

EDITION 1 : SUMMER 2013



A Brookfield Ports Company

# WAVE.



**MAKING LOGISTICS MORE LOGICAL**  
A SPECIAL FOCUS ON PD PORTCENTRIC LOGISTICS

[WWW.PDPORTS.CO.UK](http://WWW.PDPORTS.CO.UK)



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# WELCOME

WELCOME TO WAVE, THE NEW MAGAZINE FROM PD PORTS, DESIGNED TO KEEP OUR CUSTOMERS AND STAKEHOLDERS INFORMED WITH THE LATEST NEWS ABOUT OUR CURRENT AND PLANNED ACTIVITIES.

This first issue looks at the introduction of our new brand within the group, PD Portcentric Logistics, which has been created to reposition our portcentric logistics activity and position us as the UK's number one provider in this sector. Internally this brand will enable us to develop a single structure under which our portcentric logistics activities will be managed.

Portcentric logistics has very real commercial and environmental benefits. Every year, in total we save our customers over £15m in supply chain costs, 5m road miles and reduce their carbon emissions by 12,000 tonnes.

We already have a proven track record in this sector but the current economic climate is tough and to continue our growth we need to scrutinise every aspect of our operation and work smarter to provide the best in class logistics solution that our customers demand.

Change won't happen overnight, but we will be working even harder in 2013 and beyond to clearly deliver our proposition to the market and further develop our reputation based on services and results we offer.



**David Robinson**  
Group CEO,  
PD Ports



PRODUCED BY **KIRSTEN DONKIN**, PR & COMMUNICATIONS MANAGER

**A:** PD Ports, 17-27 Queen's Square, Middlesbrough, TS2 1AH  
**T:** +44 (0)1642 877 026  
**E:** [kirsten.donkin@pdports.co.uk](mailto:kirsten.donkin@pdports.co.uk)

# NEWS IN BRIEF

## MISSION TO GAMBIA

**LOCAL COUPLES, PHIL AND DIANE FORSTER & CAROLYN AND WILLY WEBB, HAVE BEEN SUPPORTED BY PD PORTCENTRIC LOGISTICS IN THEIR QUEST TO SHIP A 20FT CONTAINER CARRYING SCHOOL BOOKS, CUPBOARDS, DESKS, BIKES AND CLOTHING TO ATKINSON'S NURSERY SCHOOL IN BANJUL, GAMBIA.**

THE CONTAINER WAS SHIPPED AS PART OF A WIDER PROJECT, WHICH THE COUPLES HAVE DEVELOPED OVER THE LAST 10 YEARS TO ENABLE THE SCHOOL TO SET UP A SMALL SUPPLY OF SERVICES, WHICH THEY NOW SELL TO THE WIDER COMMUNITY TO HELP WITH FUNDING. FURTHER SHIPMENTS ARE EXPECTED IN FEBRUARY 2014.

## RAISING THE BAR

**PD PORTCENTRIC LOGISTICS RECENTLY UNDERLINED ITS EXPERTISE IN PORTCENTRIC LOGISTICS FOR THE RETAIL SECTOR, BY SPONSORING THE DRINKS RECEPTION AT THE RETAIL WEEK SUPPLY CHAIN SUMMIT.**

AT THE SUMMIT THE TEAM SPOKE TO DELEGATES AND RETAILERS ABOUT THE REAL BENEFITS OF A PORTCENTRIC LOGISTICS APPROACH. THE SUMMIT WAS HELD OVER TWO DAYS FROM THE 22ND MAY, AND WAS ATTENDED BY MAJOR RETAILERS AND LOGISTICS PROVIDERS.

## RENEWABLE UK

**PD PORTS ENJOYED A THIRD SUCCESSFUL YEAR EXHIBITING AT RENEWABLE UK WHICH TOOK PLACE IN MANCHESTER 12TH – 13TH JUNE.**

THE ANNUAL PREMIER EVENT, NOW IN ITS ELEVENTH YEAR, WAS ATTENDED BY OVER 3,000 DELEGATES AND 200 EXHIBITORS.

## GREAT NORTH RUN

**IN 2012, PD PORTS RAISED £25,000 PARTICIPATING IN THE GREAT NORTH RUN FOR THE BUTTERWICK HOSPICE.**

THIS YEAR PD PORTS IS SUPPORTING THREE CHARITIES IN THE GREAT NORTH RUN; GREAT NORTH AIR AMBULANCE, CASH FOR KIDS AND BUTTERWICK HOSPICE. IF YOU WOULD LIKE TO PLEDGE A DONATION TO ONE OF THESE THREE CHARITIES PLEASE VISIT [WWW.PDPORTS.CO.UK](http://WWW.PDPORTS.CO.UK) AND LOCATE GREAT NORTH RUN ON OUR EVENTS PAGE TO FIND THE THREE LINKS.

## CELEBRATION!

**ON 9TH MAY 2013 PD PORTS CELEBRATED 25 YEARS PARTNERSHIP WITH P&O FERRIES AT TEESPORT.**





## MAKING LOGISTICS MORE LOGICAL

WE UNDERSTAND PORTCENTRIC LOGISTICS LIKE NO ONE ELSE AND ARE USING THIS EXPERTISE TO DEMYSTIFY THE PROCESS AND DEFINE WHAT PORTCENTRIC LOGISTICS REALLY MEANS TO YOUR BUSINESS.

WE'RE STRIVING TO BECOME THE UK'S NUMBER ONE PROVIDER OF PORTCENTRIC LOGISTICS. BUT YOU DON'T NEED ME TO TELL YOU JUST HOW TOUGH THE CURRENT ECONOMIC CLIMATE IS, AND TO REACH OUR GOAL WE HAVE TO SCRUTINISE EVERY ASPECT OF OUR OPERATION AND WORK SMARTER TO PROVIDE THE BEST IN CLASS LOGISTICS SOLUTIONS THAT OUR CUSTOMERS DEMAND.

