



PLA STRATEGY





*Robin Mortimer
Chief Executive*

The Thames is set to get busier. That was the view from the Thames Vision project, a shared, stakeholders' view of how the river will develop over the next twenty years. It sets goals for greater use of the Thames as an artery for trade and travel, alongside an improved environment, greater appreciation of heritage and as a place to spend leisure time.

With the Thames Vision established, we took the opportunity to review our strategy. We wanted to make sure that we do all we can to help deliver the aspirations for the future and to ensure that the greater levels of river activity can take place safely.

Our new strategy is centred on three core roles for the PLA:

- **Protect** – targeting Zero Harm and improved sustainability
- **Improve** – running efficient operations and investing to support growing river use
- **Promote** – leading the Thames Vision to unlock the potential of the Thames.

This reflects the much broader view we take of our role, as Custodians of the Tidal Thames. We are backing this approach with investment, particularly around improving river infrastructure.

The new strategy, centred on these three roles, and the investment we will make to support them, represents our commitment to the delivery of the Thames Vision.

This short leaflet provides more detail on our strategy – we hope you find it of interest and encourage you to find out more on our website: www.pla.co.uk.

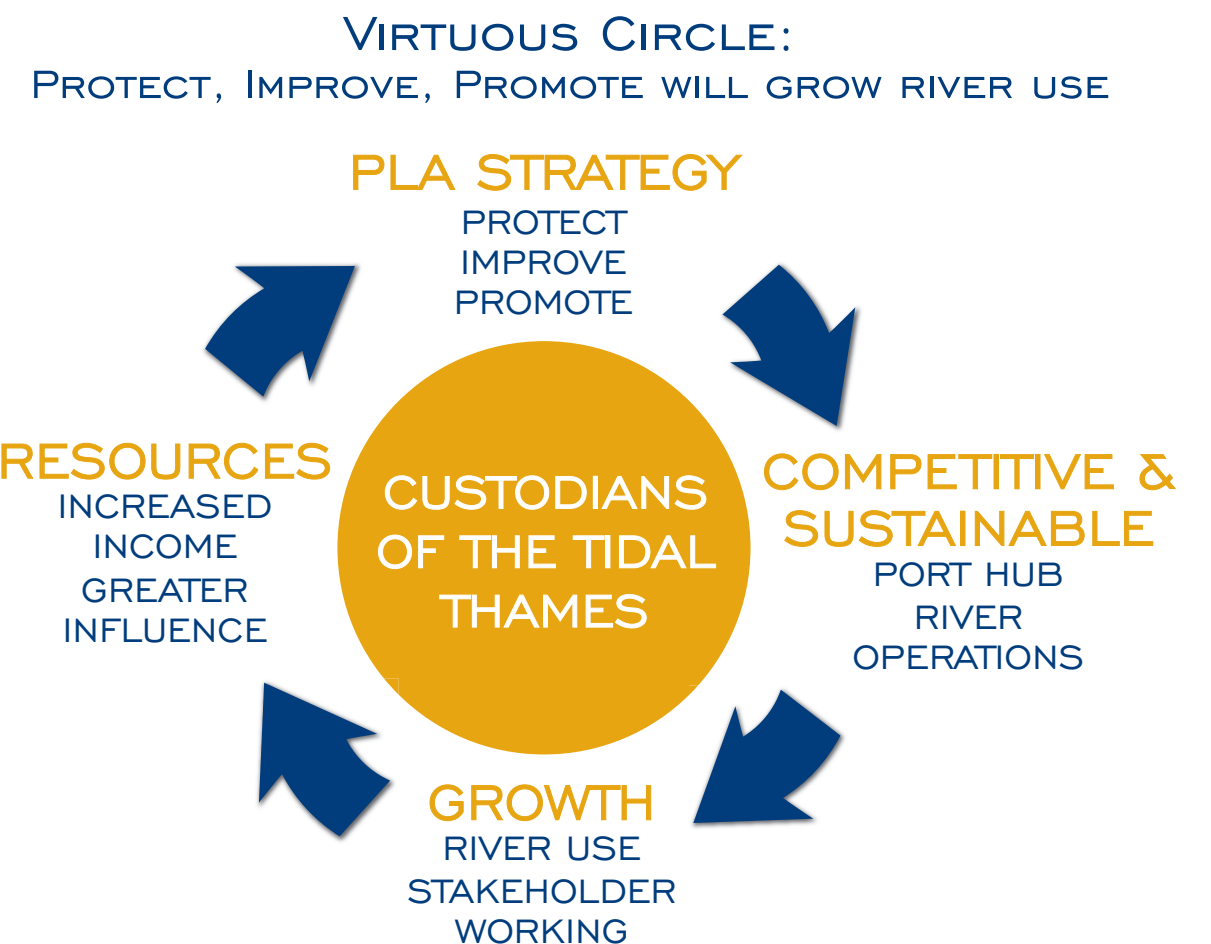
Robin Mortimer
PLA Chief Executive
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PLA strategy and greater river use

