

# CURRENT

CONVENTIONAL & BULK CARGO CAR TERMINALS CRUISE AND FERRIES LOGISTICS ESTATES

04 FUELS  
FOR THE FUTURE

06 NEW  
DEVELOPMENTS

08 KEEPING THE  
CUSTOMER SATISFIED

10 CRUISING IN THE  
RIGHT DIRECTION

12 SERVING THE  
COMMUNITY

A VIBRANT AND SUSTAINABLE PORT OF TYNE



PORT  
of  
TYNE

Reflect

# Reflect competition finalists 2010

## THE PLACES



### WINNER

ROBIN SINTON  
EPITAPH FOR STEEL - REDCAR LAST DAY

## THE PEOPLE



### WINNER

DAVID JOHNSON  
WE WILL DEFEND OUR LAND

## THE ENVIRONMENT



### WINNER

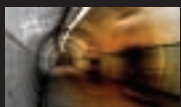
JAMES THOW  
OUTFALL

## REFLECTYOUTH



### WINNER

SAMUEL HOOD AGED 13  
VIEW OF ALNWICK



### RUNNER UP

CARL HAYNES  
FANCY A RACE?



### RUNNER UP

NELSON ALLAN  
FASHION TALK



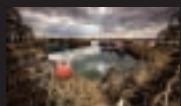
### RUNNER UP

SHAUN KEENAN  
STEETLEY



### RUNNER UP

REBECCA WARRINER AGED 11  
ROWING BOATS AT DURHAM



### RUNNER UP

KEITH SAINT  
BEADNELL HARBOUR



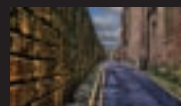
### RUNNER UP

COLIN DUDLEY  
THE DANCER - MOUTH OF  
THE TYNE FESTIVAL



### RUNNER UP

TOM HILL  
BREAKWATER BREACH



### RUNNER UP

NOOR UL-AIN FATIMA  
AGED 15 NEW ALLEY



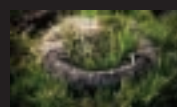
### RUNNER UP

PHIL BENTON  
NO MORE RIDES



### RUNNER UP

JOHN ATTLE  
SUPPORTIVE



### RUNNER UP

JAMES BOOTH  
OVERGROWN TYRE



### RUNNER UP

ALEX BEAL AGED 16  
REFLECTIONS OF YOUTH

## REFLECT FILM

IN ASSOCIATION WITH  
NORTHERN  
FILM + MEDIA  
Investing in people and ideas.



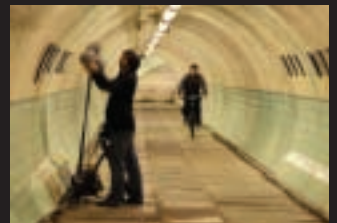
### WINNER

ALEX KINSEY - RIFT



### RUNNER UP

STEVEN GAYTHORPE - TYNE GOD



### RUNNER UP

CAROL LYNN - TUNNEL

Visit [www.reflect-tyne.com](http://www.reflect-tyne.com) to view all 2010 entries

# Welcome to Current, the magazine from Port of Tyne.

It's been a busy and eventful year for the Port with new developments across its five business areas, many of which are featured inside.

You can find out more on page 6 about the investments that have been made to ensure the Port will meet its customers' future needs, whether that is to handle new cargoes (such as biomass fuel on page 4) or to bring more new large cruise liners into the River Tyne. We've seen many of our customers thrive too, and there's a focus on two of them, Tetley and JML, on page 8 and 9.

Looking to the future, the Port is gearing up to play a major role in helping the region to be part of the renewable energy sector and there's more about that on page 5.

Port of Tyne is a Trust Port and therefore can plough its profits back into developing the Port and the community it operates in.

We're very proud that over 10,000 people have benefited in some way from the contribution Port of Tyne has made to community, charitable and grass roots sport and activities over the last year. These have involved sponsorship and staff volunteering efforts in dozens of different ways, as you'll see on page 12.

The exceptionally severe winter weather at the latter end of this year can't go without a mention - the efforts of the Port of Tyne employees throughout were phenomenal. While there were many closures across the region, Port of Tyne remained open and operated as near to normal business as usual, keeping ferries, cruise and cargo ships, trucks, trains and cranes moving and ensuring the impact on the Port's customers was kept to a minimum.