**£15M  
SAVED IN  
SUPPLY CHAIN  
COSTS**

To achieve our goals in a marketplace as challenging and competitive as ours, it's vital we stay close to our customers and business partners. This is why we commissioned an independent strategic review of PD Logistics during 2012.

With input from colleagues, business partners and customers, the review looked at our market position and our strengths, the perceptions of us as a business, and the areas where we could improve. And this insight has helped us redefine our brand and map a course which we believe will see us become the leading provider of portcentric logistics.

We've worked hard over the years to build our reputation and tell the world what makes us different in the highly congested and competitive marketplace. And whilst it's great that we are recognised as a well established and reputable organization, it's clear we could improve awareness and appreciation of our proposition so more people know about us and what we offer.

As a result of this review, we've restructured and rebranded our portcentric logistics activities, and renamed it PD Portcentric Logistics in order to focus on our core business and true point of difference.

At the heart of our brand proposition is the mantra of 'Logistics made Logical', which will see us demonstrate our expertise and innovation in a straight talking, results focused way. An extension of this is our 'project P' campaign to promote the tangible business and environmental benefits offered by portcentric logistics.

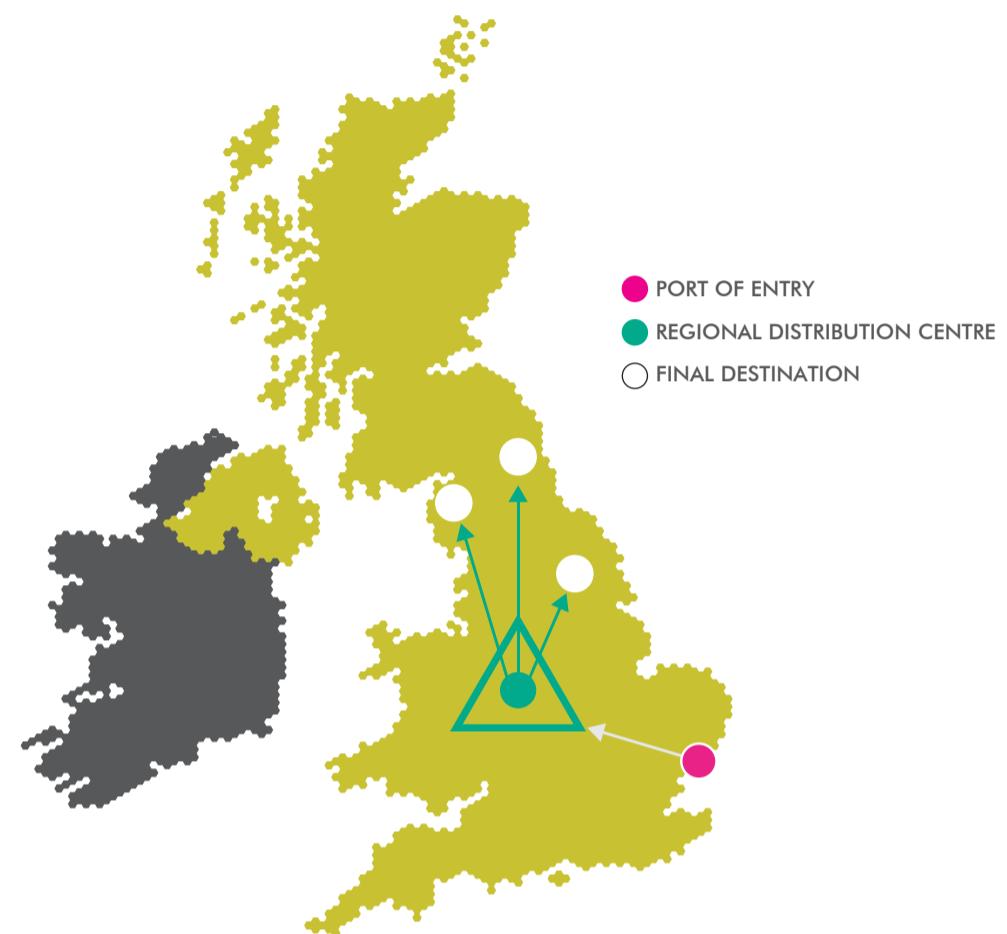
Portcentric logistics is an alternative to the traditional approach, which typically sees goods transported to the logistics 'golden triangle' for onward distribution, by offering customers the choice to go straight from A to B. The approach can save time, money and considerably reduce environmental impact.

The PD Portcentric Logistics brand was showcased for the first time at the 2013 Multimodal exhibition in Birmingham, the flagship event for transport, freight and logistics industries held between April 23rd and 25th. The event was also a platform to launch our new micro site and interactive portcentric calculator.

