpool2, a new £400 million deep water terminal, which has doubled container capacity and makes it one of the country's best equipped and connected terminals. This enables goods to be shipped directly to the centre of the UK on the world's largest vessels without having to pass through other European ports. The advent of post-Panamax container shipping in Liverpool makes the city more connected with the global market than ever before, and the port is the natural first stop for vessels crossing the Atlantic.

### Global Air Routes on Your Doorstep

With two major airports serving the area, your international customers and suppliers are within easy reach. For companies based in Liverpool City Region, Manchester Airport is a short drive along the motorway and can be reached in around 30 minutes. Manchester's World Freight Terminal serves cargo markets in the Far East, North America and the Middle East, with daily flights connecting to all of these destinations. Manchester Airport is approved as a Border Inspection Post and is also a Designated Point of Entry, Designated Point of Import and First Point of Import. Liverpool can offer air freight opportunities through Liverpool John Lennon Airport with an ability for night flights; and facilities for UK distributors.

### Less Congested Roads

Thanks to five major motorways, your goods get off to a flying start. With development opportunities around key junctions of the M62, M53, M56, M57, M58 and M6, businesses enjoy excellent connections to the rest of the country. And because we're not a 'thoroughfare' city like most others, we don't suffer the same levels of congestion that cost time and money. According to the TomTom Traffic Index, Liverpool has less congested roads than cities such as Manchester, Sheffield, Hull, Bristol, Leicester and Newcastle. The Mersey Gateway, a new six lane toll bridge, opened in 2017, is having a significant positive impact on the area's connectivity and traffic flows.

### Keeping Your Goods on Track

Rail freight options for companies in Liverpool City Region are extensive, with 10 motorways within 10 miles and 10 rail linked terminals. Both the West Coast Mainline and the Liverpool to Manchester Line, are supported by a multimodal freight facilities such as 3MG (Mersey Multimodal Gateway). On 22 acres five miles from the city centre, the Liverpool Railfreight Terminal at Garston is connected to the West Coast Main Line with daily import/export services to/from Felixstowe, Southampton, Tilbury and London Gateway. GB Railfreight operates trains connecting the Port of Liverpool with other intermodal hubs.



## CASE STUDY: QVC

QVC is a leading multi-channel retailer which launched its UK operation in 1993, and has grown to be available in all UK homes through satellite and cable TV as well as a significant online presence.

QVC's operations and distribution centre has been located on a 31-acre site in Knowsley since 1996 employing 1,500 staff. The facility is a best practice example of new technology and automation for the fulfilment and distribution sector and dispatches over 12 million orders each year. QVC has implemented a range of green initiatives alongside multi-million pound investments in its UK business to achieve an efficient and sustainable supply chain. The company offers more than 25,000 products which are dispatched to the customer within 48 hours following receipt of the order. Once items are sold, QVC uses preferred carriers for the last mile.

Lorna Billinge, global vice president quality assurance and supply chain of QVC, said: "Our business lives on rapid response to customer demand and shipping through Liverpool provides us with greater predictability and resilience in our supply chain, by avoiding the uncertainty and delays associated with longer road or rail journeys. Reducing land freight mileage also allows us to minimise our carbon footprint. With our operations centre strategically positioned in the North West, increasing our trade via Liverpool is a key part of our strategy to meet increases and changes in customer demand."