With best wishes for a happy and prosperous 2011.



Andrew Moffat - Chief Executive Officer, Port of Tyne

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### Cover image

Federal Katsura – the first biomass shipment arrived at Riverside Quay 5 September

### Acknowledgments

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The Customs House  
Ray Thompson, One North East  
Christine Gray, Tetley  
Shaun Tebble, JML  
Matt Grimes, Fred Olsen

Published by Port of Tyne

### For more information contact

[marketing@portoftyne.co.uk](mailto:marketing@portoftyne.co.uk)

Port of Tyne, Maritime House, Tyne Dock,  
South Shields NE34 9PT

[www.portoftyne.co.uk](http://www.portoftyne.co.uk)  
+44 191 455 2671

# New fuels for the future



**If you were to fly over the Port of Tyne site, eagle eyes would spot a facility the size of two Wembley football pitches - but might be hard-pressed to know what it is. In fact, it is the largest biomass facility in the country, if not Europe.**

Biomass is a renewable energy source used to generate electricity and it is made from wood chippings and other organic plant material which is first ground and then crushed into small wood pellets.

The biomass sector is expected to contribute around half of the UK's renewable energy by 2020 and in line with its strategy for a vibrant and sustainable future, Port of Tyne has invested in infrastructure, resources and skills to ensure it is right at the forefront of the industry.

This foresight is already paying off. Following an ambitious ten year agreement signed last year, the new fuel handling facility is providing Yorkshire-based Drax Power with handling and covered storage facilities for between 0.5 million and 1.4 million tonnes of biomass per annum.

Port of Tyne, Chief Executive Officer, Andrew Moffat says: "The demand for renewable energy can only grow in light of diminishing energy supplies and the need to protect the environment. We have a good reputation for being able to respond quickly to market trends and this investment of £20 million in new facilities is testament to that. The facility makes full advantage of the Port's excellent deep water berths, infrastructure and manpower."

Receiving an average of two biomass shipments per month, Port of Tyne is expecting to handle approximately 750,000 tonnes per year. At any one time, the facility can hold up to 70,000 tonnes of biomass material – that's 162 double decker buses parked side by side, stacked 4 buses high.

Andrew adds: "Renewable energy will definitely remain central to the future development of our business. The Drax agreement is just the start of things to come. MGT Power is building its Tyne Renewable Energy plant on our north bank estate in North Shields subject to planning approval and we are also turning our sights to the potential of offshore wind turbine manufacturing."

Andrew concludes: "The River Tyne is central to the success of the North East region's low carbon strategy. Renewable energy initiatives associated with the use of biomass and offshore wind to produce electricity reflects the region's drive towards a low carbon economy."



Inside the biomass facility



Port of Tyne Board members visiting the biomass facility

## Manufacturing offshore wind turbines - the new industry for the River Tyne?

Wind turbines needed for the proposed wind farm up to 300km out into the North Sea are of staggering proportions.

They are the same height as the London Eye on top of the Gherkin and the machines weigh over 1000 tonnes each – and it is likely that around 7,000 of them will be needed, with all the associated maintenance and servicing needs for generations to come. This is a huge economic opportunity and the Port of Tyne is already focusing on creating port capacity and working with key partners to make sure the North East is the first choice to manufacture, assemble, service and maintain the turbines.

Ray Thompson, Business Manager – energy & engineering at One North East, the regional development agency, believes the region is well placed: “The North East has two significant advantages.

With over 75% of the planned activity lying off the east coast, the region could not be better located. With our natural advantages and key players like Port of Tyne already geared up to service industry needs, we are in a good position to secure the work – it’s now about conversion.”

Andrew Moffat agrees: “Wind farms are the UK’s largest economic development opportunity but it’s the same for other countries across Europe – and that’s where the competition is for us. We have the site, facilities and skills and we are looking for a partner to work with us to ensure we win some of this business for the region.”