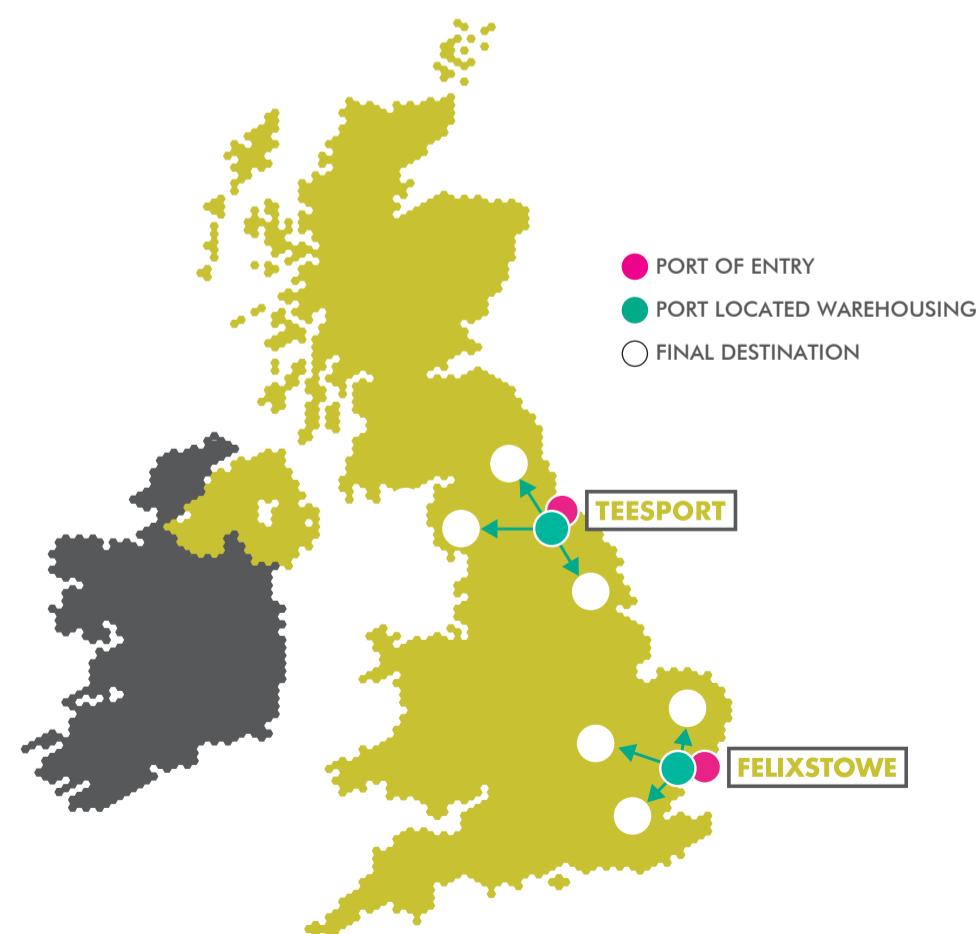


**IF YOU WOULD LIKE TO TAKE THE PORTCENTRIC CALCULATOR CHALLENGE VISIT OUR MICRO SITE TODAY AND SEE HOW MUCH YOU COULD SAVE.  
[WWW.PDPORTCENTRICLOGISTICS.CO.UK](http://WWW.PDPORTCENTRICLOGISTICS.CO.UK)**

## TRADITIONAL MODEL



## PORTCENTRIC MODEL



# LOOK NORTH FOR YOUR PORT OF CALL

CUSTOMER EXPECTATIONS AROUND THE DELIVERY OF NON-FOOD ITEMS ARE FORCING RETAILERS TO RADICALLY RETHINK THEIR SUPPLY CHAINS, WITH MANY NOW SEEING THE BENEFITS OF PORTCENTRIC LOGISTICS SERVED FROM A NORTHERN UK BASE, SAYS GEOFF LIPPITT, BUSINESS DEVELOPMENT DIRECTOR AT PD PORTS.

The rapid development of e-commerce into a significant part of the UK shopping landscape, coupled with the growth of non-food sales over the past decade, has created huge opportunities for retailers and other enterprises. Many have built their online offerings around the quality associated with their offline brands, meaning they need to offer the same, if not a larger, range of items online as they do in-store – and to the same exacting standards.

This has huge implications in how retailers set up and manage their supply chains and logistics networks. Customers now expect online orders to be delivered the next day, or the following one at a push, and retailers need to be able to react accordingly. Failure to do so cannot only impact a business' hard-earned reputation

but, in an era when complaints and negative comments can reach thousands of people instantly through social media, also lose swathes of customers, possibly forever.

This means there's a huge requirement for both agility and flexibility in a supply chain. Upstream optimisation, which works so well from a stockholding perspective, is less appropriate for e-fulfilment. Instead, retailers need to forecast demand as accurately as they can, but complement this with as much product differentiation and customisation as possible, with the ability to intervene back into their logistics networks at any point in the cycle.

The key to this lies in the establishment of an effective storage and distribution network based around portcentric logistics. By using facilities close to the ports themselves, retailers can store large containers of stock much nearer the point of consumption. This gives them the ability to react quickly to orders and unexpected buying patterns, as well as to withstand any unforeseen disruption to the supply chain. Crucially for e-fulfilment, it also allows them to draw on the same stock for both online and offline channels, and to intervene at a stock level much later in the process.

Over the past few years there has been a notable shift in where retailers are choosing to base such operations. With more than half of retail goods consumed north of Birmingham and long delays incurred queuing up to enter ports on the southern coast, many retailers have started to consider other options further north.

There are economic as well as practical benefits to using portcentric logistics in the north of the UK. Sea freight is not only the most carbon-efficient means of distribution, it is also the most cost-effective. Some of our customers have reduced their road usage by 40m miles as a result of using northern ports with distribution facilities in the local area.

# ASDA

ASDA is one example of a company which decided early on to build a facility at Teesport to bypass the congestion in the south and build some resilience in its supply chain in the north.

# TESCO

Others have followed, including Tesco, which has a 900,000 sq. ft. facility at Teesport to service its northern

operations. The cost and availability of land and labour to support portcentric operations is another consideration, and northern options also tend to compare favourably here.

Such decisions also make sense in light of the growing trend to source from Europe and the Baltic states, both of which have increased in volume in recent years. Televisions are a good example; a decade ago most were manufactured and shipped in from Asia, but these are now increasingly being shipped from Eastern Europe. Having a base that supports short-sea and Baltic services as well as deep-sea routes means retailers and freight companies can change their supply route at short notice, without having to change their distribution model.

