

Halton  
Investors'  
Handbook

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# introduction

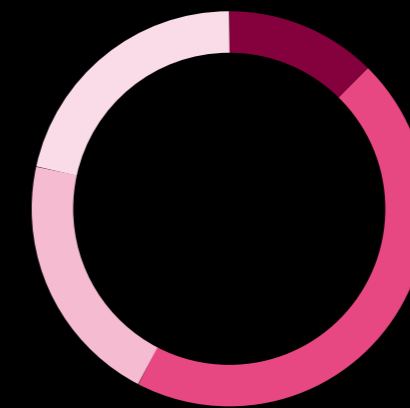
“3MG represents a truly unbeatable opportunity for any company in the transportation and logistics sector. Not only does the site enjoy unrivalled access to the UK’s road and rail network 3MG also benefits from its proximity to the port of Liverpool, the ports along the Manchester Ship Canal and two international airports.”

In Halton, we’re creating the North West’s leading logistics hub. Along with Runcorn and Widnes’ superb road and rail links, Halton’s location between Manchester International and Liverpool John Lennon Airports and its proximity to the Port of Liverpool make the area easily accessible to all major European locations by road, rail, air and sea.

The borough of Halton already has an existing capacity and ability to deliver warehousing and logistics solutions. There are already eighty logistics businesses in the area, distributing products from chemicals to washing powder, DIY products to bottled water.

But it doesn’t stop there; the Mersey Multimodal Gateway (3MG) is currently undergoing an £80m expansion which will increase the space available for occupiers looking for a base in the North West.

This is helping to position Halton as one of the most significant intermodal hubs in the country. As trade routes continue to open up towards the east we expect to see an increase in the amount of goods imported to and exported from the UK. Halton is ideally located for this eventuality, offering a shorter route to Eastern markets and benefiting from its proximity to the Port of Liverpool.



Logistics companies in Halton

- 10 couriers
- 36 road transport
- 17 warehousing and distribution
- 17 freight agencies

Cllr Tony McDermott,  
Leader of Halton Borough Council

# About 3MG

# 23m

M56 and M62 allow easy access to the M6 allowing you to service 23 million customers within a two hour drive

# 200

Between two international airports, serving 200 international destinations

04

05

“Using a combination of rail and road for container freight movement in large volumes provides greater levels of economy and is more sustainable. This type of movement reduces the amount of road lorry miles, provides structured delivery programmes and a lower carbon footprint.”

3MG is an innovative rail and road logistics hub offering a completely bespoke solution to meet customers logistics needs. It aims to be industry leading and has already attracted visitors from across Europe looking to learn from its operations and design.

The site offers customers an excellent base to locate their distribution centres to achieve efficient, cost-effective and sustainable solutions for the storage and transportation of goods, using a combination of road, rail and sea freight transport.

3MG originally comprised of 750,000 sq. ft. of warehousing and is currently undergoing the first phase of a multi-million pound expansion which will provide 3.5 million sq. ft. of new warehousing and create 5,000 new jobs.

Although the site will continue to be developed until 2012, it already benefits from five daily rail services, with a storage capacity of 6,000 containers and high quality warehouse space available.

3MG is located within a maximum of four hours of every major UK destination and already turns around 1,110 lorries per day.

To further enhance its road links, a planning application for the development of a link road from 3MG to the A5300 was submitted to Knowsley Metropolitan Borough Council and Halton Borough Council in January – a decision is expected late 2008.

In the future 3MG will also benefit from the New Mersey Gateway. This is a £431m project which will see a landmark bridge link the towns of Runcorn and Widnes.



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Close to three major ports

# Daily

Daily rail links to deep sea ports such as Felixstowe and Southampton



# Why 3MG?

“A number of intermodal terminals, rail linked warehouses and distribution centres need to be developed at key locations around the region to cater for anticipated growth”

North West Regional Freight Strategy, November 2003

“An average intermodal train can remove 80 HGVs from our roads”

Network Rail

Storage and movements at 3MG are controlled by a specially created computer management system that tags every container with a unique ID to establish its exact location and its movement around the terminal in real time.

Drivers are advised to pre-book vehicles in before they arrive at the terminal and the site utilises the most recent crane technology, designed to enhance the efficiency and speed of the terminal's operations – the site operates a vehicle turnaround target of just 15 minutes – compared with an industry standard of between one and two hours.

3MG also benefits from a 'private' internal road network, which permits the low cost and speedy transfer of goods between warehousing and the terminal.

In terms of security, there are full access systems in place to ensure that only authorised personnel can enter the site and visitors are issued with proximity cards so that they can be tracked as they move around the site. The site's perimeter is covered by passive beams linked to alarms, containers are stacked end to end to prevent access and the area is fully covered by CCTV.