# New developments



**Port of Tyne has invested over £94 million in major developments. Chief Technical Officer, Brian Reeve takes a look at the Port's dramatic evolution since his appointment just six years ago - and how it has generated real long-term value from doing things that would, on the face of it, seem rather unlikely.**

When I joined the Port in 2004, the management team was already looking to reinvent the business on the back of the decline of the shipyards and coal. Coal was the main issue - we had been over-reliant on this as a major export and it was clear we needed to diversify.

We started by building large, state-of-the-art warehouses to develop our logistics offering. Clients wanted to cut costs in their supply chain and if they were using the Port of Tyne to bring goods in and out, it made sense for them to store them here too, rather than have them taken to another depot. The new design and computer-aided systems enabled us to take different types of products than before - and more of them. We introduced narrow aisles that could be navigated by special forklift trucks and introduced vertical stacking, with heavy goods on the bottom and very lightweight ones on the top.

We then showed we could do more for our retail clients by unpacking the containers and matching and delivering the goods stored according to their customers' orders. It was a significant change and all the activity was done on a just-in-time basis.

This was (and remains) a highly successful operation, but we wanted to ensure we bucked the general decline in industry that was being experienced elsewhere, which drove us to think creatively about how we could use our location to the advantage. Therefore, in addition to enhancing the warehousing and logistics provision, we decided to deepen and lengthen the berth at Riverside Quay, Tyne Dock in order to accommodate 'Panamax class' vessels, which are much longer, deeper and wider than we had traditionally handled.

This was a major investment for us and resulted in us becoming a serious contender for the larger contracts.

Once this was done we embraced the importation of coal and quite literally brought coals to Newcastle, despite this being a euphemism for something that would never happen. We brought in a trial cargo shipment for Alcan and it worked so well, that other customers were drawn to the Port and millions of tonnes of coal followed suit.

The next stage for us was the purchase of more cranes, all capable of lifting 100 tonnes under the hook and reaching into large ships to meet our customers' requirements.



Everything was developing really well and we wanted it to stay this way, which meant more forward thinking. We were broadening our capabilities as planned and our profits allowed continued reinvestment, so we turned our attention to our cruise and ferries business area. To be in a position to attract 95% of the world's cruise vessels, Northumbrian Quay was refurbished by English Partnerships at a cost of £4 million. Upon completion of these complex works, the Quay was officially reopened with the arrival of the QE2 16 September 2007. The Port is now one of only five UK ports capable of accommodating vessels of 300 metres. It took 12 months but – the QE2's arrival was a big feather in our cap and we can accommodate Vista class ships, which are huge.

Today we average around 20 cruise vessels a year and this makes us very proud. After all, a few years back, people would never have even dreamed of taking a cruise from the Tyne. Had we not been a Trust Port we might not have taken the decision to develop the cruise offering. Private owners may not have seen it as a viable option because the work is very time and labour intensive and ultimately brings more benefit for the region than our organisation. For us that's no bad thing; we see our role as very much to help support the local economy and community.

In 2009 things moved forward again, and our success means that we are running short of land, particularly on the south side of the river, so we decided to reclaim the land at Tyne Dock. In its hey day, Tyne Dock provided berths for 500 vessels but the 13 acres needed to be filled and the question was how to do this in the most environmentally-friendly way. At the same time the second Tyne Tunnel was being dredged and excavated, so we worked with the contractor Bouygues Travaux Publics to use the material they would otherwise have disposed of at sea or landfill. This saved many thousands of lorry movements greatly minimising the impact on the marine environment and created sizeable cost savings.

On top of this, the Port operates Europe's 13th largest car transhipment facility and despite having invested £30 million to date in our three car terminals, we were again keen to strengthen the offering so early this year we commissioned the 11 acre Northern Terminal. The development was highly successful - Hoegh Autoliners are now the tenants and use the terminal to import and export different types of vehicles. Just recently we've yet again made massive leaps forward.

This winter we completed the refurbishment of Western Quay at North Shields, helping to protect the local fishing industry, and we have in place the country's largest biomass facility, ensuring we can capitalise on opportunities available through renewable energy. We are now ready to attract companies on our estate to manufacture, assemble, service and maintain any wind farms which may be located in this region. Also, further investment has been made in a new work boat with a plough to replace our grab dredger, continuing our drive to consistently improve facilities and operate more efficiently.