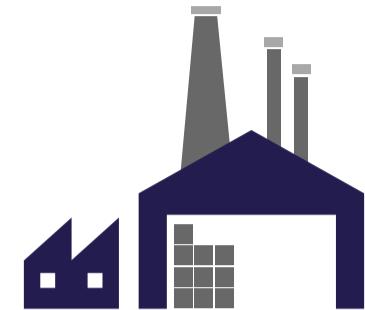
PD Portcentric Logistics, which delivers flexible portcentric facilities at Teesport, Felixstowe and the Humber estuary and is part of the PD Ports Group, has seen strong growth in the past decade as a result of the shift in logistics.

**SEVEN YEARS AGO THE PORT HANDLED FEWER THAN 40,000 CONTAINERS A YEAR AND HAD FOUR VESSELS ARRIVING EACH WEEK. BY 2012 THIS HAD INCREASED TO 275,000 CONTAINERS AND AS MANY AS 25 ARRIVALS EVERY WEEK, AND A £17M INVESTMENT OVER THE LAST YEAR TO UPGRADE ONE OF THE TWO CONTAINER TERMINALS MEANS CAPACITY IS NOW IN PLACE TO HANDLE 500,000 CONTAINERS A YEAR.**

We expect this growth to continue with the development of the London Gateway port, which will only add to the cost of southern facilities and increase the need for nationwide retailers and shipping lines to maximise cost efficiencies.

A combination of the current cost-conscious landscape coupled with rising customer expectations around delivery times and service standards means the need to run

an effective logistics network has never been greater. For some, the south will remain the best option but, increasingly, retailers and freight-forwarding companies are waking up to the benefits of using a more sustainable and longer-term solution. For those businesses, the attractions of the north – and Teesport in particular – may prove too compelling to ignore.



## 25 ARRIVALS EVERY WEEK



**500,000**  
CONTAINER CAPACITY A YEAR

## SEEING THE BIGGER PICTURE

**THE SHIFT IN EMPHASIS TOWARDS NORTH-EAST ENGLAND AS A LOGISTICS AND DISTRIBUTION HUB IS PLAYING A KEY ROLE IN REVITALISING THE LOCAL ECONOMY.**

Since PD Ports started offering portcentric logistics around seven years ago, some 3,500 jobs have been created in the port itself, the distribution facilities and the wider supply chain, while the company's own research suggests that more than 50 per cent of incoming cargo is destined for a manufacturing or retail distribution facility within a 50-mile radius.

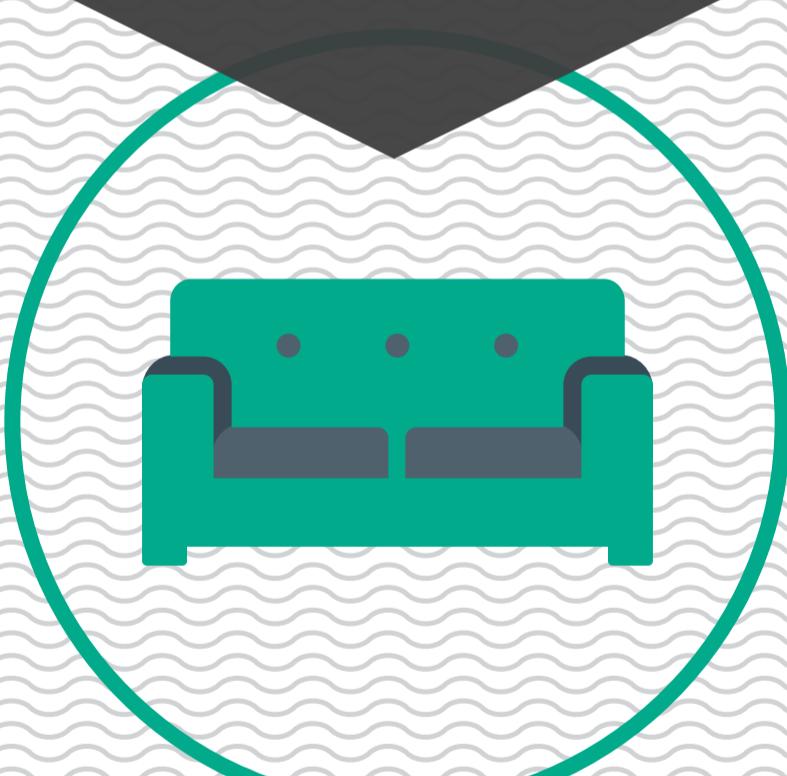
"We've identified logistics is one of the key sectors for the North East over the next few years and sitting at the heart of that is the port," says Stephen Catchpole, Managing Director of local enterprise partnership Tees Valley Unlimited. "There's a wide range of jobs on offer at different skill levels and that offers us the opportunity to explain to youngsters the prospect of a career in different types of activities throughout the logistics sector."

He expects a further 1,000 jobs to be created as a result of portcentric logistics over the next five years, which he hopes will keep local talent in the area, as well as the development of more logistics facilities, such as the one opened by Clipper in Wynyard, and other associated supply-chain businesses.

"It brings a diversification to our economy in addition to the areas we have traditionally been very good at," says Mr Catchpole.

# ARE YOU SITTING COMFORTABLY?

FURNITURE RETAILER BARKER AND STONEHOUSE IS SHOWING ITS SUPPORT OF A LOCAL JOBS GROWTH STRATEGY BY RETURNING ITS SHIPPING TO A NORTH EAST PORT.



The company - which opened its first Middlesbrough store in 1946 - has announced the appointment of PD Portcentric Logistics to manage the handling and distribution of its international furniture products, which will arrive weekly on Teesside.

