

CASE STUDIES FROM OUR INVESTMENTS

PEEL PORTS



**INSPIRING YOUNG PEOPLE
IN MERSEYSIDE**

Peel Ports' Liverpool staff will be helping young people to understand how logistics and the global supply chain work through an innovative new board game called Business on the Move.

The game was successfully piloted at The Everton Free School with year 12 students facilitated by a team of rising stars in the business. It is hoped that visits like this will inspire young people to consider a career in the industry and also learn about the transformative investments Peel Ports Group are making in the region.

The game challenges young pupils to find the most efficient way to transport cargo to customers in the North West from China using a combination of air, sea, road and rail. Each round, students are tasked with delivering a real product to local companies such as B&M Retail and Jaguar Land Rover to illustrate the kinds of decisions those working in the supply chain have to make daily.

Crucial transit points such as the new Liverpool2 and Liverpool John Lennon Airport feature in the game and feedback has been positive. Peel Ports hope to engage 200 schools in the coming year, rolling out a newly created Liverpool centric version as part of the Cargo 200 initiative.