So what does the future hold? I'm sure we'll see just as much change over the next six years as we continue to think creatively and innovatively about how to keep the Port thriving and profitable. We have 50 acres on the North side of the Tyne still to be developed and we are looking closely at how we can further increase our efficiencies in handling products. Now more than ever before, this is an exciting place to be and this is reflected in everything we do.



Brian Reeve  
Chief Technical Officer  
Port of Tyne

# Keeping the customer satisfied

Port of Tyne prides itself on giving its customers everything they need. Here, three of the Port's clients talk about their operations and why the Tyne is the perfect port of call for them.



## The right blend

Christine Gray, Tetley's Shipping Manager is responsible for all Tetley's raw tea movements around the world. Where the UK alone is concerned, that means overseeing the import every year of up to 1,800 40ft containers packed with green and black tea – 100% of which comes through the Port of Tyne in an extremely fine-tuned operation.

Tetley first came to South Shields in 2001 after hearing about the Port's huge investment programme. Its manufacturing base had been moved to Eaglescliffe, creating a need for new warehousing. With the containers of tea being too heavy to move on the road, a special solution was required.



"One of the biggest challenges when we started to move to the Tyne was storage," explains Christine. "Tea must be stored very carefully - because it is quite porous, it needs a constant temperature otherwise it will gain moisture or dry out. We took time to explain to the warehouse team what they should and shouldn't do and they have developed a remarkable level of skills and knowledge in handling tea."

Recently Tetley has invested in additional computer software which has allowed it to hand even more responsibility to the Port.

The Port now manages more in terms of planning deliveries to the factory. The warehouse team manages how the teas are loaded to trailers and delivered into our factory, so they have enhanced their role and taken on a very critical part of the business.



**"The Port now manages more in terms of planning deliveries to the factory. The warehouse team manages how the teas are loaded to trailers and delivered into our factory, so they have enhanced their role and taken on a very critical part of the business."**

*Christine Gray, Tetley's Shipping Manager*



JML hands-free can opener

## JML finds real value at the Port of Tyne

When TV and online shopping giant JML moved part of its operations to Port of Tyne, the initial perception of the management team was that the overhead costs would be high. Two years on the entire retail division has also relocated to the North East and the business is saving 40-50% on what it was paying in the South. Current looks at what Shaun Tebble, JML's Group Operations Director, has learned since the company has moved to Port of Tyne.

If you've ever come across a Ped Egg, Toasta Bag or VacPack, you'll immediately know why JML is one of the nation's favourite brands, has a £100 million turnover and is at the forefront of the TV home shopping industry. Its diverse range of products can be found in thousands of households across the UK and these goods are shipped direct to the customer or to the shops that stock them, including ASDA, Tesco and Boots, from Port of Tyne.

The world-leader in retail screen promotions first came to the North East in 2008, when it took a small area of warehouse space and located its call centre operations there. Now the Port of Tyne is also home to its retail division and around 100 of the 350 staff the business employs nationally.

JML Group Operations Director, Shaun Tebble admits the relocation to Port of Tyne was a gamble that has paid off. He explains: "When we were looking for new premises, the North East was appealing as it had advantages in terms of the cost of living and a skilled local workforce but I was sceptical that we would find a base that could offer competitive rates.

Nevertheless negotiations with Port of Tyne went well and the initial move resulted in cost efficiencies so when our contracts started to come to an end in London, we decided to investigate whether it was viable for the retail operations to follow suit.

Today everything is shipped here and what we call 'picked and packed' by the Port's own team before being sent on – and as well as the warehousing, we use its transport fleet 80% of the time. In just over half a year, everything is working really well, the Port has listened and responded to our needs and we've cut our cost base in half."

Despite the challenging economic climate, JML continues to go from strength to strength and container volumes coming to Port of Tyne are even higher than first thought.

"We estimated increasing our container volumes from 350 to 1,500 but in fact the figure has gone up to 2,000," Shaun says. "The number of pallets stored has also leapt up from 9,000 to 13,000.




We are now in a strong position to aggressively build our international presence with a big push into Benelux, Germany, Poland, Slovakia, Czechoslovakia and Hungary."

Shaun concludes: "I've come to realise there are a lot of parallels between JML and Port of Tyne. As businesses we both have a comprehensive offering based on our clients' needs, innovation and value so customers don't have to look elsewhere. It's a good fit."

