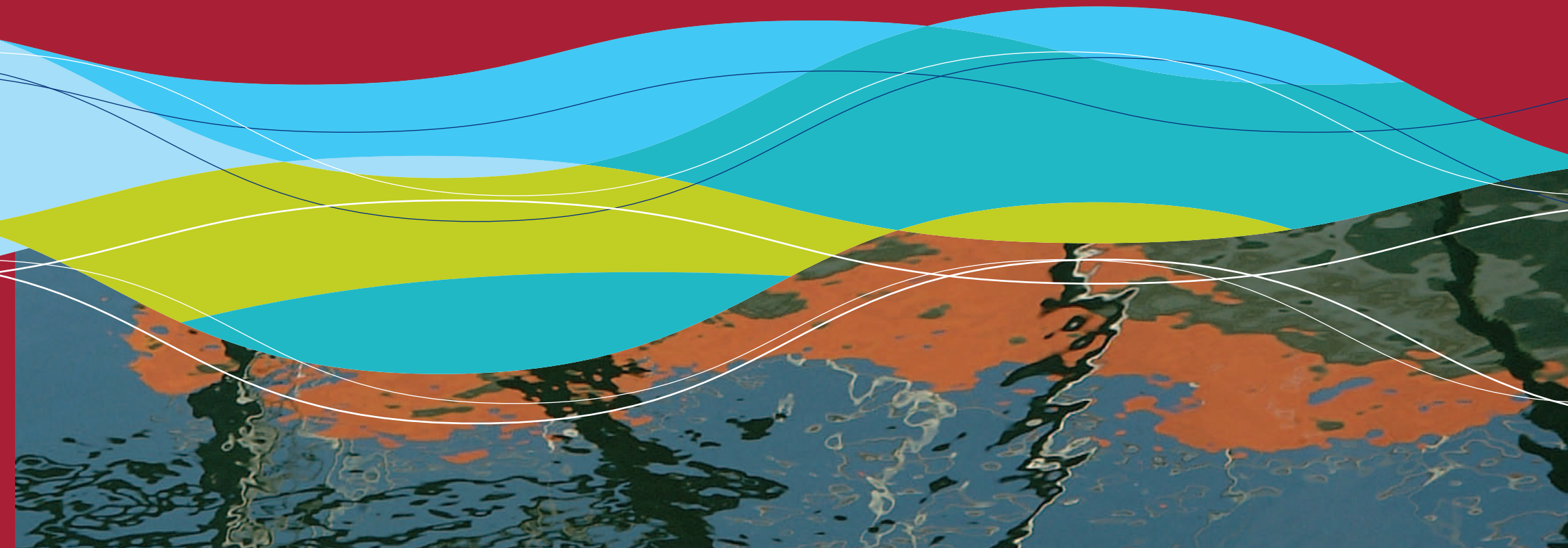




# Mersey Ports Growth Strategy 2006

## Summary



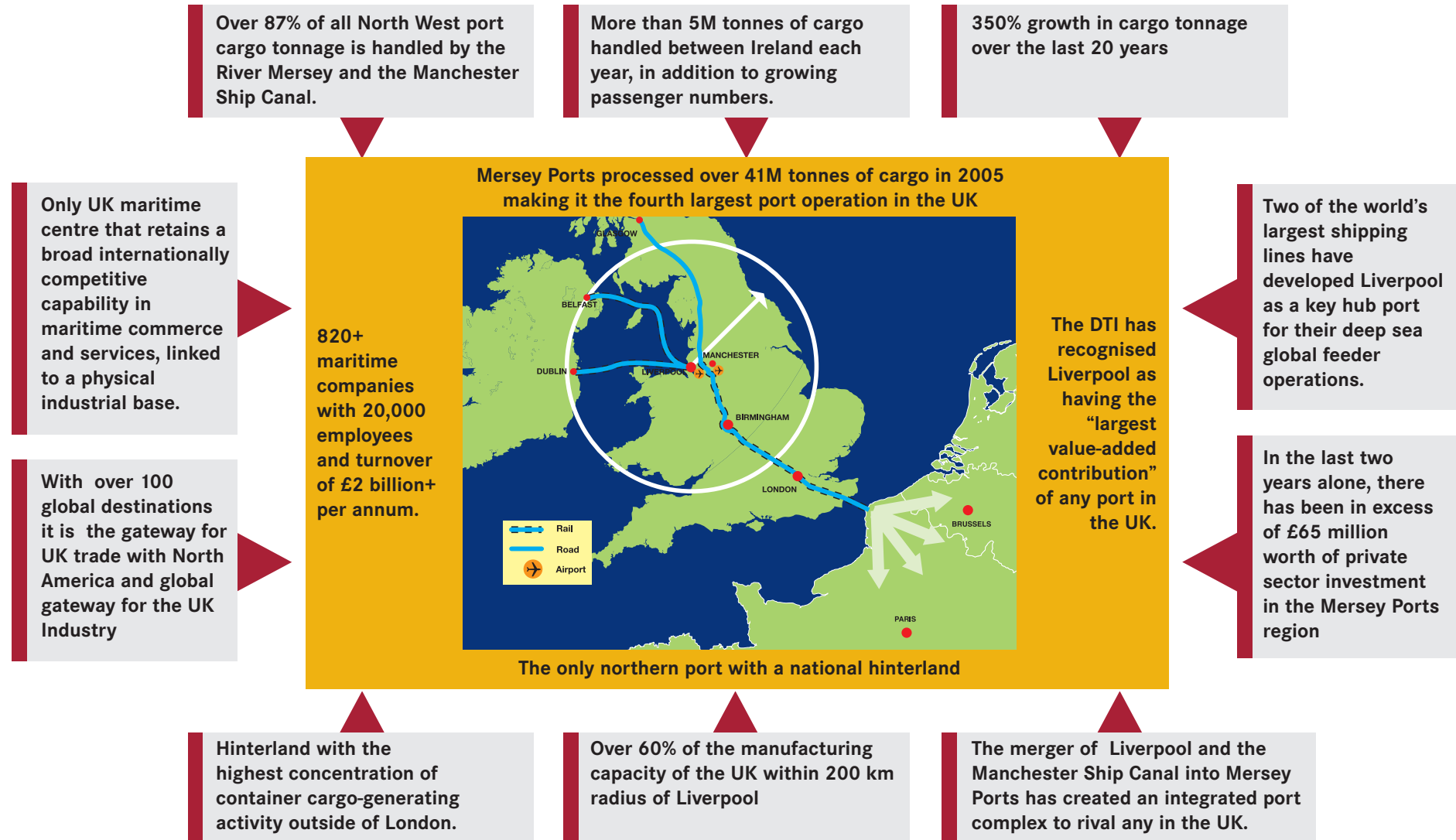
The Mersey Ports Growth Strategy represents a key transformational opportunity, driving forward economic growth for the Liverpool City Region

- 1** Mersey Ports Growth Strategy: Overview
- 2** The Mersey Ports are a dynamic and growing sector of the region's economy and the current climate for growth is set to continue
- 3** The current opportunities and threats facing the Mersey Ports cluster into key priorities
- 4** In achieving its vision the Ports Growth Strategy differentiates between those priorities that transform, those that support and those that will define the future
- 5** The key priorities that constitute the Ports Growth Strategy each have supporting strategies
- 6** Outline Action Plan
- 7** Significant private sector investment and appropriate public sector intervention will help safeguard existing business and facilitate significant growth of the ports and related activities
- 8** Mersey Maritime is the lead body for maritime cluster development on Merseyside and will drive delivery of the Ports Growth Strategy