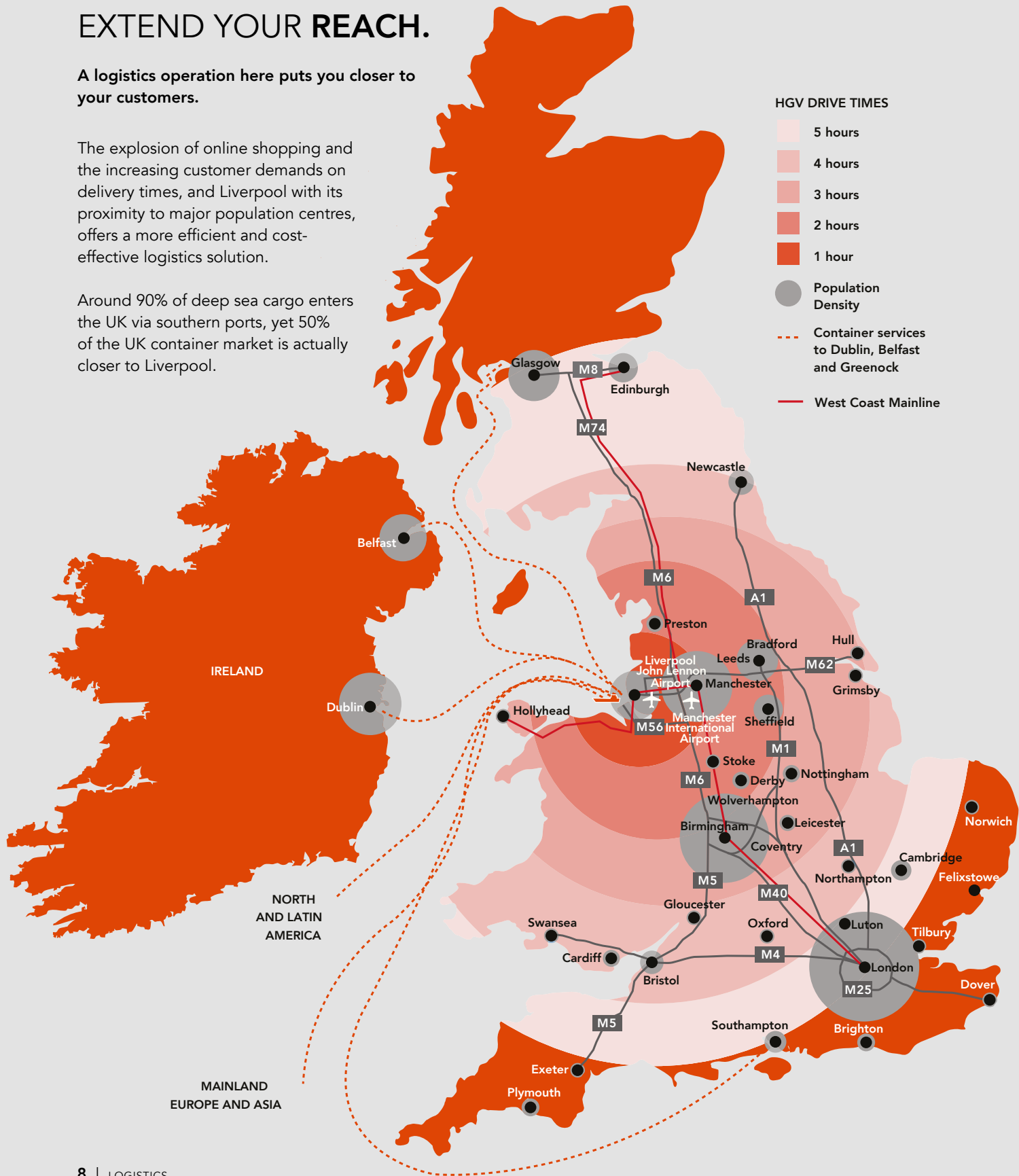


# EXTEND YOUR REACH.

A logistics operation here puts you closer to your customers.

The explosion of online shopping and the increasing customer demands on delivery times, and Liverpool with its proximity to major population centres, offers a more efficient and cost-effective logistics solution.

Around 90% of deep sea cargo enters the UK via southern ports, yet 50% of the UK container market is actually closer to Liverpool.



## CASE STUDY: GEFCO

International logistics provider, GEFCO, chose to build a new £10 million supply-chain hub creating 100 new jobs in the City Region. The facility serves the area's automotive companies (both OEMs and Tier 1 suppliers). GEFCO was founded in 1949 in France as part of the Peugeot group. It opened its UK business in 1981. Today it has operations in 44 countries and employs 12,000 people.

Given the proximity to Jaguar Land Rover and General Motors, the 120,000 sq ft facility marks the next step in the development of a blueprint for GEFCO's supply chain programme, which will be rolled out in other locations worldwide. GEFCO will manage and optimise the entire supply chain, from sourcing components for production and assembly plants to distributing finished vehicles. In addition to these outbound and inbound logistics services, GEFCO will be responsible for distributing spare parts.

Zsolt Vecsera, managing director at GEFCO UK said: "This is a significant and exciting investment from GEFCO UK. We are delighted to be embarking on this journey to continue being a market leader in automotive sequencing and go from strength to strength."







## LOGISTICS-FRIENDLY ECO-SYSTEM.

This is a place that really understands your needs.

Our financial and professional services firms have significant credentials and links to the port and maritime sector. Our law firms, accountants and bankers have dealt with international trade and logistics for hundreds of years.

A thriving creative and digital scene includes businesses that are driving innovation in logistics. A great example is St Helens-based startup DriverNet. The award-winning firm has created an app for delivery drivers which improves efficiency and reduces the carbon footprint of distribution companies.

Recognising the importance to the area's economy, our local councils, mayor and Local Enterprise Partnership have championed the logistics sector with strategic investment, planning support and long-term vision. Academic partners are ensuring that our schools, colleges and universities develop appropriate skills that the sector needs.



## CASE STUDY: TYPHOO

Typhoo, a globally recognised brand and one of the leading tea brands in Britain, is based in Wirral, where they produce up to a million tea bags an hour. A key element of the company's continued success is their constant supply-chain improvements. Typhoo imports multi-origin raw teas from ports including Mombasa, Cochin, Kolkata, Buenos Aires, Durban, Shanghai, and Jakarta. It also imports packaging and machine parts.

In 2010, only 10% of their UK cargo came through Liverpool. Today it is more than 65%. The shift from southern to a northern gateway save Typhoo around £500 per 40ft container and has significantly reduced carbon emissions and road congestion. This move has been made possible thanks to a close working relationship with Peel Ports, whose innovative 'ship-to-door' added-value offering, is supporting Typhoo's sustainability plan 'Greenprint for Good'. The company's supply chain is now more efficient, more cost-effective and more sustainable.



