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## MINUTES of MEETING of CAMPBELTOWN FERRY SUB-GROUP held in the TOWN HALL, CAMPBELTOWN on FRIDAY, 25 APRIL 2014

**Present:**

(Chair)  
Councillor John Semple

**Attending**

Martin Gorringe  
David Roberts  
Ewen MacDonald  
Neil Clapperton  
Jim Martin

Marine Operations Manager  
HIE  
Explore Campbeltown  
Explore Campbeltown  
Campbeltown Community  
Council

**1. APOLOGIES**

Apologies were intimated from:-

Councillor Anne Horn  
Maggie Maguire, CalMac  
Alison Feaks, Visit Scotland

The Chair welcomed everyone to the meeting which had been convened prior to the commencement of the Ferry Service operation for the 2014 period.

**2. MINUTE**

The Minute of the meeting held on 25 October 2013 was approved as a true record.

**3. EVALUATION OF THE CAMPBELTOWN/ARDROSSAN SERVICE**

The Chair reported that the questionnaire which had been compiled by the consultants - Vector Research and JMP - was to undertake an evaluation on the impact and benefits to the local community and local businesses of the new Ferry operation. The group agreed the need for the importance of people to complete the questionnaire to gauge the effectiveness of the ferry operation.

The Marine Operations manager advised the timeline for completion of the questionnaires. These would be finalised by August 2014 and a report generated at the service conclusion in September. This exercise would be repeated in 2015 and would hopefully provide a clear picture of the success of the operation and inform if it would be sustainable for future years.

The group gave consideration to the following marketing initiatives:-

Highlighting events and promoting local attractions in the Kintyre area - correlation of ferry crossings to 'link in' with these events.

Possibility of introducing a Loyalty card for visitors to local attractions - e.g. Distilleries/hotels  
Liaising with local cycle clubs in the Ayrshire area - promoting the ferry service with a view to these clubs utilising local cycle routes  
Staging 'Comedy/Culture nights' on board the ferry  
Promoting the ferry service - West Sound local Ayrshire Radio  
Local Ambassador/Ambassadress to promote local attractions on the ferry  
Signage at Kennacraig - promoting Kintyre attractions

Outcome:

The group agreed that Maggie Maguire would be invited to a meeting in Campbeltown to give further discussion to the progression of these marketing initiatives  
That a list of local events in Kintyre, Islay and Arran would be compiled.  
That the evaluation questionnaire would be disseminated via the Explore Campbeltown network to establish views from local people.  
That Cllr Semple would compose a short Press Release for dissemination to both the Courier and Explore Campbeltown. Explore Campbeltown would again disseminate this Press Release via their network.

#### **4. REVIEW OF YEAR 1 AND PREPARATION FOR YEAR 2 - CALMAC**

The group gave consideration to an update provided by Maggie Maguire, UK Tourism Development Manager which provided a short overview of the current timetable, fares and the marketing strategy being undertaken by CalMac.

##### **Decision**

The group noted the update.

(Reference: Update by Maggie Maguire, UK Tourism Development Manager).

#### **5. BUSINESS CONTACTS FOR EVALUATION SURVEY**

The group gave consideration to the most effective way of engaging with the local business contacts.

##### **Decision**

The group agreed that Explore Campbeltown would post the Press Release on their Face Book page. In the process they would establish permissions from their contacts to enable further contact from, and on behalf of, the Ferry Sub-Group.

#### **6. DATE OF NEXT MEETING**

The next meeting of the Ferry Sub-Group was agreed for:-

Friday, 1 August 2014 – 1.00p.m.



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