A selection of cabinet, bedroom and upholstery ranges will now come into Teesport instead of Southampton, before being distributed to the company's eight stores from Nottingham to Newcastle.

Managing Director, James Barker, said the change in shipping strategy represents the company's commitment to supporting North East businesses and boosting the regional economy.

He added: "Our loyal regional customer base is the reason we've been able to trade for over 65 years. We like to champion local industry whenever possible and by partnering with PD Portcentric Logistics we're supporting jobs within the community."

Geoff Lippitt, Business Development Director, PD Ports Group, said: "We are delighted that Barker and Stonehouse has recognised the benefits of using Teesport to import their northern bound goods."

"This strategy, known as portcentric logistics, is changing the face of UK logistics. As a result it places growing emphasis towards Teesport as a key logistics and distribution hub for goods destined north of Birmingham."

During a recent visit to Teesport, Secretary of State for Transport, Patrick McLoughlin, praised the work of the PD Ports Group and its portcentric partners in 'bringing innovation to the logistics sector.'

This partnership between Barker and Stonehouse and PD Portcentric Logistics supports the wider portcentric logistics activity at Teesport, following the recent £17m infrastructure investment in upgrading the container handling facilities to support growing volumes.

Barker and Stonehouse's decision to switch its shipping to Teesport also fits perfectly with the company's long term sustainability plan, which aims to reduce road miles and carbon emissions and put the company at the forefront of energy efficiency.

# GIANTS OF THE SEA

ACCORDING TO THE BRITISH WIND ENERGY ASSOCIATION, THE UK HAS POTENTIALLY THE LARGEST OFFSHORE WIND RESOURCE IN THE WORLD, WITH RELATIVELY SHALLOW WATERS AND A STRONG WIND RESOURCE EXTENDING FAR INTO THE NORTH SEA.

## MPI ADVENTURE

- 1** The jack-up system uses hydraulic cylinders, to raise and lower the vessel from the water, to enable working in water depths of up to 40 metres.
- 2** The Gusto MSC GCC-100-HD main crane is able to lift components to the hub height of the turbine.
- 3** The Kongsberg K-POS DP-21 dynamic positioning system can hold position automatically while afloat.
- 4** The Liebherr MTC 2600-50 auxiliary crane is used for port loading.
- 5** Sea fastenings for the cargo.
- 6** Large accommodation block for technicians and marine crew.

This has enabled the UK to be at the forefront of offshore energy solutions with wind turbines operating on land for many years. One of the most recent offshore wind projects to go live is EDF Renewable LTD's Teesside Offshore Wind Farm which is located 1.5KM off the coast of Redcar.

Once fully operational, the project and its numerous turbines is expected to provide enough power for about 40,000 households but how many people, when flicking their light switch, will pause to think just how the turbines got there? It's a challenging and delicate construction process which requires highly advanced vessels to succeed.

One of these vessels is the MPI Adventure, a purpose built wind turbine installation vessel or WTIV. This vessel has recently been working from The Port of Hartlepool as part of MPI Offshore's contract to install 27 turbines for the Teesside Offshore Wind Farm Project.

Launched in 2010, the MPI Adventure is regarded as the 'next generation' of wind turbine installation vessel. It has been specifically designed, along with its sister ship the MPI Discovery, to overcome the challenges presented by the offshore environment including limited operational weather windows and dependence on high numbers of infield logistical support vessels.

With statistics that truly are engineering feats, the vessel is capable of operating in water depths of 40 metres and its cranes have been tested in wind speeds

up to 21 metres per second, well above the design parameters laid out in offshore turbine erection procedures. Conversion of the MPI Adventure from a vessel to a stable working platform is achieved quickly and efficiently and crucial for operation in Round 3 sites.

In terms of jacking speed, deck space, lifting capacity and positioning capabilities, this vessel is the most advanced of its kind. Its enhanced characteristics have been achieved without losing the original concept of a unique combination of tested technologies, pioneered on MPI Offshore's first vessel, the MPI Resolution.

In an increasingly competitive sector, and the launch of advanced competitors, the MPI Resolution still holds the industry record of installing 100 Vestas V90 turbines in less than 100 days on the Thanet Offshore Wind Farm. The experience of operating the MPI Resolution in various offshore projects across the UK was vital in implementing the enhancements that now appear on the MPI Adventure.

PD Ports has a proven track record in the handling of vessels and project cargo for the offshore market and is dedicated to providing a first class ports and logistics service to the renewable energy sector. Not only is The Port of Hartlepool the closest UK port to three of the biggest Round 3 development sites but Teesport, Humber and Immingham are ideally equipped to offer a range of products and services to support the emerging market for offshore wind.



# THEY'RE HIRED!

PD PORTS HAS ANNOUNCED THE CREATION OF 13 FULL TIME PERMANENT POSITIONS FOR TEESPORT BASED APPRENTICES.



## **THE NEW DOCK OPERATIONS ROLES IN BOTH BULKS AND CONTAINER RELATED AREAS OF THE BUSINESS COMMENCED AT THE END OF APRIL, FOLLOWING THE COMPLETION OF THE EXISTING APPRENTICESHIP PROGRAMME.**

The programme took over 18 months of training and achieved a 100% success rate with all 13 apprentices achieving a NVQ Level 2 in Dock Operations.

PD Ports initiated the programme in conjunction with the Redcar Development Trust, whose aim it is to support and develop the local youth and their families who want to invest in their own future. Following selection the 13 candidates, ranging from 18 to 30 years of age, participated in a PD Ports specific pre-employment programme lasting 12 weeks, which on completion led to a place on the tailor made dock operators apprenticeship scheme.