## HOTBED OF LOGISTICS TALENT.

There is a large and skilled catchment area available which is supported by extensive training and support offered through local colleges and training facilities.

- **City of Liverpool College** – with one of the largest training schools of its type in the country, the Logistics Academy provides professional qualifications and training which will help students get the skills they need to pursue a career in the industry.
- **Edge Hill University** – Edge Hill has been crowned University of the Year in the Educate North 2020/21 awards
- **Liverpool John Moores University** – the Liverpool Logistics, Offshore and Marine Research Institute, has made significant contributions to the modernisation and productivity of the marine industries.
- **Northern Logistics Academy** – prepares both young people and adults for a career in the growing supply chain industry enabling the refurbishment, reconfiguration and update of existing skills and training accommodation to develop new talent.
- **Port Academy Liverpool** – provides specialist training alongside local employers from the maritime and logistics sector. It provides students from 14 years old with the skills that the port-related, warehousing and distribution companies need.
- **University of Liverpool** – has courses including a Masters Diploma in Supply Chain Management which is accredited by the Chartered Institute of Purchasing & Supply and the Chartered Institute of Logistics & Transport.
- **Wirral Met College** – has a new Logistics Centre, created to meet the increasing demand for people with skills to support the logistics sector.

## CASE STUDY: BIBBY LINE

Bibby Line is a privately-owned business services group with its roots in shipping. They have built a strong reputation over 200 years for professionalism, integrity and quality. Bibby Line aims to grow, diversify and further strengthen its position in its chosen markets. The group has specialist subsidiaries based in Liverpool, such as Bibby Distribution, which specialises in Industrial, Paper & Packaging, Consumer, and Food & Drink. They employ more than 2,000 people and operate over 2 million square feet of warehousing space around the UK.

Sir Michael Bibby, Chairman, Bibby Line says:  
“We started here because my ancestors chose to live here, but we stayed here because we really wouldn’t want to be anywhere else. These days, an international shipping line could have its headquarters anywhere in the world. But our shipping business chose to stay based in the city. Liverpool’s got great connectivity, a well-qualified, skilled talent pool, and loyal, hard-working labour force. With the Liverpool2 deep water terminal, that can only mean that Liverpool’s shipping trade has a very strong future. And that’s great for us.”





# BIG SHEDS, BIGGER SAVINGS.

## Cost-Effective and Competitive Sites

The cost of land and property is extremely competitive here and operating costs are among the most favourable in the UK. Liverpool has a breadth of available sites and specialist facilities ideally suited to modern logistics needs.

	Big Sheds (100,000 sq ft +)			Small Sheds (10-30,000 sq ft)		
	Prime	Secondary	Land	Prime	Secondary	Land
	£ psf	£ psf	£k/acre	£ psf	£ psf	£k/acre
Liverpool	5.75	4.95	400,000	6.50	5	400,000
Warrington	6.95	5.75	750,000	7.50	6.50	750,000
Manchester	6.75	6	800,000	7.75	6.75	800,000
Coventry	6.75	5.75	950,000	7.25	5.75	950,000
Northampton	6.75	5.75	950,000	7.25	6	950,000
Milton Keynes	8	6.5	1,500,000	9	8	1,750,000
London Heathrow	17	14.50	3,750,000	16.50	14.50	4,000,000
London Enfield	14	11	3,000,000	14.95	12.50	3,000,000
Dagenham	11	8.50	2,000,000	13	10	3,000,000
Southampton	10.50	8	1,000,000	10.50	8.50	1,250,000



## CASE STUDY: B&M

B&M European Retail Value S.A. was formed in 1978 and is now one of the leading variety retailers in the UK, employing over 22,500 staff. B&M, sells toys, housewares, furniture, garden products and food, currently has more than 500 stores.

The retail discounter moved into a new office and 620,000sq ft distribution centre based in Speke, Liverpool in 2010. Today, the business picks 500 million items at its 24/7 distribution centres in Speke, Knowsley and Blackpool. New centres creating a further 500 jobs were opened in 2016 in Runcorn (350,000 sq ft) and nearby Middlewich (460,000 sq ft). B&M floated on the London Stock Exchange in 2015 and has a market capitalisation of in excess of £3 billion.



We have a team of business location experts from across Liverpool City Region that can assist you with your next project.

We can provide detailed research on markets, sectors and workforce demographics. We can put you in touch with the right contacts at industry networks and partner organisations. We're happy to introduce you to potential partners at our world-class universities and our existing businesses. We can help you to identify all the available support to help your expansion and show you a wider range of sites, premises and development opportunities.

**For further information and support email:** [investliverpool@liverpool.gov.uk](mailto:investliverpool@liverpool.gov.uk).

We look forward to working on your plans with you.

**investliverpool.com**

**INVEST  
LIVERPOOL**  
ADVANCING THE CITY REGION