# Cruising in the right direction





If you were Christmas shopping in Newcastle and Gateshead, you may well have spotted hundreds of visitors all the way from the Faroe Islands doing exactly the same, as Port of Tyne once again played host to a visit from the Smyril Line ferry *Norröna*.

Following the success of their visit last year, operator Smyril Line brought around 1000 shoppers back into the region via Port of Tyne, all of whom went on to snap up festive bargains in NewcastleGateshead before heading home.

The Port acts as a gateway to North East England, bringing more than half a million passengers through the International Passenger Terminal from both cruise and ferry operators, making a significant contribution to the regional economy. It is estimated that the economic impact of the cruise and ferry business is around £75 million.

Andy Foulds, Port of Tyne's Commercial Director, Port Services is looking forward to welcoming Smyril Line back to the Port in the future. He says: "The team at Smyril have been generous in their praise of the Port of Tyne's cruise and ferry facilities. They appreciate our commitment to delivering excellent customer service and recognise our efforts to ensure their stay within the region has been a major success."

Also fulsome in their praise for Port of Tyne are cruise operators Fred Olsen, a long-term customer whose ship *Boudicca* has been making regular calls since 2006 and will continue in the foreseeable future.

Matt Grimes is the Director of Planning, Ports and Logistics at Fred Olsen. He explains: "We really enjoy working with the Port of Tyne – the team there are very flexible and nothing is too much trouble. We've been working with them on improvements to the traffic flow on Northumbrian Quay and it's great that they are willing to take on board and embrace our suggestions for improvement to service. These things help build long-term partnerships."

Andy says: "We are looking forward to welcoming the first visit of luxury liner 'The World' next summer along with visits from a number of German operators and Holland America Line and we are still working hard to encourage additional calls for future years. One of the ways we're doing this is by actively encouraging new ferry operators to look at the feasibility of new routes linking North East England to continental Europe via Port of Tyne."

Andy concludes: "The cruise and ferry business is not just about expert ship handling but also about recognising the needs of the passengers on board. Our aim is to provide a warm North East welcome to the operators from the region so that they will want to come back."

# Serving the community

Port of Tyne is a 'Trust Port'. That means it has no owners or shareholders and reinvests all profits back into developing the Port and supporting the communities it serves.

Port of Tyne is committed to helping regenerate local communities, and to being a major part of the economic regeneration of the North East region.

To do this, the Port takes a leading role in regional development, working closely with local government and business organisations.

It also supports communities and charitable causes across the region with cash and help in kind.

These range from major infrastructure projects, such as the redevelopment of the Western Quay at North Shields Fish Quay, to providing safety cover free of charge for charity events such as the recent Tyne Bridge charity abseil.

Port of Tyne is also responsible for the safe navigation of the river for 22 miles, from the mouth of the Tyne to Wylam, and welcomes many ships including the HMS Ark Royal's final visit.



# Supporting charity

## ...from international wheelchair athletes



Sponsorship from Port of Tyne helped the tenth Tyne Tunnel 2km wheelchair race get off the start line this year.

Competitors raced through the Tyne Tunnel in an adrenaline charged dash to the heart of the River Tyne after which they faced a shoulder burning climb to the finish line. Taking first place was Canadian Josh Cassidy and the women's race was won by Shelly Woods. There was more excitement when, in an incredible performance, newcomer Jade Jones, the youngest ever athlete to compete in the race, surprised everyone by taking second place, only four seconds behind the winner.

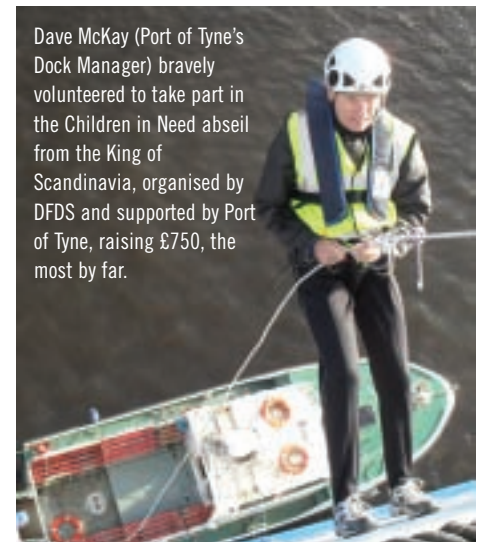
## ...to ducks



This summer saw the return of the Port of Tyne Duck Race with Metro Radio's charity Cash for Kids. Thousands of pink plastic ducks battled along the River Tyne to be the first under the Gateshead Millennium Bridge, raising over £11,000 for charity.