Place	Road	Rail
Birmingham	1hr 40m	1hr 25m
Chester	30m	23m
Glasgow	3hr 55m	3hr 35m
Leeds	1hr 15m	2hr
Liverpool	25m	23m
Central London	3hr 40m	2hr 20m
Manchester	40m	50m
Warrington	20m	10m

An intermodal solution helps you to move freight off roads and access markets quicker and respond to trends,

which in turn

reduces road mileage, lowering the cost of fuel, insurance and staff hours

and boosts

your environmental credentials through reducing greenhouse gas and improving air quality



# Other logistics facilities in Halton

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“Demand for goods likely to increase in next 20-30 years leading to an increased demand for the movement of goods.”

DfT 2004 Transport White Paper

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“West Coast Main Line (WCML) Strategy seeks to provide capacity for up to 60-70% more trunk freight paths on the network with longer trains and increased gauge clearance.”

**Mike Garratt**, Managing Director,  
MDS Transmodal

- Runcorn and Weston Point Docks: operated by the Manchester Ship Canal Company (part of Peel Holdings)
- Mersey Gateway Port (formerly the Port of Weston): recently acquired by the Stobart Group and about to undergo a £60m expansion to provide an access road to the motorway network, improved access to the docks from the Manchester Ship Canal, new warehouse facilities and rail access to a new dock facility
- The Port of Liverpool: twenty minutes away from 3MG and one of Europe's top ten container ports, handling over 34m tonnes of cargo per year from more than 100 countries



# Guide to the local workforce

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The Halton Employment Partnership brings together expertise from various learning and skills agencies and engages with businesses at an early stage to ensure that the required skill set is in place. The Partnership will work with you to find the staff that you need to fit your requirements.

Halton sits at the centre of a significant catchment area in terms of potential recruitment, with 447,000 people within a forty minute journey to work area during peak commute hours.

Residents of working age account for 64.8% of all people living in the catchment area, just above the average for the North West region.

The working age population in the catchment area has grown by 2.7% since 2001 and this is expected to grow by a further 1.4% by 2016 – over four times the average for the rest of the North West and England.

The workforce is generally young and over 100,000 people living in the catchment area hold an NVQ at level 4 or higher, broadly equivalent to a degree.

In 2007 Halton Borough Council carried out a skills assessment of the area to identify the training and development that future staff for the logistics sector would need.

A key finding of the study was that businesses wanted a single point of contact for all their employment needs.

This led to the creation of the Halton Employment Partnership with the brief to ensure that inward investors would have a readily available workforce to mirror the new job creation in the area.

Working with fifteen local logistics companies, the Partnership found that the development of key sites such as 3MG would require a ready workforce with Level 2 and 3 qualifications and a small proportion of Level 4 and 5.

The Halton Employment Partnership brings together expertise from various learning and skills agencies and engages with businesses at an early stage to ensure that the required skill set is in place. The Partnership will work with you to find the staff that you need to fit your requirements.

**Contact:** Marie Hoyles on 0151 906 3756

## 60 minute catchment

- 6.8m residents
- 4.3m working age population
- 2.6m (38.1%) under 30
- Liverpool, Preston, Manchester, Chester

## 120 minute catchment

- 14.8m residents
- 9m working age population
- 5.7m (38.2%) under 30
- Birmingham, Carlisle, Leeds, Hull



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# A complete employment offer

## Recruitment

### a) Pre-Employment Training

Support is available to train individuals who are not currently in employment, in order for them to be 'job ready' to work in your business. The content of the training will be led by the businesses themselves to meet business need. Specialist course designers, working with businesses and assisted by the Learning and Skills Council and Sector Skills Council, will create training programmes to develop people with the skills set that businesses need.

When using the Halton Employment Partnership, businesses are encouraged to sign up to become part of a Local Employment Partnership (LEP). This is a public commitment that businesses will work with Jobcentre Plus and its local partners (e.g. Halton Employment Partnership) to employ local people where possible. In return, the LEP commits to work flexibly with businesses to meet recruitment and skills needs.

### b) Apprenticeships

The Halton Employment Partnership is committed to continuing its support beyond the successful appointment of employees. It will deliver an in-work support service to help embed new staff and will encourage new starters and businesses to make the most of apprentices. Apprenticeships typically take the form of full time employment with one day a week with a training provider of your choice. Courses can last from 18 months to 3 years. There are no age restrictions on apprenticeships and some can be delivered using Train to Gain funding.

## Workforce Development

The Halton Employment Partnership will encourage businesses to sign up to the Skills Pledge. This is a public commitment to drive businesses forward by training employees.

### c) Enhance Skills and Competencies

Support is available locally to help maximise the skills and competencies of your current workforce through the Train to Gain service (a free advisory service for employers).

### d) Job Related Maths and English

There may be staff in the workforce that need to brush up their basic skills. For others it may be they need higher levels of support. Training in such areas can be delivered in a supportive way and much of this will be subsidised or even free.

### e) Supervisory / Management Skills

Locally available training and development for supervisory, management and leadership roles, from shop floor to board room.

