

**Argyll and Bute Council**  
Comhairle Earra Ghaidheal agus Bhoid

Customer Services  
Executive Director: Douglas Hendry



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16 April 2014

## NOTICE OF MEETING

A meeting of the **CAMPBELTOWN FERRY SUB-GROUP** will be held in the **TOWN HALL, CAMPBELTOWN** on **FRIDAY, 25 APRIL 2014** at **1:00 PM**, which you are requested to attend.

Douglas Hendry  
Executive Director - Customer Services

## BUSINESS

1. **APOLOGIES**
2. **MINUTE**  
Minute of the previous meeting held on 25 October 2013. (Pages 1 - 4)
3. **EVALUATION OF THE CAMPBELTOWN/ARDROSSAN SERVICE**  
An update by Councillor John Semple and Martin Gorringe.
4. **REVIEW OF YEAR 1 AND PREPARATION FOR YEAR 2 - CALMAC** (Pages 5 - 6)
5. **BUSINESS CONTACTS FOR EVALUATION SURVEY**
6. **DATE OF NEXT MEETING**  
Friday, 1 August 2014

## CAMPBELTOWN FERRY SUB-GROUP

Councillor Anne Horn

Councillor John Semple (Chair)

Contact: Theresa McLetchie - Tel: 01546 604511

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**MINUTES of MEETING of CAMPBELTOWN FERRY SUB-GROUP held in the TOWN HALL,  
MAIN STREET, CAMPBELTOWN  
on FRIDAY, 25 OCTOBER 2013**

**Present:**

(Chair)

Councillor John Semple

Councillor Anne Horn

Melissa Stewart

Stuart Green

Allan Finlay

Flora Grant

Stuart Ellis

David Roberts

Peter Griffiths

Ewen MacDonald

Colin Craig

Argyll and Bute Council

Argyll and Bute Council

Argyll and Bute Council

Ardshiel Hotel

Machrihanish Dunes

HIE

CalMac

Explore Campbeltown

West Coast Motors

**1. APOLOGIES**

Apologies for absence were intimated by Neil Clapperton.

**2. MINUTE**

The Minute of the previous meeting held on 30 September, 2013 was approved.

**3. DRAFT TIMETABLE**

The Chair tabled a draft revised 2-year timetable prepared following a stakeholders meeting on Arran and invited review and discussion from the group.

Discussion ensued on the various aspects and implications of the revised timetable. The general consensus was that it would be more beneficial for the local economy in Campbeltown if more impetus was given to the 'in and out' direction of ferry travel as opposed to 'out and in flow'

Decision

The group agreed:-

1. The Chair would consult with stakeholders on a more suitable timetable and, with the agreement of stakeholders, promote this as an alternative timetable to Transport Scotland suggesting that there should be provision for a day trip which the proposed timetable currently did not have, there should be sailings on a Saturday evening and that there should be no Arran connections.

2. That if the alternative timetable could not be considered by Transport Scotland, then the timetable used for 2013 should continue to operate.

**4. MEETING WITH TRANSPORT SCOTLAND**

This was discussed under Item 3.

**5. MEETING WITH CALMAC MARKETING TEAM**

The Chair gave the group an update on a recent meeting held with the CalMac Marketing Team and introduced Peter Griffiths, CalMac Group Public Affairs Team.

Peter updated the group on the various initiatives currently undertaken by CalMac on various routes. He advised on the media advertising sites CalMac utilised to promote the Company. The Chair requested that CalMac help promote the various local events in the Kintyre area. Peter stated that these were publicised on relevant routes and included the forthcoming Christmas market in Campbeltown. He advised the group of the focus of some major events for 2014 which included – 2014 Homecoming.

Peter's contact details are as follows:-

[Peter.griffiths@davidmacbrayne.co.uk](mailto:Peter.griffiths@davidmacbrayne.co.uk)

Tel: 01475 650371

**6. SIGNAGE**

The group gave further discussion to the issue of signage in Ardrossan and the need to address this issue.

The Group agreed that Signage would be retained on the Agenda for further discussion.

**7. FUTURE MEETING DATES**

The group agreed the future meeting dates as follows:-

25 April, 2014

1 August, 2014

31 October, 2014

**8. AOCB**

There was no other business.



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**CALMAC UPDATE – APRIL 2014**

We are pleased to say that the service this year will operate from 01 May to 28 September inclusive. The timetable is the same this year as last, agreed after consultation with the Campbeltown and Arran communities and Transport Scotland.