David Robinson, PD Ports' CEO, talks to Wave about his views on the importance of apprenticeships and why they are particularly important for young people in the Tees Valley region.

"We are delighted to announce the creation of new jobs for our apprentices. Apprenticeships are an

excellent and increasingly popular access route to learn a trade, feel motivated and ultimately gain employment.

"At PD Ports we are fully committed to investing in both our existing workforce and new people seeking opportunities within our business. The introduction of a dock operations apprenticeship scheme was a first for us at Teesport. Historically our apprenticeships at Teesport have focussed on electrical and mechanical engineering trades.

"In the Tees Valley there has been a rise recently of some 18% in the number of 19 to 24 year olds starting apprenticeships, which is excellent news. However there is still a long way to go when you look at the national statistics for that same group of young people who are neither in employment or any form of training. Figures show that this number stands at over 10% of our region's young people and is rising in some local towns.

"Working in partnership with the Redcar Development Trust and the High Tide Foundation, a new charity aimed at raising aspirations and employment opportunities, we plan to develop similar programmes in 2013. The secret to its success will be the collaborative approach amongst private sector businesses to offer apprenticeships covering a variety of industry sectors, offering a range of skills and opportunities to build a more holistic knowledge base.

"With the majority of our existing workforce at Teesport coming from within a three mile radius of the port, it is vital for the longevity of our business that we invest in the region's young people today. Our ultimate aim is to engage with the wider industrial community on Teesside through the High Tide Foundation to collaborate on issues such as training and skills, and deliver greater prospects of work, employability and skills development in the area," concluded Mr Robinson.



# HIGH TIDE UPDATE

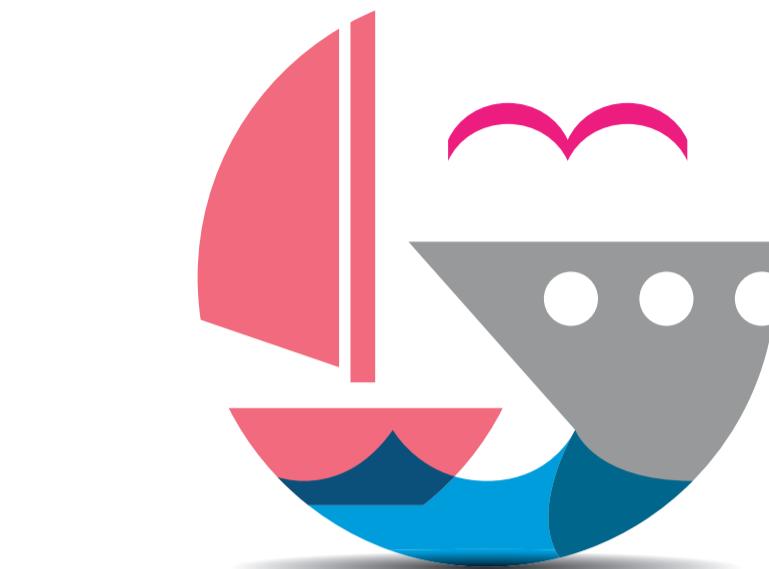
PD PORTS IS ONE OF THE DRIVING FORCES BEHIND THE HIGH TIDE FOUNDATION, A NEW CHARITY SET UP BY PORT-RELATED BUSINESSES ALONG THE RIVER TEES TO HELP RAISE THE ASPIRATIONS OF YOUNG PEOPLE ON TEESSIDE THROUGH BETTER TRAINING AND EMPLOYMENT OPPORTUNITIES.

**TO DATE OVER 45 COMPANIES HAVE PLEDGED THEIR SUPPORT FOR THE NEW FOUNDATION FROM A VARIETY OF SECTORS INCLUDING ENGINEERING, LOGISTICS, PORT OPERATIONS AND SHIPPING.**

As well as organising a programme of visits for staff and young people from local schools to raise awareness of the port and its associated industries, the Foundation is also developing a series of special initiatives.

First off is a new scheme for 16 year olds who are completing their GCSEs this summer. This scheme will offer a two week work placement over the summer holidays (one week with two different employers).

The High Tide Summer Scheme will involve a mix of young people including those who are planning to go on to further study, as well as those seeking apprenticeships and/or employment. As well as offering a genuine taste of life in the workplace, the aim is to provide young people with a real



## high tide

OPPORTUNITIES ON THE HORIZON

reference from the companies at the end of their placement, along with a certificate of recognition from High Tide. Participants will also be invited to become part of a High Tide Alumni Network.

Amongst the employers who have signed up to host placements so far are Agility, Casper Shipping, Cory Brothers, Denholm Wilhelmsen, Dickinson Dees, Fox Transport, Jacksons Law Firm, PD Ports, Sabic, Tata Steel and Wilton Engineering. Although the scheme will only be able to support around 25 places this year, initial interest from young people has been overwhelming, and it is hoped that the scheme will be extended significantly next summer.