<p><b>1 PORTS</b></p> <p><b>2 LOGISTICS AND DISTRIBUTION</b></p> <p><b>3 MARITIME SERVICES</b></p>	<p><b>1 GOAL</b></p> <p>Develop a world class maritime cluster</p> <p><b>OBJECTIVES</b></p> <p>Maximise growth of global traffic through the Mersey Ports</p> <p>Grow market share for cargo and containers</p> <p>Develop the Mersey Ports as the central hub for feeder services to the UK west coast and Ireland</p> <p>Increase scope and depth of Liverpool's maritime services</p> <p>Develop Liverpool as a home port for cruise liners</p> <p>Identify key sites for expansion of value-added logistics services</p> <p>Develop a superport</p>	<p><b>1 MARKET GROWTH</b></p> <p><b>2 NEW CUSTOMERS</b></p> <p><b>3 NEW INFRASTRUCTURE</b></p> <p><b>4 PARTNERSHIP ENGAGEMENT</b></p> <p><b>5 SKILLS DEVELOPMENT</b></p> <p><b>6 DEVELOP SUPERPORT</b></p> <p><b>7 USE OF NEW TECHNOLOGY/ INNOVATION</b></p>	<p><b>1 GROWTH IN TRAFFIC THROUGH THE PORTS</b></p> <p><b>2 WIDER ECONOMIC BENEFITS FOR THE REGION</b></p> <p>Sector Development</p> <p>Regeneration</p> <p>Business Competitiveness</p> <p><b>3 DEVELOPMENT OF PORTS AND PORTS ACCESS</b></p> <p><b>4 IMPROVED LOGISTICS AND DISTRIBUTION INFRASTRUCTURE</b></p> <p><b>5 EXPANSION OF MARITIME COMMERCE AND SERVICES</b></p>	<p><b>KEY GLOBAL GATEWAY FOR UK TRADE</b></p> <p><b>UK DISTRIBUTION/ LOGISTICS CENTRE</b></p> <p><b>CENTRE OF EXCELLENCE FOR MARITIME SKILLS</b></p> <p><b>INCREASED EMPLOYMENT</b></p> <p><b>IMPROVED PRODUCTIVITY</b></p> <p><b>INTEGRATION OF PORT/ AIRPORT ACTIVITY TO DEVELOP A SUPERPORT</b></p> <p><b>CREATION OF WEALTH SUSTAINABILITY</b></p>
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The Mersey Ports are a dynamic and growing sector of the region's economy and the current climate for growth is set to continue



