

## Catalyst for Change

Thursday 14 April 2016, The Crystal, Royal Victoria Dock, London E16 1GB

Moderator: Harry Cole, Leader of the UK Chapter M&I Community

Speakers: Martin Budd, Environment & Climate Change Strategic Adviser, Hull City Council  
Shaun Cray, General Manager, RE & Construction Siemens - Hull Offshore Wind

Facility

Andrew Purcell, Senior Real Estate Manager, Honeywell

For this meeting, organised by the UK Chapter's M&I Community, we had to trek out to the far east, to the Royal Victoria Dock where Siemens' The Crystal building perches on the edge of the water. A trek that was, however, worth it - particularly for those who chose to arrive by cable car from Greenwich swooping across the Thames and over the dock.

The Crystal is a world beating building in terms of its sustainability, as **Harry Cole** reminded us, award winning with Siemens technologies ensuring that the highest energy efficiency and CO2 standards are met - a suitable venue for an event dealing with a major low carbon industry investment.



For that is what we had come to learn about. Siemens is building a world class manufacturing and assembly facility on Hull's Alexandra Dock that will supply a giant 30 GW wind farm in the North Sea. **Shaun Cray**, of Siemens real estate team and responsible for the site, explained to us how and why Hull had been chosen - for the space available (54 hectares) and its ready access to the offshore site. The £310m joint undertaking with ABP (Associated British Ports), has nevertheless involved, relocating existing occupants, filling in much of the old harbour and creating 600m of quayside capable of accommodating the specialist vessels needed for the task of setting up and

maintaining the wind farm. The huge but fragile blades will be made in a purpose built factory beside the quay, reducing cost and the danger of damage in transit, and be joined by the turbines (from Germany) and towers (from Spain) ready to be taken offshore and assembled on site at sea - all as seen in a stunning brief video shown at the close of Shaun's piece

**Martin Budd**, of Hull City Council, then described how this huge project, with its planned 1,000 local jobs, had acted as a catalyst in Hull, now home to the largest Enterprise Zone in the UK. Suppliers to the offshore industry have been encouraged to move into the area and the Urban Technical College works to provide a level of skill that will assist the growth of Siemens and other green industry businesses that have set up locally. Hull has a large manufacturing sector linked to its port and the Siemens investment allows the city to renew its wealth-creating relationship with the sea, with advanced apprenticeship schemes and into-work training programmes aimed at both low carbon and hi-tech industries.



At this point **Harry** launched the panel discussion, bringing in **Andrew Purcell**, of Honeywell, asking if he saw any parallels between the Siemens in Hull story and his own company's approach to strategic investments. Noting that what is most important is first a very clear set of objectives - and, while each case is different, the level of investment then depends on the level of engagement. Locally, the RE team acts as internal strategic advisers, providing the necessary data (eg lease or buy) to the other teams involved in the project (HR, LER etc). The biggest challenge he said is setting timelines correctly and the opportunities lie in creating the sort of relationship seen in Hull where each party provides a benefit to the other. The panel discussion covered how Hull intends to build on the investment made by Siemens and others, and how do Siemens and Honeywell calculate the payback on an investment such as these?

And questions from the following Q&A elicited the information that Siemens had abandoned investments in tidal energy as being ten times more expensive than gas (chiefly because of deployment, maintenance etc), that the site at Hull is designed for an afterlife and that consistency in Government policy would be helpful.

Summing up Harry noted the huge opportunities in infrastructure and investment offered by projects such as these, the need for public and private to work together for a successful outcome, focussing on the investment opportunities, and how brave Hull has been to focus on the green environment.

The conclusion of this inspiring presentation was held in the bar, from where we were able to watch the cable cars flying over the water and admire the 'lifting' roof of the building while we networked and pursued further enquiries.

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