

Client: Morrisons

Morrisons is the UK's fourth largest food retailer with over 500 stores nationwide. Every week, 11 million customers pass through the doors for their weekly food and grocery shop. Employing around 131,000 colleagues across the UK, Morrisons are proud to save their customers money on everyday essentials.

Working with Yearsley Logistics:

Although we have delivered to Morrisons for many years, our closer working relationship started in 2010. Our intention was to determine the best route to market through streamlining the supply chain and offering additional value to our customers who were providing products into the Morrisons network. This was driven by maximising loadfill through consolidation and ultimately reducing the number of vehicles delivering into each distribution centre.

Vendors were pooled into a "virtual consolidation model", with us then trunking stocks from within our network of depots to natural consolidation points, dynamically chosen based upon end delivery point. We provided Morrisons with central administrative support to help find the right solutions on a daily basis. This is fulfilled through our 7 day customer service offering.

During the implementation of the improved consolidation model, Morrisons also launched their "InMotion" primary solution. An initiative based on Morrisons using their own and subcontracted fleet to move manufacturers products into Morrisons network in the most efficient manner.

Again through collaboration we were able to identify backhauling opportunities which suited Morrisons in house fleet, resulting in new revenue streams for them as

well as operational and environmental benefits relating to the eco efficiency of the business.

Outcome:

This project has made a significant impact on mitigating the rising costs within transportation. In addition, the operational and environment benefits of increasing loadfill, identifying new backhaul opportunities, and removing vehicles from the road network has been considerable. Loadfill has increased by over 33% with a calculated CO² reduction of 395 tonnes of CO². The positive impact of our joint efforts has been formally recognised by Morrisons with our formal Consolidation Partnership.

Yearsley Logistics says:

"We recognise that today's supply chain is very much retailer driven, so it is vital that we create strong working relationships. Through the projects we've developed with Morrisons, we've delivered a strong and efficient solution without any adverse effects upon our supplier base".

What Morrisons say:

"This is an exciting project that provides mutual benefits to Morrisons and its suppliers and is another step in the development of our "InMotion" initiative."

Ross Eggleton, Head of National Transport

"We have been able to use the Morrisons fleet to collect consolidated loads from each of the Yearsley Logistics sites. Our stock teams are given full visibility of available capacity ensuring vehicles are topped up and arrive at our distribution centres full, true collaboration!"

Kevin Yapp, General Manager (Morrisons InMotion)



Yearsley Logistics

Hareshill Road, Heywood, Lancashire, OL10 2TP

Telephone: 01706 694680 • Facsimile: 01706 694666

Email: logistics@yearsley.co.uk • Web: www.yearsley.co.uk