## The current opportunities and threats facing the Mersey Ports cluster into key priorities

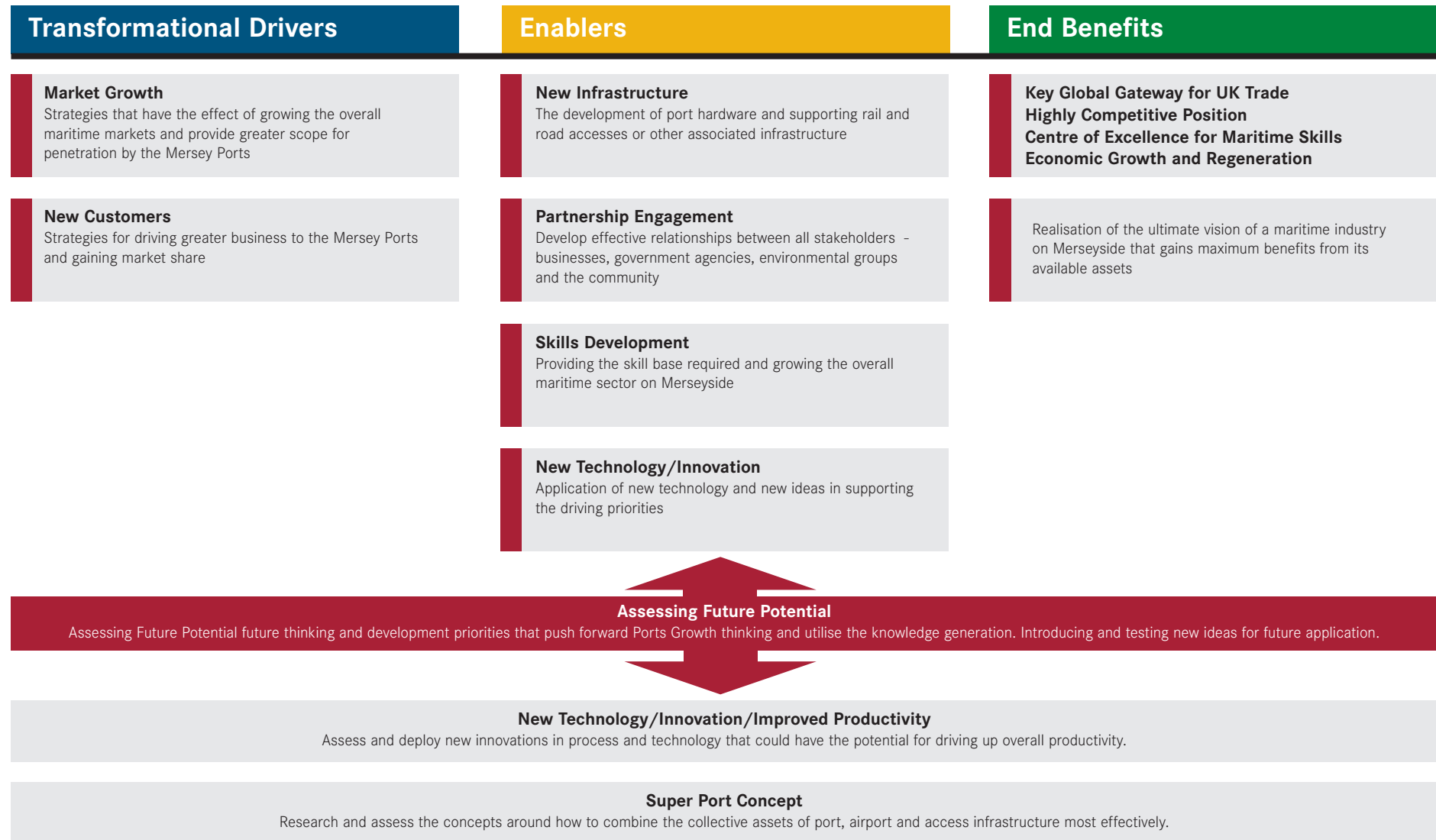
### Opportunities

### Threats

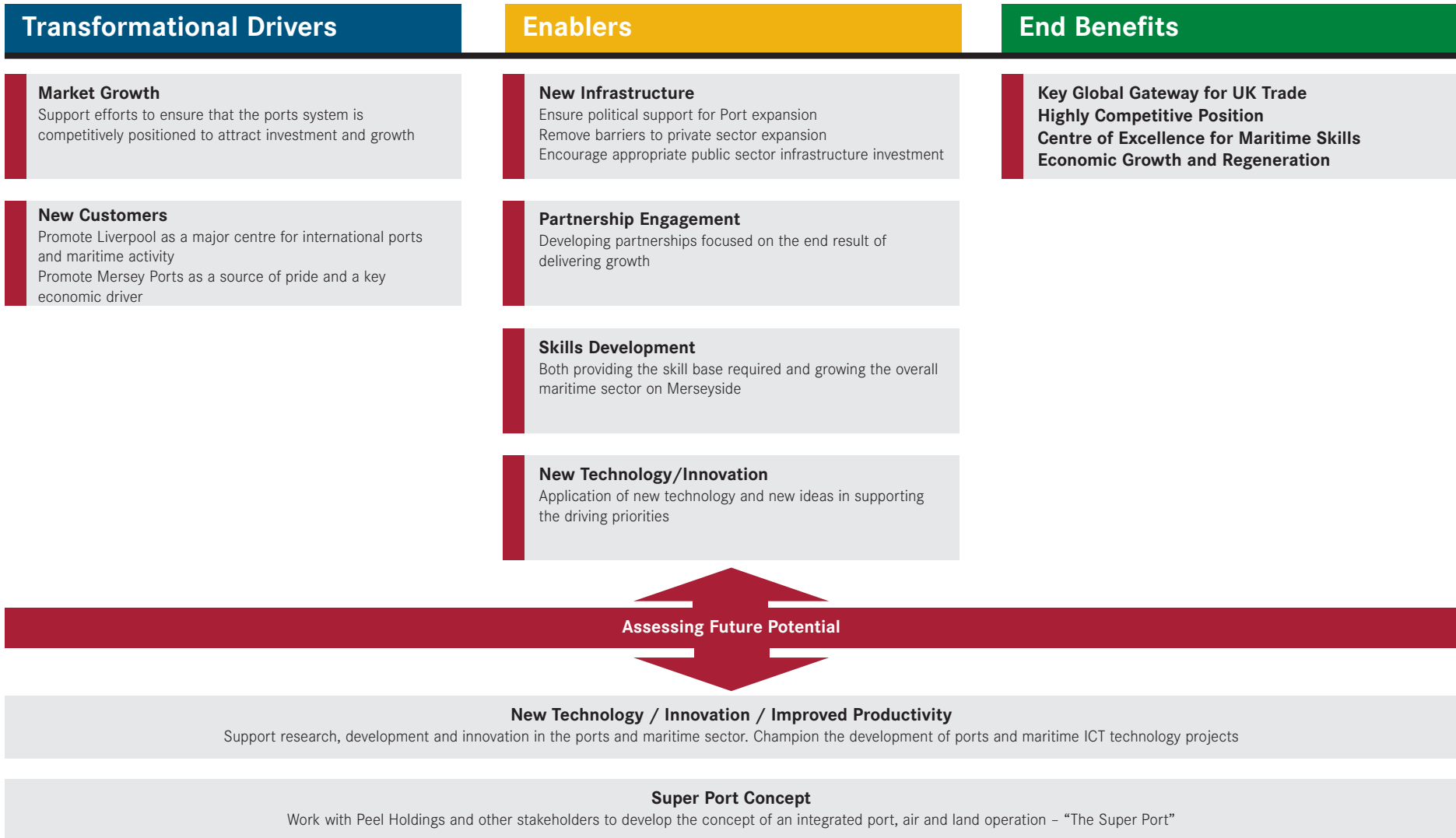
### Key Priorities

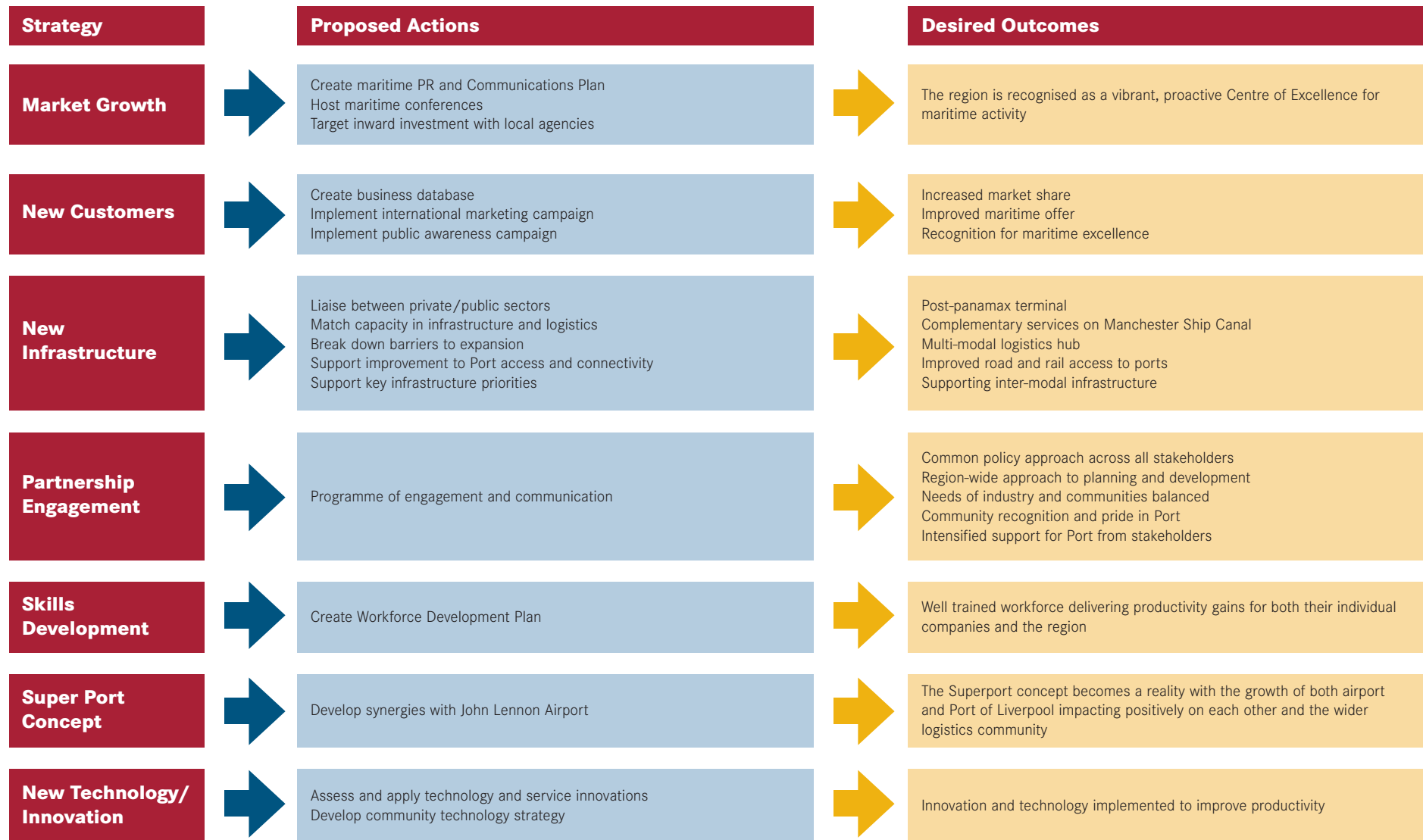
<ul style="list-style-type: none"> <li>Port is capable of development for post-panamax vessels</li> </ul>	<ul style="list-style-type: none"> <li>Reducing number of ports able to handle post-panamax vessels</li> <li>Increasing ship sizes – port able to accommodate and limitation of current facilities</li> <li>Lack of support for suitable supporting infrastructure</li> <li>Local road and rail network inadequate</li> </ul>		<ul style="list-style-type: none"> <li>Accommodate Post –panamax vessels</li> <li>Improve road and rail access infrastructure</li> </ul>