As a Trust Port, we hold the Thames in trust for future generations. We have no shareholders, so operate for the benefit of stakeholders.

Stakeholders' ambition, as set out in the Thames Vision, is to see the river play a much greater role in the life of London and the south east, from trade and travel to sport and recreation. The goal of our strategy is to support this ambition. A strong and effective PLA supports growth through creating a 'virtuous circle'.

Delivering on our commitments to protect, improve and promote will help develop the competitiveness and sustainability of port and river operations. This will underpin growth in river use and generate a financial return, which we can invest again in protecting, improving and promoting.



The PLA's three roles

Protect

1

Protect is centred on our Zero Harm ambition. It embraces our core navigational safety role, which includes conservancy, pilotage, harbour patrols, river works licensing and much more. Alongside this, the personal health and safety of our employees will remain central to the way we operate. We will be working to support Thames' vessel operators safety and safety in the wider port. Working with partners on suicide prevention will also be a focus.

Our environmental ambition is also expanding. We already have our well-established licensing functions and work continuously to improve the environmental performance of our operations. The river is set to become the cleanest since the Industrial Revolution with the completion of the Thames Tideway Tunnel. Alongside this we are broadening our programme to embrace new initiatives including river-related air quality and biodiversity.

AMBITIONS:

Zero harm: driving safety improvements in the port and on the river



More sustainable port and river operations and improving habitats



2

Improve covers improving both the PLA as an organisation and investment to help increase river use further. At the PLA, we will be building on our commitment to continuous improvement in everything we do. Over the next five years we will review each of our major operations to see how we can do things more simply, quickly and better for customers.

Improve

Increasing river use will rely on people and organisations being able to fund investment in everything from new boats to new terminals. We will be seeking investment opportunities in new facilities which will help underpin greater river use and generate a return for the PLA.

AMBITIONS:

An ever more competitive service organisation, easy for customers to do business with



Investing to support growing river use



3

Promote is about continuing to provide leadership to deliver the Thames Vision – working with a huge range of partner organisations. Among the elements of promotion covered will be a better coordinated approach to educational outreach to schools, working with partners on tourism promotion and ensuring that planning and development authorities are thinking ‘Thames’ as they develop local plans and riverside projects.

Promote

We are also working closely with sports governing bodies and non-governmental organisations on how best to encourage use of the Thames for sport, recreation and archaeology. Supporting the completion of the Thames Path is a particular ambition.

AMBITIONS:

Planning and development authorities more actively promoting river use for freight and passengers



Growing use of the river for sports, recreational and other users



Who we are

We are a self-financing Trust Port. Our mission is to maintain a safe river to support London and the south east in a wide range of activities, at work, rest and play.

We work closely with partners and stakeholders to ensure the river plays the maximum possible part in generating jobs and wealth for the country. We pay the same high level of attention to helping maintain the Thames environment and the wildlife it supports, for the benefit and enjoyment of many generations to come.

Our main activities are:

- Overseeing river navigation and safety
- Sharing our planning consultation and technical expertise
- Bringing people together and promoting the river
- Looking after the Thames environment

As we operate for the benefit of stakeholders, not shareholders, we are able to generate a substantial financial benefit to the community, investing to improve the efficiency of our operations and the Thames more widely.

Values

Our proud and responsive workforce collaborates across teams, delivering better outcomes for customers.

- Taking care of each other's safety
- Dealing fairly with all our employees and stakeholders
- Delivering great customer service, every time
- Investing in developing our people
- Embracing and promoting all types of diversity
- Continuously improving the way we operate





CUSTODIANS OF THE TIDAL THAMES

PROTECT | IMPROVE | PROMOTE

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