**Contact: Marie Hoyles on 0151 906 3756**

## RECRUITMENT

- a/ Pre-Employment Training
- b/ Apprenticeships

## NEW ENTRANTS

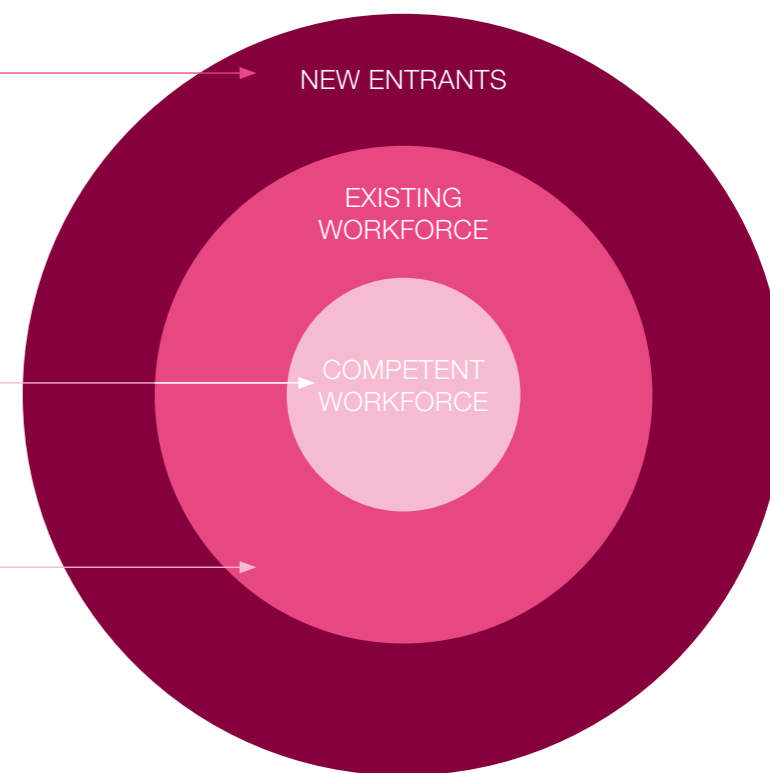
## EXISTING WORKFORCE

## COMPETENT WORKFORCE

## Continuous development

## WORKFORCE DEVELOPMENT

- c/ Train to Gain
- d/ Job related Maths & English
- e/ Supervisory / Management skills



# Case Study - O2



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O2 had experienced a number of recruitment and retention challenges at the Preston Brook facility in Runcorn.

The Halton Employment Partnership, working alongside O2, devised the 'O2 Protocol' and developed a bespoke pre-employment training programme, to complement in-house training offered to new recruits.

Recruitment onto the 3 week employability programme was facilitated by Halton People into Jobs with Halton Borough Council's Adult Learning & Skills Development service delivering the training. Potential employees were helped to develop new skills appropriate to the contact centre industry and supported through the online application process and helped to prepare for a telephone interview.

“Local authorities in preparing development plans will be expected to consider, and where appropriate protect, opportunities for rail connections to existing manufacturing, distribution and warehousing sites adjacent or close to the rail network...”

(Transport White Paper 1998)

# Stobart in Halton

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The Stobart Group operates over 1,500 trucks, 2,300 trailers, rail freight services and a port. It employs more than 3,500 people at over 30 sites across the UK, Ireland and Europe and clients include Tesco, Proctor and Gamble, Maersk and Coca Cola.

The company delivers a wide variety of multimodal logistics utilising road, rail, sea and air freight options to offer the most cost efficient and environmentally friendly solutions available.

It also boasts over five million sq. ft. of warehousing at strategically located sites.

The Stobart Group purchased the O'Connor Group in August 2007, following a merger with Westbury Property Fund.

O'Connor represents the specialist container handling and port operations arm of the Stobart Group. As well as operating the 3MG terminal, O'Connor manage the Mersey Gateway Port.



“Significantly, companies considering utilising the unique facilities at 3MG will benefit from the strength of the partnership behind the development. The Stobart Group and Halton Borough Council are united in their determination to make 3MG a logistics hub of international significance.”

Cllr Tony McDermott,  
leader of Halton Borough Council

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**Manchester International Airport:**

- 95 airlines flying to 180 long and short haul destinations around the world
- 20 million passengers use the airport
- Fourth largest airport in the UK (and biggest outside London)
- Top twenty in the world for international traffic
- Handled 150,000 tonnes of cargo during 2006
- 40 minutes from Halton

**Liverpool John Lennon Airport:**

- One of the fastest growing airports in Europe
- Over 70 scheduled destinations
- 5.5 million passengers in 2007
- Handled 5,700 tonnes of freight during 2006
- 15 minutes drive from Halton

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Average HGV driving times from 3MG to destinations in the North West:

- Liverpool: 20km and 25 minutes
- Manchester: 45km and 40 minutes
- Warrington: 14km and 20 minutes
- Preston: 62km and 60 minutes
- Chester: 32km and 30 minutes
- Wrexham: 62 km and 65 minutes





Photography:  
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