On Thursdays and Saturdays the service departs Ardrossan at 1840 arriving into Campbeltown at 2120. On Fridays the ferry departs Campbeltown at 0735 arriving Ardrossan at 1015. On Saturdays the service will operate via Brodick on Arran and the ferry departs Campbeltown at 0700 arriving at Brodick at 0920, departing Brodick at 0945 and arriving Ardrossan at 1040. There is also a service on Sundays departing Ardrossan at 1350 and arriving Campbeltown at 1630. The ferry then departs Campbeltown at 1655 arriving back at Ardrossan at 1935 on Sunday.

Fares - a driver/passenger saver 5 day return fare is £16.45, single is £9.80 and 6 journey ticket is £41.00\* The fare for a car, single is £60.00 or £102.00 for a saver 5 day return and £219.00 for a 6 journey ticket\* Pedal cycles travel free, children under 5 travel free and children age 5 to 15 travel for half the adult fare. All tickets must be purchased before boarding the vessel.

\*please note 6 journey tickets are valid for one passenger or one nominated motorised vehicle, not valid for caravans or trailers.

Details of all fares and the summer timetable are available online now at [www.calmac.co.uk](http://www.calmac.co.uk)

Marketing - we have refreshed our Days Out brochure this year with a new, updated look and with one brochure for all Days Out day trips across the network. One of the Days Out promoted is a Kintyre Sunday Lunch Cruise on the Ardrossan to Campbeltown route, available every Sunday from 04 May. Other Days Out include those from nearby Kennacraig to Islay for an Islay Whisky Cruise and Taste of Islay Lunch Cruise as well as a day trip to visit Achamore Gardens on Gigha. Campbeltown and the wider Kintyre area is also promoted in the Discover More pages within the Days Out brochure with visitors encouraged to discover more of the area and with specific reference to the Kintyre Trail and Kintyre Way. 75,000 copies of the brochure have been distributed to Port Offices, Tour Shops, at all Visit Scotland Visitor Information Centres and online at [www.calmac.co.uk/destinations/day-trips-by-ferry/](http://www.calmac.co.uk/destinations/day-trips-by-ferry/)

Days Out are also being promoted through CalMac's website at [www.calmac.co.uk](http://www.calmac.co.uk) via the banner on the home page and through facebook and twitter postings and tweets

GoExplore Brochure - Kintyre and the Ardrossan to Campbeltown route are also promoted in our GoExplore brochure which has been revised this year and is designed as a useful planning tool for visitors providing more information on destinations, how to get there and local activities and events. 150,000 copies have been distributed to tourist planning hotspots including train hubs, gateway sites, shopping centres and attractions and cultural venues throughout Scotland and the North of England. The brochure is also available to download online at [www.calmac.co.uk/destinations/inspire-me/goexplore-2014.htm](http://www.calmac.co.uk/destinations/inspire-me/goexplore-2014.htm)

A number of campaigns are currently running/due to start soon and will continue throughout the summer. These include a Homecoming 2014 Advertising Campaign in the Glasgow area, a microsite at [www.comehomewithcalmac.co.uk](http://www.comehomewithcalmac.co.uk), a Brilliant Island Moments – VisitScotland Campaign and various competitions and other promotional activities including exhibiting at high profile trade travel shows such as Expo and ITB Berlin, all aimed at encouraging visitors to discover and explore the west coast.

We regularly communicate with our customers and partners through monthly eNewsletters and currently have over 80,000 people on our CalMac Connects database through which we promote routes, destinations and events. We also communicate regularly to our customers through Social Media and currently have 10,205 Facebook followers and 4,057 followers on Twitter

We continue to support and work closely with Destination Marketing Organisations and other island partners,

including Argyll and the Isles Strategic Tourism Partnership. We've given unprecedented emphasis to local provenance across our fleet, tapping into the growing movement for locally produced, traceable foods and goods – and offering passengers a flavour of the destinations they're sailing to and from. This includes Wild Argyll Venison, Argyll Hill Lamb, Argyll Angus and The Argyll Smokery.

We will continue to look at opportunities for specific promotions for this and other routes and to work with local partners as part of continuing to seek new ways to support tourism –oriented activities.

Maggie Maguire  
UK Tourism Development Manager

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Ferry Terminal  
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