<ul style="list-style-type: none"> <li>Growth capacity from UK market growth</li> <li>Growth in the North European cruise market</li> <li>Growth in trade with the Irish Republic</li> <li>Rapid growth overall in containerised trade (5% pa)</li> <li>Strategic position – west coast (Ireland/US) / centrally located (rest of UK)</li> <li>Suitable for cruise liner berthing and destination</li> <li>Manchester Ship Canal - renovation and reopening of new ports</li> </ul>	<ul style="list-style-type: none"> <li>Insufficient available land for supply chain development</li> <li>Effect of working time directive</li> <li>Increasing concern for protection of environment</li> </ul>		<ul style="list-style-type: none"> <li>Maximise container traffic to the port</li> <li>Develop cruise market</li> <li>Obtain suitable land for supply chain development</li> </ul>
<ul style="list-style-type: none"> <li>Congested onshore infrastructure (particular in the South East)</li> <li>Increased use of congestion charging in the South</li> <li>Lack of capacity in South East ports</li> <li>Proximity to UK manufacturing base</li> <li>International brand of Liverpool</li> </ul>	<ul style="list-style-type: none"> <li>Rising cost of road haulage</li> <li>Competition from other ports – UK and Europe</li> </ul>		<ul style="list-style-type: none"> <li>Gain UK market share from the southern ports</li> <li>Promote Mersey Ports to maintain competitive advantages</li> </ul>
<ul style="list-style-type: none"> <li>Northern Way objective to maximise economic contribution from northern ports</li> <li>Significant distribution and retail developments along M62 arterial corridor</li> <li>Only 30% of NW cargo goes through NW ports</li> </ul>	<ul style="list-style-type: none"> <li>'Preferential development' of south coast ports</li> </ul>		<ul style="list-style-type: none"> <li>Build effective relationships with partners in delivering the PGS</li> </ul>
<ul style="list-style-type: none"> <li>Currently Centre of Excellence for maritime skills but scope for growth in skill base</li> </ul>	<ul style="list-style-type: none"> <li>Shortage of maritime skilled workforce</li> <li>Low awareness of career opportunities in Maritime</li> </ul>		<ul style="list-style-type: none"> <li>Develop Maritime skill base</li> <li>Develop career map</li> </ul>
<ul style="list-style-type: none"> <li>Common ownership of successful local airport and Port with massive expansion plans</li> </ul>	<ul style="list-style-type: none"> <li>Development of air freight facility is impeded by delay in runway development</li> </ul>		<ul style="list-style-type: none"> <li>Develop Super Port concept</li> </ul>