Cash for Kids supports disabled and disadvantaged children right across the North East. The support from Port of Tyne enables all of the money raised to go direct to the good causes.

## ...and dives



Dave McKay (Port of Tyne's Dock Manager) bravely volunteered to take part in the Children in Need abseil from the King of Scandinavia, organised by DFDS and supported by Port of Tyne, raising £750, the most by far.

# Looking after our heritage

## The Swing Bridge

Port of Tyne is responsible for ensuring the famous Swing Bridge is kept in perfect working order.



Visitors from Venice see the mechanics of the Swing Bridge.

Designed and built by the Tyneside Victorian industrialist Sir W.G. Armstrong, it was first used in 1876. It is permanently manned and is still swung open once a month for visitors to experience and whenever needed to let larger vessels pass through.

Recently it was paid a visit by a group of conservation enthusiasts from Italy.

The group, Venice in Peril, are restoring another Tyneside built piece of engineering – the Armstrong Mitchell Hydraulic Crane no 2919, dated 1883. They wanted to learn from other successful Armstrong Mitchell restoration projects and understand how Port of Tyne maintains and preserves the Swing Bridge.

## Western Quay, North Shields

Port of Tyne has now completed the £5.75m refurbishment of Western Quay, ensuring it is fit for the future - supporting the local fishing and ancillary industries and creating a place for visitors to enjoy for years to come.

Western Quay dates back to 1225 and is essential for the fishing industry, which currently supports around 1,200 jobs in North East England.

The partners in the project with Port of Tyne were One North East, North Tyneside Council, North Shields Fish Quay Company and the Marine and Fisheries Agency.



# Promoting the arts

## Tell me more stories



Over the last year, Port of Tyne's writer-in-residence Michael Chaplin has been gathering stories about the connection between the people of Tyneside and the river that runs through it – and the success of the project has been such, the Port has decided to extend it for another year.

Michael says: "It's been great so far and I am looking forward to extending the project so that more people can take part and share their memories and stories."

Michael's pages can be found on the Port's website [www.portoftyne.co.uk](http://www.portoftyne.co.uk). The website is attracting visitors from all over the world.

Anyone wishing to contribute their own story still has a chance to do so by emailing [michael.chaplin@portoftyne.co.uk](mailto:michael.chaplin@portoftyne.co.uk).

## Textile treasures at The Customs House



**Port of Tyne is delighted to be sponsoring 'A Grand Tour,' an exhibition running at The Customs House in South Shields until the end of January.**



Created by knitting group The Materialistics, 'A Grand Tour' showcases textile representations of some of the most famous pieces of artwork in the world, from Vincent Van Gogh's Sunflowers to Dante Gabriel Rossetti's Daydream.



Inspired by the highly successful and memorable 'Casting Off... A Coat For A Boat' project in 2009,

'A Grand Tour' explores the contemporary art of knitting, stitching, embroidery and crafts in ways you have never imagined. For more information, visit [www.customshouse.co.uk](http://www.customshouse.co.uk).

PORT  
of  
TYNE

# DO YOU HAVE A TYNE STORY?

**Everyone has a story  
about the Tyne - and  
that includes you...**

Contributions can take many forms, can be either fact or fiction, as short or as long as you wish, though for reasons of space we can't publish something like a novel.

This isn't a competition - the whole point of the exercise is to mark the importance of the river in our collective lives, to add to our sense of history and place, and to give each other pleasure.

If you wish to submit something, ask a question or start a conversation, please email Michael Chaplin, on the following [michael.chaplin@portoftyne.co.uk](mailto:michael.chaplin@portoftyne.co.uk)

**For more information visit  
[www.portoftyne.co.uk](http://www.portoftyne.co.uk)**

Michael Chaplin,  
Writer-in-Residence