Later on in the year, High Tide will launch an eight week, after-school programme for 12 to 14 year olds, modelled on the successful Industrial

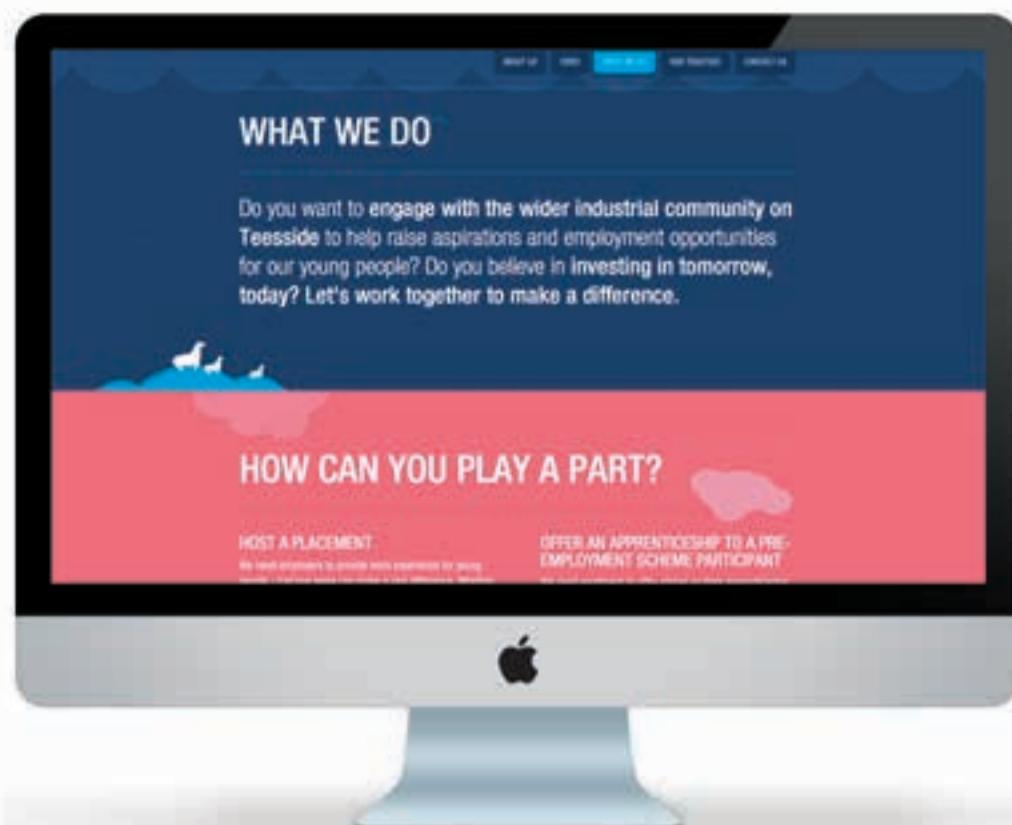
Cadets Scheme established by Tata Steel. With support from PD Ports and the Institute of Chartered Shipbrokers, the High Tide Cadet Scheme will focus on Teesport and its role in the wider community, and introduce young people to the world of work before they select their subject options in Year 9.

Another High Tide initiative is a 12 week pre-employment scheme for unemployed young adults that was first piloted in 2011 with Redcar Development Trust: 'graduates' from the first programme have since gone on to secure permanent employment with PD Ports, and the plan is for the scheme to be extended across Teesside and to encourage other High Tide supporters to get involved over the coming months.

Finally, in Redcar, six secondary schools are part of a pilot scheme in which a team of teachers have taken on the role of High Tide Champions within their schools. The champions are helping to raise awareness of High Tide's work as well as co-ordinating activity amongst students.

Promotion of High Tide's work has been boosted by the completion of a short film for schools, which is now available on YouTube [tinyurl.com/hightidefoundation](http://tinyurl.com/hightidefoundation) and the recently launched High Tide website.

[WWW.HIGHTIDEFOUNDATION.CO.UK](http://WWW.HIGHTIDEFOUNDATION.CO.UK)



## BUTTERWICK HOSPICE

### WAVE VISITS THE SEVEN WELLBEING CENTRE AT BUTTERWICK HOSPICE

WAVE RECENTLY VISITED THE SEVEN WELLBEING CENTRE AT BUTTERWICK HOSPICE IN STOCKTON-ON-TEES, TO LEARN MORE ABOUT THE ONGOING SUPPORT PROVIDED TO THE HOSPICE, AS WELL AS THE INVALUABLE SERVICES ON OFFER FOR PATIENTS AND THE GENERAL PUBLIC.

What most people aren't aware of is that the centre, which operated as a mobile facility for the past four years, is also open to the wider local community. The centre, which opened in November 2012, offers a wide range of therapies, including acupuncture, massage, reiki, stress-management and relaxation courses, as well as a variety of facial treatments including the ancient Chinese Daoyin Tao facial.

Seven Wellbeing Centre is a subsidiary company of Butterwick Hospice Care. The centre operates as a social enterprise to generate income. All profits raised from the activities of the Seven Wellbeing Centre go directly into patient care and the development of the hospice's clinical services.

The opening of the centre has had a significant positive impact on the variety of therapies and courses on offer, as well as accessibility to treatments. Prior to the opening of the centre treatments could only be performed when rooms became available within the hospice. With the launch of the new facility both the wider local community and patients can and enjoy their treatments in the tranquillity of the centre.

Training courses in complementary therapies as well as health and wellbeing programmes are also available to individuals and businesses.

All Seven Wellbeing Centre's services are provided by staff with relevant qualifications and experience of working within a health care setting.



If you would like more information on the **SEVEN WELLBEING CENTRE** or any of the therapies and courses available please call **GWYN FEATONBY** on **01642 662785** or visit [WWW.SEVENWELLBEINGCENTRE.ORG.UK](http://WWW.SEVENWELLBEINGCENTRE.ORG.UK)



## IN THE SPOTLIGHT

**JOHN DAY**  
SITE OPERATIONS MANAGER  
RECYCLING SERVICES, LIVERPOOL



**127,000**  
PROPERTIES SERVICED



**24 DRIVERS**

**26 PORTERS**

## TELL US ABOUT YOUR ROLE:

I am the site operations manager at the Liverpool recycling services facility. We are the subcontractors for Palm Recycling who have a contract with Sefton Borough Council. I am responsible for the people, the machines, the process and the materials. We collect materials for recycling from the 127,000 properties across the area.