The current opportunities and threats facing the Mersey Ports cluster into key priorities



The current opportunities and threats facing the Mersey Ports cluster into key priorities



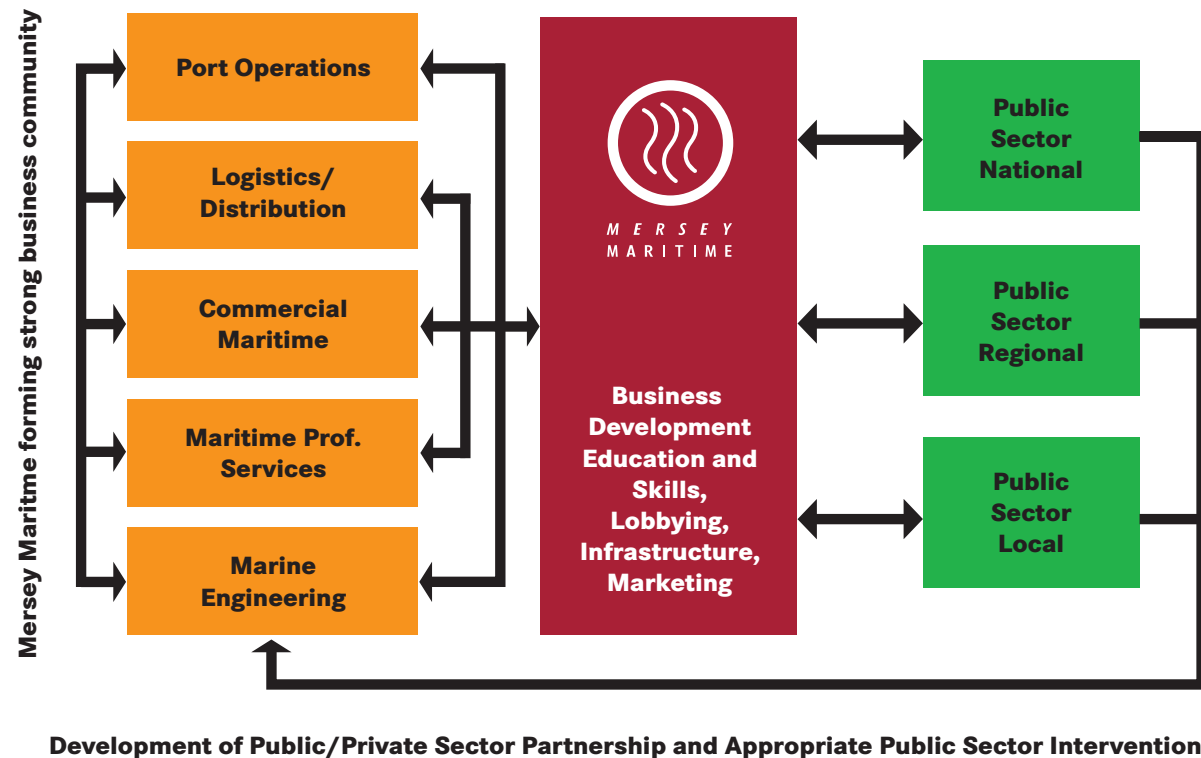


Significant private sector investment and appropriate public sector intervention, will help safeguard existing business and facilitate significant growth of the Port and related activities

Infrastructure	Target Date	Project	Private Sector Investment (£M)	Public Sector Investment (£M)	Benefit
Port	2007	Cruise Facility	-	11	Development of Cruise Tourism
Rail	2008	Halton Curve	TBD	7.5	Maintenance of rail freight capacity into Cheshire and North Wales
Rail	2008	Olive Mount Chord	0.75	9	Increased rail capacity for port expansion
ICT	2008	ContainerPort Portal	0.06	0.25	Web based cargo tracking and business process improvement
Rail	2009	Birkenhead Branch	0.5	0.5	Increased rail capacity for port expansion
Port	2009	Seaforth In-River Container Berth	90	-	Capacity expansion Accommodation of Post Panamax container vessels
Port/Rail/Road	2009	Port Weston – Phase 1	7.5	2.2	New port development on the ship canal
Rail	2009	Canada Dock	1.0	-	Increased rail capacity for port expansion
Port	2010	Langton River Berth	20	-	Increased Ro-Ro capacity for Port expansion
Port/Rail/Road	2011	Port Weston – Phase 2	40.3	-	Expansion of port development on ship canal
Rail/Road	2011	Mersey Multimodal Gateway	72	7.7	Expansion of inter-modal road/rail depot in Halton
Road	2025	A5036	-	TBD	Improved road connection for port expansion
	<b>Total</b>			<b>£232.11 M</b>	<b>£38.15M</b>

Mersey Maritime as the lead body for maritime cluster development on Merseyside will drive forward delivery of the Mersey Ports Growth Strategy in order to help develop the best business environment in the UK for the Ports and Maritime Sector

The Ports Growth Strategy will be supported in this by a number of key agencies.



### Roles in Delivery of the PGS

#### Mersey Maritime

- Take lead in engaging the 1000 private and public sector partners in promotion and delivery of the PGS
- Take ownership of the goals of the PGS
- Develop the maritime cluster
- Raising the profile of the Mersey Ports

#### The Mersey Partnership

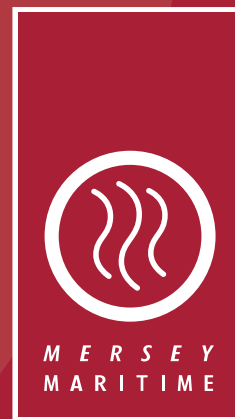
- Ensure that the PGS is at the core of the overall Merseyside regeneration, investment and tourism agenda.

#### Northwest Development Agency

- Implementation and funding of the Regional Economic Strategy (RES) and associated Ports objectives

#### North West Regional Assembly

- Provide support for key infrastructure development through its Regional Transport Strategy
- To recognise the Mersey Ports as an economic driver



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