
Briefing Note: Calmac Response to Queries from CPG Members

Simon Richmond, Area Operations Manager CalMac Ferries Limited, advised that he would be unable to attend the meeting person and requested that Area CPG members with concerns they wished to raise submit specific questions in writing so that a written response could be provided

The queries submitted by members are shown in italics below with the response from Calmac written in bold under the query:

1. The number of disabled/special assistance passengers travelling on the Calmac ferry routes servicing the Mid Argyll, Kintyre & Islay area during the past year

2. The number of NHS and SAS bookings on the Calmac ferry routes servicing the Mid Argyll, Kintyre & Islay area during the past year

3. The number of prisoners/police cases travelling on the Calmac ferry routes servicing the Mid Argyll, Kintyre & Islay area during the past year

Unfortunately we are unable to provide any information for the 3 above as the information is not recorded in a format which could allow us to collate it.

4. The number of cancellations there has been so far this year for the Campbeltown Ferry service along with the reasons for cancellation

The information is:

Total Scheduled Sailings	Cancelled Sailings Weather	% Cancelled Weather	Cancelled Sailings Technical	% Cancelled Technical	Cancelled Sailings Others	% Cancelled Others
84	7	8.33%	9	10.71%	0	0.00%

5. Information relating to the activities undertaken to assist those people who had chosen to use the Campbeltown Ferry service and had to make alternative travel arrangements at short notice due to cancellation and the public relations activities undertaken to ensure continued passenger confidence in using the route.

As part of the improvements to the way we communicate with passengers we recently introduced an additional service status of yellow to the existing green, amber and red categories on our website to give passengers clearer information about potential disruption.

The overwhelming response to consultation on what we could do to make passengers journey experience better was to give them more information. Feedback told us that the existing amber alert covered too broad a range of situations and

caused confusion. This new yellow alert now separates out potential disruption from actual disruption on a route.

So, passengers, including those on the Campbeltown route, can make better decisions on whether they should travel or not.

We have also greatly expanded our use of social media activity to keep passengers informed in real time when disruptions are likely to occur.

This gives customers as much accurate, up to date information as possible allowing them to plan their journey to take account of all eventualities.

We also use direct messaging to passengers through text to inform them of alternative arrangements if required.

As far as PR activity to reinforce confidence in the route, we put out news releases to inform the public when the route became permanent which was extensively picked up by the media. [For example the BBC](#) We also had media trips on board from the Ardrossan Herald and the Campbeltown Courier at this time.