## HOW BIG IS YOUR TEAM?

We have 24 drivers, 26 porters, 3 transfer staff, 5 supervisors and myself at the site.

## WHAT ARE THE KEY CHALLENGES OF YOUR ROLE?

Our staff are out in all weathers and all conditions, and dealing with members of the public. Sometimes they have to deal with frustrated car drivers, or just people having a bad day, we see it all. The collection teams are the foundation of our success and should be thanked for that.

## SO HOW DOES THE TEAM WORK TOGETHER TO ADDRESS THESE CHALLENGES?

We talk, we have briefings, we say thank you where people have done a great job. We try to be proactive and positive. We also don't forget the supporting departments who can be remote from the front line. When I am across at Midland Road in Scunthorpe, I often take a 'thank you' to the accountants, analysis team and Jan the PA. I once stuck a photo of Elvis onto Cadbury cream eggs and told them they were no ordinary eggs, they were 'All Shook Up' and would be good for scrambled eggs. A sense of humour in the business world, alas a dying art!

## WHAT IS THE BEST THING ABOUT YOUR ROLE?

The interaction with customers, which can include staff too, because sometimes they are customers. I really enjoy working with people.

## HOW LONG HAVE YOU BEEN WORKING AT PD PORTS?

I've been with PD Ports for nearly five years. Prior to this role I worked at the Jaguar plant in Liverpool where I was the manager of sequencing and a TS16949 lead auditor.

## HOW DO YOU SPEND YOUR FREE TIME?

I go to Spain as often as possible as I have a house there, and I try to run regularly. I also have a watch collection with a Breitling Superocean Heritage 42 and a 1911 One-Jewel Swiss watch taking pride of place.



## A DAY IN THE LIFE

07:30

Arrive at work, check that everything is going to plan, that the staffing levels are right and inspect the fleet.

08:30

Operations meeting. We try to have a 20 minute catch-up every morning to make sure everything is on track.

10:00

Liaise with Palm Recycling. We are based at our customer's site, so we are able to work very closely with them to ensure we meet their expectations.

11:00

Check in on progress. We use a system called Mayrise to communicate praise, or escalate issues. We work to make sure that crews quickly address issues on their route. We can be fined for persistent issues, so I make sure we have weekly reviews.

12:00

Grab some lunch.

13:00

Progress check. We have a tracking system for all of our vehicles so we can see exactly where they are, how fast they are moving, and the progress they are making. We use this to understand how well our systems are working and what we can do to improve.

15:30

We have a mad rush every afternoon as the vehicles start to return and have to be unloaded and prepared for the following day. We check the performance of each vehicle vs. our target and ensure that everything is as it should be.

17:30

The day ends around here, with some work still continuing at the site until late.



# MEET THE SUPPLIER

## Better.

### **TELL US ABOUT YOUR BUSINESS.**

Better is an award winning strategic brand agency, founded on Teesside in 2008. We work with a diverse range of local, regional and national clients to help grow their business through brand, marketing, design, web and social media. We also build innovative digital products, including our proprietary private online community platform, which supports brand engagement, market research, and customer/stakeholder engagement through discussion forums, focus groups, and research surveys.

### **HOW ARE YOU WORKING WITH PD PORTS?**

We like to think of ourselves as an extension of the PD Ports marketing team and we work closely to support brand development, both internally and externally on a daily basis. We have worked on a range of brand communication projects including the design and production of the new exhibition stand, social media consultancy and training, brochure design and creation and the development of print ads which all contribute to the wider marketing strategy. We are also working alongside PD Ports and their other partners to launch and promote the High Tide Foundation.

### **WHAT IS THE BEST THING ABOUT WORKING WITH PD PORTS?**

PD Ports is a fascinating but complex business which brings a diverse range of communication challenges, all of which we aim to understand and help provide solutions for. The business also has passion and drive to be the leading player within their sector which creates a real buzz around the work we do. This buzz and the great working relationship we have with the PD Ports team means that the PD Ports account is the one everyone wants to be part of here at Better.

### **AND WHAT ARE THE KEY CHALLENGES?**

The complexity we mentioned earlier sometimes keeps us up at night. Taking the broad range of services which PD Ports can deliver and the different locations where the company is present and turning that into a simple and accessible

proposition for the customer can be a real challenge. This is where the close partnership with the PD Ports marketing team comes into its own - the ability to work together, bounce ideas off each other and be open and honest with input both ways means that we really get the best of both teams. For the past few months we have been working on a brochure giving an overview of the PD Ports offering, given the diversity of the business and the sheer breadth of services it has been a great challenge for our creatives to produce something that distills the key messages and services into one unified piece of design.

### **TELL US ABOUT YOURSELF AND YOUR TEAM.**

I'm Managing Director and Co-Founder of the agency.

My background is mainly digital media, having graduated with a degree and masters from Teesside University. My passion is for understanding how the web, digital technology and social media continually impacts on the way businesses and brands communicate. In my 'day job' as MD I'm also responsible developing our growth strategy, building our brand profile, and ultimately ensuring that we're delivering on our promise to our clients. I'm also a very proud Teessider.

The team are a set of marketing, creative and digital specialists. We're a passionate, local and experienced team with a big agency capability and a small agency customer focus. Individually and collectively, we're heavily involved in regional skills, enterprise, education and business organisations across Teesside and the North East. We are committed to investing time and energy supporting a range of entrepreneurial and enterprise activities across the region, from mentoring and training through to start-up support.

### **AND FINALLY, IF YOU WEREN'T THE MD AT BETTER, WHAT WOULD YOU BE?**

I honestly have my dream job, but if I really couldn't be here I'd like to be involved in swimming development. It feels like I spent half of my youth at the local pool, either swimming, playing water polo, or being a pool attendant.